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In the Matter of ADJUSTMENT OF RATES AND TERMS FOR PREEXISTING SUBSCRIPTION SERVICES AND SATELLITE DIGITAL AUDIO RADIO SERVICES	)	Docket No. 2006-1 CRB DSTRA

TESTIMONY OF

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I. INTRODUCTION

My name is Yoram Wind. I am the Lauder Professor and Professor of Marketing at The Wharton School at the University of Pennsylvania, where since 1967 I have taught courses on marketing, marketing research, consumer behavior, and other related topics. I have held visiting professorships at the University of Tokyo, Erasmus University in the Netherlands, and the University of New South Wales, among other institutions. I have served as editor-in-chief of the *Journal of Marketing*, a leading journal in the field, and I have been on the editorial board of every major marketing journal. I received my Ph.D in Marketing from Stanford University in 1967.

I am the author of 21 books and over 250 papers in the field of marketing, including 111 on measuring consumer preference and marketing research. I have lectured widely on these topics, and I have acted as a consultant to nearly 100 major corporations, including Marriott, Bristol Meyers Squibb, Citibank, IBM, Pepsi, and Pfizer. I have designed and analyzed hundreds of marketing surveys. I have served as an expert witness on marketing survey issues in dozens of cases, including on behalf of AT&T, Avis, Colgate-Palmolive, GlaxoSmithKline, Miramax Films, and others. A copy of my curriculum vitae is attached as Appendix A.

I was retained by SoundExchange, Inc. ("SoundExchange") to conduct a survey to examine the value that subscribers and potential subscribers to satellite radio place on the various types of programming and the non-programming features of satellite radio. As I explain in detail below, I designed the double-blind survey, oversaw its administration, and analyzed the results. 428 randomly selected individuals – either current subscribers to XM Satellite Radio ("XM") or Sirius Satellite Radio ("Sirius"), or individuals considering subscribing within 30 days – were asked a series of questions pertaining to how they valued satellite radio's music programming, as

well as other features of the service. The survey employed several different approaches to measure the relative value of music and other types of programming and non-programming features, but the results of each approach were remarkably consistent in showing that music programming is, by a substantial margin, the single attribute of satellite radio that current and prospective listeners consider most valuable, and is the most important reason they subscribed and have retained their subscription to satellite radio.

II. SUMMARY OF SURVEY RESULTS

The survey results provide strong evidence that consumers value satellite radio music programming *far more* than other programming formats (*e.g.*, talk, news, and sports) and satellite radio's non-programming attributes (*e.g.*, lack of commercials, nationwide coverage or price). According to every measure of value in the survey, music generally proved *to be two to five times* as valuable as any other programming offering or feature of satellite radio. Put simply, in the eyes of satellite radio subscribers and potential subscribers, music is the foundation of the service. The following are some of the key findings of the survey.[1]

- *Cancellation.* Almost half of all respondents (43 percent) said they would cancel their service (or would not subscribe in the first place) if satellite radio lacked music. That is *triple* the number of respondents who would cancel if any other type of programming were unavailable. (Figures 6-7).

- *Willingness to pay.* If music were not available, respondents on average would only be willing to pay $6.15 for satellite service. That is, looking at all respondents, including those who would change (or cancel) and those who would pay full price, the average respondent would only pay $6.15 for a service without music. Respondents would be willing to pay substantially more for a service that lacked talk ($9.99), sports ($9.99), or news programming ($10.14) (Figure 8).

- *General Draw.* When asked to name the top reason that caused them to subscribe (or consider subscribing), respondents cited music more than any other programming type or price, coverage, or commercial-free, and more than three

[1] All of these findings are substantially the same when broken down for current and considering subscribers, as well as for XM and Sirius subscribers. *See* Appendices J and K.

times as often as any other programming type. (Figure 11).

- *Programming Draw.* Similarly, when asked to name the *type* of satellite radio programming that was most critical in causing them to subscribe (or consider subscribing), respondents cited music as their top choice 53 percent of the time, or more than *five* times as often as any other programming type. (Figures 12-13).

- *Retention.* When asked to name the type of programming that was most critical to their decision to *continue* to subscribe, music received more than *four* times the responses of any other type of programming. (Figures 14-15).

- *Most Missed Aspect.* When asked to name the aspect of satellite radio that they would *miss* most if the service were unavailable, music again received more than *four* times the responses of any other type of programming. (Figures 16-17).

- *Importance.* When asked to allocate 100 points among the seven different programming types in amounts that reflected their relative importance to their decision to subscribe (a constant sum methodology), respondents gave more than three times as many points to music as they did to any other type of content. On average, music received 44 points, while no other programming content received more than 13 points. Moreover, music was the top choice for 74 percent of respondents, and no other type of content was the top choice for more than 17 percent of respondents. (Figures 18-20).

- *Usage.* When asked to recall the percentage of time they spent listening to satellite radio programming types in a given week, respondents reported that they spent nearly half their time (49 percent) listening to music. No other programming type received more than 12 percent. (Figures 21-23).

- *Value.* Even when music was compared to non-programming features (such as price and number of commercials) in addition to other types of programming, respondents still found it at least twice as valuable as any other attribute of the service. And nearly half of all respondents cited it as the most valuable attribute, a number three times greater than the next highest attribute. (Figures 24-26).

- *Choice.* When asked to compare two satellite radio services – one identical to the current service, and one that was identical but lacked music programming, respondents rated the service with music nearly three times as high as the service without music. More than half of all respondents rated the service without music a "0" on a scale 0 to 10 in terms of their willingness to purchase it. (Figure 27).

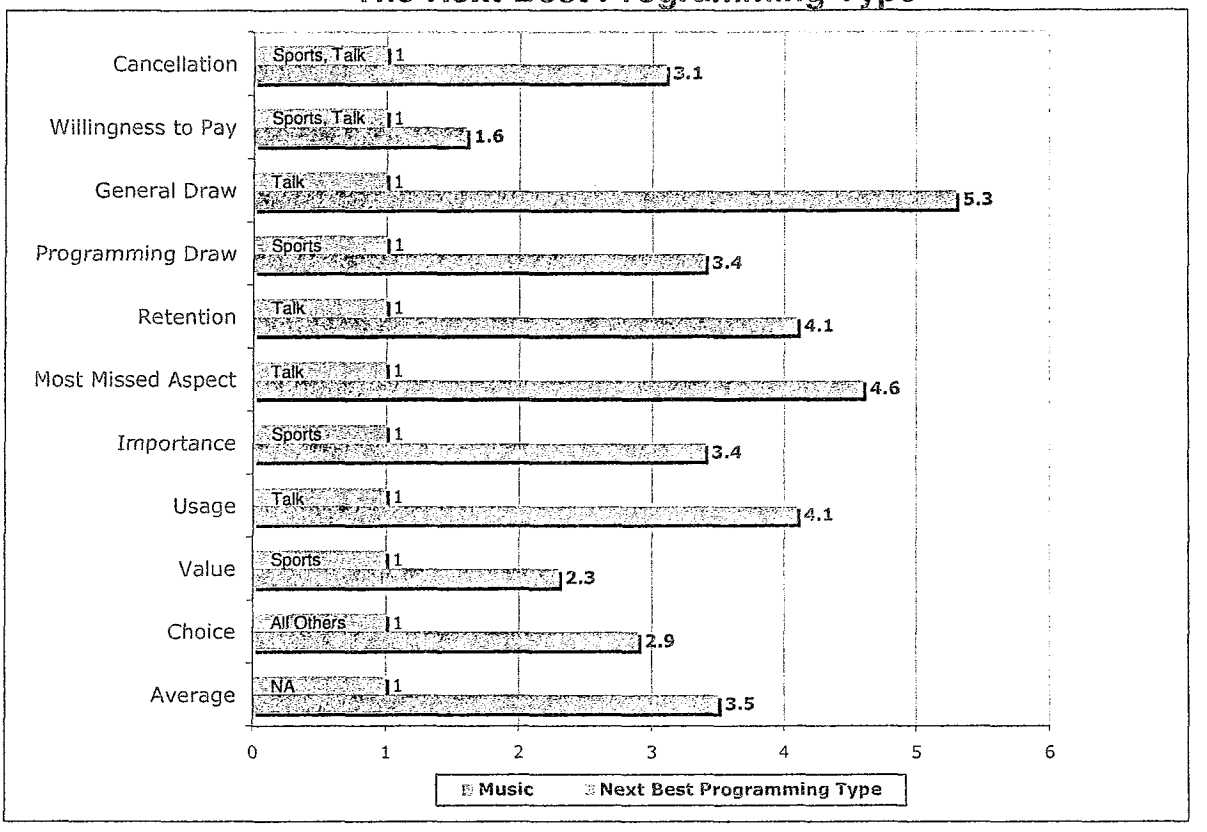
In sum, all the data strongly point in the same direction: music clearly predominates as the single most important attribute of satellite radio. Whether measured by draw, value, usage,

or any other means, music consistently outpaced all other satellite radio programming types and non-programming features by a large margin.

Figure 1 on the following page summarizes the extent to which music outpaces the next highest programming type for each of the key measures of value in the survey.[2] Figure 1 expresses music's dominance in terms of the multiple by which it exceeded the next best programming choice for the question. For example, 3.1 times as many respondents would cancel their subscription if satellite radio contained no music programming, as compared to the next most popular programming types for that question, sports and talk/entertainment. And 4.1 times as many people cited music as the top reason why they have continued to subscribe as compared to the next highest programming type, talk/entertainment. Averaging these multiples together reveals that overall music performed 3.5 times better than the next best type of programming.

[2] Note, in most of the figures reporting the results of the study we identify a number of measures for each of the metrics. For example, in figures 9, 11, 12, 14, and 16, we report on three measures – "top mention" percent, "top 3" mention percent, and "any mention" percent.

Figure 1. Multiple By Which Music Exceeds The Next Best Programming Type[3]



The survey reveals three other important results that further confirm music's importance.

- *The Value of Music and Commercial-Free Music Programming.* The survey results show that music is far more important to the consumer than commercial free programming. The conjoint analysis, which I describe below, shows that consumers value music more than twice as much as having no commercials. (Figure 24-25). This result is consistent with the answers provided to the open-ended questions on draw, retention, and aspect missed most in which music was cited far more often than commercial-free programming as a reason for

[3]For "willingness to pay," a *lower* price indicates a higher importance (*i.e.*, it shows that a respondent would be wiling to pay less if a particular programming type were absent.). The multiple here therefore represents the degree to which the next *lowest* priced programming type exceeded the price respondents were willing to pay for the service without music. Similarly, "choice" measures the degree to which respondents would choose the current service over the current service without music, and thus rates music's value against all three other programming types.

subscribing (or considering subscribing). (Figures 9, 11, 12, 14, 16, 28).

- *Recorded Content.* It is my understanding that in addition to the programming on music channels, the sound performance rights for the vast majority of the recorded content on comedy and kids channels are owned by SoundExchange's members, and are subject to the compulsory license rate to be set in this proceeding. When these additional forms of Recorded Content[4] are combined with music, they constitute an even larger share of the content valued by consumers. (Figures 29-30).

- *Music v. Talk and Entertainment.* Entertainers like Howard Stern and Oprah Winfrey have struck highly publicized and lucrative deals with satellite radio companies. Presumably, the high payments they have commanded on the market indicate the value of their programming to consumers. The survey results reveal, however, that consumers value music programming two, three, four, or even five times as much as talk and entertainment programming. This suggests that the market value of music rights is *substantially higher* than the market value of the talk and entertainment programming rights. (Figures 31-32).

III. SURVEY DESIGN AND METHODOLOGY

A. The Survey Objectives

The primary objective of this survey was to determine the value of satellite radio music programming to subscribers and potential subscribers to XM and Sirius. A secondary objective was to determine music programming's value relative to talk and entertainment programming.

B. The Survey Design

As discussed in detail below, this survey is a double-blind consumer research study that uses a series of interrelated questions of different types (open-ended, constant sum, behavioral, and conjoint analysis) to accomplish the survey objectives. By assessing the value of music in multiple ways, we can obtain a more robust measure of its value than any one method could provide alone. The survey reports the results of 428 subscribers and those considering subscribing to XM or Sirius within 30 days.

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[4] The sound recordings subject to the compulsory license and played on music, kids and comedy channels will be collectively referred to as "Recorded Content."

C. The Survey Respondents

The universe for this survey is comprised of adults, 18 years of age or older, who currently subscribe to either the XM or Sirius satellite radio service, or who are considering subscribing in the next 30 days. Only respondents who indicated that they make or take part in making the decision to subscribe to satellite radio for their household were included in the universe. And only subscribers to a satellite radio service (as opposed to XM and Sirius's services over satellite television or the Internet) were included.

The survey was conducted using a mall-intercept method, which is a common method of obtaining survey data in the business world, and is recognized as valid. *E.g.*, Diamond, *Reference Guide on Survey Research*, in *Federal Judicial Center Reference Manual on Scientific Evidence* (4th ed. 2002) 238, 239 n.52 (citing statistic that "95% of the in-person interview studies done in 1985 took place in malls or shopping centers."); Arlene Fink, *The Survey Handbook* 41 (2003). In accordance with standard survey practice, 24 markets (six from each of the four census areas) were randomly selected. Those markets are listed in Figure 2 below.

Figure 2. Survey Locations

EAST	CENTRAL	SOUTH	WEST
Springfield, MA	Eau Claire, WI	Houston, TX	Seattle, WA
White Plains, NY	Indianapolis, IN	Raleigh, NC	Los Angeles, CA
Waterbury, CT	Chicago, IL	Atlanta, GA	San Francisco, CA
Yorktown Heights, NY	St. Louis, MO	Memphis, TN	Denver, CO
Philadelphia, PA	Detroit, MI	Tallahassee, FL	Portland, OR
Baltimore, MD	Minneapolis, MN	Tulsa, OK	Las Vegas, NV

In each of these markets, a mall with an interviewing facility was randomly selected. Potential survey respondents were then selected as randomly as possible from all parts of the mall. Half of all interviews were conducted on weekends and in the evenings to ensure the inclusion of working respondents. This methodology is the best approach for ensuring the generalizability of mall-intercept surveys and has been the methodology I have used in all my mall-intercept studies.

Potential respondents were initially screened to meet census age/sex quotas, *i.e.*, to make sure that the pool of potential respondents was representative of the U.S. population as a whole. This pool of respondents was further screened to meet the universe definition, including whether they subscribe or intend to subscribe to XM or Sirius, and the regular security requirements (not working for an advertising agency or marketing research firm, etc.). A copy of the screening questionnaire and a summary of the screening results are attached as Appendix B.

Those respondents who qualified based on the screening questionnaire were invited to participate in the main survey. Respondents who accepted were taken to a separate interviewing facility within the mall so that they could complete the survey without distractions. Respondents were paid $10 if they completed the entire survey. Such incentive payments are common for mall-intercept surveys and, given the double-blind nature of the survey, have no impact on the results of the survey.

Responses to the survey were obtained from 428 individuals, 307 of whom currently subscribe to a satellite radio service,[5] and 121 of whom are considering subscribing to a satellite radio service within the next 30 days (the "considering subscribers"). 4,301 potential respondents were contacted. Of that number, 517 people qualified by meeting the universe

[5] The subscription must have been a paid or trial subscription obtained directly from XM or Sirius for the respondent to be eligible for the survey.

definition and the screening requirements.[6] Of the 517 who qualified, 428 agreed to complete the survey, yielding a response rate of 83 percent, which is extremely high.

D. The Survey Questionnaire

I designed this survey and wrote the survey questionnaire. The survey was designed to determine in an objective and valid way the value that respondents placed on satellite radio's music offerings. To this end, each respondent was asked a series of interrelated open-ended and closed-ended questions about his or her attitude and behavior with respect to the programming and the non-programming features of satellite radio. Respondents were also asked a series of questions that required them to trade off various programming and non-programming features of satellite radio, which permits us to employ a method known as "conjoint analysis." Lastly, the survey employed certain controls intended to determine whether respondents were answering without guessing or choosing answers at random. The survey questionnaire is attached as Appendix C.

1. The Open-Ended, Constant Sum, and Behavioral Questions

The questions designed to test the respondents' evaluations of and behaviors with respect to programming and non-programming features covered the following topics:

1. The reasons why respondents chose to subscribe to satellite radio (or consider subscribing). [Question 1]

2. The types of programming that were most critical to respondents' decisions to subscribe (or consider subscribing). [Question 2]

3. The types of programming that were the most critical to respondents' decisions to continue to subscribe. [Question 3]

4. What respondents would miss the most if satellite radio were not available. [Question 11]

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[6] Appendix B presents the screening results, *i.e.*, the reason that most of the contacted individuals did not qualify for inclusion in the study.

5. Whether respondents would pay less than the full subscription fee, or even cancel their satellite radio subscription, if a particular type of programming were not available. [Question 9]

6. The relative importance of each satellite radio programming type as measured on a constant sum scale. [Question 4]

7. In a typical week, the percentage of time respondents listen to each programming type as measured on a constant sum scale. [Question 8]

The first four topics used open-ended questions – that is, questions to which the respondent supplies a narrative response. In each case, the respondent's answer to the question was recorded verbatim, and the respondent was then asked if he or she had anything else to add. Those verbatim answers then were content-analyzed and coded by an experienced coder who was not aware of the purpose of the study or its sponsor, which I then reviewed and approved for presentation here without modification. These questions provide critical information because they reveal, in the respondents' own words and without any framing or prompting by the interviewer, what the respondents value most about satellite radio. *See generally* Diamond, *Reference Guide on Survey Research*, in *Federal Judicial Center Reference Manual on Scientific Evidence* at 246 (discussing value of open-ended questions).

The fifth topic (what respondents would be willing to pay if satellite radio lacked certain types of programming) employed a two-part question. Respondents were first asked if the absence of one type of programming (*e.g.*, music, news, sports, or talk and programming) would affect the amount he or she would pay for satellite radio. Respondents who responded in the affirmative were then asked how much they would be willing to pay if satellite radio lacked that type of programming. The same question was then repeated for the three other types of programming that are advertised most heavily by XM and Sirius. (As with all questions in the survey, the order of the programming types was rotated to ensure that the order did not influence

the results). These questions provide a useful measure of consumer value because they require the respondent to quantify the extent to which his or her own willingness to pay would be affected by the absence of each programming type.

The final two topics used questions that asked the respondent to allocate 100 points among specified options, a "constant sum" methodology. In question 4, each respondent was asked to allocate 100 points among seven categories of programming broadcast on satellite radio – music, news, sports, kids, comedy, talk and entertainment, and local news and weather programming – based on the importance to the respondent of each type of programming. In question 7, each respondent allocated 100 points among the seven types of programming, based on the percentage of satellite radio time the respondent spent listening to each type in a typical week. For example, an answer to question 4 might look like the table shown below in Figure 3.

Figure 3. Illustrative Answer To Constant Sum Question

Programming type	Points
Comedy	15
Kids	18
Local Weather and Traffic	10
Music	40
News	2
Sports	0
Talk and Entertainment	15
Total	*100*

These types of questions are known as "constant sum" questions because they require the respondent to allocate a fixed number of points across two or more options. The questions are a common survey tool that excels at showing how a respondent values options relative to each other beyond a mere ranking. Pamela Alreck & Robert Settle, *The Survey Research Handbook* 137-38 (3d ed. 2004). Constant sum questions have been a fixture of the surveys presented in prior Copyright Royalty Tribunal and Copyright Arbitration Royalty Panel proceedings. For example, in CARP proceedings to distribute royalties among owners of various types of

television programming, cable system operators were asked to allocate 100 points among seven types of programming categories (movies, sports, etc.) in accordance with the value they placed on each for drawing customers and advertisers, and the CARP used the results of that constant sum survey to determine the relative marketplace value of the programming being studied. *See Distribution of 1998 and 1999 Cable Royalty Funds*, 69 Fed. Reg. 3606, 3608-09, 3617-18 (Jan. 26, 2004) (describing and affirming decision of Copyright Arbitration Royalty Panel to primarily rely on constant sum survey data in determining the value of programming); *Program Suppliers v. Library of Congress*, 405 F.3d 395, 401-402 (D.C. Cir. 2005) (approving the Librarian's decision).

2. *The Conjoint Analysis*

In addition to the questions described above, respondents were also asked a series of tradeoff questions that formed the basis of the conjoint analysis.

Conjoint analysis is a sophisticated methodology that is used to determine how consumers value various attributes of a given product. Put simply, conjoint is a method that lets us separate out the various features of a product to see how the consumer values each feature against the others. Consumers are shown a series of examples of a product, each of which varies in some way, which allows us to determine which combination of a limited number of factors is valued most highly. For example, I have used conjoint analysis on behalf of the Marriott Corporation to help design the multi-billion dollar "Courtyard by Marriott" chain of hotels. Respondents were shown a series of descriptions of hypothetical hotels (*e.g.*, one with larger rooms but fewer amenities and a given price, one with smaller rooms but more amenities at the same price, one with larger rooms and more amenities at a higher price, etc.). By seeing how the people rated the hypothetical choices, we could determine the relative value the respondents

placed on each attribute of the hotel (room size, amenities, staff size, price, etc.). This allowed us to design an optimal hotel based on people's choices.

As the above example suggests, conjoint analysis is a fixture in the commercial world. Thousands of conjoint studies have been administered in the 35 years since the technique was first introduced to marketing. Conjoint analysis underlies innumerable corporate decisions regarding product design, pricing, positioning, and segmentation decisions where millions and even billions of dollars are at stake. For example, conjoint analysis was used by AT&T to design its first cellular phone, by FedEx to design their tracking services, and by the Port Authority of New York to design the EZ-Pass system. Conjoint analysis is also extremely well-established in the academic world. It is one of the most studied research methods in marketing, with hundreds of research papers having been written on the subject. I myself have written numerous papers on the subject, as well as co-authored two books, *Multi-Attribute Decisions in Marketing: A Measurement Approach*, which was the first book on conjoint analysis and marketing, and more recently an e-book, *Adventures in Conjoint Analysis: A Practitioners Guide to Trade-Off Modeling and Applications*. I discuss conjoint methodology in Appendix H.

The conjoint analysis used here drew upon the respondents' answers to a number of the survey questions, all of which in some fashion required respondents to assess the relative value of different types of programming and non-programming features of satellite radio. The "constant sum" questions discussed above – Questions 4 and 7 – were used in the conjoint analysis, as were Questions 5 and 6, which asked respondents to evaluate, on a scale of 1 to 10, the desirability of different amounts of four types of programming (for example, for music, same, more, less, none), the desirability of different levels of non-programming features (for

example, for geographical coverage, typical FM coverage or complete nationwide coverage), and different levels of price.

Finally, respondents were asked to consider a series of cards with hypothetical "satellite radio offerings," and to rate on a scale of 0 to 10 their likelihood of buying each hypothetical offering. Each card contained a specific level of each of the seven different factors:[7] four programming factors (the quantities of music, sports, news, and entertainment programming),[8] and three non-programming factors (the geographic coverage provided, the number of commercials per hour of music programming, and the price). A given card would list each of the seven factors at a specific level. In other words, each of the cards described a hypothetical satellite radio service that offered a different constellation of features and price (for example, less music, but more talk, and a lower price), and respondents were asked to rate from 0 to 10 the likelihood they would purchase each offering. Figure 4 below presents the various factors and levels, and Figure 5 reproduces a sample conjoint card. The complete set of conjoint stimuli cards is included in Appendix D, and the master design is included in Appendix H.

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[7] A seven-factor conjoint analysis is comfortably manageable for respondents, and is typical of commercial conjoint applications.

[8] The four programming types included (music, news, sports and talk & entertainment) in the conjoint cards were chosen because they are the programming types that are specifically and heavily promoted by XM and Sirius. To the extent that two of the three categories omitted – comedy and kids programming – contained recorded programming subject to the statutory license at issue here, this leads to a conservative estimate of music's value. *See infra.*

Figure 4. Factors & Levels for the Conjoint Analysis Task

A. Music Programming

1. **No** music programming
2. Substantially **fewer** channels and **less** variety of music than currently offered
3. The **same** number of channels and the **same** variety of music as currently offered
4. Substantially **more** channels and **more** variety of music than currently offered

B. News

1. **No** news programming
2. Substantially **fewer** channels and **less** variety of news than currently offered
3. The **same** number of channels and the **same** variety of news as currently offered
4. Substantially **more** channels and **more** variety of news than currently offered

C. Sports

1. **No** sports programming
2. Substantially **fewer** channels and **less** variety of sports than currently offered
3. The **same** number of channels and the **same** variety of sports as currently offered
4. Substantially **more** channels and **more** variety of sports than currently offered

D. Talk & Entertainment

1. **No** talk and entertainment programming
2. Substantially **fewer** channels and **less** sports variety than currently offered
3. The **same** number of channels and the **same** talk and entertainment variety as currently offered
4. Substantially **more** channels and **more** talk and entertainment variety than currently offered

E. The Number of Minutes Of Commercials Per Hour on Music Channels

1. **No** commercials on music channels
2. **2** minutes of commercials per hour
3. **5** minutes of commercials per hour
4. **12** minutes of commercials per hour

F. Geographic Coverage

1. Typical FM coverage
2. Complete Nationwide Coverage

G. The Monthly Price for a Single Subscription

1. $8.95 per month
2. $10.95 per month
3. $12.95 per month
4. $14.95 per month

Figure 5. Example of Conjoint Analysis Stimulus Card

Types of Programming	Amount of Programming Available:
Music Programming:	The **SAME** number of channels and **SAME** variety of music as currently offered
News Programming:	Substantially **LESS** channels and **LESS** variety of news than currently offered
Sports Programming:	Substantially **SAME** channels and **SAME** variety of sports than currently offered
Talk and Entertainment:	Substantially **MORE** channels and **MORE** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Per Hour Of Commercials On Music Channels:	No commercials
Coverage:	Typical FM Coverage
Monthly Price For A Single Subscription:	$14.95 per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

Given that we have six different factors offered at four different levels, and a seventh factor offered at two levels, the number of potential combinations of these factors and levels exceeds 8,000. We cannot realistically expect to show survey respondents 8,192 different cards with 8,192 different combinations of factors and levels. Therefore, I selected a subset of 64 of these potential combinations, using a statistical method known as fractional factorial design. This design allows me to estimate the importance of each level of each factor – the full set of 8,192 cases – even though the respondents have not seen all potential combinations. In addition, I broke the set of 64 combinations into 8 blocks of 8 cards each, so that each respondent saw only one of the blocks of 8 cards. Respondents also saw a ninth card that represented the current offerings of XM/Sirius, and a tenth card with the same offerings but without music. The

responses to the last two cards provided not only "controls" for the conjoint tasks but also an additional measure of the importance of music based on a comparison of the respondent's assessment of the current satellite radio offering versus that same offering without music.

3. The Controls

The survey employed five different controls to ensure the validity of the results, and to ensure that respondents were not given any clues to which answers were desirable. Diamond, *Reference Guide on Survey Research*, in *Federal Judicial Center Reference Manual on Scientific Evidence* at 249-52. First, the survey was administered, and its answers coded, in a double-blind process: neither the interviewers nor the respondents knew of the purpose of the survey or who commissioned it. Second, the open-ended questions, which were the first questions in the survey, were asked without any reference to music, again preventing the respondent from determining what answers were desirable. Third, the conjoint analysis always required the respondent to consider multiple attributes, and not just music by itself, which again ensured that the respondent could not simply give a high ranking to music (or any other attribute).

Fourth, as noted above one of the conjoint stimulus cards shown to each respondent reflected satellite radio's current offerings, and another reflected the current offerings without music. While the response to these two cards provided an independent measure of the value of music, they also served as control cards. That is because the responses to these two cards were not used in estimating the output of the conjoint analysis. Thus, one can predict the rating of the two control cards based on the conjoint results and compare these two predictions to the actual ratings of the two control cards that the respondent gave. For a discussion of this validation procedure and outcomes, see Appendix H. Fifth, the breadth of the range of questions asked

about music's value acts as a control. Multiple measures of value provide an opportunity to assess the convergence validity of the results.

E. Data Collection

The respondents in this survey were interviewed between October 11 and October 17, 2006. The 72 interviewers and their 24 supervisors were trained by Data Development Worldwide ("DDW").[9] The survey was conducted on a double-blind basis; none of the interviewers and respondents was aware of the purpose of the survey or its sponsor. The interviewers were not given any information regarding the nature of the study. Moreover, all interviewers were trained to avoid presenting any bias in the administration of the survey. A copy of the field instructions given to the interviewers and supervisors is included as Appendix E.

The survey data were collected using Computer Assisted Personal Interviewing, which allows the responses to the questions to be directly input into a computer. Using this computer methodology ensures that the potential responses presented to respondents in the closed-ended questions were rotated in a random fashion, and also ensures that the survey questionnaires are filled out in their entirety with no questions skipped, and with each constant sum response totaling 100 points. Some questions – those that were open-ended – were asked orally by interviewers, with oral responses from the respondents recorded verbatim by the interviewers. After responding to the first set of open-ended questions, respondents were given the option to

[9] DDW is one of the country's largest marketing research companies devoted exclusively to custom quantitative research. DDW has carried out more than 20,000 surveys since 1960 on behalf of hundreds of major companies and institutions. DDW was a co-founder of the Council of American Survey Research Organizations (CASRO) and fully subscribes to the standards outlined in its code. Under my supervision, DDW was responsible for all aspects of the administration of this project, including sample selection, the preparation of field materials, data collection, coding and typing of the verbatim responses, and tabulation of the responses.

enter their responses into the computer themselves, or to have the interviewer enter the responses. 61 percent of the respondents chose to enter the responses themselves.

