

The Digital Television Transition: It Affects More People Than You Think

A Report By:

Consumers Union

Consumer Education Outreach Program
February 2008



The Digital Television (DTV) Transition – It affects more people than you think

Starting Feb. 17, 2009, full-power U.S. television stations will shut down their traditional analog signals and will broadcast only in digital. The bottom-line for consumers: If you have an analog TV—likely to be an older set that receives signals through rabbit ears or a roof-top antenna—you will need to purchase a converter-box and possibly a new antenna to continue receiving over-the-air broadcasts. All consumers are eligible for a federal government coupon program created to offset the cost of the converter box.¹ For consumers buying a box with a government coupon, the cost can range from \$1 to \$50. Other options are to replace your current analog television with a new digital TV or subscribing to a paid television service, which can cost over \$200.

The impact of this change is significant given a nation of over 113 million TV viewing households – many with more than 3 television sets per household – and the array of services that take advantage of the technology – from watching DVDs to playing video games and surfing the Net. The power and appeal of digital television is both a driver of this change and a factor in creating a marketplace where consumers receive confusing, conflicting or misleading information. Along with the technical complexities of the transition, there are strong incentives by a variety of market players to convince consumers to buy equipment or services they may not need or want.

Cable companies have an incentive to encourage non-subscribers to purchase their services, and to upgrade current subscribers to digital cable. Retailers and manufacturers have an incentive to sell high-end HDTVs rather than more affordable, smaller-screen digital sets. And they have little incentive to inform consumers that their analog sets will continue to receive digital broadcasts just fine, as long as they have a converter box.

A combination of woefully inadequate funding by government on education and the competing incentives of market players has left most consumers with a vague awareness of the transition and a poor understanding of available options. A survey from the *Consumer Reports* National Research Center² found that while a majority of consumers (64%) know about the digital TV transition, 74% have major misconceptions about the impact on their television services. Many of those who will be left without any television service after February 17, 2009, are both unaware of the transition and the government coupon program created to defray the cost of a converter box. Based on these misconceptions, many consumers are planning to spend money they don't have to spend on equipment or services they do not need.

¹ See www.dtv2009.gov for more details.

² *Consumer Reports* DTV Poll, January 2008

This report summarizes data from Nielsen Media Research³ on the number of over-the-air only households in 210 market areas across the nation, as well as insights gleaned from a *Consumer Reports* National Research Center survey. The aim is to spur better education and outreach on the looming digital transition.

To serve consumers best, we recommend the message be clear and consistent and outreach be tailored to the audiences that will be affected most.

1. For consumers who intend to get a converter box, we suggest you apply early and don't delay more than 90 days to buy the box, since funds are limited and the coupon expires 90 days from the date your coupon is mailed.
2. We suggest consumers try tuning into a digital station in their area right now to see where they stand with reception, and not wait until analog shuts down. Stations are already broadcasting in digital, so don't wait until the last minute to test your signal.
3. The National Telecommunications and Information Association (NTIA) and the Federal Communications Commission (FCC), the agencies in charge of the digital transition, need to keep their hands on the steering wheel. So far, these agencies are in large measure relying on the broadcast industry, equipment manufacturers and retailers to educate consumers about the transition. We believe the federal government that mandated this switch has a responsibility to help consumers filter through the noise to find unbiased information, and determine what the "least-cost" path to digital will be.
4. Policymakers should try to enroll some test markets to make the jump to digital early. We're not the first country to switch to digital—the UK, Italy, Germany, and others have already begun the digital switch—but they are generally doing it gradually and taking time to iron out the kinks as they go. Consumers Union believes we should have a similar phased-in approach here in the U.S. No communities have thus far volunteered to do the switch early, and the FCC doesn't have the authority to force anyone to transition early. We need some mayors or governors to consider stepping up early as test markets, and perhaps the FCC or NTIA could provide financial incentives for them to do so.
5. Policymakers should develop localized action plans that focus on strategic outreach to the most affected communities. Special attention needs to be paid to getting seniors good information about the least-cost digital

³ Nielsen Media Research Inc., Universe Estimates DMA® TV Households January 1, 2008

switch, and assistance installing any new devices. The DTV transition will also create disproportionate effects on Latinos; targeted outreach to Latino media is critical.

As we informed Congress, the digital television transition creates unique vulnerabilities for consumers and therefore unique opportunities for businesses to mislead them. A combination of low consumer awareness, technological complexity, and financial incentives to sell more television and related services create a fertile environment for confusion. For vulnerable populations—such as the elderly or low-income households—the potential for being misled, intentionally or unintentionally, is significant.

