

EMBARGOED UNTIL: 1:00PM February 20th

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**TEXAS, CALIFORNIA MOST AFFECTED BY DIGITAL TV TRANSITION, ACCORDING TO
CONSUMERS UNION REPORT**

GETTING THE WORD OUT TO LATINOS, ELDERLY AND LOW INCOME IS KEY, SAYS LCCR

Washington, D.C. –Five of the largest cities in Texas will be among the most affected cities in the transition to digital broadcast in February, 2009, according to a new Consumers Union report based on Nielsen data. The Texas cities of Houston, Dallas, Ft. Worth, Austin, and San Antonio are among the most highly affected markets by the digital transition, with a combined 1.2 million households relying solely on over-the-air broadcasts for television.

“Over 20 percent of homes with televisions in both Dallas and Houston rely solely on free over-the-air broadcasts. The programming that people rely on everyday to stay informed or for entertainment may not be there for nearly 1.5 million Texas households after February 2009,” said Joel Kelsey of Consumers Union.

Further analysis shows the markets with the highest *percentage* of over-the-air consumers are mostly in the west and in the heartland. The Salt Lake City area has the single highest percentage among major cities, with nearly 23 percent of all TV households (203,290 homes) relying on the free analog TV signals. Over twenty percent of television homes in Salt Lake City, Fresno, and Minneapolis also rely solely on free over-the-air television.

On February 17, 2009, television broadcasters will end “analog” broadcasts and begin sending television signals in a “digital” format. The DTV transition will affect millions of consumers who use analog television sets to view free over-the-air programming. Analog televisions will either need to be connected to a digital converter box, attached to cable or satellite service or replaced with a digital TV by the February 2009 deadline.

A survey recently released from *Consumer Reports* National Research Center found seventy-four percent of respondents were aware of the upcoming transition, but had serious misconceptions of its impact. The survey also found over one-third (36%) of Americans living in households with TVs are entirely unaware of the government-mandated transition to digital broadcasting.

According to Mark Lloyd of the Leadership Conference on Civil Rights, “while we think it is important to make this transition to more modern communications technology, minorities, the poor, people with disabilities and people in rural areas will be disproportionately affected. We must make sure that all Americans who rely on TV for important news and emergency information continue to have access.”

It's true nationally and locally that communities of color are more likely to be affected by the switch to digital television. In three of the top five markets the minority populations are higher than the national average. In Houston, TX, African-Americans are 24.7 % and Latinos 41.9 % of the population, which is double and triple their respective national averages. In Minneapolis, MN, African Americans are 18.7% of the population. In Fresno, CA, Latinos make up 43.4 % of the population.

Top DMAs® Ranked by % Broadcast-only HHs among regions with more than 500,000 TV HHs)		Broadcast Only	
DMA Name	Total TV HHs	HHs	%
Salt Lake City	874,650	203,290	23.2
Houston	2,050,550	467,040	22.8
Dallas-Ft. Worth	2,435,600	544,570	22.4
Fresno-Visalia	568,730	122,350	21.5
Minneapolis-St. Paul	1,706,740	360,340	21.1
Total	7,636,270	1,697,590	

Top Five DMA® Regions by % Broadcast-only		Broadcast Only	
DMA Name	Total TV HHs	HHs	%
Fairbanks	32,550	11,180	34.3
Harlingen-Wslco-Brnsvl-McA	338,550	108,320	32.0
El Paso (Las Cruces)	302,470	88,760	29.3
Boise	251,920	66,440	26.4
Salt Lake City	874,650	203,290	23.2
Total	1,800,140	477,990	

Salt Lake City, UT Racial and Ethnic Makeup	
American Indian and Alaska Native persons	1.4%
Asian persons	3.7%
Black or African American persons	3.3%
Persons of Hispanic or Latino origin	22%
Native Hawaiian and Other Pacific Islander	1.8%
White persons, non-Hispanic	74.9%

Houston, TX Racial and Ethnic Breakdown

American Indian and Alaska Native persons, percent,	.04%
Asian persons, percent,	5%
Black or African American persons, percent,	24.7%
Persons of Hispanic or Latino origin, percent	41.9%
White persons, Non-Hispanic	52.7%

Dallas, TX Racial and Ethnic Breakdown

American Indian and Alaska Native persons	0.40%
Asian persons	2.3%
Black or African American persons	24.2%
Persons of Hispanic or Latino origin	43.1%
Native Hawaiian and Other Pacific Islander	.01%
White persons, non-Hispanic	52.9%

Fresno, CA Racial and Ethnic Breakdown

American Indian and Alaska Native:	1.1%
Asian:	11.9%
Black:	8.0%
Hispanic or Latino:	43.4%
Native Hawaiian and Other Pacific Islander:	0.1%
White:	52.7%

Visalia, CA Racial and Ethnic Breakdown

American Indian and Alaska Native:	0.6%
Asian:	6.9%
Black:	2.3%
Hispanic or Latino:	39.1%
Native Hawaiian and Other Pacific Islander:	0%
White:	81%

Minneapolis, MN Racial and Ethnic Breakdown	
American Indian and Alaska Native:	1.3%
Asian:	4.9%
Black:	18.6%
Hispanic or Latino:	8.9%
Native Hawaiian and Other Pacific Islander:	0.0%
White:	68.5%

St. Paul, MN Racial and Ethnic Breakdown	
American Indian and Alaska Native:	0.7%
Asian:	11.7%
Black:	14.7%
Hispanic or Latino:	8.6%
Native Hawaiian and Other Pacific Islander:	0%
White:	65.8%

Fort Worth, TX Racial and Ethnic Breakdown	
American Indian and Alaska Native:	0.4%
Asian:	3.2%
Black:	17.7%
Hispanic or Latino:	32.4%
Native Hawaiian and Other Pacific Islander:	0%
White:	60.8%

Top 20 DMA® Regions Ranked by % Broadcast-only HHs (Among regions with more than 500,000 TV HHs)				
	DMA Name	%	# Broadcast-only HHs	Total TV HHs
1	Salt Lake City	23.2	203,290	874,650
2	Houston	22.8	467,040	2,050,550
3	Dallas-Ft. Worth	22.4	544,570	2,435,600
4	Fresno-Visalia	21.5	122,350	568,730
5	Minneapolis-St. Paul	21.1	360,340	1,706,740
6	Milwaukee	19.4	172,480	891,010
7	Albuquerque-Santa Fe	18.3	123,740	677,740
8	St. Louis	17.7	220,390	1,244,370
9	Tulsa	17.5	90,830	519,820
10	Dayton	17.2	87,790	511,220
11	Cincinnati	17.1	154,210	904,340
12	Los Angeles	17.0	958,030	5,647,440
13	Portland, OR	16.9	194,650	1,150,320
14	Grand Rapids-Kalamzoo-B.Crk	15.6	115,340	739,640
15	Chicago	14.8	514,840	3,469,110
16	Oklahoma City	14.7	99,690	676,850
17	Indianapolis	14.6	156,410	1,072,090
18	Phoenix (Prescott)	14.1	254,780	1,802,550
19	Austin	13.8	87,550	635,860
20	San Antonio	13.8	109,550	792,440

Source: U.S. Census, American Community Survey 2006 Estimates

*Major cities defined as DMA's with over 500,000 households.

To see the full report see: http://www.hearusnow.org/fileadmin/sitecontent/DTV_HH_Report_Final.pdf

To find unbiased information on digital options, consumers should visit <http://www.hearusnow.org/tvradio/12> and www.consumerreports.org/dtv.

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