F. The Pre-Test

Before the survey was conducted, DDW conducted a pretest to determine whether survey respondents understood the questions or experienced any difficulty completing the survey. *See* Diamond, *Reference Guide on Survey Research*, in *Federal Judicial Center Reference Manual on Scientific Evidence* 243. During the pretest, which took place between September 29 and October 2, 2006, DDW administered the survey questionnaire in eight malls[10] within the four census areas to 55 respondents (33 current subscribers and 22 considering subscribers). The pre-test respondents were selected in precisely the same way that final survey respondents were. Except as noted below, the respondents had no difficulty completing the tasks, and therefore the answers were included in the final results.

During the pretest, three of the respondents who were considering subscribing experienced apparent difficulty with Question 9. Those three respondents each answered that they would be willing to pay more than the current subscription price if a certain type of programming currently offered by XM and Sirius became unavailable. Because I did not know if these answers reflected an accurate understanding of the question, I excluded these respondents from the final survey, removed the words "including price" from the question, and added questions 9(c) and 9(d) to the final survey questionnaire. (The pretest questionnaire is included in Appendix I).

[10] The malls selected for the pretest are located in Springfield, MA, White Plains, NY, Eau Claire, WI, Indianapolis, IN, Houston, TX, Raleigh, NC, Seattle, WA, and Los Angeles, CA.

The results from the pretest and the debriefing of the interviewers and supervisors indicated that all other questions were clear and unambiguous, and no changes were made to those questions as a result of the pretest.

G. Verification

The survey results were verified by AVC Research, an independent marketing research firm located in New Jersey. Verification was conducted by telephone. A minimum of two attempts were made to contact each of the respondents. Had any significant problem been uncovered, verification of 100 percent of the interviews done by that interviewer would have been attempted. The Verification Questionnaire and Recording Form are attached as Appendix F.

In total, 54 percent of the respondents have been verified. This procedure is more rigorous and extensive than the industry standard of 20 percent verification. There were no problems found during the verification process.

H. Analysis

Prior to any actual analysis, the questionnaires were reviewed to confirm that the interviewers administered the interview properly and the respondents understood the questions. Following this step, the analysis included a coding and examination of the open-ended responses, a tabulation of the results from both open and closed-ended questions, a statistical analysis reported in Appendix G, and an analysis of the conjoint data, which is reported in Appendix H.

The statistical analysis and the conjoint analysis were conducted under my supervision by Professor Abba Krieger, Chairman of the Statistics Department at Wharton, using the conjoint analysis software that he and Professor Paul Green developed.

IV. MAIN RESULTS REGARDING THE VALUE OF MUSIC

This survey employed multiple measures of the value that consumers place on satellite radio's music offerings. Every single one of those measures shows that music is by far the most valuable programming type of satellite radio, generally by a two-fold, three-fold, or even five-fold order of magnitude. I will discuss the survey results in detail. Because the results are not substantially different when they are broken out by current subscribers versus considering subscribers, or XM subscribers versus Sirius subscribers, I do not discuss those subresults in the text. Tables containing that information can be found in Appendices J and K.

A. Cancellation and Willingness to Pay (Question 9)

This question asked respondents if the absence of various types of programming (music, news, sports, and talk and entertainment) would affect their willingness to pay for satellite radio and, if so, by what amount. Nearly half of all respondents said they would *cancel* their service if music were not available. As Figures 6 and 7 on the following pages show, this is more than *triple* the percentage of any other programming type.

Figure 6. Effect On Willingness To Cancel If A Specific Programming Type Was Not Available (Q9)*

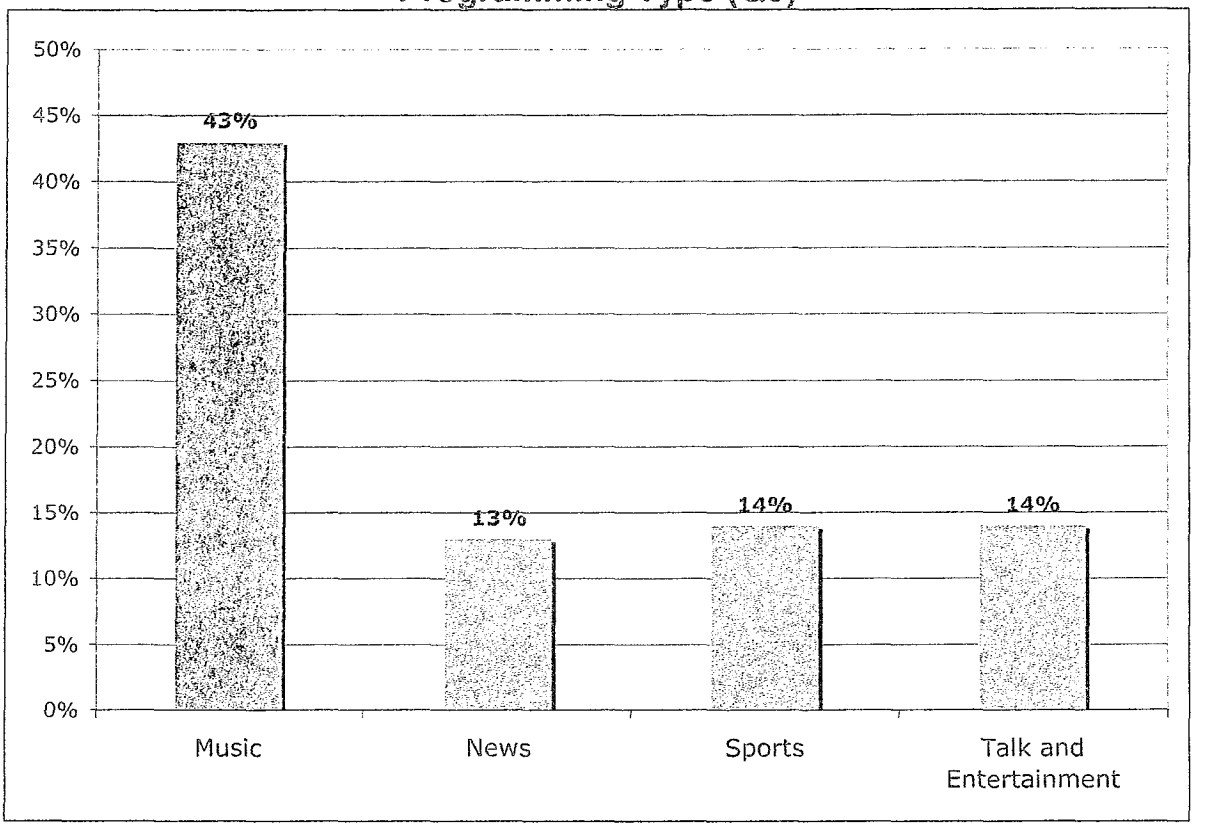
	No Music	No News	No Sports	No Talk and Entertainment
	(n=428)	(n=428)	(n=428)	(n=428)
	%	%	%	%
Would change amount willing to pay[11]	61 (55.58-65.15)[12]	39 (34.63-43.88)	37 (32.80-41.97)	38 (33.71-42.92)
Would Cancel	**43 (37.84-47.21)**	**13 (10.10-16.54)**	**14 (11.15-17.82)**	**14 (11.15-17.82)**
Would reduce price	16 (13.06-20.11)	22 (18.92-26.88)	20 (16.30-23.89)	21 (17.17-24.89)
Would not change amount willing to pay	33 (28.49-37.40)	46 (41.07-50.51)	50 (45.26-54.74)	50 (45.03-54.50)
Don't know if would change amount willing to pay	6 (2.09-10.99)	15 (10.23-19.67)	13 (7.88-17.35)	12 (7.18-16.65)

* See Appendix C for the text of this question.

[11] A few respondents indicated a willingness to pay a higher price than $12.95. These included 2% for music, 4% for news, 3% for sports, 3% for talk and entertainment. Adding these respondents to the "would cancel" and "would reduce price," would result in the number of respondents in "would change amount willing to pay." The complete distribution of respondents' answers is included in Appendix L.

[12] These figures represent the 95% confidence interval.

Figure 7. Percentage Who Would Cancel Without Specific Programming Type (Q9)



On average, respondents said that they would pay only $6.15 per month for a satellite service without music. That amount is less than half of the $12.95 per month price that satellite radio currently charges, and raises the question whether satellite radio could charge a sustainable price if it lacked music programming. In contrast, the absence of other types of programming had a much smaller effect on price, yielding a willingness to pay of $10.14 (no news), $9.99 (no sports), $9.99 (no talk and entertainment).

The results are even more striking looking at the average price given by those respondents who said that they would pay a different price (*i.e.,* not those who said they would pay the same amount). Without music, those individuals would pay only $2.45 on average, a

figure far lower than the comparable numbers for no news ($6.88), sports ($6.04), or talk and entertainment ($6.14).

Figure 8. Effect On Willingness To Pay Without Specific Programming Type (Q9)*

	No Music	No News	No Sports	No Talk and Entertainment
Average Price Among All Respondents[13]	**$6.15** ($5.54-$6.67)[14] n=400	**$10.14** ($9.61-$10.69) n=364	**$9.99** ($9.48-$10.50) n=374	**$9.99** ($9.48-$10.50) n=377
Average Price Among Those Who Would Change (including those who would pay zero)	$2.45 ($1.89-$3.02) n=259	$6.88 ($5.93-$7.84) n=168	$6.04 ($5.17-$6.91) n=160	$6.14 5.27-7.01 n=164
Average Price Among Those Who Would Pay Less (not including those would pay zero)	$7.18 ($6.45-$7.90) n=70	$9.30 ($8.85-$9.74) n=96	$8.88 ($8.36-$9.39) n=160	$8.91 ($8.38-$9.45) n=164

These results strongly suggest that music is the only "make or break" programming available on satellite radio. Music is the only programming type whose absence would cause more than a 50 percent reduction in subscription revenues ($6.15/month), and its absence would cause three times as many cancellations as any other programming type.

B. Draw, Retention, and Most Missed Aspect (Questions 1-3, 11)

These results show the clear dominance of music in the minds of subscribers when it comes to reasons to subscribe to satellite radio. Specifically, they were asked to state

1. Their top *reason* for subscribing or considering subscribing (Question 1).
2. The programming *type* that was most critical to the *decision to subscribe* or consider subscribing (Question 2).

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* See Appendix C for the text of this question.

[13] This category does not include individuals who said "don't know" in response to this question, but does include the few individuals who said they would pay more than $12.95 a month in the absence of the programming category. *See supra* n.11

[14] These figures represent the 95% confidence intervals.

3. For current subscribers, the programming type that was most critical to their decision to *continue to subscribe* (Question 3).
4. For current subscribers, the aspect of satellite radio they would miss the most if the service *were no longer available* (Question 11).

The results from these questions overwhelmingly demonstrate that music is the most important attribute of the service. As shown in the figures on the following pages, a full 68 percent of respondents cited music as their top choice to at least one of these questions, and *83 percent* mentioned music as a top 3 answer in responding to at least one of these questions. *See* Figures 9 and 10.

No other answer came close. Talk and entertainment was the next highest programming type, and was cited first *by just 16 percent of respondents*, and mentioned in the top 3 by only 32 percent of respondents overall. These answers demonstrate that music is the only attribute of satellite radio that enjoys broad, indeed nearly universal, support from respondents. Given that the open-ended questions that did not call for any particular answer or even refer to music programming, it is a very powerful result that music would be cited so much more frequently than any other programming type.

Figure 9. Open-Ended Question Answers (Net[15] for Q 1-3, 11)*

	Total (n=428)[16]		
	% Top Mention	% Top 3 Mention	% Any Mention
• **Music programming (no mention of commercial free)[17]**	**68**	**83**	**84**
• Commercial free (no mention of music)	23	35	36
• Talk/Entertainment	16	32	33
• Sports	14	29	30
• **Commercial Free music**	**7**	**11**	**11**
• News	6	19	21
• Coverage	5	12	13
• Price	4	9	10
• Fewer/less commercials	4	9	10
• Comedy	3	11	13
• Kids	1	3	4
• Weather/traffic	1	4	5
• **Any Music Mentions (Net)**	**71**	**85**	**86**
• Any Commercial Mentions (Net)	30	47	48
• Any Commercial Free Mentions (Net)	27	41	42

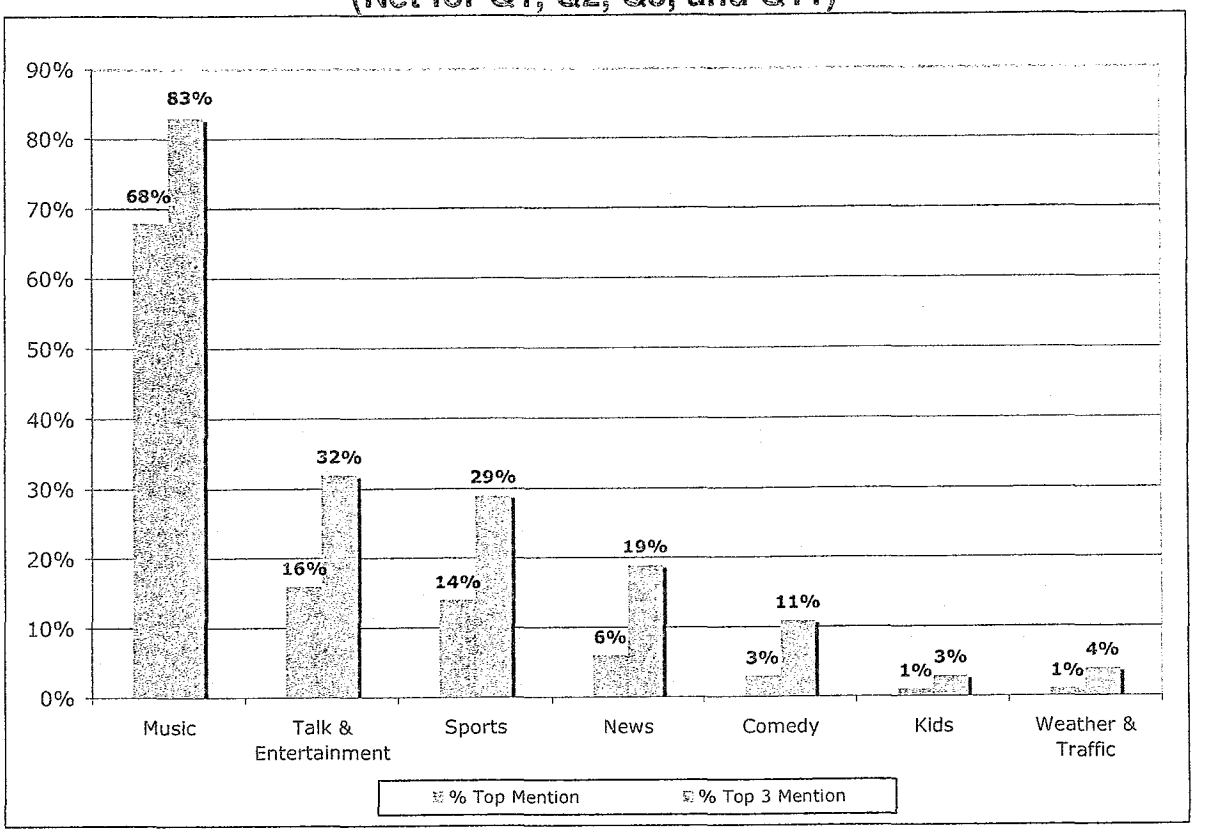
[15] Net results are presented to avoid double-counting, *i.e.,* a respondent who mentioned music as his top response to all four questions is counted only once. Because the figure shows cumulative results from multiple questions, columns may sum to more than 100%.

* See Appendix C for the text of these questions.

[16] Based n=428, the 95 confidence interval is no bigger than ±.047 [1.96 x .5/square root of n].

[17] In addition to programming, price, commercials, and coverage, numerous other reasons were given by respondents. Typical answers, which are included in Appendix L, included "I like to try new stuff" (ID 20117 Q.1), "I like the radio" (ID 20146 Q.1), and "First year came free w/my car. Liked it and kept it." (ID 20154 Q.1), "Anything you want to hear at any time (ID 20054 Q.1), "It was a gift (ID 20092 Q.1), "Because it looks nice" (ID 20184 Q.1), "My husband wanted it. I also wanted it." (ID 20191 Q.1), "Its [sic] paid for already" (ID 20119 Q.3), "I really like the wide verity [sic] of programs, there is something for everyone" (ID 20144), "I would miss the variety of other stations I would be able to listen to if and when I wanted" (ID 20163 Q.11), "There was nothing that I would miss" (ID 20152 Q.11). Such answers, as well as "don't know" answers are not included in the figure above.

Figure 10. Open-Ended Question Answers (Net for Q1, Q2, Q3, and Q11)



The verbatim answers themselves indicate the importance of music to respondents. Typical answers for why respondents subscribed or continued to subscribe included:

- "Because it was new plus more music stations. Because I listen to music all day." (ID 20175 Q.1)
- "Because I wanted to have a variety of music." (ID 20184 Q.1)
- "Well I wanted a larger selection of music" (ID 20114 Q.1)
- "Because on satellite radio there's more music and less talking and I can also listen to any genre of music that I'm in a mood for without hearing anything else at that point and time" (ID 20126 Q.1)
- "Music, its [sic] my life. I can record it on my Ipod and not have to put up with a bunch of talk." (ID 20143 Q.3)

As that last example indicates, in providing these responses, some respondents cited the fact that satellite radio would allow them to avoid buying music from other sources. For example, some verbatim responses included:

- "I have enjoyed XM radio. I only use it in my vehicles. I hardly listen to regular radio except for sports and rarely plat [sic] CD's anymore" (ID 10014 Q.11)
- "It will save money by not buying a lot of CD's" (ID 20040 Q.1)
- "More selection than regular radio and less hassle than CD's" (ID 20129 Q.1)

I now turn to the individual results for each open-ended question.

1. *Draw (Questions 1-2)*

General Draw. Respondents were asked to say why they chose to subscribe to satellite radio (or were considering subscribing). Music programming dominated over all other programming types. As Figure 11 on the following page shows, 17 percent of respondents gave music as their first answer to the question, and 34 percent gave it as a top 3 response to one of their answers to the question. No other programming type was given as a top mention by more than *5 percent* of respondents, or was mentioned in the top 3 by more than 11 percent. Music's substantially higher value is particularly noteworthy here, as the question did not even call for the respondent to mention a type of programming, but merely to give a reason why s/he subscribed or was considering subscribing.

Figure 11. Top Reasons for Subscribing/Considering Subscribing–General Draw (Q1)*

	Total (n=428)[18]		
	% Top Mention	% Top 3 Mention	% Any Mention
• **Music programming (no mention of commercial free)[19]**	**17**	**34**	**36**
• Commercial free (no mention of music)	16	27	27
• Talk/Entertainment	5	11	13
• Price	4	6	6
• Coverage	3	6	7
• News	2	4	4
• Fewer/less commercials	2	4	5
• **Commercial Free music**	**2**	**4**	**4**
• Sports	1	4	4
• Comedy	0	1	1
• Kids	0	1	1
• Weather/traffic	0	0	1
• **Any Music Mentions (Net)**	**18**	**38**	**39**
• Any Commercial Mentions (Net)	20	35	35
• Any Commercial Free Mentions (Net)	18	31	31

Programming Draw. As with the open-ended question regarding reasons for subscribing, respondents also heavily cited music programming when asked which *type* of satellite radio programming was most critical to their decision to subscribe (or to consider subscribing). As

* Q1(a): Thinking back to the time you first subscribed to satellite radio, why did you decide to subscribe?/Why are you considering subscribing to satellite radio?
Q1(b): Any other reason?

[18] Based on 428 individuals, the 95 percent confidence interval is no bigger than ±.047 [1.96 x .5/square root of n].

[19] *See supra* note 17 for information about the categories included in this figure.

shown in Figures 12-13 on the following pages, over half (53 percent) of respondents said that music programming was the type of programming that was most critical to their decision to subscribe. Sports programming came in a distant second with only 10 percent naming it their first choice. Similarly, only 9 percent of subscribers cited talk and entertainment programming as their first choice. These results show that music was *five* times more likely to be named as most critical to the decision to subscribe or consider subscribing.

Music's predominance continues when we consider the top 3 answers given in response to the question. 67 percent of respondents cited music as the type of programming that was most critical to their decision to subscribe; only approximately one-third as many respondents cited sports programming (22 percent) or talk and entertainment programming (21 percent). In other words, two-thirds of respondents cited music in causing them to subscribe; not even one-quarter of respondents cited any other programming type.

Figure 12. Programming Type Most Critical To Decision To Subscribe/Consider Subscribing–Programming Draw (Q2)*

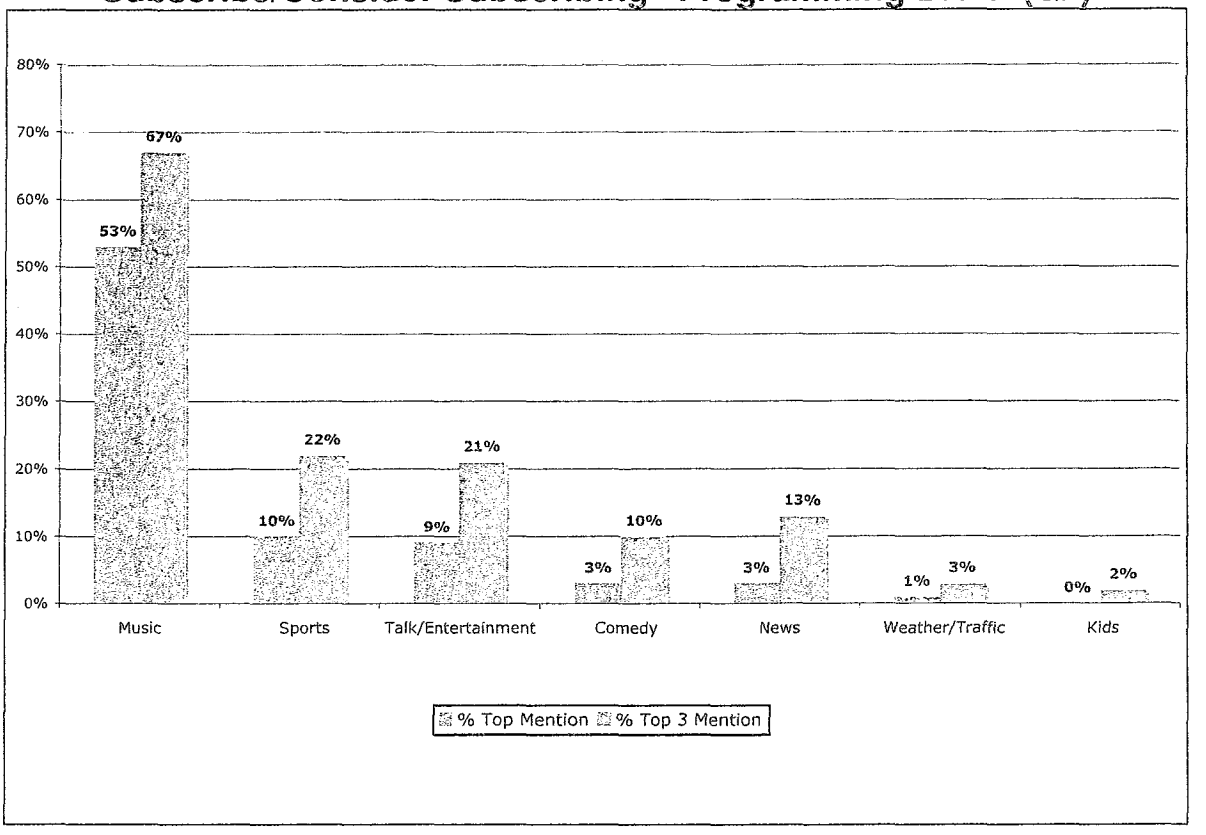
	Total (n=428)[20]		
	% Top Mention	% Top 3 Mention	% Any Mention
• **Music programming (no mention of commercial free)**[21]	**53**	**67**	**67**
• Sports	10	22	23
• Talk/Entertainment	9	21	22
• Comedy	3	10	10
• News	3	13	14
• Commercial free (no mention of music)	2	4	4
• **Commercial Free music**	**2**	**3**	**3**
• Weather/traffic	1	3	4
• Price	1	2	2
• Kids	0	2	2
• Coverage	0	1	1
• Fewer/less commercials	0	1	1
• **Any Music Mentions (Net)**	**55**	**69**	**69**
• Any Commercial Mentions (Net)	4	7	8
• Any Commercial Free Mentions (Net)	4	6	7

* Q2(a): What types of satellite radio programming were most critical to your decision to subscribe to satellite radio?/What types of satellite radio programming are most critical to your decision whether to subscribe?
Q2(b): Any other reason?

[20] Based on 428 individuals, the 95 percent confidence interval is no bigger than ±.047 [1.96 x .5/square root of n].

[21] *See supra* note 17 for information about what categories are included on this table.

Figure 13. Programming Type Most Critical To Decision To Subscribe/Consider Subscribing– Programming Draw (Q2)



2. *Retention (Question 3)*

This question gets at the slightly different issue of what type of satellite radio programming was most important in convincing respondents to *keep* their satellite radio subscription once they purchased it. This question was germane only to current subscribers, and it shows that music programming is similarly important in causing respondents to maintain their subscriptions as it was in causing them to subscribe in the first place. As Figures 14-15 show on the following pages, respondents gave music programming as the first answer four times more often than any other programming type (45 percent versus 11 percent). And they mentioned music programming more times in the top 3 nearly three times more often than any other type of programming (59 percent versus 20 percent).

Figure 14. Programming Type Most Critical To Decision To Continue To Subscribe– Retention (Q3)*

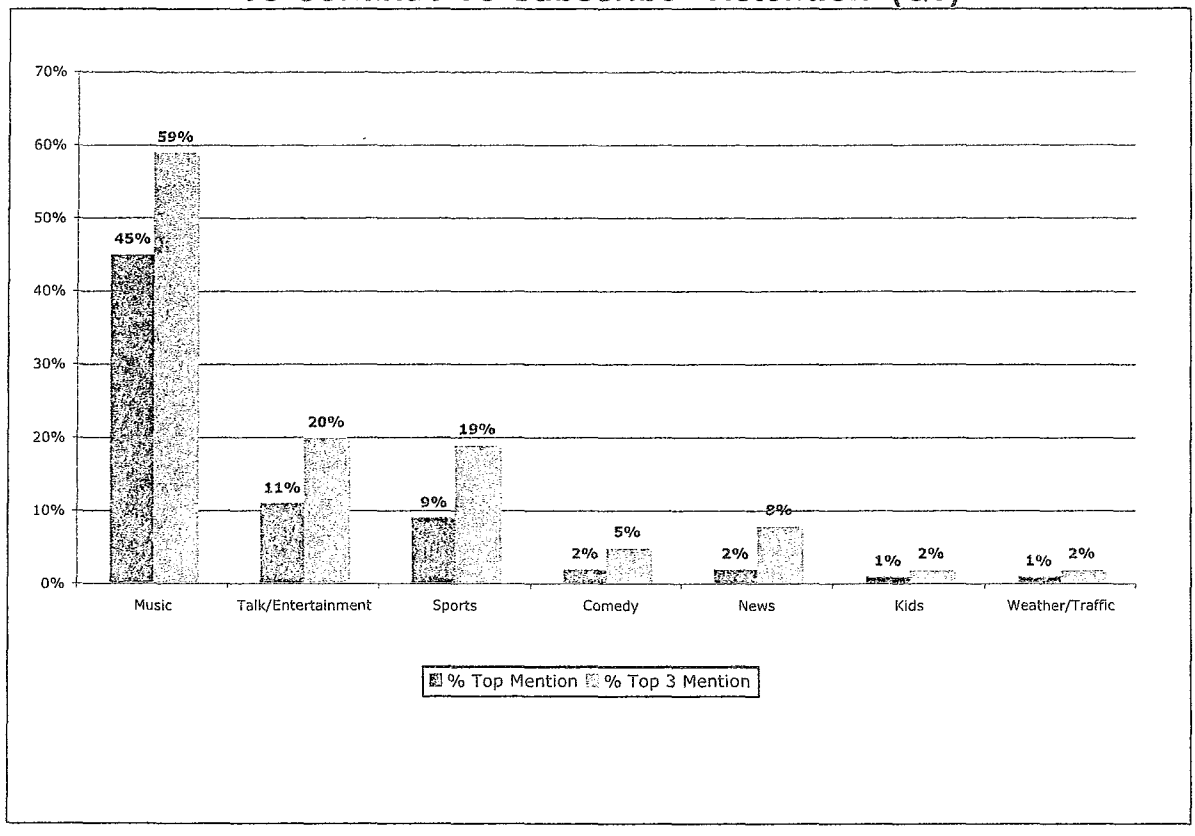
	Total – Only Current Subscribers (n=307)[22]		
	% Top Mention	% Top 3 Mention	% Any Mention
• **Music programming (no mention of commercial free)[23]**	**45**	**59**	**59**
• Talk/Entertainment	11	20	21
• Sports	9	19	19
• Commercial free (no mention of music)	7	11	11
• Comedy	2	5	5
• News	2	8	9
• **Commercial Free music**	**2**	**4**	**4**
• Kids	1	2	2
• Weather/traffic	1	2	2
• Price	1	3	3
• Fewer/less commercials	1	1	1
• Coverage	0	3	3
• **Any Music Mentions (Net)**	**47**	**62**	**62**
• Any Commercial Mentions (Net)	9	16	16
• Any Commercial Free Mentions (Net)	8	15	15

* Q3(a): And now, reflecting on your experience with satellite radio, what types of satellite radio programming are most critical to your decision to continue to subscribe?
Q3(b): Any other reason?