In response, Consumers Union has published education materials in print and online and is conducting education outreach. Our aim is to help consumers be well-informed about their options so they only spend as much time and money on this decision as they think is important.

Who is Affected

Over-the-air only households

Individuals affected. According to a *Consumer Reports* survey, 15 percent of Americans live in households that rely exclusively on over-the-air programming. If these consumers do not take some action before February 2009 – such as buying a converter box – over three quarters (78%) will have no televisions capable of receiving over-the-air broadcasting. That is 11 percent of American adults, or approximately 23 million people, who would be unable to watch TV.

Households affected. Nielsen Media Research tallies the number of TV Households within DMA[®] regions⁴ across the nation. According to their data, there are approximately 113 million TV households in the United States. Among those, over 13.4 million TV households rely entirely on over-the-air broadcasts as of January 2008. To understand the impact in these broadly defined

metropolitan areas, and the complexities of effective outreach, consider both the total number of households affected as well as the percent of households.

Of the 210 DMA[®] regions tracked, only 14 include more than 200,000 broadcast-only households. (Table 1)

	Region Name	# Broadcast Only HHS	TV HHS in DMA
1	Los Angeles	958,030	5,647,440
2	Dallas-Ft. Worth	544,570	2,435,600
3	Chicago	514,840	3,469,110
4	Houston	467,040	2,050,550
5	Minneapolis-St. Paul	360,340	1,706,740
6	New York	356,680	7,391,940
7	San Francisco-Oak-San Jose	255,610	2,419,440
8	Phoenix (Prescott)	254,780	1,802,550
9	Detroit	221,900	1,925,460
10	St. Louis	220,390	1,244,370
11	Philadelphia	213,940	2,939,950
12	Salt Lake City	203,290	874,650
13	Denver	201,570	1,477,280

In these large urban centers, unless you can spot a big satellite dish or antenna on the roof, it is not immediately apparent how a household is receiving its signal, which is part of why it has been hard to quickly determine how many consumers are affected. For example, if you are a consumer in New York where there is a high market penetration for cable and satellite services, you'd likely be surprised to find out there many households that still rely on over-the-air reception. In fact, less than 5% of New York area TV households rely on over-the-air broadcast signals. But

⁴ DMA[®] stands for designated market area, which is determined by Nielsen Media Research, Inc. in an annual review based on areas that can receive comparable television and other media offerings. DMA[®] regions often coincide with metropolitan areas and can cross state lines. Markets are generally identified by the largest city, usually near the area's center.

New York has over 7 million TV households in total; 5% of that number translates into over 350,000 households that are using a technology that will be obsolete after February 19, 2009. If you or a relative are one of those 350,000 – it matters.

Areas with between 200,000-100,000 affected households (Table 2) continue to be urban areas with large, diverse populations. This includes areas as diverse as Washington, DC with 196,720 broadcast-only households (less than 10% of the total TV households in that region) and Milwaukee with 172,480 broadcast-only households (close to 20% of total TV households in that region).

Table 2			
DMA[®] regions with between 100,000 and 200,000 Broadcast-only HHs			
	Region Name	# Broadcast Only HHs	TV HHs in DMA
15	Washington, DC (Hagerstown)	198,720	2,308,290
16	Portland, OR	194,650	1,150,320
17	Cleveland-Akron (Canton)	187,100	1,533,710
18	Sacramnto-Stikton-Modesto	177,050	1,391,790
19	Milwaukee	172,480	891,010
20	Atlanta	164,280	2,310,490
21	Tampa-St. Pete (Sarasota)	159,450	1,783,910
22	Indianapolis	156,410	1,072,090
23	Cincinnati	154,210	904,340
24	Boston (Manchester)	131,800	2,393,960
25	Baltimore	131,190	1,095,490
26	Miami-Ft. Lauderdale	129,360	1,536,020
27	Albuquerque-Santa Fe	123,740	677,740
28	Kansas City	123,150	927,060
29	Fresno-Visalia	122,350	568,730
30	Raleigh-Durham (Fayetteville)	119,580	1,039,890
31	Grand Rapids-Kalamzoo-B.Crk	115,340	739,640
32	Nashville	111,670	966,170
33	San Antonio	109,550	792,440
34	Harlingen-Wslco-Brnsvl-McA	108,320	338,550
35	Columbus, OH	105,170	905,690
36	Charlotte	101,240	1,085,640

Regions with fewer broadcast only households may nonetheless find themselves disproportionately affected by the transition. For example, Laredo has 13,510 households that receive over-the-air broadcasts only. While that is a much smaller number than in New York or Charlotte, this total represents 20% of all TV households in that area. Laredo thus ranks 15th among the 132 DMA[®] regions that have more than 10% or more of their population receiving broadcast-only

television signals. (Table 3) The implications for these communities, many of which are rural, include a significant decline in access to local and national news as well as fewer good options to access converter boxes, low-cost televisions, and competitively priced television services.