[22] Based on 307 individuals, the 95 percent confidence interval is no bigger than ±.056 [1.96 x .5/square root of n].

[23] *See supra* note 17 for information about what categories are included on this table.

Figure 15. Programming Type Most Critical To Decision To Continue To Subscribe– Retention (Q3)



3. *Most Missed Aspect (Question 11)*

In this question, current subscribers were asked to name the feature of satellite radio they would miss the most if the service were not available. Again, features relating to music appeared at the top of the list by a sizeable margin, with 37 percent of respondents naming music as their first choice, and 50 percent mentioning music in their top 3 choices. As shown in Figures 16-17 on the following pages, no other aspect of satellite radio was mentioned as frequently. Instead, music was mentioned as the first choice four times as often as the next highest ranked aspect, talk and entertainment programming (37 percent versus 8 percent). It was the same with top 3 answers: music was mentioned in the top 3 by 50 percent of respondents, as compared to the 16 percent who mentioned talk and entertainment.

Figure 16. Aspects Of Satellite Radio That Would Be Missed Most If The Service Were Not Available (Q11)*

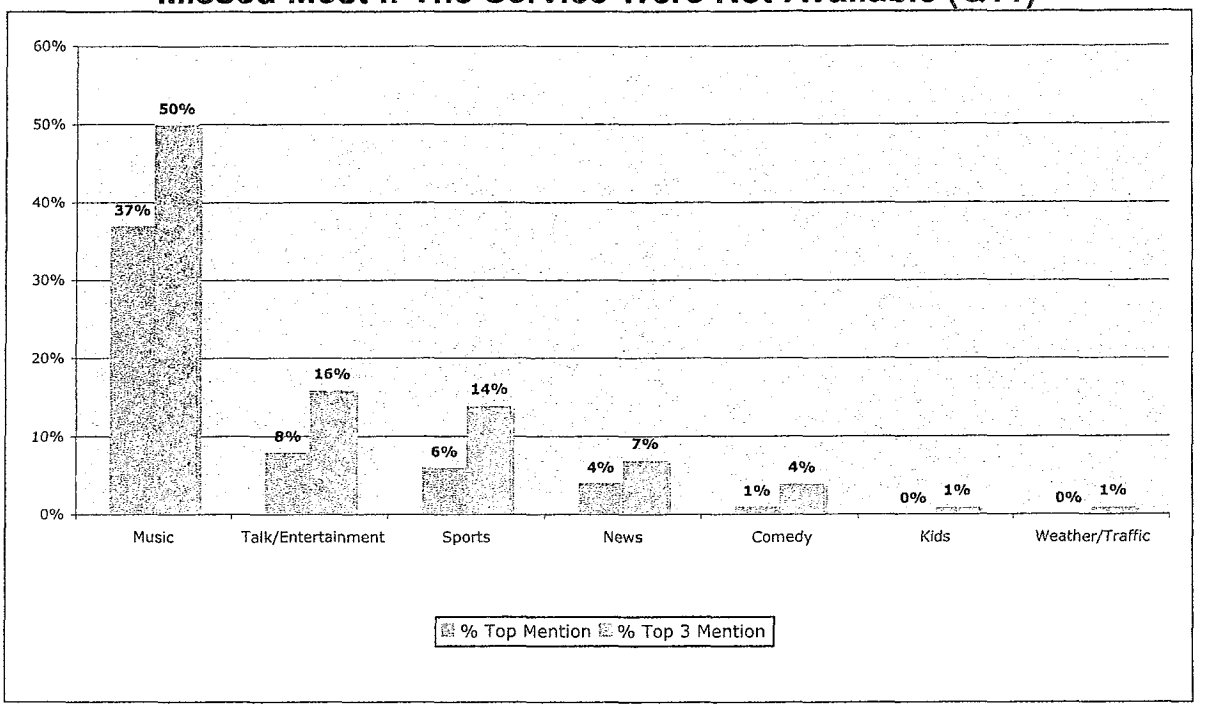
	Total – Only Current Subscribers (n=307)[24]		
	% Top Mention	% Top 3 Mention	% Any Mention
• **Music programming (no mention of commercial free)**[25]	**37**	**50**	**50**
• Talk/Entertainment	8	16	16
• Sports	6	14	14
• Commercial free (no mention of music)	6	14	15
• **Commercial Free music**	**6**	**8**	**8**
• News	4	7	7
• Coverage	4	7	7
• Fewer/less commercials	3	6	7
• Comedy	1	4	5
• Kids	0	1	1
• Weather/traffic	0	1	1
• Price	0	1	1
• **Any Music Mentions (Net)**	**43**	**57**	**57**
• Any Commercial Mentions (Net)	14	28	30
• Any Commercial Free Mentions (Net)	12	22	23

* Q11a: And finally, reflecting on your experience with satellite radio, if satellite radio was not available what, if anything, would you miss most about it?
Q11b: Anything else?

[24] Based on 307 individuals, the 95 percent confidence interval is no bigger than ±.056 [1.96 x .5/square root of n].

[25] *See supra* note 17 for information about what categories are included on this table.

Figure 17. Programming Type Of Satellite Radio That Would Be Missed Most If The Service Were Not Available (Q11)



C. Importance (Question 4)

Respondents were asked to specify the *relative importance* of seven satellite radio types of programming to their decision to subscribe and retain their subscription to satellite radio.[26] The respondents were asked to allocate 100 points among the different types of programming to reflect their relative importance to them and their families. The answers show that music strongly dominates over other types of programming, receiving 44 points on average from respondents. No other programming type received more than 13 points on average, as Figures 18-19 below show.

[26] In asking the constant sum question in the context of "subscribing" or "retaining their subscription," this particular constant sum question closely follows the phrasing of the constant sum question employed in the cable royalty distribution proceedings. *See* Report of Copyright Arbitration Royalty Panel in Docket No. 2001-8 CARP CD 98-99, at 19.

Music was also far and away the programming type that the largest percentage of respondents – 74 percent – chose as their most important. This is more than four times as many respondents as for any other programming type, including sports and talk and entertainment.

Figure 18. Importance Of Programming Type (Q4)*

	Total	
Type of Programming	**Relative importance as reflected in # of allocated points**	
	Share (n=428) %	**Allocated Highest Number of Points %[27]**
Music	**44** (40.93 – 46.27)[28]	**74** (69.42 – 77.77)
Sports	13 (11.12 – 14.44)	17 (13.71 – 20.87)
Talk and Entertainment	12 (10.54 – 13.63)	15 (12.00 – 18.84)
Comedy	10 (9.11 – 11.52)	14 (10.31 – 16.79)
News	10 (8.59 – 10.73)	14 (10.52 – 17.05)
Local Weather and Traffic	7 (6.30 – 8.24)	7 (4.39 – 9.16)
Kids	4 (3.34 – 5.24)	5 (3.24 – 7.51)
Total	100	

* Q4: Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's decision to subscribe and retain your subscription to satellite radio

[27] Total sums to more than 100 because some respondents had two or more content types tied for their highest ranking.

[28] These numbers represent the 95% confidence interval.

Figure 19. Average Importance Of Programming Type (Q4)

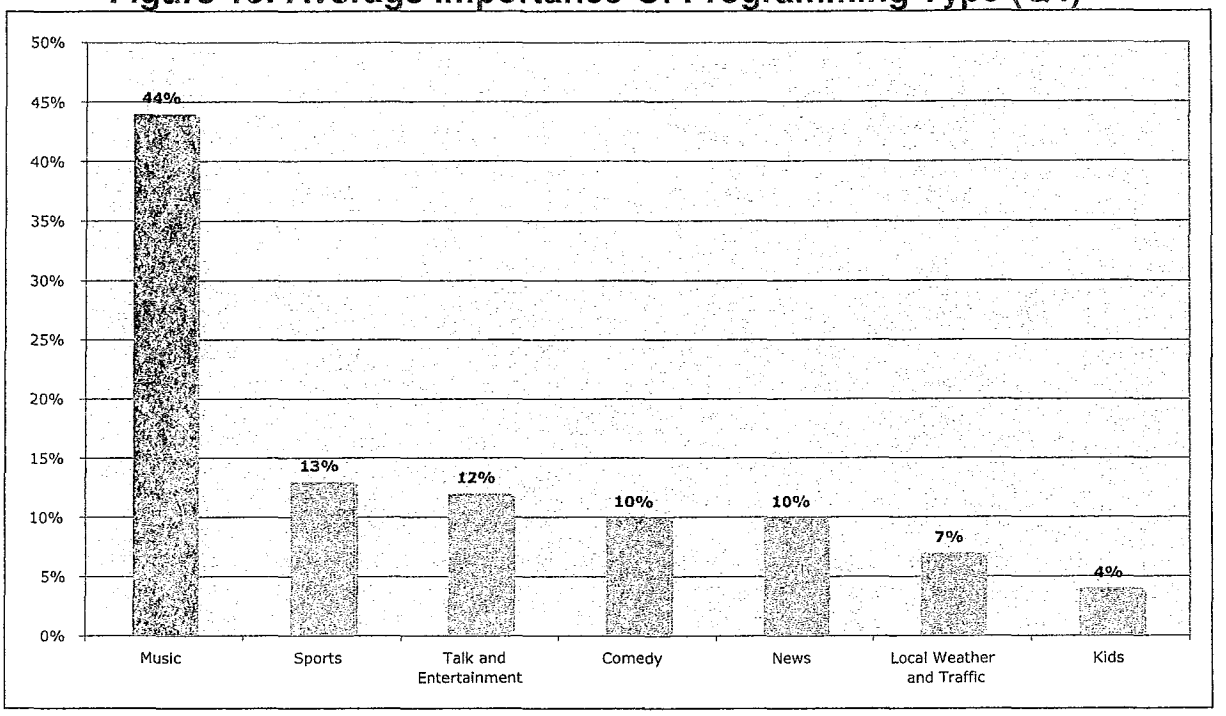
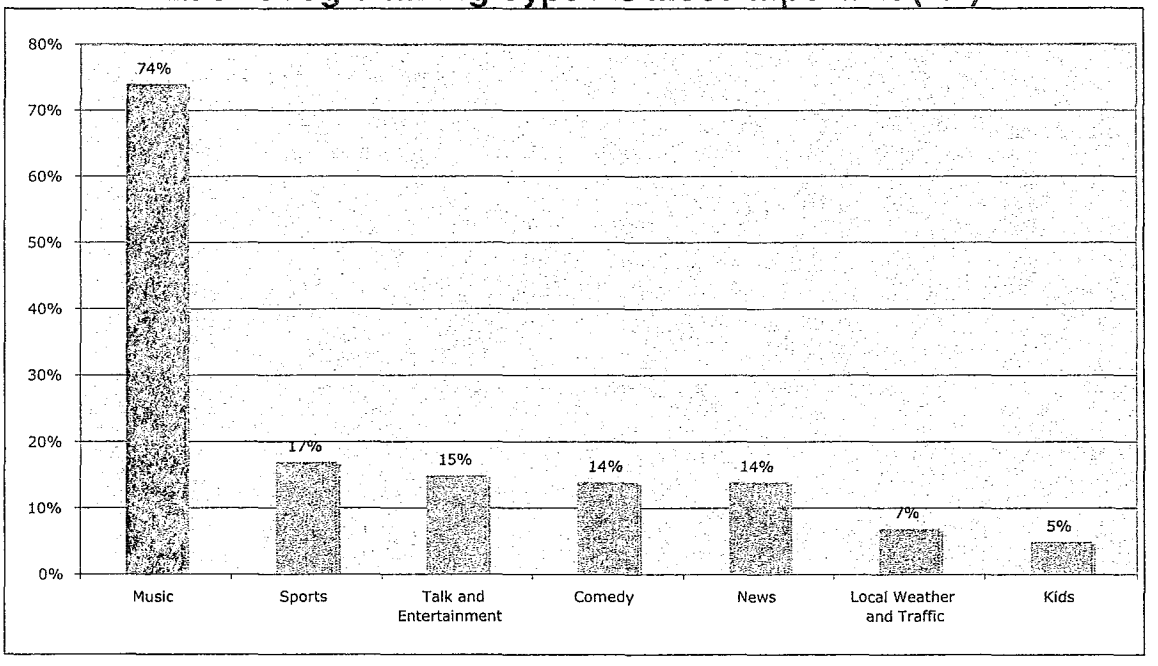


Figure 20. Percent Of Respondents Selecting Each Programming Type As Most Important (Q4)



D. Usage (Question 8)

Current subscribers were asked to state, out of the time they spent listening to satellite radio, the percentage of time they spent listening to each of seven types of satellite radio programming in a typical week.

Respondents, on average, spend nearly half (49%) of their satellite radio time listening to music. That percentage is *quadruple* any other programming type, as shown in Figures 21-22. Similarly, 77 percent of respondents recalled listening to music the most, a figure more than four times in excess of any other type of programming.

Figure 21. Usage Of Programming Type (Q8)*

	Total – Only Current Subscribers	
Type of Programming	**Time Allocation**	
	Share (%) (n=307)	**Allocated Highest Number of Points (%)** [29]
Music	**49** (45.27 – 51.75)[30]	**77** (72.51– 81.89)
Talk and Entertainment	12 (10.08 – 13.83)	15 (11.28 – 19.34)
Sports	11 (9.61 – 13.07)	17 (12.45 – 20.78)
Comedy	10 (8.47 – 11.69)	12 (8.13 – 15.33)
News	8 (6.79 – 9.30)	9 (5.63 – 11.96)
Local Weather and Traffic	6 (4.88 – 6.75)	5 (2.47 – 7.30)
Kids	4 (3.13 – 5.38)	6 (3.24 – 8.49)
	100	

* Q8: Reflecting on your and your family's usage of satellite radio in a typical week how would you estimate the amount of time spent on each of the following program types.

[29] Total sums to more than 100 because some respondents had two or more programming types tied for their highest ranking.

[30] These numbers represent the 95% confidence interval.

Figure 22. Average Weekly Usage Of Programming Type (Q8)

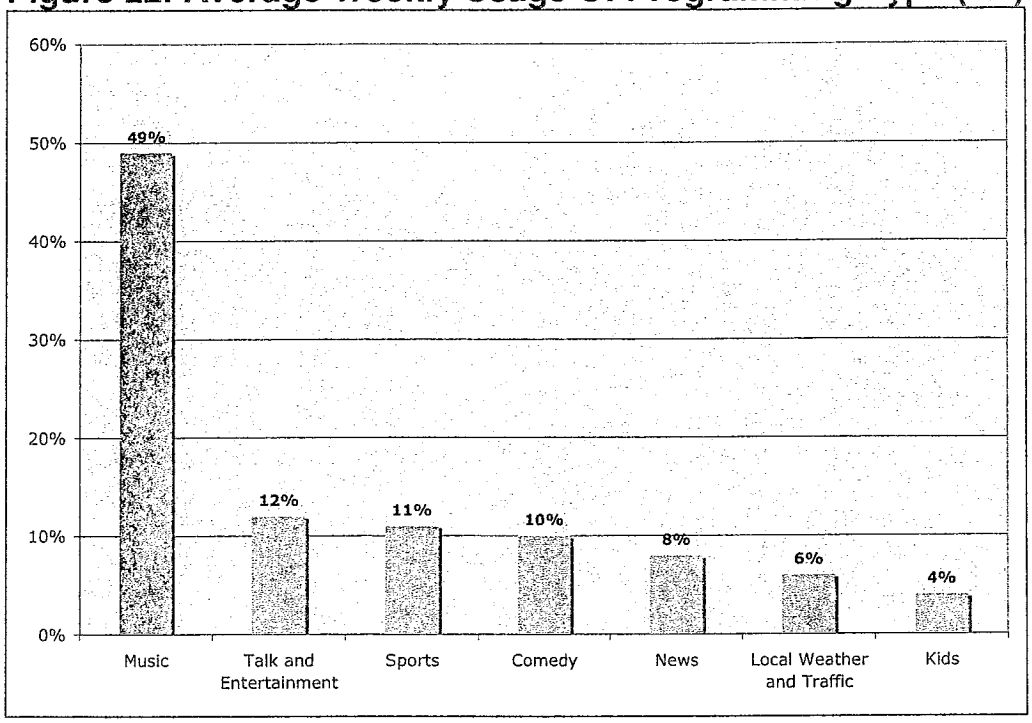
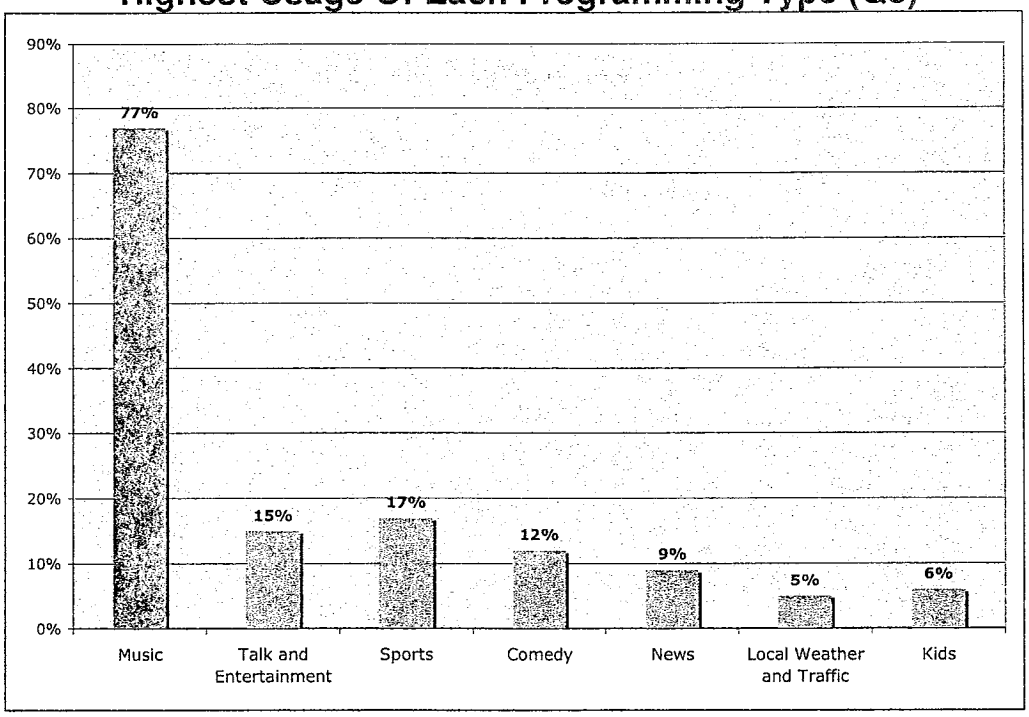


Figure 23. Percent Of Respondents Indicating Highest Usage Of Each Programming Type (Q8)



E. Value (Questions 4-7, 10)

Conjoint analysis, which is described above in Part III.D.2 and in Appendix H, is another method used in the survey to determine the value respondents place on satellite radio's music offerings. The conjoint results, as outlined in Figures 24-26, strongly confirm music's high value to consumers.

The conjoint analysis compared music's value to all other important features of the satellite radio service – both other programming types as well as non-programming features, such as coverage, number of commercials, and price. Despite being compared to both programming and non programming features, music still was the top-ranked attribute by a large margin, as shown on the figure on the following page The analysis revealed that a full 30 percent of the value of satellite radio comes from music. The next highest attribute was price, which encompassed only 15 percent of the value. Similarly, the analysis reveals that music was the most important attribute of the service for approximately half of all respondents (47 percent). No other attribute was cited first by more than 14 percent of respondents.

Figure 24. Relative Importance Of The Programming and Non-Programming Attributes Of Satellite Radio Based On Conjoint Analysis– Value (Q4-7,10)*

	Average Importance[31]	Top Mention[32]
		%
Type of Programming		
A. Music	30 (28.48 – 32.36)[33]	47 (44.14 – 49.06)
B. News	10 (9.37 – 11.55)	7 (5.33 – 7.77)
C. Sports	13 (12.00 – 14.83)	11 (9.39 – 12.46)
D. Talk and Entertainment	12 (10.47 – 13.20)	11 (9.16 – 12.20)
Other Satellite Radio Features and Price		
E. Number of Minutes Per Hour of Commercials on Music Channels	13 (11.74 – 14.27)	8 (6.90 – 9.61)
F. Geographic Coverage	6 (5.37 – 7.26)	3 (2.08 – 3.74)
G. The Monthly Price for a Single Subscription	15 (13.08 – 16.02)	14 (12.36 – 15.79)

* See Appendix C for the text of these questions.
[31] Total does not sum to 100 because of rounding.
[32] Total sums to more than 100 because some respondents had two or more content types tied for their highest ranking.
[33] These numbers represent the 95% confidence interval.

Figure 25. Importance Of Satellite Radio Attributes Based On Conjoint Analysis (Q4-7,10)

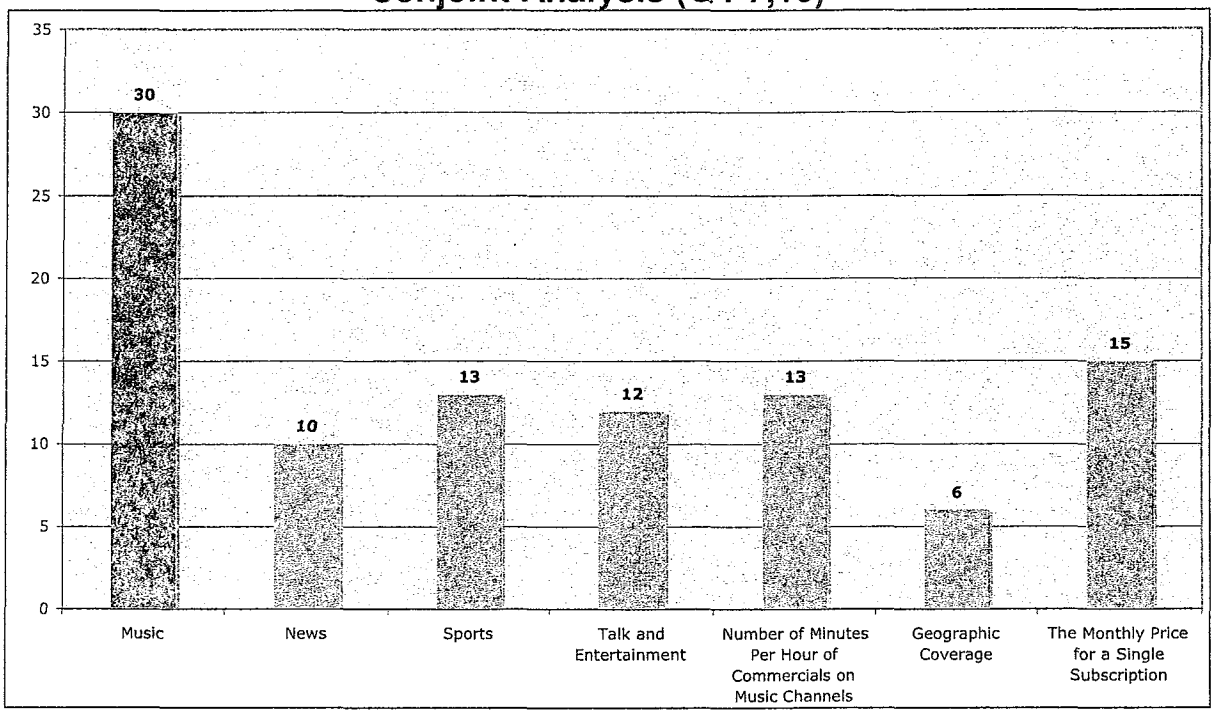
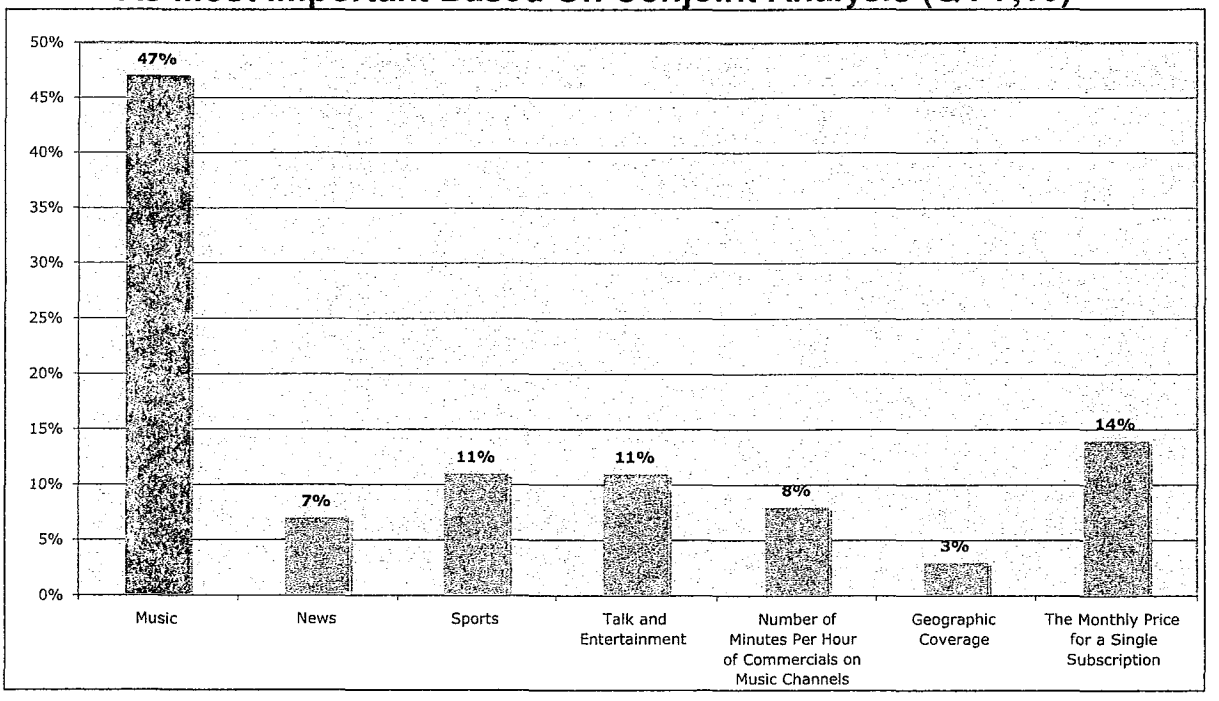


Figure 26. Percent Of Respondents Who Selected Each Attribute As Most Important Based On Conjoint Analysis (Q4-7,10)



F. Choice (Question 10)

In completing the conjoint section of the survey, respondents were asked to rate two different hypothetical satellite radio services. The first profile described the satellite radio service currently offered by XM and Sirius (*e.g.*, similar music, talk, sports, and news programming, nationwide coverage, no commercials on music channels, and a price of $12.95/month). The second profile was the same as the first but had no music programming.

Respondents were asked to rate each service on a scale from "0" to "10," with "0" indicating "definitely would not buy" and "10" indicating "definitely would buy." As shown below in Figure 27, the current offering received an average score of 7.13 on this scale; the current offering without music scored substantially lower, 2.47, or barely more than one third of the current offering's score. Measured another way, only 5 percent of respondents rated the current offering a "0," but 57 percent of respondents gave a "0" to the current offering without music, indicating that a majority of respondents would not buy a satellite radio service that lacked music.

Figure 27. Relative Importance Of Music As Reflected In The Choice Of Current Offering With Music Versus Current Offering Without Music (Q10)

	Total (n=428)
	Intention To Subscribe
Current Offering (Card 65)	7.13
Current Offering With No Music (Card 66)	2.47
Relative Importance (current offering with no music ÷ current offering)	.35
	% Giving 0 Points
Current Offering (Card 65)	5%
Current Offering With No Music (Card 66)	57%
Relative Importance (current offering with no music ÷ current offering)	11.2

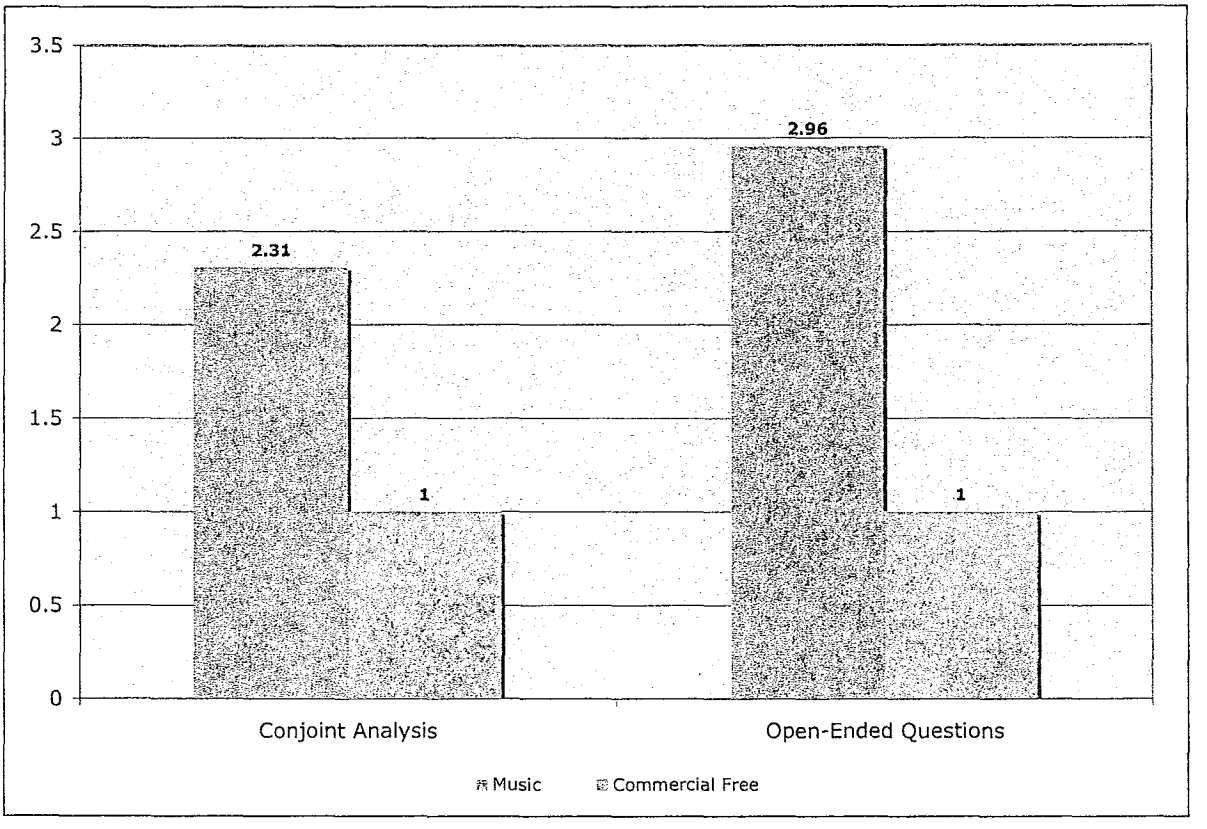
V. ADDITIONAL RESULTS

A. Music versus Commercial-Free

The conjoint analysis reveals another important result: music is a significantly more important attribute of satellite radio than is the number of minutes of commercials on music channels. As noted above, music received the highest score in the conjoint analysis – 30 percent of the value of the service. The number of commercial minutes on music channels (including no commercials) only accounted for 13 percent of the value. In other words, consumers valued music programming 2.31 times more than they valued the extent to which there were more commercials on the service.

The open-ended results corroborate this finding. As Figure 9 shows, 68 percent of respondents named music (without mentioning commercial free) as a top answer to at least one of the open-ended questions. Only 23 percent of respondents cited commercial free programming (without mentioning music) as their top choice. (And a few respondents – 7 percent – stated that the hybrid "commercial free music" was their top choice). Thus, consumers cited music as their top choice to an open-ended question 2.96 times as often as they cited commercial free. The figure below shows these multiples for both the conjoint and open-ended questions, demonstrating that it is music, and not the lack of commercials, that consumers value primarily.

Figure 28. "Commercial Free" versus Music (Q 4-7, 10; 1-3, 11)



B. Music versus Recorded Content

This proceeding will determine the compulsory license rate for sound recording performances on satellite radio. Up to this point, we have looked only at sound recordings performed on satellite radio music channels. It is my understanding, however, that the vast bulk of content on *comedy* and *kids* satellite radio channels also uses sound recordings for which the copyrights are owned by the SoundExchange members. To the extent this is true, the results above understate the value of the sound recordings copyrights at issue in this proceeding. For example, with respect to the constant sum question regarding the importance of the programming types, Recorded Content would amass 58 points, Music (44) + Comedy (10) + Kids (4). *See* Figure 29. And with respect to the constant sum question regarding typical usage, Recorded Content constitutes 63 percent of usage, Music (49) + Comedy (10) + Kids (4).[34] *See* Figure 30.

[34] To the extent that the comedy and kids channels contain live programming, or other non-recorded content, these figures would represent an upper bound on the value placed on content subject to this proceeding.

Figure 29. Relative Importance of Recorded Content

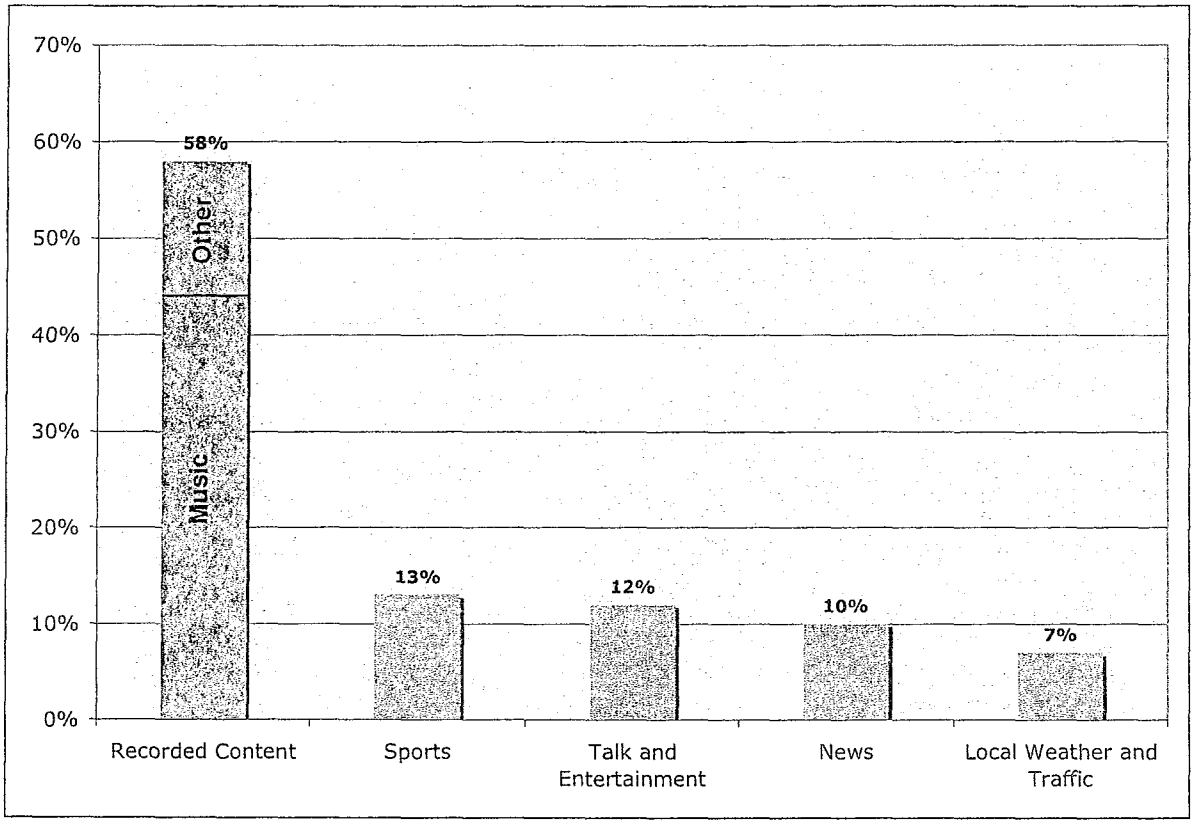
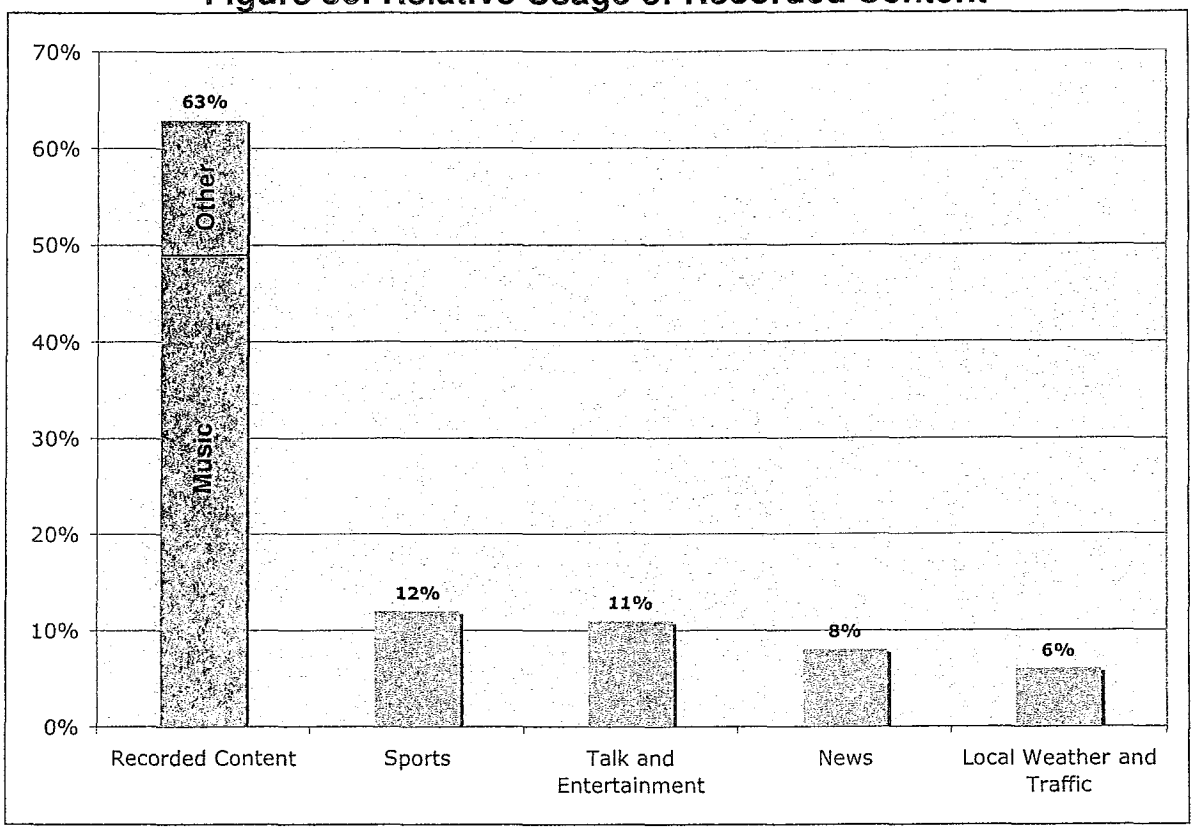


Figure 30. Relative Usage of Recorded Content



C. Music versus Talk and Entertainment

This survey has demonstrated that music is the satellite radio programming type that users value the most. The dominance of music gives interesting insight into the well-publicized deals satellite radio has struck with other content providers, such as Howard Stern and Oprah Winfrey. These deals, which were negotiated on the open market, presumably are keyed to the value that consumers place on talk and entertainment satellite radio programming. In setting a rate for sound recording licenses, it is useful to know that consumers value music programming far more than talk and entertainment programming. The figure below compares the value assigned to music versus talk and entertainment programming for several key measures in the survey. In each and every case (as well as the other survey measures not reported here), music scored higher, and often three, four, or more times as much as talk and entertainment. On

average, music scored 3.7 times higher than talk and entertainment. This suggests that the market rate for music would be considerably higher than the market rate for talk and entertainment programming.

Figure 31. Music versus Talk and Entertainment

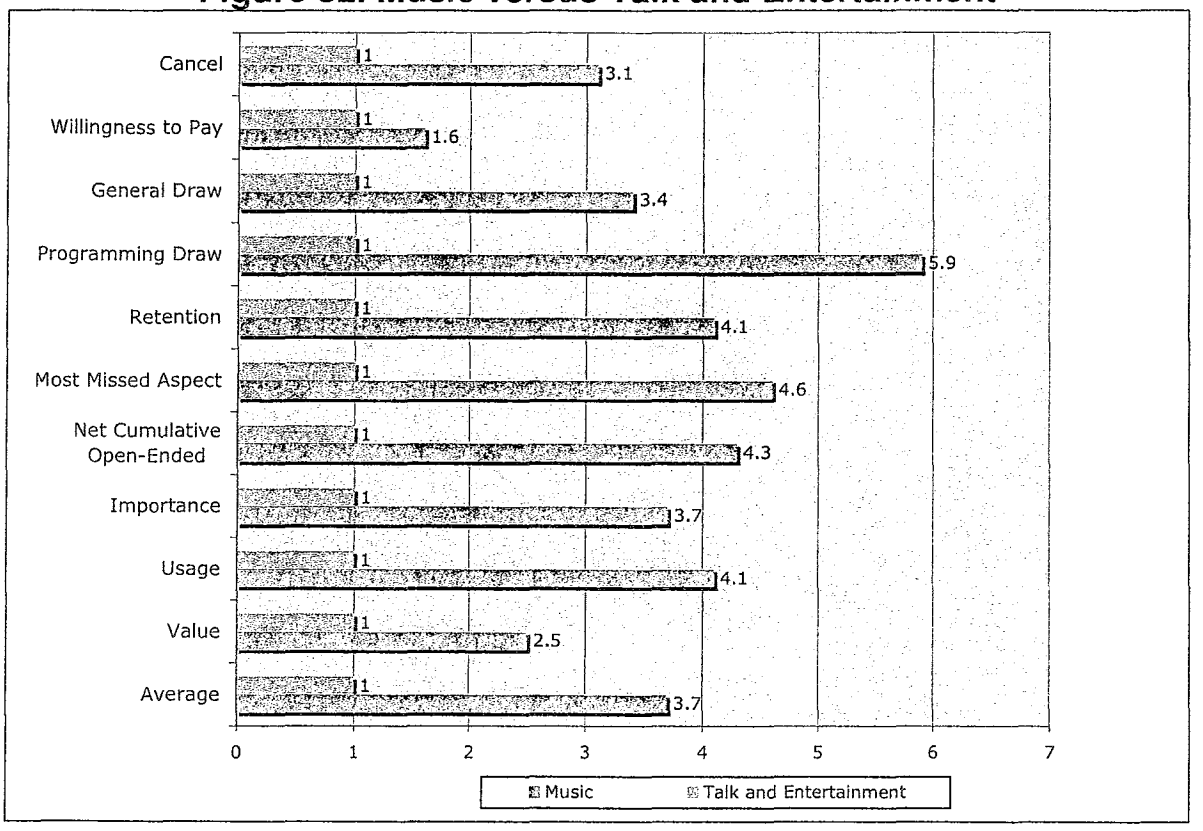
	Total (N=428)		
	Music	**Talk and Entertainment**	**Multiple**
1. Cancel [Q9: Figure 7]	43%	14%	3.1
2. Willingness to pay [Q9: Figure 8]	$6.15	$9.99	1.6[35]
3. General Draw [Q1: Figure 11]	17%	5%	3.4
4. Programming Draw [Q2: Figure 12]	53%	9%	5.9
5. Retention [Q3: Figure 15]	45%*	11%*	4.1*
6. Most missed aspect [Q11: Figure 16]	37%*	8%*	4.6
7. Net cumulative open-ended questions [Q1-3, 11: Figure 9]	68%	16%	4.3
8. Importance [Q4: Figure 19]	44%	12%	3.7
9. Usage [Q8: Figure 21]	49%*	12%*	4.1*
10. Value [Q4-7, 10: Figure 24][36]	30%	12%	2.5
Average			***3.7***

*Asked only of Current Subscribers (n=307)

[35] In this measure, a *lower* price indicates a higher importance (*i.e.*, it shows that a respondent would be wiling to pay less if a particular programming type were absent.). The multiple here therefore represents the degree to which the next *lowest* priced programming type exceeded the price respondents were willing to pay for the service without music

[36] The choice measure (Figure 27) is not included on this chart because it did not measure music's value versus that of talk and entertainment in isolation.

Figure 32. Music versus Talk and Entertainment



V. CONCLUSIONS

Based on the survey results, my conclusion is that music is overwhelmingly the programming attribute of satellite radio that consumers value the most in making their decision to subscribe or retain their subscription to satellite radio. Every one of the thirteen measures of value in the survey supports this conclusion.[37] No other programming attribute of satellite radio – including talk and entertainment programming – nor the commercial-free programming, coverage, or price was valued nearly as much by consumers. To the contrary, respondents on average valued music 3.7 times as much as talk and entertainment programming.

[37] Namely: Cancellation (Figure 7), Willingness to Pay (Figure 8), Open-Ended Net (Figure 10), Draw (Aspect) (Figure 11), Draw (Programming Type) (Figure 13), Retention (Figure 15), Most Missed Aspect (Figure 17), Average Importance (Figure 19), Greatest Importance (Figure 20), Average Usage (Figure 22), Greatest Usage (Figure 23), Value (Figure 25), Highest Value (26) and Choice (Figure 27).

I declare under penalty of perjury that the foregoing testimony is true and correct to the best of my knowledge and belief.

Date: 10/29/06

Yoram Wind

APPENDIX A

CV OF YORAM (JERRY) WIND

YORAM (JERRY) WIND

Academic Positions: Jerry Wind is The Lauder Professor and Professor of Marketing at the Wharton School of the University of Pennsylvania. He is the founding director of *The Wharton "think tank," The SEI Center for Advanced Studies in Management.* The Center's mission is to assure through research and development the quality of management research a education and its relevance to the needs of management practice and society in the 21st century. Dr. Wind joined the Whar staff in January 1967, upon receipt of his doctorate from Stanford University.

Program Development: Dr. Wind is the founder and academic director of *The Wharton Fellows* program. From 1983 to 1988, he was the founding director of *The Joseph H. Lauder Institute of Management and International Studies*, and from 1980 to 1983 the founding director of *The Wharton Center for International Management Studies.* Dr. Wind chaired the Wharton committees that designed *The Wharton Executive MBA Program* (1974), *the new MBA curriculum* (1991), and the School's *globalization strategy* (1995-1997), the MBA's, cross-functional integration efforts (2002-04). He also started *The Wharton International Forum* (1987) and served as the chairman of its faculty council until 1998. He was instrumental in establishing the Alfred West, Jr. Learning Lab and served as a member of its first advisory board (2001-05).

Publications: Dr. Wind is one of the most cited authors in marketing. He is a regular contributor to the professional marketing literature, which has included 21 books and over 250 papers, articles, and monographs encompassing the areas of marketing strategy, marketing research, new product and market development, consumer and industrial buying behavior, and international marketing. His recent books, *The Power of Impossible Thinking: How Changing Your Mental Models Will Transform the Business of Your Life and the Life of Your Business*, with Colin Crook (Wharton School Publishing, 2004), *Convergence Marketing: Strategies for Reaching the New Hybrid Consumer* with Vijay Mahajan (Financial Times/Prentice Hall 2002), *Leveraging Japan: Marketing to the New Asia* (Jossey-Bass 1999) and *Driving Change* (Free Press, 1998), received wide acclaim. Both *The Power of Impossible Thinking* and *Convergence Marketing* were selected by Executive Book Summaries as one of the thirty best business books of 2002 and 2004. His most recent edited books—*New Product Diffusion Models* (Kluwer 2000), *Digital Marketing* (Wiley 2001), and *Marketing Research and Modeling: Progress and Prospects* (Kluwer 2004) —include the works of the leading experts on these topics. Dr. Wind's books have been translated widely.

Editorship: Dr. Wind is the founding editor of *Wharton School Publishing* (Wharton's J.V. with Pearson/Financial Times), 2003. He has served as editor-in-chief of the *Journal of Marketing*, on the policy boards of the *Journal of Consumer Research* and *Marketing Science*, and has been on the editorial boards of all major marketing journals. He served as guest editor of special issues of the major marketing journals including *Marketing Science* (1996) on Empirical Generalization in Marketing (with Frank Bass), *JMR* (1997) on Innovation in New Product Development: Best Practice in Research, Modeling, and Applications, and *Marketing Research* (1998) on The State of the Art in Quantitative Research.

Business Experience: Dr. Wind has served as an advisor to many Fortune 500 firms and a number of non-U.S. multinationals in the financial services, pharmaceuticals, information, and consumer packaged goods industries. His consulting focuses on both overall global corporate and business strategy and transformation as well as marketing strategy and especially the development of new businesses. In addition, he has served as an expert witness in various legal cases. Dr. Wind is a member of the board of IDT, and an advisor of a number of start-ups including Mutual Arts and NetXentry (web for phone). He is a former director of Enhance Financial Services Corporation, Contel Corporation, CASA and a number of entrepreneurial ventures.

Professional Activities: Dr. Wind is an active member of the major marketing and management science professional associations. He is the former Chancellor of the International Academy of Management (IAM). He is a former academic trustee of the Marketing Science Institute and a member of a number of its steering committees. He is also a former chairman of the College of Marketing of the Institute of Management Science and a previous member of the Board of Directors of the Philadelphia AMA Chapter. He is one of the founders of the new Israeli university – *The Interdisciplinary Center Herzliya* (IDC) – chairman of its academic council, and member of its academic appointment and promotion committee. He is also a member of the board of the American Friends of IDC. He is a member of the board of a number of Wharton's research centers, including the Lauder Institute and the Ackoff Center. Dr. Wind is also a trustee of *The Philadelphia Museum of Art* and chair of its audience building committee, and a member of the Advisory Board of *Business for Diplomatic Action.* He is a frequent lecturer in faculty seminars and executive programs in over 50 universities worldwide.

Awards: Dr. Wind is the recipient of various awards, including the three major marketing awards – The Charles Coolidge Parlin Award (1985), the AMA/Irwin Distinguished Educator Award (1993) and the Paul D. Converse Award (1996). He is the recipient of the first Faculty Impact Award given by Wharton Alumni (1993). In 1984, he was elected as member of the Attitude Research Hall of Fame and has won a number of research awards, including two Alpha Kappa Psi Foundation awards and a recent inclusion in JAR Classics issue of one of 18 articles that have withstood the test of time. In 2001 he was selected as one of the 10 *Grand Auteurs in Marketing.* Most recently he was named as the 2003 recipient of the Elsevier Science Distinguished Scholar award of the Society for Marketing Advances and an Honorary Fellow of the Decade by the Interdisciplinary Center Herzliya (Israel), May 2004.

8 August 2(

ACADEMIC EXPERIENCE

EDUCATION

Stanford University, Graduate School of Business. Ph.D. (Marketing), September 1964-December 1966.

Stanford University, International Center for Advancement of Management Education, Certificate in Marketing Management. September 1963-June 1964.

The Hebrew University, Jerusalem, School of Economics and Social Sciences, M.A. (Business Administration and Political Science), September 1960-June 1963; B. Soc. Sci. (Economics and Political Science), September 1958-June 1961.

UNIVERSITY POSITIONS

A. University of Pennsylvania, The Wharton School

Faculty Positions:

The Lauder Professor, 1983-
Professor of Marketing, 1973-
Associate Professor of Marketing, 1970-1973
Assistant Professor of Marketing and International Business, 1967-1970

Selected Administrative Positions:

Founding Editor, Wharton School Publishing (WSP), 2003-
Founding Academic Director, The Wharton Fellows platform and program, 2000-
Founding Director, The SEI Center for Advanced Studies in Management, 1988-
Founding Director, The Joseph H. Lauder Institute of Management and International Studies, 1983-1988
Founding Director, the 1st Title VI National Resource Center in International Management Studies, 1985-1988
Founding Director, The Wharton Center for International Management Studies, 1980-1983

Secondary Faculty Appointments:

Member of the Graduate Group in International Studies (School of Arts & Sciences), 1984-1998
Member of the OR Group, 1979-1984 and the OR affiliated faculty, 1984-1989
Senior Fellow of the Leonard Davis Institute, 1977-1980
Secondary Appointment as Professor of Management, 1981-1984
Member of the Extended Faculty of the Social Systems Sciences Dept. 1981-1986

B. Other Universities

The Interdisciplinary Center (IDC) Herzliya Israel, Co-Founder (for specific activities since 1994, see p. 39)

University of Tokyo (Japan) Co-Director of the Marunouchi Global Center (MCG) program, 2002; The first Hakuhodo Visiting Professorship, Spring 1992 and 1993

Erasmus University (The Netherlands) The first visiting Unilever-Erasmus Professorship, Spring 1993

University of New South Wales (Australia) The first visiting Hoover Foundation Professor, 1977

University of California at Berkeley, School of Business Administration Visiting Professor, Fall 1975

University of Tel Aviv, The Leon Recanati Graduate School of Business Administration, Visiting Senior Lecturer, September 1968-August 1969

Stanford University, Graduate School of Business, Research Assistant, June 1965-October 1966

* Senior or sole author

The Hebrew University Jerusalem, Teaching Assistant in the Departments of Political Science and Business Administration, September 1961-June 1963

PUBLICATIONS

I. BOOKS

1.* *The Power of Impossible Thinking: How Changing Your Mental Models Will Transform the Business of Your Life and the Life of Your BUsiness*, with Colin Crook [and Robert Gunther], Wharton School Publishing, 2004, selected by Executive Book Summaries as one of the thirty best business books of 2004. Translated editions: Arabic, Bahasa Indonesia, Chinese (simplified and traditional), English (Singapore), Japanese, Korean, Portuguese, and Turkish. Selected by Executive Book Summaries as one of the thirty best business books of 2004; finalist in *Fast Company* Reader's Choice Award for the October book of the month; among CEO READ top 25 books of August 2004. A paperback edition was published in 2006.

2. *Adventures in Conjoint Analysis: A Practitioners Guide to Trade-Off Modeling and Applications*, with Abba Krieger and Paul E. Green, 2004 – e-book available at http://marketing.wharton.upenn.edu/people/faculty/green/green_monograph.cfm.

3.* *Convergence Marketing: Strategies for Reaching the New Hybrid Consumer,* with Vijay Mahajan [and Robert Gunther] (Prentice Hall/Financial Times), 2001. Selected by Executive Book Summaries as one of the thirty best business books of 2002. Translated editions: Chinese (simplified), Tsingua University Press; Chinese (traditional), Prentice Hall Taiwan; Bahasa (Indonesia); Spanish; Portuguese; Italian [*Il Consumatore Centauro:* Orvaro il Marketing Della Convergenza, ETAS LAB. IT. 2002; Korean; and Japanese.

4. *Leveraging Japan: Marketing to the New Asia*, with George Fields and Hotaka Katahira (San Francisco: Josse Bass), 1999. Translated Japanese edition by Pearson Education, Japan, 2000.

5.* *Driving Change*, with Jeremy Main (New York: The Free Press), 1997. Translated editions in U.K. by Kogan (Page Ltd.), 1998; China by Shanghai Jiao (Tong University Press), 1999; Hungary by Veres István (Geomeédia Szakkönyvek), 2000. Adaptation to local condition: Brazil by Luiz Felipe Monteiro Jr. (IBMEC Qualitymark Editoria), 2002.

6. *The Silverlake Project,* with Roy A. Bauer, Emilio Collar, Victor Tang and Patrick R. Houston. (New York: Oxford University Press), January, 1992. Translated to Chinese, Huaxia Publsihing, 2000.

7.* *Product Policy: Concepts, Methods and Strategies* (Reading, MA: Addison-Wesley), 1982. Reviewed *Journal of Marketing,* Summer 1981.

8.* *Marketing and Product Planning* (in Spanish) (Mexico: Expansion). This book is based in part on sections from *Product Policy* which was selected by the editors of Expansion as the "Book of the Year" 1979.

9. *Multi-Attribute Decisions in Marketing: A Measurement Approach*, with Paul E. Green (and contributions by Douglas Carroll). (Hinsdale, IL: The Dryden Press), 1973.

10. *Organizational Buying Behavior,* with Frederick E. Webster, Jr. (Englewood Cliffs, NJ: Prentice Hall, Foundations of Marketing Series), 1972. Translated to Portuguese (Editor, Atlas, Sao Paulo, Brazil, 1975). Reviewed JMR August, 1974.

11. *Market Segmentation*, with Ronald E. Frank and William F. Massy (Englewood Cliffs, NJ: Prentice Hall, International Series in Management), 1972. Reviewed JMR, November, 1972; August, 1974.

12. *Advertising Measurement and Decision Making*, with Homer Dalby and Irwin Gross (Boston, MA: Allyn & Bacon), 1968.

* Senior or sole author

13. *Industrial Buying and Creative Marketing*. Publication of the Marketing Science Institute (Boston, MA: Allyn & Bacon), 1967. Contributed two chapters; co-authored with Patrick J. Robinson three chapters; and participated in the overall organization and preparation of the book.