Table 3 DMA® regions in which more than 20% of Total TV HHs are Broadcast-only				
	Region Name	%	HHs	TV HHs
1	Fairbanks	34.3	11,180	32,550
2	Harlingen-Wslco-Brnsvl-McA	32.0	108,320	338,550
3	El Paso (Las Cruces)	29.3	88,760	302,470
4	Boise	26.4	66,440	251,920
5	Salt Lake City	23.2	203,290	874,650
6	Houston	22.8	467,040	2,050,550
7	Dallas-Ft. Worth	22.4	544,570	2,435,600
8	Yuma-El Centro	21.6	24,450	113,220
9	Fresno-Visalia	21.5	122,350	568,730
10	Green Bay-Appleton	21.1	92,840	439,940
11	Minneapolis-St. Paul	21.1	360,340	1,706,740
12	Ft. Wayne	21.0	57,490	273,240
13	Duluth-Superior	20.6	35,510	172,350
14	South Bend-Elkhart	20.3	68,430	337,870
15	Laredo	20.1	13,510	67,150

See the Appendix for an alphabetic listing of all 210 DMA® regions by total number and percentage of broadcast-only households.

Households with paid television services

Also affected by the transition are those in households with both paid television services and at least one other TV currently used to receive over-the-air broadcasts. These sets will not receive over-the-air signals after February 2009 unless the consumer buys something.

A *Consumer Reports* National Research Center survey⁵ found that roughly 40% of paid service subscribers are using an analog television set to receive their paid programming. Since cable companies are required to carry analog signal through 2012 only, these subscribers will likely need to take an action sooner or later. Among paid television subscribers using analog TVs to receive their services:

⁵ *Consumer Reports* DTV Poll, January 2008

- 40 percent of paid television subscribers would have no working televisions if they choose to cancel their subscription, or if there is a service disruption;
- 6 percent of paid television subscribers have at least one analog TV on which they currently watch over-the-air programming;
- 46 percent of paid television subscribers indicated they would be concerned if they were not able to receive an over-the-air signal in an emergency service outage.

Consumer Knowledge and Options

Consumer knowledge

While our research shows the level of overall awareness was high, we found a staggering lack of awareness and confusion among consumers on how to navigate the transition. Key misconceptions were as follows:

- Of those who will have at least one TV affected, nearly two-thirds (61%) incorrectly believe they are not affected, do not know that they are affected or are completely unaware of the transition.
- One-third (33%) of Americans in households that will have no functioning television after February 17th 2009 were completely unaware the transition is coming.
- One-third (33%) of consumers completely unaffected by the transition plan to buy a converter box and 31 percent plan to purchase a new digital television set with a built-in digital tuner.
- Although purchasing a converter box is by far the most popular action planned by those aware of the transition, a staggering 73 percent are unaware of the government coupon program created to offset the cost of purchasing these boxes.

Consumer options

Once you have determined that you or a family member has an analog television set that relies on over-the-air broadcasts, or that you are worried about being unable to receive a signal in a cable outage, our advice is to go with the least expensive option first – the converter box.

The box is plugged in between your antenna and your television set and works by converting the digital signal into an analog signal that your television can display.

OPTION	ESTIMATED COST
1 Buy a box that converts digital signals to analog signals that your set can display.	\$40-\$60 if you buy a basic converter box.
2 Buy a new television set with a built-in digital tuner.	\$200 and up.
3 Subscribe to cable, satellite, or telephone-company video service.	\$20/month (\$240/year) plus equipment rental for basic service.

The quality of your reception might be greatly improved by digital signals, but there is also a chance that poor reception will get worse. Once you've hooked up the converter box, if the digital signal is giving you an image worse than your original setup, try a new antenna before you buy a new TV. If that still doesn't give you what you want, return the box and the antenna and try one of the other options.