14. *Industrial Buying Behavior: Source Loyalty in the Purchase of Industrial Components*. Unpublished Ph.D. dissertation, Stanford University, December 1966.

II. EDITED BOOKS

1.* *Marketing Research and Modeling: Progress and Prospects*, A Tribute to Paul E. Green, with Paul E. Green (eds.). Boston: Kluwer, 2003.

2.* *Digital Marketing*, with Vijay Mahajan, New York: Wiley, 2000. An e-book version is scheduled for 2001. Translated: Japanese by Pearson Education, Japan, 2001; and Italian by ETAS-RCS Libri, SPA. Italy, 2002.

3. *New Product Diffusion Models,* with Vijay Mahajan and Eitan Muller, Boston: Kluwer, International series in Quantitative Marketing, 2000.

4. *Innovation Diffusion Models of New Product Acceptance*, with Vijay Mahajan, The IC^2 Institute's Econometric & Management Sciences Series (Cambridge, MA: Ballinger Publishing Co.), 1986.

5.* *New Product Forecasting: Models and Applications*, with Vijay Mahajan and Richard Cardozo. (Lexington, MA: Lexington Books), 1981.

6.* *Advances in Organizational Buying Research: The Case of Acquisition of Scientific and Technical Information*, with Robert J. Thomas (Washington, D.C.: National Science Foundation), 1979.

7.* *Moving Ahead with Attitude Research: Proceedings of the Seventh Attitude Research Conference*. Edited with Marshall Greenberg. (Chicago, IL: American Marketing Association), 1977. Designed, organized, and edited this book of eight invited position papers and eighteen application papers.

8. *Behavioral Models of Market Analysis: Foundations for Marketing Action*, edited with Francesco Nicosia (Hinsdale, IL: The Dryden Press), 1977.

III. ARTICLES, CONTRIBUTED CHAPTERS, PAPERS IN PROCEEDINGS, AND WORKING PAPERS

The papers are grouped by the following topics:

A. Portfolio analysis and strategy
B. Marketing and business strategy
C. Marketing and product strategy
D. Research on industrial buying behavior
E. Research on consumer behavior
F. Marketing research and modeling
G. International marketing
H. International management education and the Lauder Institute
I. Management practice and education in the 21st Century
J. Convergence Marketing
K. Mental Models – Power of Impossible Thinking
L. Entries in Dictionaries and Encyclopedias

A number of papers can fit in more than one category. The division is, therefore, somewhat arbitrary and based primarily on the target audience of the paper.

A. Portfolio Analysis and Strategy

1. "Product Portfolio: A New Approach to the Product Mix Decision," in Ronald C. Churhan, ed., *Combined Proceedings AMA*, August 1974, pp. 460-464.

* Senior or sole author

2.|* "Planning Product Line Strategy: A Matrix Approach," with Henry Claycamp, *Journal of Marketing*, 40. January 1976, pp. 2-9.

3a.|* "An Analytic Hierarchy Process for the Allocation of Resources Within a Target Product/Market/Distribution Portfolio," with Daniel Gross, in D.B. Montgomery and D.R. Wittink, eds., *Proceedings of the ORSA/TIMS Conference on Marketing Measurement and Analysis*, Stanford, CA, March 1979. Sections of this paper were later incorporated in a paper by Wind and Saaty, "Marketing Applications of the Analytic Hierarchy Process," *Management Science* 26, July 1980, pp. 641-658.

3b.|* "Marketing Applications of the Analytic Hierarchy Process," with Thomas L. Saaty, *Management Science*, 26. July 1980, pp. 641-658.

4.|* "Designing Product and Business Portfolios," with Vijay Mahajan, *Harvard Business Review*, Vol. 59, No. 1, Jan-Feb, 1981, pp. 155-165. Based on a paper, "Measurement Issues in Portfolio Analysis," presented at the Second Market Measurement and Analysis Conference, University of Texas, Austin; March 1980.

5. "Stochastic Dominance Rules for Product Portfolio Analysis," with Vijay Mahajan and John W. Bradford. *Marketing Planning Models*, Special Issue of TIMS Studies in the Management Sciences, 1981. pp. 161-183.

6.|* "International Portfolio Analysis and Strategy: The Challenge of the 80s," with Susan P. Douglas, *Journal of International Business Studies*, Fall 1981. pp. 69-82.

7.| "A Model for the Analysis of Asymmetric Data in Marketing Research," with Richard Harshman and Paul E. Green, *Marketing Science*, Vol. 1, No. 2, Spring 1982. pp. 205-242.

8.|* "An Empirical Comparison of Standardized Portfolio Models," with Vijay Mahajan and Donald Swire, *Journal of Marketing*, Vol. 47, Spring 1983. pp. 89-99. This article is based on a paper presented at the 1981 conference on Analytical Approaches to Product and Marketing Planning.

9.| "Risk Return Approach to Product Portfolio Strategy," with Richard Cardozo, *Long Range Planning*, Vol. 18, No. 2, 1985. pp. 77-85.

10. "Integrating Financial Portfolio Analysis with Product Portfolio Models," with Vijay Mahajan, in H. Thomas & D. Gardner, (eds.) *Strategic Marketing and Management*. (NY: J. Wiley & Sons, 1985), pp. 193-212.

11.| "Corporate Growth Through Synergy: Concept, Measurement & Applications," with Vijay Mahajan, Wharton School Working Paper, 1985.

12.| "Business Synergy Does Not Always Pay Off," with Vijay Mahajan, *Long Range Planning*, Vol. 21, No. 1, February 1988, pp. 59-65.

B. Marketing and Business Strategy

1.* "A Research Program for a Marketing Guided Approach to Mergers and Acquisitions," in N. Beckwith et al., *1979 Educator's Conference Proceedings* (Chicago, IL: AMA), 1979, pp. 207-256.

2.* "Marketing Oriented Strategic Planning Models," in R.L. Schultz and A. A. Zoltners, eds., *Marketing Decision Models*, (New York: Elsevier, North Holland), 1980, pp. 207-250.

3.* "Marketing and the Other Business Functions," in J. Sheth, ed., *Research in Marketing*, Vol. 5, 1980, pp. 237-264.

4.|* "Marketing and Corporate Strategy," in *The Wharton Magazine*, Summer 1982, pp. 38-45. Based on "Marketing and Corporate Strategy: Problems and Perspectives," The 13th Annual Albert Wesley Frey Lecture, Graduate School of Business, University of Pittsburgh, 1981.

* = Senior author
| = Article published in refereed journal

5. "Marketing Strategy," with Thomas Robertson in Kenneth J. Albert, (ed.), *The Strategic Management Handbook*, (New York: McGraw Hill, 1982), Chapter 11, pp. 11.3-11.22.

6.| "Marketing Strategy: New Directions for Theory and Research," with Thomas Robertson, *Journal of Marketing,* Spring 1983. pp. 12-25.

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	Fall 1980:	"Industrial Marketing: The Sleeping Giant," with Frederick Webster
	Winter 1981:	"Journals and the Development of a Discipline"
	Spring 1981:	"Research and Management"
	Summer 1981:	"A Positive Perspective on Marketing"
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- Lessons from the Malcolm Baldridge Award: Implications for Management Practice, Research, and Education, February 1991.
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- Visionary Leadership, October 1991.
- The Impact of Information Networking on Organizational Design and Strategy, November 1991.
- Frontiers in Electronic Commerce: Experimental Systems for Communication, Coordination, and Negotiation, February 1992.
- Innovation and Learning, March 1992.
- Historical Perspectives in Management Education, April 1992.
- Decision Making in Highly Uncertain Political Environments: Investing in the Russian Oil and Gas Industry, March 1992.
- Issues and Advances in New Product Development, June 1992.
- Rewarding the Workforce of the Future: Competence-Based Performance Measures and Incentives, October 1992.
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- Research Challenges in Linking Quality: Profitability and Organizational Architecture, December 1993.
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- Beyond Quality: Organizational Transformation for the 21st Century Enterprise, March 1994.
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- Leadership in the 21st Century Enterprise, November 1994.
- A New Management Paradigm for the 21st Century, December 1994.
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- Go West Young MBA, Far Far West: Adventures on the World's Business and Management Frontier, January 1995.
- Information Technology and the Changing Boundaries of the Firm, January 1995.
- EMU – The Road to Europe, February 1995.
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- The Impact of Computers and Information on Management: 1946-1996-2001, May 1996.
- European Venture Capital Industry, November 1996.
- The CEO Challenge: Implementing Strategy in a Constantly Changing Marketplace, December 1996.
- The Future of Impact of Information Management: A Lecture Series from July 1996-January 1997.
- New Media, February 1997.
- From Detection to Action: Processes and Insights Gained from an Early Warning Signal System, March 1997.
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- When Is It Worthwhile Targeting the Majority Instead of the Innovators in a New Product Launch? November, 1997.
- Consumer Choice Behavior in On-line and Regular Stores: The Effects of Brand Name, Price, and Other Search Attributes, January 1998.
- The Systems Approach: The New Generation, February 1998.
- Managing Workteam Diversity, Conflict, and Productivity: A New Form of Organizing in the 21st Century Workspace, September 1998 (by Etty Jehn, The Diversity Research program with Bob Holland).
- GM for the 21st Century: From "Make and Sell" to "Sense and Respond," March 1999 (by Vince Barabba).
- The Limits of Privacy, March 1999 (by Amitai Etzioni).
- Japan at the Great Divide, April 1999 (by Yasuhisa Shiozaki).
- Into the 21st Century: The First Decade and Beyond: A Report on the SEI Center for Advanced Studies in Management, 1990-2000.

VIII. EDITOR: WHARTON SCHOOL PUBLISHING BOOKS

2006

1. Peter Navarro, *The Well Timed Strategy: Executing Strategy Through the Business Cycle*
2. Stuart Lucas, *Wealth*
3. Peter Killing, Thomas Malnight, and Tracey Keys, *Must-Win Battles*
4. Neil Bender, Paul Farris, Philip Pfeifer, and Dave Reibstein, *50+ Marketing Metrics Every Business Executive Should Know*
5. Russell Ackoff, Herbert Addison, and Jason Magidson, *Idealized Design*
6. Lars Kolind, *The Second Cycle*
7. George Chacko, *Credit Derivatives: Introduction to Credit Risk and Credit Instruments*

2005

1. Randall Billingsey, *Understanding Arbitrage: An Intuitive Approach to Financial Analysis*
2. Tony Davila, Marc Epstein, and Robert Shelton, *Making Innovation Work: How to Manage It, Measure It, and Profit from It*
3. Sunil Gupta and Donald Lehmann, *Managing Customers as Investments: The Strategic Value of Customers in the Long Run*
4. Stuart Hart, *Capitalism at the Crossroads: The Unlimited Business Opportunities in Solving the World's Most Difficult Problems*
5. Lawrence Hrebiniak, *Making Strategy Work: Leading Effective Execution and Change*
6. Jon Huntsman, *Winners Never Cheat: Everyday Values We Learned as Children (But May Have Forgotten)*
7. Eamonn Kelly, *Powerful Times:Rising to the Challenge of Our Uncertain World*

8. Doug Lennick and Fred Kiel, *Moral Intelligence: Enhancing Business Performance and Leadership Success*
9. V. J. Mahajan and Kamini Banga, The *86 Percent Solution: How to Succeed in the Biggest Market Opportunity for the Next 50 Years*
10. Alred Marcus, *Big Winners and Big Losers: The 4 Secrets of Long-Term Business Success and Failure*
11. Kenichi Ohmae, *The Next Global Stage: Challenges and Opportunities in Our Borderless World*
12. Michael Roberto, *Why Great Leaders Don't Take Yes for an Answer: Managing for Conflict and Consensus*
13. Arthur Rubinfeld and Collins Heminway, *Built for Growth: Expanding Your Business Around the Corner or Across the Globe*
14. David Sirota, Louis Mischkind, Michael Meltzer,*The Enthusiastic Employee: How Companies Profit by Giving Workers What They Want.*
15. Thomas Stallkamp, *SCORE!: A Better Way to Do Busine$$: Moving from Conflict to Collaboration*
16. Glen Urban, *Don't Just Relate – Advocate!: A Blueprint for Profit in the Era of Customer Power.*
17. Craig Vogel, Jonathan Cagan, and Peter Boatwright, *The Design of Things to Come: How Ordinary People Create Extraordinary Products.*

2004

1. Bernard Baumohl, *The Secrets of Economic Indicators: Hidden Clues to Future Economic Trends and Investment Opportunities*
2. Sayan Chatterjee, *Failsafe Strategies: Profit and Grow from Risks that Others Avoid*
3. Robert Mittelstaedt, *Will your Next Mistake Be Fatal? Avoiding the Chain of Mistakes that Can Destroy your Organization*
4. Mukul Pandya, Robbie Shell, Susan Warner, Sandeep Junnarkar, Jeffrey Brown (2004), *Nightly Business Report Presents Lasting Leadership: What You can Learn from the Top 25 Business People of our Time*
5. C.K. Prahalad, *The Fortune at the Bottom of the Pyramid*
6. Scott Shane, *Finding Fertile Ground*
7. Oded Shenkar, *The Chinese Century: The Rising Chinese Economy and Its Impact on the Global Economy, the Balance of Power, and your Job*
8. Jerry Wind and Colin Crook, *The Power of Impossible Thinking*

IX. ILLUSTRATIVE PUBLISHED ABSTRACTS OF PAPERS DELIVERED IN PROFESSIONAL MEETINGS

- "Enduring Vs. Situation Dependent Customer Characteristics as Bases for Market Segmentation: An Evaluation," in David L. Sparks, (ed.), *Broadening the Concepts of Marketing.* Proceedings of the American Marketing Association, August 1970 Conference.
- "Preference of Relevant Others and Individual Choice Models," in W.L. Nichols, ed., *Proceedings of the 1974 AAPOR Conference and in Public Opinion Quarterly*, 38. Fall 1974, pp. 447.
- "Multivariate Decision-Making in the Setting of Pulmonary Outpatient Clinic," with Lawrence Spitz and Ronald Daniele. Paper presented at American College of Physicians, San Francisco, April 1975.
- "Diagnosis Consumer Behavior: A Quantitative Approach," in D. Rothwell, (ed.), *Proceedings of the 30th Annual AAPOR Conference* May 1975 and in *Public Opinion Quarterly*, 39. Fall 1975, pp. 415.
- "Segmentation and Positioning of Health Insurance Services Under Conditions of Heterogeneous Health Insurance Portfolios," in TIMS/ORSA Bulletin for the S.F. Joint Meeting, May 1977, pp. 244.
- "Alternative Approaches to Industrial Market Segmentation," with Paul E. Green, in TIMS/ORSA Bulletin for the S.F. Joint Meeting, May 1977, pp. 234.
- "Innovation and the R&D-Marketing Interface," with Joel Goldhar, in TIMS/ORSA Bulletin for the Atlanta Meeting, November 1977.
- "Measurement Issues in Portfolio Analysis," with Vijay Mahajan, in R.P. Leone, (ed.), *Proceedings of Market Measurement and Analysis*, TIMS, 1980, pp. 50-53.
- Aimagery Products: A Measurement Challenge," with Lew Pringle, in J. Keon, (ed.), *Market Measurement and Analysis*, TIMS/ORSA, 1981.

- "Standardized Portfolio Models: An Empirical Comparison of Business Classification," with Vijay Mahajan and Donald J. Swire in Allan D. Shocker and R. Srivastava, (eds.), *Proceedings of the 1981 Analytical Approaches to Product and Marketing Planning Conference.*

X. CASE STUDIES

- During the academic year 1962-1963, I wrote a number of marketing cases at the Hebrew University, Jerusalem (Israel). One of these cases, The Ozi Ballpoint Pen III, was published in Harper W. Boyd, Jr. et al., (eds.), *Marketing Management: Cases from the Emerging Countries* (Reading, MA: Addison-Wesley Publishing Company), 1966.
- During the academic year 1968-1969, several marketing cases were written under my supervision at the Leon Recanati Graduate School of Business Administration, Tel Aviv University.

CONSULTING EXPERIENCE

A. Marketing, Business Strategy, and Marketing Research Consulting

1. *Information and Telecommunication Industry*

- AT&T & the Bell companies: Occasional consultant to various units, including:
  - AT&T Technologies Inc. – Design a market segmentation program (1986)
  - AT&T – Review and Design of Portfolio System (1981-1982)
  - Bell Atlantic – Marketing & pricing strategy (1983)
  - Bell Canada – Design of a segmentation study and product portfolio (1979-1980)
- Geometric Data: Segmentation/positioning studies (1981-1982)
- IBM:
  - ABS Division: Developing a procedure for Integrating Marketing and R&D 1988-1989
  - ES Division, Marketing Strategy and Segmentation (1991-1993)
- Motorola Broadband Sector: 1998-2004. Business Strategy consulting.
- Next Level Communication: Business strategy consulting (2000)
- Newsweek, Inc.: Marketing consulting (1979-1980)
- Northern Telecom: Value Pricing and Business Strategy Consulting (1993-1995)
- RCA, Government Communications Systems: Design of a research program to assess the market response to new Electronic Mail System (1978-1979)
- Samsung, Management of Technological Innovation (2006)
- Telenet, Strategies for "Getting More with Less" (2006)
- Xerox: Marketing consulting to a design integration program (coordinated by Jay Doblin Associates) and design of a market segmentation project (1982-1983)

2. *Financial Services*

- Chase Manhattan Bank: Process for evaluation of mergers and acquisitions and design of segmentation studies (1978-1979)
- CitiBank: Statistical consulting (1980); marketing strategy consulting (1996-1997)
- Colonial Penn Group: Design and evaluation of most of the firm's research activities and general consulting to marketing and top management (1973-1980)
- E. F. Hutton: Design and implementation of a marketing planning system and various marketing research projects (1979-1984)
- Edward Jones & Co.: Marketing and Business Strategy consulting (1984-2004)
- Reliance Insurance Companies: Marketing research consulting (1980-1981)
- SEI Investments: Marketing, Business and Corporate Strategy consulting (since 1986)

3. *Health Care*

- Bristol-Myers Squibb (BMS): Marketing strategy consulting (1997-2002)

- Merck, Sharp, and Dome: General marketing research consulting (1981)
- Merck & Co.: Marketing Strategy and Marketing Research and Modeling (1991-1996)
- Pfizer, Inc.: 1975-1990. Design and analysis of most of the marketing research projects of Pfizer Laboratories and Roerig. Occasional marketing strategy consultant to the Hospital Products Group (1984-1986) and Pfizer Pharmaceuticals (1987-1990).
- SmithKline Beckman: Marketing strategy development for TAGAMET (1987-1988); evaluation of strategy implementation (1989)
- SmithKline Clinical Laboratories: Marketing planning (1984)
- Sterling Drug, Inc.: Development of marketing driven portfolio of R&D projects (1986-1991); Pricing study for innovative new product (1991-1992)
- Upjohn: Strategic planning consulting (1981)
- West Jersey Health System: Marketing and Business Strategy (1985)

4. *Transportation*

- Air Canada: Market segmentation, positioning and new product development (1973)
- Chrysler: Modeling the advertising budget (1978), advising regarding the analysis of customer satisfaction process (1995-1997)
- Conrail: Design of a positioning/segmentation study (1978-1979)

5. *Consumer Goods*

- American Dairy Brands and Schreiber Foods, Inc.: Arbitration (2004)
- Campbell Soup: Advertising Strategy, 91-96, 2005; Taste Tests (2001-2003)
- Coors Brewing Company, Pricing and positioning (2001)
- DAYMON: Marketing Strategy (since 2003)
- Eastman Kodak: New product research approaches (1978)
- R.J. Reynolds Tobacco Co.: Evaluation and design of a new product development system (1979-1980)
- S.B. Thomas: Marketing and research consultant (1979-1980)
- Simplicity Patterns, Inc.: Develop a business plan (1982)
- Pepsi: Research support for the Pepsi Challenge and related campaigns (1978, 1981, 1990, 1995, 1999)

6. *Industrial Products and Services*

- International Harvester: Designing a market segmentation process (1980)
- Stauffer Chemicals: General marketing consulting (1980)
- Exxon Chemicals: Marketing and Business Strategy (1985-1986)
- John Fluke Manufacturing Co., Inc.): Marketing and corporate strategy (1985-1988)
- ITT Water Technology Group (2004-)

7. *Retailing*

- Sears Roebuck & Company: Advertising and marketing strategy (1972-1973)
- Wickes, plc: U.K. Marketing and Business Strategy Consulting (1988-1996).

8. *Professional Service Firms*

- Applied Communication Research (1974-1976)
- BBD&O (on an occasional basis, 1974-1985)
- Cunningham and Walsh, Inc. (1978)
- DMB&B (1993)
- Doyle Dane Bernbach: Evaluation of a campaign claim (1980)
- Gahagan Research Associates, Inc. (selected projects, 1972-1978)
- Hakuhodo. Marketing Strategy for the 21st Century (1992-1995)
- IMS America (1997-)

- Market Research Corporation of America (MRCA) (1975-1987)
- McConnel Advertising (Montreal), (1974)
- Medicus (1989-1997)
- Morgan, Lewis & Bockius: Development of Business Strategy (1992-1994)
- MS&L: Marketing consulting (1995-1997; 2001-)
- National Analysts (1975-1976)
- Oxtoby-Smith (selected projects, 1972-1978)
- Price-Waterhouse Coopers LLP (marketing and corporate strategy consulting, 1996-2001).
- Professional Marketing Research, Inc. (1977-1978)
- Robinson Associates (1969-1975)
- Standard & Poors (1997-2000)
- Whittlesey and Partners (1972-1973)
- Y & R (1989)

9. *Trading Companies, Real Estate Development*

- Dewey Companies: 2003 Marketing and Business Strategy consulting
- Li & Fung: Since 1998. Business Strategy consulting.

B. Directorship

- IDT (2005-)

- Ecquaria (2001-04)
- Enhance Financial Services (1997 until acquisition by Radian Group, Inc. in 2001)
- Credit 2B (2001)
- CASA – Center for Adaptive Systems Applications Inc. (1999 Until acquisition by HNC in 2000)
- Access Technologies Group, co-founder and chairman (1992-1996)
- Contel Corporation, member of the Board of Directors (1988 Until acquisition by GTE in 1991)
- Dover Regional Bank Shares, member of Board of Trustees (1986-1990)
- Shooting Stars, Inc., member of the Board of Directors (1986-1990)
- Reality Technologies, Inc. (1988-until acquisition by SEI Investments in 1990)
- The Cortlandt Group, Inc., Co-founder and Chairman of the Board of Directors, (1979-1986)

C. Illustrative Advisory Boards

- NetXentry (2000-)
- Mutual Arts (2003-)

- Ad4ever (2000-2003)

D. Expert Witness: Marketing and Marketing Research Consulting in Legal Cases

- Alschuler, Grossman and Pines: Packard Bell vs. Compaq, 1995-1996
- Arent, Fox, Kitner, Plotkin & Kahn: Marketing research consulting re: Estee Lauder, 1987
- Arnold, Whiite and Dunkee: The Clorox Co. vs. Dow Brands Inc. re: Smart Scrub v. Soft Scrub, 1995
- Arnold & Porter:
  (a) Schering v. Pfizer, Perceived sedation of Zyrtec, 2000
  (b) Pfizer: Physicians' beliefs concerning prescription antihistamine products in terms of their sedating/non-sedating characteristics 2002
- Baker & McKenzie:
  (a) G.D. Searle & Co. and subsidiaries litigation in the U.S. Tax Court, 1982
  (b) American Republic Insurance Co. vs. Americare Inc. and American Dental Centers P.C., 1988
- Berle, Kass and Case: Evaluation of public attitude re: Burlington County Bridge Commission, 1992
- The Calorie Control Council vs. FTC re: the Saccharin case, 1979

- Covington and Burling:
  (a) The Proprietary Association vs. FTC re: over-the-counter (antacids) drugs, 1979
  (b) FTC Staff Report on cigarette advertising investigation 1981-1983 including appearance before congressional committee in hearing on H. R. 1824: "The Comprehensive Smoking Prevention Education Act"
  (c) International Telecharge Inc. vs. AT&T, 1992-1994
  (d) Dream Team Collectibles vs. NBA Properties (re: Dream Team), 1996
  (e) G. A. Modefine S.A. v. Armani.com, 2003-2004
- Cravath Swain and Moore:
  (a) Amertech Corporation, *et. Al.* v. Lucent Technologies Corporation [Arbitration], 1997
  (b) Louis Vuitton v. Dooney & Bourke, Inc., 2004
- Crude Oil Resellers vs. U.S. Department of Energy Economic Regulatory Administration re: the proposed crude oil reseller price regulations, 1979, including presentation at public hearing
- Darby and Darby. Proctor & Gamble vs. Colgate, Palmolive, and Y&R re: China advertising, 1997
- Dechert Price & Rhoads:
  (a) The Mutual Assurance Co. vs. American Council of Life Insurance and Health Insurance Association of America (re: The Green Tree), 1983-1984
  (b) INC vs. Manhattan, Inc., 1985
  (c) Tunis Brothers Co. vs. Ford Motor Credit Co., 1988
  (d) Allerest vs. Alleract, 1988-1990
  (e) Campbell Soup Co. vs. Conagra, Inc. (Various deceptive advertising cases) 1991-1996
- Department of Justice, Antitrust Division: Consulting in a number of cases since 1996, including Microsoft Network, ski resorts, Echostar's proposed acquisition of DirecTV, and dental supplies
- Dilworth, Paxson, Kalish, Levy and Kauffman: Prince Castle vs. Le-Jo Enterprises, 1977-1978
- Forrest, Hainline III, American Pasta Co. vs. New World Pasta Co. (re: "America's favorite pasta"), 2002
- Fulbright & Jahorski: Deere and Co. vs. MTD Holdings, 2003
- Gibson, Dunn, & Crutcher:
  (a) Pfizer, Inc. vs. International Rectifier Corp., 1982-1983
  (b) Thompson vs. General Nutrition Corp., 1985
  (c) New Vector vs. Metro Mobile, 1986;1992
  (d) Air Passenger CRS Antitrust Litigation vs. American Airlines, 1987-1990
  (e) Quintons/Mahurkar vs. Shiley
  (f) McCaffrey vs. Pfizer re: Plax, 1990
  (g) The Travel Difference vs. The Time Mirror Co. (LA Times), 1992
  (h) Toyota re: class action defense vs. Staples Stillwell on the "destination charge" on Monronery Stickers,1995-1996; 1999-
  (i) Hewlett-Packard vs. Nu-Kote Int. Inc., Anti-trust, 1998-1999
  (j) LA Cellular AT&T Wireless class action defense, 2002, 2004-
  (k) Hewlett Packard defense vs. Staple Stilwell in class action suit re economy cartridge, 2003
- Gold, Farrel & Marks: Miramax Film Corp. vs. Columbia Pictures Entertainment, re: *I Know What You Did Last Summer* (1997)
- Goodwin, Proctor and Hoar: FTC vs. New Balance re: "made in USA", 1995-1996 [FTC Hearing] and consulting 1998
- Hapgood, Calimafole, Kalil, Blaustein & Judlowe: Merrill Lynch vs. Paine Webber (re. RMA), 1985
- Heller, Ehrman, White, and McAuliffe: Apple Computer Securities Litigation, 1985-1986.
- Herling, Lindeman, Goldstein and Siegal: Roli Boli vs. Pizza Hut, 1997
- Hill, Betts, and Nash: Fender Musical Instruments Inc. vs. E.S.P. Co., 1985
- Howrey, Simon, Arnold & White:
  (a) Sands, Taylor and Wood vs. The Quaker Oats Co. re: Thirst-Aid, 1987
  (b) Syntex, Inc. vs. Schering-Plough Healthcare Products, Inc. re: Femcare, 1992
  (c) Anheuser Busch (re Bud Dry commercials), 1993
  (d) Anheuser Busch vs. Labbatt (re: Ice Beer), 1994-1995
  (e) Anheuser Busch vs. Samuel Adams, 1995
  (f) Anheuser Busch vs. United Guiness Distillers (regarded Red Label from Budweiser), 2002
  (g) Nissan North America vs. BMW (re: "Z"), 2002

- IT&T Continental Baking vs. FTC re. Fresh Horizons advertising, 1977-1978
- Jenner & Block:
  (a) General Dynamics vs. AT&T. re: Antitrust litigation, 1987-1990
  (b) AT&T vs. MCI re: Telemarketing Practices 1990
- Kaye, Scholer, Fierman, Hays & Handler:
  a. Automated Bread Dist. Corp. vs. General Foods Corp. (Re: Freihofer Baking Co.), 1991-1992
  b. Zone Perfect Nutrition Co. vs. Hershey Foods Co., 2004
- Kenyon & Kenyon:
  (a) Mead Data Control, Inc. vs. Toyota Motor Sales, U.S. re: Lexis vs. Lexus, 1988
  (b) Hiram Walker and Sons vs. White Rock Distilleries re: Kapala-Kahlua
  (c) America Online vs. AT&T Corp. re: ATT&T's "You Have Mail", 1999
  (d) Twentieth Century Fox Film vs. Marvel Enterprises, Inc. (re: Mutant X), 2002
- Kirkland and Ellis
  (a) Kraft Foods Inc. and Capri Sun vs. Minute Maid, 1997
  (b) Time Inc. vs. Peterson Publishing Co. re: Teen vs. Teen People, 1997-1998
  (b) Brach and Brock vs. James River re: Royals candies, 1998-1999
  (c) Hermes vs. Lederer, re: the Kelly Handbag, 1998-2001
- Kirkpatrick and Lockhart: McPalland et al v. Keystone Health Plan Central, Inc. (re: class certification of SeniorBlue Customers, 2001-2002
- Kleinfeld, Kaplan and Becker: re: Iron-Kids Bread Package, 1991
- Lee, Toomey, and Kent Pfizer Pharmaceuticals vs. the IRS, 1978-1979
- Lempres & Wulfsberg and Kutak, Rock, & Campbell: Evaluation of Expert Reports, re: International Pharmaceutical Products, Inc., 1985-1990
- Liddy, Sullivan, Galway, and Begler:
  (a) Coopervision, Inc. vs. CTL, Inc. (re: Permatint), 1985
  (b) Johnson & Johnson, Inc. vs. Oral-B Laboratories (re: Minute-Gel), 1987
  (c) Soft Sheen's Care Free Curl vs. Revlon's I of Nature (Trademark), 1986-1987.
  (d) Oral-B Laboratories, Inc. vs. Johnson & Johnson, Inc. (re: Reach Advertising), 1986-
- Lowenstein, Sandler: Princeton Economics Group vs. AT&T (re: class action defense of spirit), 1994-1995
- Mitchell, Silberberg & Knupp: Stella Foods Inc. vs. Cacique IC, re: Ranchero, 1997-1999
- Morgan, Lewis and Bockius: Scott paper defense in the Turnabout Marketing Case, 1983
- Morison, Cohen, Siner, and Weinstein, Hertz v. Avis, 1994.
- Munger, Tolles and Olson:
  (a) FTC vs. Polygram Holdings et al. re: Three Tenors Case 2001-2002
  (b) Universal vs. MGM (re: Rollerball) 2002
- Pattishall, McAuliffe, Newbury, Hilliard, & Geraldson:
  (a) S.C. Johnson and Son, Inc. vs. Carter Wallace ("Edge" vs. "Rise"), 1983
  (b) Anheuser Busch vs. Stroh Brewery Co. and vs. Miller and Heillman, (re: LA beer), 1984-1985
  (c) S. C. Johnson & Son Inc., re: L'envie, 1986-1987.
  (d) Shelby Motor vs. Ford, 1988.
  (e) GFA Brands Inc. and Fitness Foods Inc. vs. Canbra Foods Ltd. and Campbell Mithun/Esty, Inc. re Heartlight, 1990-1991.
  (f) AT&T vs. MCI (various deceptive advertising cases) 1991-
  (g) Walt. Disney vs. Good Times, 1993
  (h) Car Freshener Corp. vs. S.C. Johnson and Son, Inc. (re:Glade Plug Ins Air Freshener Design), 1994
  (i) International Telecharge, Inc. vs. AT&T, 1992-1994
  (j) S.C. Johnson and Son, Inc. vs. Avon (re: Skin So Soft) 1996
  (k) GTE Card Services Inc. vs. AT&T, 1996
  (l) SunAmerica Corp. vs. Sun Life Assurance Co. of Canada 1993-1995, 1997-1998 [W.H. Covington and Burling]
  (m) Blue Cross Blue Shield vs. American Medical Association, re: CPT, 1998
  (n) Encyclopedia Britannica, Inc. vs. Britannica Home Fashions, Inc., 1999
  (o) Simon Property Group, L.P. v. mySimon Inc., 2001-
  (p) Montblanc – Simplo Gmblt v. Savonerie et Parfumerie Bernard, 2001
  (q) Old World Industries, Inc. vs. AutoMeter Products, 2002

(r) JLJ Inc. v. Santa's Best Craft (Christmas tree lights), 2004

- Paul, Weiss, Rifkin, Wheaton and Grasser:
  (a) Revlon vs. L'OREAL re: Colour Endure Commercials 1995
  (b) Revlon vs. Cover Girl self renewing lipstick advertising, 1996 [NAD]
- Pepper, Hamilton and Scheetz:
  (a) Del Monte Corp. vs. Sunkist Growers, Inc. Arbitration, 1990-1991
  (b) Sun Oil Company defense against class action certification, 1996-1997
- Pennie & Edmonds IT&T Continental Baking (C&C Cola): defense against Coca Cola re: C&C Cola, 1978
- Pillsbury, Madison & Sutro: Consulting re:
  (a) Thrifty Rent-A-Car vs. Elder, 1991-1992
  (b) Green Giant American Mixtures, 1994
  (c) Chrysler Corp. vs. Replacement Sheet Metalparts Distributors, 1992-1993
- Pillsbury Winthrop LLP
  (a) Mulligan v. Pacific Bell Telephone Co. (inside wiring), 2004
  (b) State of California vs. Tri-Union Seafoods, et al. (Canned Tuna, Proposition 65)
- Rogers and Wells [and the Italian Trade Commission], re: Italian pasta dumping case, 1996
- Sidley and Austin:
  (a) Industrial Gas litigation, 1986
  (b) Land O'Lakes, Inc. vs. Bakers Franchise Ltd., 1987
  (c) Ultramar, Inc. vs. CITGO Petroleum Corporation, 1997
  (d) AT&T vs. US West Communications, re: US West advertising, 1998
- Sills, Cummis, Zuckerman, Radin, Tischman, Epstein and Gross: E.R. Squibb and Sons, Inc. vs. Stuart Pharmaceuticals, 1991.
- Skadden, Arps, Meagher, & Flom:
  (a) American Home Products vs. Beecham re: Delicare commercials, 1986
  (b) Tambrands, Inc. vs. Warner-Lambert Co. re: EPT commercials, 1986-1987
  (c) Beecham Inc. vs. Yankelovich, Clancy, Shulman and Saatchi & Saatchi Holdings, Inc., re: projections for Delicare, 1986-1988
  (d) American Express vs. MasterCard re: Goldcard, 1988
  (e) Challenge to the networks by Sterling Drug re: Bristol Myers Tribuffered Bufferin commercials, 1988
  (f) Challenge by Dow Brands, Inc. of the TV advertisement for Reynolds Metals Company's "SURE-SEAL" food storage bags, 1989
  (g) Anheuser-Busch Company vs. Coors Brewing Company (various deceptive advertising cases) 1991-1993
  (h) R.H. Donnelley vs. Sprint Publishing and Adv. Inc., re: Sprint Yellow Pages, 1996
  (i) Anheuser Busch vs. Boston Beer re: A-B advertising [NAD], 1997
- Sullivan & Cromwell: Remington Rand Corp. vs. Amsterdam-Rotterdam Bank N.V., 1991
- Van Hagey & Bogan, Ltd.: Consulting re: The Quaker Oats Co, 1991
- Weil, Gotshal and Manges:
  (a) Johnson & Johnson vs. SmithKline Beecham, Re: Tums Advertising, 1991
  (b) Schering-Plough Healthcare Products vs. Johnson and Johnson, Inc. re: Neutrogena Chemical-Free Sun Block, 1996
  (c) Pharmacia Corp. vs. Glaxosmith Kline Consumer Healthcare (re: NicoDerm advertising), 2002-2003
  (d) Priceline.com re: NAD, 2003
- White & Case:
  (a) Trovan Ltd. and Electronic Identification Devices vs. Pfizer Inc. re: Trovan's trademark, 1999
  (b) Frederick E. Bouchat v. Baltimore Ravens, Inc. and NFL Properties Inc., (re: the Ravens Logo), 2001-2002
  (c) Oakland Raiders vs. TBB and NFL, 2003 [with Bingham McCutchen]

- Whiteman, Breed, Abbott & Morgan:
    c. Pepsi Cola Company: Defense against Coca Cola Co. re: The Pepsi Challenge, 1978; 1981;1995 [Mostly with the NAD]
    d. Burger King Comparative Advertising Campaigns vs. McDonald's and Wendy's, 1982-1990
- Winston & Stawn, LLP: Verizon Directories Corp. v. Yellow Book USA, Inc., 2004

E. Illustrative Marketing Research Clients:

1. Air Canada (1973)*
2. American Cyanamid (1972-1973)*
3. Atlantic Richfield Company (1971-1972)*
4. Bankers Trust Company (1973-1974)*
5. Bell Telephone Company of Pennsylvania (1974;1977)
6. BBD&O (1974-1982)
7. Bissell, Inc. (1969-1971)*
8. Bristol Myers Squibb (1998-)
9. Brown & Williamson Tobacco Corp. (1978-1979)
10. Bureau of Newspaper Advertising (1974)*
11. CBS (1972)
12. Campbell Soup Company (1972-1973)*
13. Chrysler (via BBD&O) (1975-1978)
14. Clorox Company (1975-1976)
15. Colonial Penn Group, Inc. (1973-1979)
16. Commercial Union Assurance Companies (1974-1975)
17. Connecticut Bank and Trust Company (1972)*
18. Downe Publishing, Inc. (1972-1973)
19. Eastman Kodak Company (1973)*
20. E.F. Hutton (1981-1984)
21. Edward D. Jones (1985-1987)
22. First Pennsylvania Banking and Trust Company (1971-1972; 1974-1975)*
23. General Electric (via BBD&O 1977) (1982)
24. General Foods Corporation: the Jell-O and Kool-Aid divisions and various departments of the corporate product development division (1969-1972)*
25. Geometric Data (1981)
26. International Air Transport Association (1973-1975)*
27. International Harvester Credit Corporation (1973-1974)*
28. International Harvester Company (1975)
29. IT&T Continental Baking Company (1972-1978;1982)
30. Lever Brothers Company (1971-1973)*
31. Marriott Corp. (1982)
32. Modern Medicine (1970)*
33. MRCA (1975-1987)
34. Pacific Bell (1981-1982)
35. Pepsi Cola (1981)
36. Pfizer Pharmaceuticals, Inc. (1975-)
37. Pillsbury (1975)
38. Pioneer Electronics of America (1978)
39. RCA Computer Division (1972)*
40. Sears Roebuck & Company (1972-1973)*
41. SEI Investments (1988-)
42. Singer (1973)
43. SmithKline and French (1971)*
44. Snelling and Snelling, Inc. (1973-1974)
45. Sterling Drugs (1985-1986; 1990-1992)
46. Stroh Brewery Company (1970)*
47. Sun Oil Company (1972)*
48. Syntex Laboratories, Inc., (1976-1977)
49. Twentieth Century Fox (via the Data Group, Inc.) (1972)

50. UNICOM (1973)
51. U.S. Dept. of Commerce, Office of Telecommunications (1972)
52. The Wool Bureau, Inc. (1975)
53. Western Airlines (via BBD&O) (1979)

The research projects designed and conducted for these firms covered variety of consumer and industrial marketing problems including product positioning and market segmentation, new product development, generation and evaluation of new products, and promotional concepts. Projects with * were conducted via Robinson Associates.

F. Illustrative Marketing Research Program Evaluation and Redesign:

1. IT&T Continental Baking: copy and concept testing, segmentation studies (1972-1978)
2. Brown and Williamson: copy and concept testing (1978-1979)
3. Colonial Penn: all aspects of research (1973-1980)
4. Pfizer Pharmaceuticals: image studies, new product selection models, etc. (1975-1990)
5. R.J. Reynolds Tobacco: new product development system (1979-1980)
6. Bristol Meyer Squibb: Redesign of the Marketing Research function and various research and modeling procedures (1999-)

G. Illustrative Intra-Company Marketing Strategy (and Marketing Research) Workshops:

1. American Medical International (1978)
2. Amoco Fabrics Co. (1984; 1988)
3. ARA (1983)
4. Associacion Mexicana de Ejecutivos en Planeacion (1979)
5. Atlantic Richfield Company (1971)
6. AT&T (1972-1978)
7. Bank of East Asia (2005)
8. BBD&O (1974-1983)
9. Bell Atlantic (1983)
10. Bell Canada (1980)
11. Black and Decker (1981)
12. Bristol Myers Squibb (1998)
13. The Bunge Group (1982)
14. Campbell Soup (1972)
15. Career Futures, Inc. (1975)
16. Certain-Teed Corporation (1983)
17. The Clorox Company (1975)
18. Colonial Penn Group (1975-1980)
19. Computer Science Corporation (1975)
20. Contel (1989)
21. Daymon (2004)
22. Di Giorgio Corp (1980-1981)
23. Deutsche Bank (2004)
24. Edward D. Jones & Co. (1983)
25. E.F. Hutton (1979-)
26. Ethicon, Inc. (1979)
27. The Executive Forum (1979)
28. General Foods (1970)
29. Gray Advertising, Inc. (1977)
30. IBM – Applied Business Systems (1988)
31. International Harvester (1974-1975)
32. Intermountain Health Care, Inc. (1978)
33. ITT Water Technology Group (2004)
34. Li & Fung (2005)
35. Los Angeles Times (1993)
36. Machinist Publishing Co., Ltd., Japan (1977)
37. Miles Laboratories Ltd., Canada (1973)

38. MRCA (1978)
39. New York Telephone Company (1976)
40. Pfizer Pharmaceutical, Inc. (1975-1987)
41. Phillips Petroleum Company (1992-1993)
42. The Pillsbury Company (1976)
43. Rhodia, Brazil (1979)
44. Schlachman Research, U.K. (1975)
45. SEI Corporation (1990-)
46. SmithKline & French (1970)
47. Spectra-Physics (1983)
48. Standard & Poors (1998)
49. Syntex Laboratories, Inc. (1976)
50. 3M's Marketing Council(1986)
51. Tektronix, Inc. (1978)
52. Unilever, U.K. (1975)
53. Union Mutual (1981)
54. Wyeth International Ltd. (1980)
55. Xerox (1981)

H. Selected International Consulting

1. UNIG, Singapore, Business Strategy (2000)
2. Li & Fung, Hong Kong: Business Strategy (1998-)
3. Wickes, plc., UK: Marketing and business consulting (1988-1996)
4. Hakuhodo, Japan: Design of a 21st Century Advertising Agency (1993-1997)
5. McKinsey, Milan: New Developments in Marketing Strategy, Research, and Modeling (1988)
6. Sunstar, Japan: Marketing and Business Strategy (1985)
7. Bunge Group, Brazil: Marketing planning (1982-1986)
8. Meridian Group U.K.: Marketing and Business Strategy (1985-1986)
9. P.E. Consulting Group, South Africa: Strategic planning & Marketing Consulting and Conducting Executive Seminars (1982)
10. Bell Canada, Canada: Market Segmentation Study (1979-1981)
11. Cooperative de Seguros de Vida, Puerto Rico: Design of a marketing planning system (1980)
12. Discount Bank, Israel: Marketing planning (1980)
13. Bank Leumi Ltd., Israel: Marketing planning (1978)
14. Fuji electric, Japan: Design of a management planning process (1977)
15. Koor Industries, Israel: Designing and organizing the marketing function for the corporation's 34 companies (1968-1969)

I. Consulting to Government Agencies

1. *FinCen/BENS project on Terrorist Financing*, 2003-2004
2. U.S. AIR FORCE: Evaluation of the Air Force resource allocation procedure (1980-1981)
3. CANADIAN GOVERNMENT: Industry, Trade & Commerce Design and execution of a study for evaluation of the U.S. market potential for selected Canadian medical diagnostic and therapeutic products (1980-1981)
4. U.S. PATENT AND TRADEMARK OFFICE: Designing a strategic planning system (1981)
5. NASA: Evaluation of NASA's IAC's 1976 advertising campaign and recommendations for its future advertising and marketing strategy (1977)
6. ISRAEL DEFENSE MINISTRY: Analyze and evaluate the marketing system of the Administered Areas (Arab territory prior to the 6-Day War). The findings and recommendations of this study were submitted in classified report to the Israeli Defense Ministry (1968-1969)

J. Consulting/Advising to Research Organizations

1. Member of the advisory committee of the Diebold Institute study of the impact of public policy on entrepreneurial startup companies: the U.K. and U.S. in biotech and IT, 1998 -

2. Institute of Business and Economic Research, University of California, Berkeley. Consultant on the Coping Behavior (an empirical study of the consumer-technology interface) project, sponsored by the National R&D Assessment Program, NSF. (1976-1981)
3. Pennsylvania Science and Engineering Foundation, Temple University/Applied Communication Research, Inc. Research consultant for design, analysis, and evaluation of an NSF (Office of Science Information Services) sponsored project concerning the design and evaluation of experiments for the marketing of scientific and technical information services. (1974-1977)
4. EDUCOM: Inter-university Communications Council, Inc. Participant in an interdisciplinary seminar to identify and measure special interest audiences for public television. (1974)
5. The John and Mary R. Markle Foundation.
6. Participated in a workshop for design of "Quality Ratings of TV Programs." (1979)
7. Participated in the design of a study on special interest audiences. (1975)
8. Marketing Science Institute Consultant from February 1967 to December 1968. Conduct and plan research projects primarily in the areas of industrial buying behavior, advertising, and international marketing.
9. Marketing Science Institute U.S. Department of Agriculture Study Group on Marketing Performance Principle investigator, March-December 1968. Developed a model for the evaluation of the performance of the U.S. marketing system.
10. Management Science Center University of Pennsylvania Senior staff member September 1967 to July 1968. Engaged in the development of a marketing model for Anheuser-Busch.

UNIVERSITY ACTIVITIES

University of Pennsylvania, The Wharton School

A. Program Development

1. The MBA X-Functional Integration Initiative (2003-2005)
2. The Wharton Fellows platform including The Wharton Fellows program and the e-Curriculum R&D Initiatives. Initiator/Chair of the Committee that designed the new program platform and the e-Curriculum R&D Initiatives (1999-2000) and continued direction and reinvention of the program including its shift to the Wharton Fellows as a Decision Support Network (2001-). Wharton Fellows Master classes included:
    - November 27-December 2, 2000: Philadelphia
    - January 7-January 12, 2001: Silicon Valley
    - February 18-February 24, 2001: Barcelona
    - March 15-March 17, 2001: Philadelphia
    - May 6-May 12, 2001: Philadelphia, Wharton Fellow in e-Business
    - June 3-June 7, 2001: Barcelona
    - June 8-June 9, 2001: Helsinki
    - July 8-July 14, 2001: Silicon Valley
    - March 17-March 22, 2002: CEO Forum & Foundations I: Philadelphia
    - April 21-April 25, 2002: Foundations II: Silicon Valley/San Francisco
    - June 9-June 11, 2002; Munich
    - November 3-November 8, 2002: Foundations I: Philadelphia
    - January 5-January 9, 2003: Foundations II: San Francisco
    - September 7-Spetember 9, 2003: Top Line Growth in Turbulent Times: Philadelphia
    - January 7-January 9, 2004: Success: What's Next?: Seattle
    - April 25-April 28, 2004: Milken & the Media: Los Angeles
    - June 1-June 8, 2004: Leveraging Japan: Tokyo; China: Transformation from the Inside: Shanghai
    - September 12-September 14, 2004: Toward a New Europe: Prague, Czech Republic
    - December 12-December 14, 2004: Merger, Acquisition and Renewal: New York
    - March 6-March 9, 2005: Market & Sourcing Opportunities in India: Mumbai & Bangalore, India
    - June 26-June 27, 2005: Working with Government, Washington D.C.
    - September 22-September 27, 2005: Design, Innovation and Strategy: Copenhagen/Milan

- December 4-December 6, 2005: Opportunities in Latin America and the US Hispanic Markets: Miami

3. A number of Executive Development Programs including :
   - Winning in the Next Millennium: Strategies for Driving Change: Initiator and Director, December 1998.
   - Wharton on the New Reality of Business: Co-Academic Director with Bob Mittlestaedt, December 2001.
4. The Advanced Management Program (AMP) Design Team (1998).
5. Wharton's Information Management Initiatives (1998-1999). Founder and co-chair (with Paul Kleindorfer) of its faculty council.
6. The Revised MBA Curriculum (1990-1991). Chaired the committee that developed the new curriculum.
7. The SEI Center for Advanced Studies in Management, founding Director. Develop and direct all Center activities and chair its faculty council, 1988-.
8. The Joseph H. Lauder Institute of Management and International Studies, founding Director and chairman of its faculty council. Designed and directed all the Institute's programs, including the establishment of the Institute MBA/MA program which admitted its first class of 50 students in May 1984, February 1983-July 1988.
9. Wharton International Forum. Initiated and designed the original program and chairman of its faculty council, 1987-1998.
10. Wharton Ph.D. with M.A. in International Studies. Initiated the joint program, 1988.
11. Wharton Center for International Management Studies (renamed as the Wurster Center, 1988) founding director. Designed/directed all the Center's activities aimed at the stimulation of international research at Wharton and the internationalization of the faculty and programs, 1980-1983.
12. The Wharton/SIA (Security Industry Association) Marketing Program. Initiated and designed the program which held sessions on April 1982 and November 1982.
13. The Wharton Recanati Multinational Marketing and Management Program, Co-founder, 1978.
14. The Wharton Executive MBA (WEMBA) program, chaired the committee that developed the program, 1974.
15. Marketing Programs, participated in the redesign of the marketing MBA programs, 1970; Ph.D. 1971; and Undergraduate, 1973 and 1981; including the initiation of The Wharton Dual MBA Major in Marketing/Multinational Enterprise.

B. Courses Developed and Taught

a. Developed (courses developed by me are indicated by an *), modified and taught courses and seminars in:

Advertising Management (MBA)
Channel Management (MBA)
Communication Processes in Marketing* (MBA)
Consumer Behavior* (MBA and Ph.D.)
Creating an e-Business (MBA)*[A binational electronically delivered course to Wharton and IDC students)
Creativity* (MBA)
Health Care Marketing* (MBA)
Industrial Marketing* (MBA)
Integrating Marketing and Operations* (MBA) [developed jointly with P. Kleindorfer]
International Marketing* (MBA)
Marketing Management (MBA)
Marketing Methods and Applications for Business Consulting* (MBA) [with P. Green]
Marketing Research (MBA and Evening School)
Marketing Strategy (WEMBA*, MBA)
Multinational Management
Planning Marketing Strategy Projects (MBA)
Product Policy* (MBA)
Promotion Policy (MBA)
Research Seminar (MBA and Undergraduate)

b. Course head: MBA advanced study project (1967-1968, 1974-1979), Marketing Management for non-majors (1967-1968, 1970-1971), the MBA Core Marketing Management Course (1970-1971, 1971-1972), Marketing Strategy Seminar (1974-1975)

c. Guest lecturer in various departments of the Wharton School including the Multinational Enterprise Unit, the Leonard Davis Institute of Health Economics, the Management Department, Management of the Arts Program, Decision Science, Public Policy and Management.

C. Committee Responsibility:

1. Marketing Department Committees:

- 5 Year Plan Committee (chair), 2004-2005.
- Initiator and Chair of a Committee to develop a marketing certification program, 2004-2005
- Recruiting/Personnel Committee, since 1971. Chairman Recruiting Committee, 1978-1979; 1981-1983; 1987-1988.
- Curriculum Committee, Member of Committee and Chairman of a number of its subcommittees 1967-1978, and 1996-1998. Chairman of the committee 1970-1971,1973-1975, 1976-1978, and 1980.
- Ph.D. Program Coordinator, 1972-75. Doctoral Committee, 1988-1989.
- External Boards/Affairs Committee, 1987/88; Chair 1988-1989.
- Member and Chairman of various departmental Committees, including all the department's advisory committees since 1971, Marketing Fund Committee since 1983, and its Long Range Planning Committee, 1970-1971.
- Senior Faculty Recruiting, Chairman 1995-1997.

2. Wharton School Committees:

- Initiator and developer of *Wharton School Publishing* in conjunction with Pearson/FT, Founding Editor and member of the Faculty Editorial Board (2003-)
- Chairman, Dean's Committee on Cross-Functional Integration (2002-2004)
- Member of the Executive Development Faculty Advisory Board (2002-2004)
- Member of the Alfred West, Jr. Learning Lab Faculty Committee (2001-2005)
- Chairman of a Faculty Committee to assure cross program dissemination of e-Curriculum Developments (2000)
- Member of the Dean's Advisory Council (since its inception in 1983 to 2000)
- Member of the Strategic Planning Steering Committee, 1999-2000
- Member of the Committee to prepare the strategy for "Management, Leadership, and Organizational Priority" area of the University's Agenda for Excellence, 1998
- Senior Faculty Committee to Review the Global Presence strategy (Summer 1997)
- Chairman of the Graduate Curriculum Committee focusing on a critical examination of the MBA program and its appropriateness for preparing the leaders of the 21st century enterprises. The Committee developed the new MBA curriculum which was tested in 1991/1992 and 1992/1993 and which was fully implemented starting in 1993/1994.
- Initiated and organized the Management Education Council – the vehicle for corporate support and funding of the new MBA curriculum, 1992-
- The Wharton International Committee: Chairman, 1978-1981, 1982/1983, 1995-1997. [The 1995-1997 committee developed the Wharton globalization strategy.] Member: 1967-1968, 1983-1987, 1989-1991.
- Member of Boards of the following Wharton Centers:
  The SEI Center for Advanced Studies in Management (Founder), 1988-
  The Lauder Institute (Founder) 1983-

  The Alfred West, Jr. Learning Lab (Initiator of the Lab and Founder of the External Advisory Committee), 2001-2005
  Risk and Decision Process Center, 1984-
  The Manufacturing and Logistics Forum, 1992-2000

The Wharton/PIMS Research Center (Co Founder), 1985-1998
U.S. Japan Management Studies Center, 1989-1992
Wharton Emerging Economics Program, 1992-1995
The Wharton Center of International Management Studies (Founder), 1981-1983

- Member of the Advisory Committee on Faculty Personnel, 1976-1978; 1984-1985; 1987-1989; 1994-1995.
- Dean's Planning Task Force (1986).
- Member of the School's Executive Education Policy Committee, 1987-1989.
- Member or chairman of a number of Chair Search Committees, including seven chairs in Marketing (1985, 1987, 1988-1990, 1992, and 1997), Entrepreneurship (1984-1985, 1997-1998), International Management (1984-1985), Operations Management (1986), the chair and director of the US-Japan Center (1988-1991), the chair in Managerial Economics (1989), the chair in Information Technology (1996-1997), and the chair in Electronic Commerce (1999).
- Member of the (ad hoc) Committees to Review Various Units and Departments:
  The Snider Entrepreneurial Research Center, 2004-2005
  Finance Department, 2001-2002
  The Real Estate Center, 1988
  Social Systems Science, 1985-1987
  U.S. Japan Center, 1985-1986
  Multinational Enterprise Unit, 1977-1978
- Member of the School's Faculty Personnel Committees of:
  The Health Care Systems Unit, 1974-1975.
  The Multinational Enterprise Unit, 1978-1979.
- Member of the Committee on Academic Freedom, 1977-1978.
- Chairman of the Advisory Committee for the Wharton Executive MBA Program, 1974-1975.
- Chairman of the Wharton School Doctoral Admissions Committee, 1974-1975.
- Graduate Academic Standards Committee, 1969/1970 – 1971-1972. Chairman of its subcommittee for the evaluation and redesign of the school's grading system.
- A number of Ad Hoc Committees and task forces for the:
  - development of a core Ph.D. Behavioral Science Course, 1972-1973,
  - redesign of the International Business program, 1971,
  - review of the Economic Offerings for Business and Applied Economic doctoral students, 1970-1971,
  - development of a Continuing Education Program in Health Care Administration, November 1971-October 1973.
- Evening School Committee, 1972-1973.
- Behavioral Lab Planning and Implementation Committee, 1989-1990.

D. Doctoral Dissertations Supervised

Bent Stidsen (1972); Yehoshua Buch (1972); Kathy Villani (1973); Rene Y. Darmon (1973); Arun K. Maheshwari (1973); Chris Hetzel (1973) winner of the AMA Doctoral Dissertation Competition; Arun K. Jain Honorable mention at the AMA Doctoral Dissertation Competition; Joel Huber (1974); Irwin D. Reid (1975); Chris Buss (1979) winner of the AMA Doctoral Dissertation Competition; Robert J. Thomas (1980) Winner of the Academy of Marketing Doctoral Dissertation Competition; Cynthia Fraser (1980); Joel Steckel (1981) Honorable Mention AMA Doctoral Dissertation Competition; John Deighton (1983); Rajeev Kohli (1984); Oliver Heil (1988); Kamel Jedidi (1988); Bari Harlam (1989); Kris Helsen (1990); Nino Buran (1991); Hoon Young Lee (1992); Rajeev K. Tyagi (1994); Amy Kallianpar (1998).

E. Addresses to Alumni Club and Other Groups Regarding The Joseph H. Lauder Institute

Illustrative addresses to alumni clubs and other groups on the changing needs for management education and the University's response -- The Joseph H. Lauder Institute.