Converter boxes should be available at major discount and electronics retailers in early 2008. A basic box should sell for about \$40 to \$60. Get a government coupon to offset the cost of a basic converter box. Between Jan. 1, 2008, and March 31, 2009, the federal government is offering a \$40 converter box coupon (two per household). The coupon cannot be used for an antenna or any other peripheral and will expire 90 days after it is issued. There are no eligibility requirements; just call **888-DTV-2009** or go to **www.DTV2009.gov** and provide your name and address. Note that the number of coupons is large but not unlimited and that they will be given on a first come, first served basis.

If you need to replace or upgrade your antenna, information on coverage and options is available at **Antennaweb.org**. Antennas can cost from \$10 to \$100 and up. The coupon cannot be applied to this purchase.

More information

Go to **ConsumerReports.org/DTV** for free, multi-media consumer advice on how to navigate the digital television transition. Share your stories about your transition experience at home and at retail outlets at Consumers Union's **HearUsNow.org**.

Consumers Union intends to monitor the ongoing efforts to move consumers through the digital transition in the coming months, working independently and through community partners to spread the word about the most effective strategies. An update to this report will be issued in January 2009.

Appendix
Alphabetic DMA[®] Region Listing - Total # and % of Broadcast-Only
Households

DMA [®] Region Name	Total TV HHs	Broadcast Only	
		HHs	%
Abilene-Sweetwater	113,890	11,910	10.5
Albany, GA	154,960	10,900	7.0
Albany-Schenectady-Troy	553,790	45,430	8.2
Albuquerque-Santa Fe	677,740	123,740	18.3
Alexandria, LA	88,330	5,360	6.1
Alpena	17,510	1,760	10.1
Amarillo	191,930	22,320	11.6
Anchorage	146,310	26,470	18.1
Atlanta	2,310,490	164,280	7.1
Augusta	250,790	25,710	10.3
Austin	635,860	87,550	13.8
Bakersfield	217,210	31,080	14.3
Baltimore	1,095,490	131,190	12.0
Bangor	143,650	26,240	18.3
Baton Rouge	317,550	21,720	6.8
Beaumont-Port Arthur	164,640	16,750	10.2
Bend, OR	62,870	8,920	14.2
Billings	104,970	16,250	15.5
Biloxi-Gulfport	129,510	8,440	6.5
Binghamton	138,690	8,940	6.4
Birmingham (Ann, Tusc)	730,430	56,090	7.7
Bluefield-Beckley-Oak Hill	141,770	7,240	5.1
Boise	251,920	66,440	26.4
Boston (Manchester)	2,393,960	131,800	5.5
Bowling Green	79,100	8,710	11.0
Buffalo	636,700	57,940	9.1
Burlington-Plattsburgh	328,050	37,230	11.3
Butte-Bozeman	61,620	10,880	17.7
Casper-Riverton	53,100	5,280	9.9
Cedar Rapids-Wtrlo-IWC&Dub	339,480	43,950	12.9
Champaign&Sprngfld-Decatur	378,870	39,610	10.5
Charleston, SC	294,230	29,110	9.9
Charleston-Huntington	476,680	27,090	5.7
Charlotte	1,085,640	101,240	9.3
Charlottesville	85,520	10,440	12.2
Chattanooga	353,680	32,210	9.1
Cheyenne-Scottsbluff	54,380	4,600	8.5
Chicago	3,469,110	514,840	14.8
Chico-Redding	195,180	31,340	16.1
Cincinnati	904,340	154,210	17.1
Clarksburg-Weston	108,800	6,560	6.0

DMA® Region Name	Total TV HHs	Broadcast Only	
		HHs	%
Cleveland-Akron (Canton)	1,533,710	187,100	12.2
Colorado Springs-Pueblo	326,380	54,240	16.6
Columbia, SC	384,060	43,960	11.4
Columbia-Jefferson City	172,570	25,370	14.7
Columbus, GA (Opelika, AL)	207,470	15,930	7.7
Columbus, OH	905,690	105,170	11.6
Columbus-Tupelo-West Point	186,100	19,520	10.5
Corpus Christi	195,940	19,490	9.9
Dallas-Ft. Worth	2,435,600	544,570	22.4
Davenport-R.Island-Moline	308,950	42,110	13.6
Dayton	511,220	87,790	17.2
Denver	1,477,280	201,570	13.6
Des Moines-Ames	425,760	81,570	19.2
Detroit	1,925,460	221,900	11.5
Dothan	99,860	6,660	6.7
Duluth-Superior	172,350	35,510	20.6
El Paso (Las Cruces)	302,470	88,760	29.3
Elmira (Corning)	96,380	6,590	6.8
Erie	157,830	24,410	15.5
Eugene	235,750	34,130	14.5
Eureka	59,660	7,660	12.8
Evansville	290,060	31,630	10.9
Fairbanks	32,550	11,180	34.3
Fargo-Valley City	237,140	28,040	11.8
Flint-Saginaw-Bay City	469,980	60,500	12.9
Fresno-Visalia	568,730	122,350	21.5
Ft. Myers-Naples	491,760	27,640	5.6
Ft. Smith-Fay-Sprngdl-Rgrs	289,080	27,320	9.5
Ft. Wayne	273,240	57,490	21.0
Gainesville	122,720	9,850	8.0
Glendive	3,890	350	9.0
Grand Junction-Montrose	69,320	9,500	13.7
Grand Rapids-Kalamazoo-B.Crk	739,640	115,340	15.6
Great Falls	63,520	8,430	13.3
Green Bay-Appleton	439,940	92,840	21.1
Greensboro-H.Point-W.Salem	671,980	67,590	10.1
Greenville-N.Bern-Washngtn	276,020	34,190	12.4
Greenvll-Spart-Ashevl-And	838,270	95,580	11.4
Greenwood-Greenville	75,190	4,730	6.3
Harlingen-Wslco-Brnsvl-McA	338,550	108,320	32.0
Harrisburg-Lncstr-Leb-York	723,620	59,960	8.3
Harrisonburg	89,280	9,320	10.4
Hartford & New Haven	1,007,490	54,750	5.4
Hattiesburg-Laurel	106,560	10,700	10.0
Helena	26,360	5,080	19.3
Honolulu	424,010	21,540	5.1

DMA® Region Name	Total TV HHS	Broadcast Only	
		HHS	%
Houston	2,050,550	467,040	22.8
Huntsville-Decatur (Flor)	382,790	34,210	8.9
Idaho Falls-Pocatello	120,100	20,340	16.9
Indianapolis	1,072,090	156,410	14.6
Jackson, MS	334,200	32,160	9.6
Jackson, TN	96,350	9,020	9.4
Jacksonville	655,470	56,920	8.7
Johnstown-Altoona-St Colge	295,180	15,250	5.2
Jonesboro	80,000	6,430	8.0
Joplin-Pittsburg	155,100	30,930	19.9
Juneau	24,170	2,590	10.7
Kansas City	927,060	123,150	13.3
Knoxville	534,410	59,880	11.2
La Crosse-Eau Claire	212,210	32,560	15.3
Lafayette, IN	66,330	6,980	10.5
Lafayette, LA	226,710	17,010	7.5
Lake Charles	94,550	7,980	8.4
Lansing	255,040	39,520	15.5
Laredo	67,150	13,510	20.1
Las Vegas	707,470	73,570	10.4
Lexington	490,530	38,650	7.9
Lima	70,910	5,570	7.9
Lincoln & Hastings-Krny	277,270	31,970	11.5
Little Rock-Pine Bluff	552,400	62,830	11.4
Los Angeles	5,647,440	958,030	17.0
Louisville	657,180	74,590	11.4
Lubbock	152,810	29,860	19.5
Macon	234,690	21,150	9.0
Madison	372,990	67,300	18.0
Mankato	51,290	6,550	12.8
Marquette	88,960	6,570	7.4
Medford-Klamath Falls	167,340	18,240	10.9
Memphis	667,890	83,470	12.5
Meridian	70,740	7,540	10.7
Miami-Ft. Lauderdale	1,536,020	129,360	8.4
Milwaukee	891,010	172,480	19.4
Minneapolis-St. Paul	1,706,740	360,340	21.1
Minot-Bismarck-Dickinson	135,170	17,110	12.7
Missoula	108,510	20,760	19.1
Mobile-Pensacola (Ft Walt)	517,410	40,640	7.9
Monroe-El Dorado	178,730	20,670	11.6
Monterey-Salinas	222,900	26,220	11.8
Montgomery-Selma	243,200	18,540	7.6
Myrtle Beach-Florence	279,820	29,350	10.5
Nashville	966,170	111,670	11.6
New Orleans	600,150	44,910	7.5