1. Alumni Clubs addressed include:
   - Dallas (December 1984)
   - Cleveland (April 1986)

- Hong Kong (July 1985)
- London (May 1984)
- Long Island (January 1984, March 1986)
- Milan (October 1987)
- Philadelphia (January 1984, January 1986)
- Paris (December 1983)
- San Francisco (November 1983)
- Taipei (July 1985)
- Tokyo (June 1985)
- Toronto (August 1987)

2. University Groups:
   - Board of Directors of the Association of Alumnae, March 1984
   - The Vice Provost Advisory Board, February 1984
   - Wharton Board of Overseers, January 1984, 1997
   - Trustees (October 1983, January 1984)
3. Other Groups (partial list):
   - University of Pennsylvania Trustee Committee on Academic Policy (January 1988).
   - 40th National Conference of the Council on International Education Exchange, San Francisco (November 1987)
   - Title VI Center Lauder conference on International Studies and Foreign Language for Management. Philadelphia (May 1986)
   - University of Pennsylvania Alumni (Alumni day, Philadelphia, May 1985)
   - Delaware Valley Faculty Exchange Program on International Business and Language Studies (December 1984)
   - AIESEC-Northeast regional conference (October 1984)
   - Deans of 50 schools in an AACSB seminar on Internationalizing the Business Curriculum (March 1984)

F. Illustrative presentations to alumni groups and others regarding the Management 2000 project, the SEI Center for Advanced Studies in Management, and the revised MBA curriculum

- Wharton-Recanati Program, 1993
- International Forum, 1993
- Erasmus University – Faculty and Administration, 1993
- Marketing Advisory Board Meeting, 1993
- Board of Directors of the Wharton Alumni Association, September 1988; May, 1993
- The Wharton Board of Overseers, April 1988
- Wharton Advanced Management Program Participants, 1990, 1991
- The Wharton Graduate Advisory Board 1990
- Wharton's European Advisory Board 1991
- Alumni attending the May 1991 Alumni Reunions
- The SEI Center Board of Directors 1990-1991
- The Joseph H. Lauder Institute Board of Governors 1991
- College of Business Administration, University of Texas at Austin C Advisory Board and Faculty, February 1992
- INSEAD Faculty and Administration, February 1992
- Security Industry Institute, 40th Anniversary Program, Wharton, March 1992

G. Illustrative presentations regarding Wharton's Globalization Strategy

- Dean's Advisory Board, February 1997
- Wharton Board of Overseers, March 1997
- Wharton Graduate Executive Board, March 1997
- Wharton Executive Education Advisory Board, May 1997
- European Advisory Board 1997

H. Illustrative presentations regarding Wharton's Information Management Initiatives (IMI)

- Dean's Faculty Lunch, April 1998
- All Wharton Departments 1998 – 2001
- The 1st Conference of the Wharton Alumni Club of Israel March 2001

I. Illustrative presentations regarding Cross-Functional Integration of the MBA Curriculum

- Wharton Faculty (Feb 2003)
- Graduate Executive Board (March 2003)
- CEO Panel for the entering 2004 class (August 2003)
- Ph.D. Proseminar (Fall 2003)

J. Illustrative presentations regarding the Wharton Fellows Program

- Wharton Executive Education Advisory Board (April 2004)
- Wharton Alumni Club of Atlanta (November 2001) and Israel (December 2001)

K. Illustrative presentations regarding Wharton School Publishing

- Wharton School External Affairs group (February 2004)
- Wharton Executive Education Group (January 2005; May 2006)
- Jay H. Baker Retailing Initiative Board (October 2005)

L. Illustrative presentations regarding The Power of Impossible Thinking

- Washington, D.C. Clubs of Wharton and AFLSE (2004)
- Miami Wharton Club (December 2004)
- EMTM Alumni Council (February 2005)
- Wharton Fellows Event, Singapore (March 2005)
- Merrill Lynch, Investment Banking Institute at Wharton (August 2005)
- Jay H. Baker Retailing Initiative Board (October 2005)
- LinKS@Wharton (November 2005; August 2006)
- Wharton Sports Business Initiative (May 2006)
- The Wharton Club of New Jersey (July 2006)
- CEIBS @ Wharton (July 2006)

University of Pennsylvania – University Committees:

- Member of the Faculty Advisory Group to Campus Development Planning Committee, 2005-
- Member of the Committee on International Programs, 2002-.
- Member of The Ackoff Center Advisory Board, 2001-
- Research Foundation Committee, Social Science and Management Review Panel, 1999-

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- Member of the Provost Art and Culture Committee, 2002-2004
- Faculty Senate Committee on Administration, 1995-1998.
- Chair, Subcommittee of the Faculty Senate Committee on Faculty Teaching Evaluations, 1997-1998.
- Chairman of Special Presidential Committee on Borderless Education, 1997-1998.
- Provost's Task Force on the University of the Global Information Age, 1996-1997.
- Faculty Editorial Board, University of Pennsylvania Press, 1996-1997.
- Member of the Provost's Committee on Information Science and Technology, 1996-1997.
- Member of the Provost's Committee on Distance Learning, 1996-1997.
- Chairman of a new university committee focusing on innovative revenue generation, 1992/1993 and 1993/1994. Members include the President, Provost, Chairman of the Board of Trustees, 3 deans, 3 trustees, and 3 faculty members.
- Member of the Provost International Council, 1990-1992.

Chairman of a Subcommittee for the Evaluation of the University Office of International Programs, 1990-1991 and of a Subcommittee to Evaluate the University's Off-Campus Programs, 1991-1992.

- Member of the Provost Task Force on International Programs (1992/1993; 1993/1994).
- Member of the Commission for the 250th Anniversary Celebration of University of Pennsylvania (1987-1990)
- Advisory Board of the PBS series on The Global Economy, 1990.
- University of Pennsylvania correspondent for PBS program on Geo-economy, moderated by Ted Koppel, May 1990.
- Chairman of the Faculty Council of the Joseph H. Lauder Institute, 1983-1988.
- Member of the Board of Directors of the Joseph H. Lauder Institute, 1983 to present.
- Member of the Advisory Board of the office of International Programs, 1980 to present.
- Chairman, the Wharton Dean Search Committee, (selected Russ Palmer)1982/1983.
- The Senate Committee on the Economic Status of the Faculty, 1978/1979 (member); 1979/1980 (chairman).
- Member of the FAS – Wharton Committee, 1975-1977.
- Member of the University's Committee on Research, 1977/1978. Chairman of its subcommittee for evaluation of the University's Policy and Conduct of Research Programs.
- Member of the subcommittee of the University's Academic Planning Committee for the Measurement of Academic Performance, 1972/1973.

The Interdisciplinary Center (IDC), Herzliya, Israel

- Co-founder (1994)
- Chairman, International Academic Advisory Board, 1994-
- Faculty Appointment Committee: Chairman 1999-2005; Member 2005-
- Chairman, Higher Academic Council 1999-
- Delivered the first Graduation Address, October, 1998
- Delivered the first Zoltan Wind lecture, 1996
- Delivered the first graduation address of the Wharton IDC Marketing Communication Program, March 1999
- Occasional lectures in various courses, faculty seminars, and public addresses since 1995
- Founder of the American Friends of IDC 1998 and a Member of the Board, 2003-
- Designed the week-long programs at Wharton for its visiting MBA class (2002, 2003, and 2004) and the Zell Entrepreneurial Program, (2002)
- Member, Advisory Board of IDC's New School of Communication (2005-)

Other Universities

1. **Courses Taught**

   - Erasmus University (The Netherlands) – A variety of courses on marketing strategy and marketing science (1993).
   - University of Tokyo (Japan) – marketing science (1992).
   - University of New South Wales (Australia) – Doctoral Seminar in Marketing (1977).
   - University of California at Berkeley – Product Policy, Doctoral Seminar (1975).
   - University of Tel Aviv (Israel) – Consumer Behavior, Marketing Seminar (1968).

2. **Faculty Promotion Review – Illustrative Universities**

   Columbia University, Harvard University, Massachusetts Institute of Technology, New York University, Pennsylvania State University, Stanford University, Tel Aviv University, University of California at Los Angeles and at Berkeley, University of Chicago, University of Georgia, University of Illinois, University of Pittsburgh, University of Rochester, University of Southern California, University of Texas, Yale, and others.

3. **Program/School Review**

   - Indian School of Business – Organization of the Wharton Planning Meeting, April 2002.

- Rice University – member of the external review committee, 1996.
- University of Santa Clara – member of a Site Review Team for the evaluation of the school's marketing department, 1981.
- University of Tel Aviv – Initiator and organizer of the school's faculty colloquium, working paper series, planned and organized a number of the school's executive development programs and various other activities, 1968/1969.
- The Technion, Israel Institute of Technology – Outside examiner at the Graduate Division of the Technion – The Israel Institute of Technology, Haifa, 1969.

OTHER PROFESSIONAL ACTIVITIES

A. Development of Research Programs [Illustrative List]

1. SEI Center project Toward a New Theory of the Firm (2004-)
2. SEI Center project with Business Executives for National Security and FINCEN using the Suspicious Activity Reporting System (SARS) for identifying terrorist financing, 2003-2004
3. SEI Center project, Assessing the True Value of the Firm, Co-Directed with David Larcker (2002-2003)
4. The Wharton Office of Homeland Security (OHS) Project, Economic Vulnerability to Terrorism: Assessment, Prioritization and Action Implications, Co-Directed with Paul Kleindorfer (2001-2002)
5. Digital Transformation Project in Collaboration with McKinsey, WeBI and the Fishman-Davidson Center for Service and Operations Management (2001–)
6. e-Curriculum R&D Initiatives (2000-2002) and Curriculum R&D for the Wharton Fellows Decision Support Network (2001–)
7. The SEI Center's research program on Creating a 21st Century Enterprise. (1990–)
8. Established the Value of Marketing program. (1993–1997)
9. Initiated (with Frank Bass) the Empirical Generalizations in Marketing program. (1993–1995)
10. Co-founded (with Greg Farrington) the Virtual University Lab program (1995–1997)
11. Initiated the Computers and Art program for the ENIAC at 50 celebration (1998–1999)
12. Co-developed (with Bob Holland) the SEI Center's George Harvey Program on Value Creation Through Diversity (1996–)
13. Co-founded (with Paul Kleindorfer) the Information Management Initiatives Research Program (1998-1999)

B. Editorial Activities

1. Founding editor, Wharton School Publishing, 2003- [published books are listed on pages 23-24]

2. Initiator and editor of *Advances in Marketing Research and Modeling: Progress and Prospects – A Tribute to Paul E. Green*, Kluwer Academic Publishers, 2002.

3. Initiator and editor of *The Wharton School Publishing Newsletter* (monthly since July 2005)

4. Initiator and Co-Editor of the *Wharton Fellows Newsletter* (quarterly 2003-4; monthly January-December 2005).

5. Initiator and editor of *Wharton Executive Library* (published by Oxford University Press), 1984-1987. The series was aimed at familiarizing top management with recent developments in the various management disciplines. Books published include:
   - Gerard Adams, *The Business Forecasting Revolution, Nation-Industry-Firm*, 1986.
   - Leonard M. Lodish, *The Advertising and Promotion Challenge, Vaguely Right or Precisely Wrong?*, 1986.
   - David Solomons, *Making Accounting Policy: The Quest for Credibility in Financial Reporting*, 1986
   - James C. Emery, *Management Information Systems: The Critical Strategic Resource*, 1987.

6. Initiator and editor of the Scientific Press *Computer Based Marketing Series*. 1984-90. The series offers short books on specialized marketing topics with accompanying PC software. Books published include:
    - Paul E. Green, *CAPPA Electronic Questionnaire Display and Analysis*, 1986
    - Gary Lilien, *Marketing Mix Analysis with Lotus 1-2-3*, 1987
    - John Hauser, *Applying Marketing Management: Four PC Simulations*, 1987
    - Darral G. Clarke, *Marketing Analysis and Decision Making: Text and Cases with Lotus 1-2-3*, 1987.
    - Gary Lilien, *Marketing Management: Analytical Exercise with Lotus 1-2-3*, 1988.

7. Editor-in-Chief, *The Journal of Marketing* 1978-1981 (Vol. 43-45)

8. Area Editor, *Marketing Science*, 1981-83 (Vol. 1-2); occasional Area Editor (2002-)

9. Advisory Editor of the Addison-Wesley Marketing Series, 1974-1981. Books published under my editorship include:

    - G. David Hughes, *Marketing Management*, 1978.
    - James Bettman, *An Information Processing Theory of Consumer Choice*, 1979.
    - Richard N. Cardozo, *Product Policy: Cases & Concepts*, 1979.
    - F.E. Brown, *Marketing Research: A Structure for Decision Making*, 1980.

10. Member of the Editorial Boards of:

    - *Journal of Business to Business Marketing*, 2004
    - *Journal of Interactive Marketing*, 1998-
    - *Journal of Global Marketing*, 1986-
    - *Journal of Product Innovation Management*, 1982-

    - *Annual Review of Marketing*, 1980-1982
    - *Computer Operations*, 1968-1970
    - *Journal of Business Research*, 1974-1977
    - *Journal of Consumer Research*, 1973-1984
    - *Journal of High Technology Management and Market Research*, 1988
    - *Journal of Marketing Research*, 1978-1981
    - *Journal of Marketing*, 1971-1978
    - *Journal of Organizational Behavior and Statistics*, 1983
    - *Journal of Pricing Management*, 1989
    - *Journal of Segmentation in Marketing*, 1997

11. Occasional reviewer for:

    - *Decision Sciences*
    - *IEEE Transactions on Engineering Management*
    - *Journal of Management Studies*
    - *Journal of Marketing*
    - *Management Science*
    - *Marketing Science*
    - *Operations Research*
    - *Public Opinion Quarterly*
    - *R&D Management*
    - *The Journal of Economics and Business*
    - *The Wharton Quarterly*

12. Screening editor, *Journal of Consumer Research*, 1973-1974.

13. A judge of competitive research papers submitted to the National Conference of The AMA Academic (August) Conference in - Minnesota (1971), Houston (1972), Washington (1973),

Portland (1974), Rochester (1975), Memphis (1976), Chicago (1980), Chicago (1984).

14. A judge of Ph.D. dissertations submitted to the AMA Doctoral Dissertation Competition, 1974, 1976, 1977, 1981, 1982, 1983. And the MSI Dissertation, and other award competitions 1984, 1985, 1990

15. Reviewer of papers submitted to the Market Measurement and Analysis Conference (renamed Marketing Science Conference) since 1981.

16. Occasional reviewer of applications for research grants for the Social Science Research Council (London, England) since 1972; and the National Science Foundation, Division of Science Information and Advanced Productivity Research and Technology, since 1977.

17. Reviewer of manuscripts for a number of publishers and universities, including the MacMillan Company, the Center for Research of the College of Business Administration of Pennsylvania State University, the Graduate School of Business, Columbia University, Prentice Hall, Jose Bass and others.

C. Offices Held in Professional Associations

AMA

1. Member of the Board of Directors, The Philadelphia Chapter of the AMA, 1979-1983.
2. Program Chairman of:
   a) The 1977 AMA Doctoral Consortium Philadelphia, August 1977.
   b) The 1975/1976 AMA Attitude Research Conference, Hilton Head, SC, February 1976.
   c) The National Educators AMA Conference, Washington, D.C., August 1973.
3. Member of a number of AMA councils including the Advisory Council of the National Marketing Honorary Society of the AMA - Alpha Mu Alpha, 1980/1981 and the Educational Policy Council, 1977/1978.

TIMS

1. Chairman, 1974/1975; Chairman Elect, 1973/1974; and Vice Chairman, 1971/1972 of the Institute of Management Science College of Marketing.
2. Program Chairman of:
   a) Marketing track on "Marketing Science for Increased Competitiveness of Firms and Countries," 1988 Washington, D.C., TIMS/ORSA Conference.
   b) The 1981 Market Measurement and Analysis Conference (with Vijay Mahajan).
   c) The Delaware Valley Chapter, 1967/1968.
3. Member of the Program Committees of the Market Measurement and Analysis Conference: University of Texas, 1980; New York University, 1981; and the Marketing Science Conference: University of Chicago, 1983; Vanderbilt University, 1985; University of Texas at Dallas, 1986; Centre HEC-ISA, Jouy-en-Josas, France, 1987; Washington University, 1988.
4. Member of the Advisory Board of Marketing Science, 1983-

IAM – The International Academy of Management

1. Chancellor, 2000-2006.
2. Vice Chancellor for the Americas, 1995-2000.
3. Program chairman, the Americas Conference, 1994, 1998.

MSI – Marketing Science Institute

1. Chair of a task force on e-business evaluation (part of the Metrics program), 1999.
2. Academic Trustee (1989-1995).
3. Member of the Academic Advisory Council (1983-1987).
4. Member of a number of steering groups, including

- Marketing Strategies Steering Group, 1983-1987.
- The International Advisory Steering Committee (1985-1987).
- Information Technology Steering Committee (1990-1992).

Other

1. The Diebold Institute Entrepreneurship and Public Policy Project, Committee of Advisors (1999–).
2. World Management Council. Member of the Academic Advisory Board (1988–1989).
3. Member of the interdisciplinary task force (organized by AMA) for the design of the *Journal of Consumer Research*, (October 1971–July 1972). Founding member of the Policy Board of the *Journal of Consumer Research*, 1972–1983; Chairman of the Board 1977/1978; Chairman of the 1976 and 1981 Editor Search Committees.
4. Member of the Philadelphia's International City Steering Committee, 1983–1985, 1987–1988.
5. Member of the Publication Committee of AAPOR, 1973/1974.
6. Member of Program Committee of 1979 ACR Conference.

D. Planning and Organizing Professional Programs at the University

1. Initiated and chaired a task force to develop a Marketing Certification Program (2003-)
2. Co-Designed with Bob Mittelstaedt an executive education program on "Wharton on the New Reality of Business," December 2001 [including the design of the "Wharton Post 9/11 Business Scenario" (October 2001-)] and May 2002.
3. Designed and directed the executive programs, "Winning in the Next Millennium," December 1998.
4. Initiated "The Impact of Computers and Information Technology on Management: 1946, 1996, 2001," May 13-14, 1996 program for the ENIAC at 50 celebration (1994 -).
5. Initiated the "Computers and Art" program for the ENIAC at 50 celebration (1994 -).
6. Participated in the original design of the Wharton – AT&T Marketing Management Program. Taught in the 1973, 1975 -1980 programs.
7. Developed, organized and taught a Marketing Research Seminar for U.P. Clinical Scholars Group (February-May 1975 and February-April 1976).
8. Planned and taught the marketing management section of a number of advanced management programs of the University of Pennsylvania:
   - Dean Witter - Wharton Account Executive Program, 1986.
   - Securities Industry Association Program, annually since 1982.
   - Advanced Management Program for Overseas Bankers, 1975, 1976.
   - Program for Health Care Executives, 1973, 1975, 1982.
9. Participated in various executive development programs of the Marketing Department of the University of Pennsylvania:
   - Marketing for the Postal Service, 1983.
   - Marketing Strategy Seminar, since 1981 (January & May).
   - Pharmaceutical Advertising Council, 1980/1981.
   - Wharton Salesforce Management Seminar, since 1980 (January & May).
   - Dixie/Marathon (American Can Company), May 1977.
   - Marketing Research Seminar 1977-1983.
   - General Building Contracting Association, Inc., January 1977.
   - Center de Promotion du Commerce International, Chambre de Commerce et d'Industrie de Nantes, 1976, 1978-1980.
10. Planned and taught (with Thomas Robertson) a number of seminars on Health Care Marketing for:
    - The Virginia Hospital Association, February 1978.
    - The New York Management Center, September and November 1977.
    - The Wharton School's Lifelong Education Program, October 1976.
11. Co-founder, organizer of the Wharton teaching component, and frequent lecturer in the Wharton/Israel Binational Marketing Management Program [The Consulting Practicum] 1979-1995.

E. Award Committees

1. Member of the Parlin Board of Governors, 1978-1983, 1995-; Chairman of the Board, 1980/1981.

2. Member of the selection committee for MIT's Sloan Management Review/Price-Waterhouse Company, 2003 – Best article award

3. Nominator for the Marketing Communications Award of the World Technology Network, 2002-.

4. Initiator of the Lauder Institute Award for the Research Paper that Best Advances the Theory & Practice of International Management Science. Administered by TIMS and Chairman of the first award, 1989.

5. Member of the W. Arthur Cullman Executive Award Selection Committee (Ohio State University), 1985 -.

6. Member of a panel of judges for the evaluation of nominees for the Paul D. Converse Awards for Outstanding Contributions to the Development of Theory and Science in Marketing, 1974, 1977, 1981, and 1986.

F. Planning and Organizing Professional Programs Outside the University

1. KMDC Program, Kuala Lumpur, The Power of Impossible Thinking and Its Implications for Marketing Innovations, March 15-16, 2005.

2. Co-director (with Hotaka Katahira) of the Marunouchi Global Center Management Program, 2002.

3. Planned and taught a number of two-day seminars on "Recent Developments in Marketing Research Methodology" for:
   - The Management Center, University of Bradford, February 1975 and May 1976.
   - The University of Laval, Canada, November 1973.
   - The University of Social Sciences at Grenoble, France with (Paul E. Green), May 1973.

4. Planned and taught various AT&T Executive Development Seminars on:
   - "Multivariate Analysis in Marketing," March and August 1975.
   - "Market Analysis," December 1974, and June 1975.
   - "Market Segmentation," September 1974, November 1975 and March 1976.
   - "How to get the Most Out of Your Marketing Research," Spring 1974.
   - "Consumer Behavior," October 1972, January 1978.

5. Planned and taught two one-day executive seminars on Conjoint Analysis and New Product Policy at the University of New South Wales (Australia), June 1977.

6. Planned and taught a number of executive seminars at the University of Tel Aviv: Marketing Strategy (1969); Product Policy (1977); Marketing and Corporate Strategy (1978, 1980); New Development in Product and Marketing Research (1980).

7. Planned and taught the marketing research section of the Bank Marketing Program of the Graduate School of Bank Marketing, April 1977.

8. Planned and taught a series of two-day seminars on Marketing Strategy for the New York Telephone Company, February and April 1976.

9. Initiated, planned and organized a number of two day workshops on:
   - Concept Testing, University of Pennsylvania, March 1972.
   - Industrial Buying Behavior (with Frederick E. Webster and Richard N. Cardozo), sponsored by the AMA & the University of California at Berkeley, April 1971.

- Research Utilization, (with Steve Greyser and Randy Batsell), sponsored by the AMA and MSI, April 1979.
- Advances and Applications in New Product Forecasting: Innovation Diffusion Models (with Vijay Mahajan) sponsored by MSI, October 1983.

10. Organizer and chairman of various sessions at annual conferences of various professional associations (illustrative list):
    - "Marketing science: Accomplishments and challenges in the global information age," plenary session at Informs, Philadelphia, November 1999.
    - "Consumer Labs," Marketing Science Conference, March 1997.
    - "Global Marketing Strategy," 1991 ORSA/TIMS Meeting
    - "Creation of Innovative Marketing Knowledge: An Interdisciplinary Perspective," 1989 AMA Marketing Educators Conference, August 1989.
    - Strategic Alliances," TIMS Osaka, Japan, July 1989.
    - "Industrial and New Technologies Marketing: Lessons from Industry," International Research Seminar in Marketing, La Londe les Maures, France, May 1989.
    - "New Product Development Models," ORSA/TIMS, San Diego, October 1982.
    - "Product/Market Portfolio Models," ORSA/TIMS, Colorado Springs, November 1980.
    - "The Role of Multivariate Analysis in Consumer Research," APA, Toronto, 1978.
    - "Applications of Management Science to Market Segmentation," TIMS, Miami, 1976.
    - "Recent Developments in Management Science Application in Marketing," TIMS, Las Vegas, 1975.
    - "Multidimensional Scaling and Conjoint Measurement in the Study of Multidimensional Psychophysics," ACR, Boston 1973.
    - "Implementation of Management Science in Marketing," TIMS, Houston 1972.
    - "On the Teaching of Consumer Behavior," AMA, Houston, 1972.
    - "Family and Industrial Buying Behavior," AMA, Minneapolis, 1971.
    - "Multidimensional Scaling in the Study of Consumer Behavior," ACR, 1970.

11. Planned, organized and taught a Marketing Management Program for the top executives of the Union of Cooperative Societies (Israel), April to July 1969.

12. Planned and taught marketing courses at a Graduate Program for Marketing Consultants at the Israel Institute of Productivity, September 1968 to January 1969.

13. Academic advisor to a number of organizations engaged in Management Training in Israel. Primarily the Israel Institute of Productivity, and the Technion Research and Development Foundation Ltds., January to August 1969.

G. Lecturing

Illustrative Keynote Addresses at various conferences including:

- "The Power of Impossible Thinking," Opening Session: Transform Your Business with New Thinking and New Models, The 51st Annual ARF Convention, Research Powered Marketing: New Models for Growth, April 2005.
- "The Power of Impossible Thinking," A Wharton Fellows Dinner Event, Kuala Lumpur, March 2005.
- "The Power of Impossible Thinking in Meeting the Jim Stargel Challenge," ARF Breakthrough Conference, November 4, 2004.
- "Should We Challenge Our Mental Models for Building Better Brands?" Med Ad News Conference on Building Better Brands, Philadelphia, July 28, 2004.
- "The Changing Nature of Marketing: Implications for Research, Teaching, and Practice," The Elsevier Science Distinguished Scholar Award Lecture at the Society for Marketing Advances, November 6, 2003, New Orleans.
- "The Challenge of Corporate Governance," IAM Conference, Barcelona, Fall 2003.
- "Corporate Transformation: Lessons for Japan," Marunouchi Global Center First Executive Program, November 2002.

- "Convergence Marketing: The Challenge for the On-Demand Era," IBM's 2002 WW Summit for the On-Demand Era, 2002.
- "Leading Transformation Lessons for Mexico," TeleTech's Top Executive Program, October 2002.
- "Disruptive Technology—Rethinking Your Mental Models," Forbes Global CEO Conference, Singapore, September 19-21, 2001.
- "e-Business: The Lessons to Date and Implication to Management Practice, Research and Education," opening lecture of the PriceWaterhouseCoopers Management Consultants
  e-Bus Chair at the Graduate School of Business Studies at Katholieke Universiteit Leuven, Belgium, February 2001.
- "Reinventing Training for the Global Information Age," Delphi e-Learning Summit, Phoenix, AZ, January 2001.
- "Customerization: The New Management Challenge," The President's Forum of the Interdisciplinary Center in Herzliya, Israel, September 2000.
- "e-Transforming an 'Old Economy' Business," Wharton-Singapore Management University Conference: e-Business in the New Millennium, July 2000.
- "Creating a University for the Global Information Age," The Inaugural Lecture of the Wharton-Singapore Management University, July 2000.
- "Implications of the New e-Business Environment and Models for Management Research and Education," International Academy of Management, Barcelona Meeting, March 2000.
- "New Trends in Marketing Research," IDC, Herzliya, March 2000.
- "Reinventing the Business School for the Global Information Age," plenary session, The EFMD Deans and Directors Meeting 2000, Helsinki, Finland, January 2000.
- "Digital Marketing: Implication for the Future of Marketing Management Research and Research in Marketing," plenary session presentation AMA Marketing in the 21st Century, San Francisco, August 1999.
- "Towards a New Marketing Paradigm," AMA Winter Marketing Educators' Conference, February 1998.
- "Creating a 21st Century Enterprise: Implications for Marketing Practice, Research and Education," Keynote Address, 2nd International Workshop on Economics and Management, Santiago, Chile, October 1996.
- "Marketing in the Pharmaceutical Industry: Emerging Challenges and Opportunities," P.A.C. Pharmaceutical Meeting: New Thinking, New Customers. February 28, 1995.
- "Marketing in the Pharmaceutical Industry: Emerging Challenges and Opportunities," The Keynote address of The International Conference on AHP Washington, DC, July 11, 1994.
- "AHP in Top Management Decisions," The Keynote address of The International Conference on AHP Washington, DC, July 11, 1994.
- Neuhauf Lecture, "The Impact of Marketing Science on Industry and Academia: Applications, Results and Lessons," at Rice University, March 23, 1994.
- Third Workshop on Marketing and Competitive Advantages with Ambrosetti Group, Milan on "The Customer Driven Company: From Concept to Reality," November 27-28, 1992.
- Amoco Fabrics and Fibers Co-Leadership Council, address on "What a Difference a Difference Can Make," May 1988.
- A special meeting of the Chinese Management Association and the Taiwan Ministry of Trade, address on "Marketing to the U.S." (Taipei), July 1985.
- MRCA Conference on "The Affluent Market: New Data and Methodologies in Financial Services Planning," November 1984.
- The 1983 ESOMAR congress August 1983 at Barcelona. Keynote address on "The contribution of Research to Product Management and New Product Development.
- The 1983 Research and Planning Conference of the Bank Marketing Association. Keynote address on the Integration of Marketing into Strategic Planning," April 1983.
- The 1982 AMA Faculty Consortium on "Industrial Marketing and the Changing Environment." Ohio State University, July 1982.
- S.F. Chapter of the AMA, address on "Increasing Marketing Productivity, March 1982.
- Philadelphia Chapter of the AMA, Conference on Market Segmentation, January 1981.