DMA® Region Name	Total TV HHs	Broadcast Only	
		HHs	%
New York	7,391,940	356,680	4.8
Norfolk-Portsmth-Newpt Nws	717,440	60,800	8.5
North Platte	15,640	1,360	8.7
Odessa-Midland	137,180	11,120	8.1
Oklahoma City	676,850	99,690	14.7
Omaha	407,700	40,050	9.8
Orlando-Daytona Bch-Melbrn	1,434,050	95,250	6.6
Ottumwa-Kirksville	51,290	7,330	14.3
Paducah-Cape Girard-Harsbg	390,130	50,850	13.0
Palm Springs	155,590	7,240	4.7
Panama City	142,270	14,290	10.0
Parkersburg	63,680	4,520	7.1
Peoria-Bloomington	243,640	28,170	11.6
Philadelphia	2,939,950	213,940	7.3
Phoenix (Prescott)	1,802,550	254,780	14.1
Pittsburgh	1,158,210	87,840	7.6
Portland, OR	1,150,320	194,650	16.9
Portland-Auburn	407,560	47,890	11.8
Presque Isle	30,860	3,060	9.9
Providence-New Bedford	626,800	48,880	7.8
Quincy-Hannibal-Keokuk	103,500	14,200	13.7
Raleigh-Durham (Fayetvll)	1,039,890	119,580	11.5
Rapid City	94,610	9,280	9.8
Reno	263,060	26,690	10.1
Richmond-Petersburg	526,760	54,650	10.4
Roanoke-Lynchburg	451,580	50,690	11.2
Rochester, NY	392,420	58,990	15.0
Rochestr-Mason City-Austin	143,290	19,200	13.4
Rockford	188,670	22,790	12.1
Sacramnto-Stkton-Modesto	1,391,790	177,050	12.7
Salisbury	153,490	9,340	6.1
Salt Lake City	874,650	203,290	23.2
San Angelo	53,110	3,010	5.7
San Antonio	792,440	109,550	13.8
San Diego	1,051,210	90,840	8.6
San Francisco-Oak-San Jose	2,419,440	255,610	10.6
SantaBarbra-SanMar-SanLuOb	232,850	14,810	6.4
Savannah	306,680	19,960	6.5
Seattle-Tacoma	1,782,040	200,990	11.3
Sherman-Ada	125,550	16,690	13.3
Shreveport	383,610	39,960	10.4
Sioux City	156,350	21,340	13.6
Sioux Falls(Mitchell)	251,000	28,070	11.2
South Bend-Elkhart	337,870	68,430	20.3
Spokane	403,820	61,400	15.2
Springfield, MO	410,930	77,050	18.8

DMA® Region Name	Total TV HHs	Broadcast Only	
		HHs	%
Springfield-Holyoke	263,520	18,950	7.2
St. Joseph	46,390	5,400	11.6
St. Louis	1,244,370	220,390	17.7
Syracuse	386,380	39,740	10.3
Tallahassee-Thomasville	267,850	21,760	8.1
Tampa-St. Pete (Sarasota)	1,783,910	159,450	8.9
Terre Haute	145,380	17,680	12.2
Toledo	424,670	66,310	15.6
Topeka	171,010	18,950	11.1
Traverse City-Cadillac	247,690	34,010	13.7
Tri-Cities, TN-VA	328,970	21,250	6.5
Tucson (Sierra Vista)	446,550	67,120	15.0
Tulsa	519,820	90,830	17.5
Twin Falls	62,590	10,170	16.2
Tyler-Longview(Lfkn&Ncgd)	260,800	26,610	10.2
Utica	106,140	6,770	6.4
Victoria	31,080	2,910	9.4
Waco-Temple-Bryan	315,900	37,320	11.8
Washington, DC (Hagrstwn)	2,308,290	198,720	8.6
Watertown	92,010	7,970	8.7
Wausau-Rhineland	182,800	33,190	18.2
West Palm Beach-Ft. Pierce	775,340	28,690	3.7
Wheeling-Steubenville	135,160	10,170	7.5
Wichita Falls & Lawton	152,310	15,120	9.9
Wichita-Hutchinson Plus	446,520	54,470	12.2
Wilkes Barre-Scranton	592,310	38,330	6.5
Wilmington	179,760	13,360	7.4
Yakima-Pasco-RchInd-Knnwck	213,000	35,100	16.5
Youngstown	273,480	34,620	12.7
Yuma-El Centro	113,220	24,450	21.6
Zanesville	33,360	2,150	6.4