- The First Delaware Valley Meeting of the Product Development and Management Association (PDMA), December 1980.
- AMA International Conference Workshop, Philadelphia, June 1978.
- National Agricultural Marketing Association, Philadelphia, March 1977 and February 1978.
- Marketing Planning Conference, The AMA Western Michigan Chapter, Grand Rapids, March 1976.
- The 11th Annual "New Horizons in Science," Conference of the Council for the Advancement of Science Writing, New York, November 1973.

Presented papers at various national conferences of the American Marketing Association, December 1967; June and August 1968; August 1969; August 1970; June and August 1974; April and August 1975; August 1976; August 1977; June and August 1978; June and August 1979; June and August 1980; August 1981-1990, March 1990, August 1991; August 1991, April 1993; February & August 1994, August 1995, August 1996, August 1997, February 1998, August 1999.

Speaker in various conferences and workshops of:

- Association for Consumer Research (ACR), 1968, 1970/1973, 1975, 1977, 1984.
- The Institute of Management Science (TIMS), 1969, 1972, 1974-1978, 1980-.
- American Institute of Decision Sciences (AIDS), 1974, 1976.
- American Association of Public Opinion Research (AAPOR), 1974/1975.
- American Psychological Association (APA) DIV 23, 1978.
- American Statistical Association (ASA), 1978.
- AMA Philadelphia Chapter, 1980/1981.
- Annual Conference of the Strategic Management Society, 1984.
- Annual Conference of the Pharmaceutical Marketing Research Group (PMRG), 1986, 1987.
- Annual Conference of the World Future Society Assembly, Washington, D.C., 1993.

Speaker in a number of the AMA Attitude Research Conferences, 1967, 1971, 1973, 1976, 1987.

Member of the Faculty of the AMA Doctoral Consortiums

- University of Colorado, 1996
- University of Santa Clara, 1994
- University of Southern California, 1991
- New York University, 1987
- University of Notre Dame, 1986
- University of Michigan, 1983
- University of Minnesota, 1982
- Pennsylvania State University, 1980
- University of Maryland, 1981
- University of Wisconsin, 1979
- University of Chicago, 1978
- University of Pennsylvania, August 1977
- University of Texas, August 1976
- University of Illinois, September 1971

Member of the AMA Faculty Consortium, Chicago 1997

Illustrative papers delivered in various professional workshops

- Applications of Multidimensional Scaling to Marketing and Business, sponsored by the University of Pennsylvania and Bell Laboratories, June 1972.

- Planning Data for STI Managers, Sponsored by NSF office of Science and Information, December 1976.
- Synthesis of Knowledge of Consumer Behavior, sponsored by the RANN Program National Science Foundation, April 1975.
- Multinational Product Management, sponsored by the Marketing Science Institute and the AMA International Marketing Division, January 1976.
- Consumer and Industrial Buying Behavior, sponsored by the University of South Carolina, March 1976.
- Organizational Buying Behavior, sponsored by the University of Pittsburgh, April 1976.
- Consumer Research for Consumer Policy, sponsored by the MIT Center for Policy Alternatives, July 1977.
- Analytical Approach to Product-Marketing Planning, sponsored by the AMA and MSI, University of Pittsburgh, November 1977, October 1981.
- Interfaces Between Marketing and Economics, sponsored by the University of Rochester, 1978, 1983.
- Industrial Marketing, Penn State University, May 1982.
- Market Measurement and Analysis, renamed Marketing Science Conference sponsored by ORSA/TIMS:

  Centre HEC-ISA, Jouy-en-Josas, France, 1987.
  University of Texas at Dallas, 1986
  Vanderbilt University, 1985
  University of Chicago, 1984
  University of Southern California, 1983
  Wharton, March 1982
  New York University, March 1981
  University of Texas, Austin, March 1980
  Stanford University, March 1979

Illustrative addresses at various top management conferences and meetings in the U.S. and abroad:

- "Getting More with Less," Telenet CEO Strategy Review, June 19-20, 2006.
- "Advances in the Management of Technological Innovation," Executive Briefing at Samsung Electronics, June 2, 2006.
- "The Changing Nature of Corporations: Competing in a Flat World," organizer and chair of a panel at the Milken Institute Global Conference, April 2006.
- "Challenging Your Mental Models," Microsoft's Latin America Financial Services CEO Roundtable, March 2006.
- "Brand Names and Logos," Penn Humanities Forum on Word and Image, February 2006.
- "New Frontiers in the Practice of Management" with Paul Kleindorfer, CEO Workshops at IDC Israel, January 2006.
- "Strategic Trends on the Global Marketplace," The Sixth Herzliya Conference on The Balance of Israel's National Security, January 2006.
- "Recent Developments in Marketing and Branding Strategies," presented to the Board and top management of IDT HK, August 2005.
- "Tapping Opportunity in the Developing World: Innovative Solutions for Companies and Communities," Milken Institute Global Conference, April 2005.
- "Return on Marketing Investment: Progress, Problem, and Prospects," Council of Marketing Executives, The Conference Board, October 6, 2004.
- "The Power of Impossible Thinking: A Prerequisite for Profitable Growth," Milken Institute Global Conference, April 27, 2004.
- "The Transformation Challenge," YPO at SEI, March 2004.
- "Technology for Profitable Growth: Progress, Problems, and Prosperity, eBRC Board of Directors meeting, Philadelphia, May 2003.
- "Business and the Pending Wars," a global senior executive Web conference, February 2003.

- "e-Business Revolution: R2R (Return to Reality)," World Leadership Forum of the Foreign Policy Association, New York, September 2000.
- "UNIG Top Executive Forum," Singapore, August 2000.
- "The Future of the Marketing Organization," MSI Board of Trustees Meeting, April 2000.
- "Preparing for 2002: Creating a Leading Global Medical Communication Company for the 21st Century," Top Management of Medius Group Int. Paris, May 1997.
- "The Next Enterprise: Creating a Successful 21st Century Enterprise," The Hong Kong Management Association, January 1996.
- "Building the 21st Century Corporation Today: A Marketing Perspective," A one day session for CEOs who participate in the MASTERSHIP program (LA) January 1990.
- "Growth Outlook for Consumer Products and Services" to the policy committee of Anheuser-Busch Company, 1986.
- "Marketing Management in Securities Firms" SIA Regional conference, 1986.
- "Recent Developments in Marketing Strategy," to Dutch top executives by Horringa & DeKoning, October 1986.
- A number of 1-day Top Management Seminars organized by Studio Ambrosetti (Italy)
    - Developing and Launching New Products (1986)
    - Marketing and Corporate Strategy (1987)
    - Marketing for Financial Institutions (1987)
    - Domestic and International New Business Entry Strategies 1988)
    - Strategic Marketing and New Product Development (1989)
    - How to Develop Products More Often and Get Them to Market Faster (1991)
    - The Consumer Goods Scenario: The Challenge (1992)
    - Marketing Driven Bus Strategy in the Global Information Age (2000)
- "The Challenge of Marketing" Board of directors and top management of Grand Metropolitan, 1985.
- "Advances in marketing and Business Strategies" Top management group of the John Fluke Manufacture Co., 1985.
- "Global Marketing Strategies" YPO Chapter of Hong Kong, 1985.
- "Marketing for Hospitals" Hospital presidents program of the J&J Leonard Davis Institute program, 1985.
- "Global Marketing Strategies" Top executive group of MARS pet food business, 1984.
- "Marketing for the Evolving Company" Conference on "Financing & Managing the Evolving Company" sponsored by Arthur Andersen & Co. and the GSB University of Texas at Austin, April 1984.

Illustrative Other Top Management groups addressed:

- MSI Trustees, Cambridge, Massachusetts, October 1983.
- Securities Industry Association Fall Meeting, N.Y., October 1982, Spring Meeting, April 2000, Homestead, Virginia, May 1982: keynote speaker.
- Three sessions at the 1979 YPO Central Area Conference, Williamsburg, October 1979.
- Two sessions at the YPO International University, Rio de Janeiro, May 1979.
- Two sessions at the 1978 YPO, Eastern/Northeastern Area Conference, Sea Island, Georgia, November 1978.
- Eastern Pennsylvania Chapter of YPO, October 1978.
- Two-day seminars for top executives of Latin American countries sponsored by Expansion Publishing Group, Mexico City, June 1978, (Marketing Strategy); June 1979 (the Marketing Audit); and December 1980 (Marketing for Top Executives).

Guest lecturer at faculty research seminars and executive development programs of various universities and research institutes, including:

Bell Laboratories (Applied Statistics Area), 1978
Columbia University, 1974, 1976-1978
Drexel University, 1977, 1984
Erasmus University, The Netherlands, 1993

Escola de Administrao de Empresas de Sao Paulo, Brazil, 1979
European Institute for Advanced Studies in Management, Brussels 1981
Florida Atlantic University, 1972
Harvard University, 1981
IESE Universidad de Navarra, 1999
Indian Institute of Technology (IIT) Bombay, 1989
INSEAD, France, 1992, 2000
Institut Superieur des Sciences Economiques et Commerciales, Paris, 1981
Interdisciplinary Center Herzliya, 1996, 1997, 1998, 1999, 2000
Kōc University, Turkey, 2000
Laval University, Canada, 1973
Katholieke Universiteit, Leuven, 2001
Monash University, Australia, 1977
Nanzan University, Nagoya, Japan, 1977
New York University, 1979, 1984
Northwestern University, 1980
Norwegian School of Management, Norway, 1993
Pennsylvania State University, 1978
Southern Methodist University, Texas, 1982, 1984, 1986
Stanford University, 1976, 1982
State University of New York at Buffalo, 1975
University of Bradford, 1975/6
University of California at Berkeley, 1975
University of California at Los Angeles, 1976, 1980, 1990
University of Capetown, S.A., 1982
University of Chicago, 1981
University of Groningen, 1986
University of Houston, 1977
University of Illinois, 1985
University of Iowa, 1971
University of Minnesota, 1973
University of New South Wales, Australia, 1977
University of Ottawa, 1974
University of Pittsburgh, 1988
University of Social Sciences, Grenoble, France, 1973
University of Southern California, 1979
University of Tel Aviv, 1977-80, 1982
University of Texas at Austin, 1984, 1997
University of Tokyo, Japan, 1992, 1993, 1995, 1997
University of Washington, 1979
Yale University, 1982

Speaker at various executive programs of the University of Pennsylvania (illustrative list):

- "Advances in Innovation Management and New Product Innovation," Quad-C Executive Session, July 10, 2006.
- "A View from the Top: The Perspective of the Enlightened CEO," Wharton Executive Leadership Program for AICPCU, April 2005.
- "Challenging Your Industry's Mental Models," KPMG Global Insurance Institute, December 2003 and November 2004.
- "Market-Driven Organization," AICPCU and IIA Advanced Executive Education, Wharton, September 10, 2003.
- Strategy Discussion with Telenet's Top Management, March 11, 2003.
- "Organizational Change: Problems, Progress, and Prospect," Price-Waterhouse-Coopers Strategy Master Class, July 26, 2002.
- "Capturing Business Opportunities in a Changing World," SIA Institute, 50th Anniversary Program, March 2002.

- "Marketing Driven Strategies in a Global Economy," IBM's Managing Director Executive Development Program, February 2002.
- "Enhancing Creativity and Innovation," The Wharton e-Fellows I Program, March 2001.
- "World Class Marketing: Implications for Spencer Stuart," The Wharton/Spencer Stuart Leadership Assessment Program, June 2000.
- "Preparing for Leadership in the Changing e-Business Environment," CEO Circle, May 2000.
- "Innovation and Change in the Turbo-Global Environment: Lessons from the Transformation of 'Old Economy' Firms [and Universities] and the Challenges to Congress," Stennis Congressional Staff Fellows Program on Leadership in e-Business Environments: What Congress Might Learn, May 2000.
- Winning in the Next Millennium, "Driving Change," 1998.
- Stennis Congressional Fellows Program at Wharton, "Driving Change: Creating Winning 21st Century Organizations," 1997.
- Competitive Marketing Strategies, "Preemptive Strategies," 1997, 1998.
- Sales Force Management Program, "Segmentation and Positioning for Sales Force Effectiveness," 1987, 1990, 1997.
- Healthcare Marketing and Communications, 1996.
- Re Engineering Pharmaceutical Marketing, 1994.
- Executive Development 1992, 1993.
- AMP -- Advanced Management Program, 1988, 1989, 1990, 1991, 1997, 1998.
- "Marketing Strategy" in the J&J-Wharton Fellows Program in Management for Nurses, 1983, 1984, 1985, 1986.
- "Marketing Strategy" in the Delaware Valley Hospital Strategic Planning Program, May 1980.
- "New Developments in Social Research," in the Symposium on Corporate Awareness, February 1977.

Speaker at various local and regional meetings of the American Marketing Association, 1967 to present, and national meetings of other marketing associations such as the National Account Marketing Association, 1973; the International Pharmaceutical Marketing Research Group, 1973; The National Association of Children's Hospitals and Related Institutions, 1976; American Management Association's advanced Marketing Research Seminars, 1967/1968; and the Marketing Science Institute conferences and management seminars, 1968-1994.

Guest speaker at special seminars:

- The Australia and New Zealand Marketing Societies in Sydney and Melbourne, June 1977.
- Various conferences of the Israel Advertisers' Association, The Technion Research and Development Foundation, Ltd., The Ministry of commerce and Industry, 1968/1969.
- Foreign market entry and import protection strategies, The Israel Institute of Management, October 1984.

Illustrative Presentations

- "Does Korean Marketing Need Reform?" Korean Marketing Club, Seoul, June 5, 2006.
- "Redefining Marketing for the 21st Century," Wharton Club of Korea, Seoul, June 3, 2006.
- "Creativity – A Must for Marketing Success," back-to-class session at the 2005 Wharton Marketing Conference, October 2005.
- "Decision Aiding Technologies and the New Theory of the Firm," with Paul Kleindorfer, Mack Center for Technological Innovation Conference on Using Technology to Improve Decision Making, May 27, 2005.
- The Silver Lining: Seeing Opportunities in Risk," Recent Advances in Operations and Risk Management Conference in Honor of Paul Kleindorfer, May 2005.

- "Effective Marketing Planning: What It Is and How to Produce It," JCCA Conference, April 2005.
- "Strategic Shifts and the Balance of National Security: Summation," J. K. Herzliya Conference, Israel, December 2004.
- "The Power of Impossible Thinking," Wharton Cub of South Florida, December 3, 2004.
- "The Power of Impossible Thinking," Advertising Research Foundation BreakThrough Conference, Keynote Breakfast Address, November 4, 2004.
- "Return on Marketing Investment: Progress, Problems and Prospects," Address to the CMO Group of the conference board, October 6, 2004.
- "Challenges of Identifying, Developing, and Capturing Opportunities: A Fresh Look at Marketing," SEI Center Board Meeting, October 1, 2004.
- "Thought Leadership Survey Results," Presentation to WSP Editorial Board, October 2004.
- "The Power of Impossible Thinking," Wharton and AFLSE Clubs of DC, Washington, DC, September 29, 2004.
- "The Power of Impossible Thinking: Implications for Deutsche Bank," Deutsch Bank External Insights, New York, September 2004.
- "The Power of Impossible Thinking: Implications for Federal Express and its People," Executive Briefing to Federal Express, September 7, 2004.
- "Challenging the Mental Models of Marketing," A State of Marketing Symposium, Does Marketing Need Reform? Boston, August 9, 2004.
- "Growth Strategies and New Mental Models," Wharton Fellows, August 2003.
- "The Interdisciplinary Challenge of Marketing," Ph.D. Proseminar, February 2003.
- "Business and the Coming War on Iraq," Webcast with Wharton Fellows, February 2003.
- "Convergence Marketing: Strategies for Reaching the New Hybrid Consumers," a Webcast of the University of Wisconsin Consortium for Global e-commerce, January 2003 and a Soundview Teleconference, May 2003.
- "Managing the Complexities of the Convergent and Multi-Channel Marketing," CMO Summit, October 30, 2002.
- "Assessing Vulnerabilities," System Approaches to Terrorism Conference at George Washington University, July 15, 2002.
- "Marketing Driven Strategies for Today's Economy," presentation at Alumni Weekend, May 2002.
- "Pioneer and Late Entrants: Winning Strategies," Viagra, Cardura, Darifenacin WWT Meeting, April 9, 2002.
- "Wharton on the New Reality of Business: Insights from Our Experience," presentation with Robert Mittelstaedt to the Wharton Combined Boards, March 8, 2002.
- "The Interdisciplinary Challenge of Convergence Marketing," Wharton Ph.D. Proseminar, March 8, 2002.
- "Marketing Driven Strategies in a Global Economy," IBM's Managing Director's Executive Development Program, February 13, 2002.
- "Should You Have a Chief Marketing Officer?" January 2002.
- "Target Audience, Public Opinion and Foreign Policy – A Marketing Perspective," Balance of National Strength and Security – The Herzliya Conference, December 2001.
- "Capturing Opportunities and Developing New Mental Models," Wharton on the New Business Reality, December 2001.
- "Capturing Opportunities in the Post 9/11 Reality," The Wharton Club of Israel, December 2001.
- "Research Challenges in the Management of Extreme Events: The Case of the Office Homeland Security," with Paul Kleindorfer, Advisory Board Meeting of the Wharton Managing and Financing Extreme Event Project, December 2001.
- "The 5 Cs of Marketing: Capitalizing on the New Opportunities of Convergence Marketing," The Wharton Club-Atlanta, GA, November 2001.
- "Advances in Customer Focused Marketing and Business Strategy: The 5 Cs of Convergence Marketing," The International Academy of Management, Claremont Graduate University, November 2001.

- "Capturing Internet Opportunities Above the Low-Hanging Fruit," Business Week "Rethinking the Internet," Conference, Chicago, October 2001.
- "What Keeps Us Up At Night?: Post 9/11 Survey of US CEOs – Top Line Results," SEI Center Board, October 2001.
- "Disruptive Technology—Rethinking Your Mental Models," Forbes Global CEO Conference, Singapore, September 2001.
- "Making Strategy Happen: Problems, Progress and Proposed Actions for Winning in the Changing Global Information Age," Li & Fung Distribution Annual Conference, Hong Kong, July 2001.
- "Convergence Marketing: A New Marketing Strategy for the Global e-Business Environment," The Wharton European Forum, May 2001.
- "The e-Bus Challenge," the Top Executives of the Bank of East Asia, March 2001.
- "Globalization of Technology Startups," Wharton-Israel Global Alumni Conference on the Globalization of Technology Intensive Business-Panel 5, March 2001.
- "Global Business Strategy of a Technology Start Up," Wharton-Israel Global Alumni Conference, March 2001
- "Developing a Strategy," ICA Board, March 2001.
- "e-Bus: The Curriculum and Research Challenge: A Discussion with Jerry Wind," Faculty Seminar, Graduate School of Business Studies, Katholieke Universiteit Leuven, Belgium, February 2001.
- "Driving Change: New Business Models for the Global Digital Age," Opening Lecture of the PriceWaterhouse Coopers Management Consultants, e-Business Chair, Graduate School of Business Chair, Graduate School of Business Studies, Katholieke Universiteit Leuven, Belgium, February 2001.
- "Reinventing Training for the Global Information Age," Delphi e-Learing Conference, January 2001.
- "The Impact of the e-Bus Revolution on the Marketing Discipline," Wharton Fellows in e-Business, The Impact on the Discipline, December 2000.
- "Whither System Thinking: Will Taking a Marketing Perspective be an Oxymoron? ," Inaugural Conference of the Achoff Center for Advanced Systems Appraisal, September 2000.
- "New Marketing Rules for e-Business Success," UNIG, Singapore, August 2000.
- "New Marketing Rules for the Global Information Age," IBM Global Services Academic Conference, August 2000.
- "Creating an e-Business," Wharton-Singapore Management University Conference: e-Business in the New Millennium, July 2000.
- "Marketing Driven Business Strategy in the Global Information Age," Managing Change in the New Millennium, Wharton-Singapore Management University Conference, July 2000.
- "Digital Marketing: Towards a New Paradigm for the Global Information Age," Faculty Session-INSEAD, France, June 2000.
- "Innovation and Change in the Turbo—Global Environment: Lessons from the Transformation of 'Old Economy' Firms [and Universities] and The Challenges to Congress," Stennis Congressional Staff Fellows Program on Leadership in e-Business Environments: What Congress Might Learn, Washington D.C., May 2000.
- "A New Marketing Paradigm for the Global e-Business Environment: A Catalyst for Bridging the Gaps," Building Bridges & Broadening Perspectives: A Paradigm for the Next Millennium, 29th EMAC Conference, Rotterdam, May 2000.
- "Preparing for Leadership in the Changing e-Business Environment," CEO Circle, May 2000.
- "Building Communities," Virtual Communities and the Internet, April 2000.
- "Valuation: Valuable or Value Less," Entering the Virtual Millennium, Wharton North American Regional Forum, April 2000.
- "The Future of the Marketing Organization," The Future of the Marketing Organization, MSI Board of Trustees Meeting, Cambridge, Massaschusetts, April 2000.
- "Research Priorities in e-Commerce and Internet Marketing," Web Consortium, Pennsylvania State University's ISBM, March 2000.

- "Marketing Driven Business Strategy in the Global Information Age," Studio Ambrosetti's top executive seminar in Padova and Milan, March 2000.
- "Customization Strategies for Financial Services in the Global Information Age," the Citigroup and Simon Graduate School conference on Electronic Banking Commerce, New York. February 17-18, 2000.
- "Emerging Trends in the Pharmaceutical Industry and the Expected Scenarios," Innovative Managed Care Contracting, January 2000.
- "Marketing Science: Accomplishments and Challenges in the Global Information Age," Informs, November 1999.
- "Towards a Research Agenda in E-Commerce and Internet Marketing," AMA Educators' Conference, San Francisco, August 1999.
- "Creativity and Innovation," in Wharton Workshop on Creativity and Knowledge Creation, April 1999.
- "Innovation Strategy," New Product Development and Launch, April 1999.
- "Marketing Strategy in the Global Information Age: Implications for Research and Modeling," PhD. And Faculty Seminar IESE Universidad de Navarra, Barcelona, March 8, 1999.
- "Marketing Research in the Global Information Age: Practice, Problems, and Prospects," Wharton-IDC Marketing Communications Program, March 1999.
- "Implementation and Feasibility Issues of New Forms of Organizations: A Marketing Perspective," Wharton Impact Conference, March 1999.
- "Implementation and Feasibility Issues of New Forms of Organizations: A Marketing Perspective," Wharton Impact Conference, March 1999.
- "A Marketing Perspective on Communitarian Policies," The Communitarian Summit, Washington, D.C., February 28, 1999.
- "The Information Revolution and the Emerging Management Education Paradigm," On Line Educa, Berlin, December 1998.
- "Towards a New Management Education Paradigm," IDC Faculty Workshop, June 1998.
- "An Extended Marketing Perspective on Corporate Architecture for the 21st Century," Japan Marketing Association, World Marketing Conference, Tokyo, April 1998.
- "Winning the high Tech Wars: Strategies for Driving Change," NEC Management Team, Tokyo, April 1998.
- "The Challenge of Customer-Driven Product and Service Customization," Senior management of Convatec, March 1998.
- "Towards a New Marketing Paradigm," AMA Winter Marketing Educators= Conference, February 1998.
- "Positioning and Segmentation in the Global Information Age," IMS Marketing Management Meeting, January 1998.
- "The Challenge of Market Leadership," Bristol-Myers Squibb Medical Devices Group, January 1998.
- "Driving Change: Preparing for the 21st Century," Business Writers= Seminar, December 1997.
- "Marketing Strategy in the Global Information Age," AMP Program, October 1997.
- "Integration of Marketing and other Business Functions: The Wharton Experience," AMA: 1997 Faculty Consortium B Chicago, August 1997.
- "Positioning and Segmentation Opportunities for Synergy and Growth," Cognizant Group's Marketing Council, July 1997.
- "Preemptive Strategies," Wharton Executive Education Competitive Marketing Strategies, June 1997.
- "Creative Joint Ventures and the Potential Role of the University," Philadelphia-Israeli Chamber of Commerce, June 1997.
- "Communicating and Marketing Your Excellence," Volunteer Committees of Art Museums - VCAM Conference, Philadelphia, April 1997.
- "The Challenge of Information Technology to Marketing and Retailing in the 21st Century," University of Tokyo, April 1997.

- "Toward a New Corporate Governance Model: Lessons from the Japanese and U.S. Experience," With Masaru Yoshitomi, the Corporate Governance Workshop, March 1997.
- "Creating a Leading Global Medical Communication Company for the 21st Century," Medicus Group International, Inc., March 1997.
- "Segmentation and Positioning for Sales Force Effectiveness," Sales Force Management, Wharton Executive Education, March 1997.
- "Marketing Strategy in the Global Information Age: Implications for Modeling and Research," Ph.D. Proseminar, March 1997.
- "Choices and Strategies for Universities in the Global Information Age," Provosts Seminar on Information, February 1997.
- "The Use of Conjoint Analysis-Based Survey to Determine Consumer Price Elasticities," Debriefing Session for the Anti-Trust Division, Washington, D.C., February 1997.
- "The Challenge of Competitive Strategies in the Global Information Age," The Interdisciplinary Center for the Study of Business, Law and Technology, Herzliya, Israel, December 1996.
- "Innovation and New Product Development," Tutorial at the 2nd International Workshop, Santiago, Chile, October 1996.
- "Creating a 21st Century Enterprise," Universidad Adolfo Ibanez, Vina del Mar, Chile, October 1996.
- "Marketing: The State of the Art," Conference of the 2nd International Workshop on Economics and Management, Santiago, Chile, October 1996.
- The Technology Challenges for Family Business," Technology Day: The Web, The Future and You, the 1996 Family Firm Institute Conference, October 1996.
- "Innovative New Product and Service Development: Best Practice and Opportunities for Experimentation," The Israel-North America Business Conference, New York, October 1996.
- "Creating a 21st Century Enterprise: Implications for Boards of Directors," Enhance Board of Directors, September 1996.
- "Innovation in New Product Development: Best Practice in Research, Modeling and Applications," Presentation to the JMR Editorial Board on the Special issue, August 1996.
- "Marketing Strategy in the Global Information Age: Implications for Research and Modeling," AMA 1996 Doctoral Consortium, July 1996.
- "Creativity and Innovation: The Management Edge in the Technological Age," the First Wind Lecture at the Interdisciplinary University of Law, Management and Technology (ISRAEL), May 1996.
- Address on Issues in Marketing Research for Legal Cases: Necessity of Using controls and the Propriety and Risk of Repetitive Probes," Marketing and Public Policy Conference, Washington, D.C., May 1996.
- "Innovation and New Product and Business Development," CEO Circle, May 10, 1996.
- "Segmentation in the Global Information Age: Accomplishments, Problems and Challenges," The 1996 Converse Award Presentation, May 7, 1996.
- "Advances in Marketing," Janssen Pharmaceutica, April 18, 1996.
- "Marketing in the Pharmaceutical Industry: Emerging Challenges and Opportunities," Keynote Address, Healthcare Marketing and Communications Council and Wharton Executive Education, Wharton School, April 8, 1996.
- "The Stakeholder Challenge for Increased European Competitiveness," Wharton European Forum, (London, England), March 29, 1996.
- "Product Launch," Software Development and Marketing for Competitive Advantage, IC^2, The University of Texas Conference, March 20, 1996.
- "The Next Enterprise: Creating a Successful 21st Century Enterprise Today," The Hong Kong Management Association, January 12, 1996.
- "Toward Virtual Management Education," International Academy of Management (Boston, MA), December 8, 1995.
- "Business in the Global Information Age," The Interdisciplinary Center of Business, Law and Technology, December 3, 1995.

- "Marketing Issue in the Global Economy," Wharton Doctoral Consortium, August 11, 1995.
- "A View of Marketing Through the Prism of the 1977 and 1995 Doctoral Consortia," Wharton School, Doctoral Consortium, August 8, 1995.
- "Toward a New Marketing Paradigm," Ambrosetti Group's A.F. Meeting (Rome, Italy), March 8, 1995.
- "Toward a New Marketing Paradigm: Lessons From and Implications to the Marketing of Services," Ambrosetti Group's Chief Executive Seminar (Milan, Italy), March 7, 1995.
- "The Value of Marketing Program," Janssen Pharmaceutica, January 9, 1995.
- "The Virtual University: Research and Action Agenda," The Virtual University Conference, SEI Center, January 12, 1995.
- "Marketing 2000," AIMSE/Wharton Investment Institute, January 13, 1995.
- "Beyond Brand Management," Wharton MBA Marketing Club, January 23, 1995.
- "A New Management Paradigm for the 21st Century Enterprise," Conference of the International Academy of Management, December 9, 1994.
- "Research Priorities in Marketing as Derived From the SEI Center for Advanced Studies in Management Work on Creating Successful 21st Century Enterprises," Doctoral Proseminar, November 16, 1994.
- "Creating a Successful 21st Century Enterprise: Implications for Business and Marketing Theory, Practice, Research and Education," The University of Tokyo, November 4, 1994.
- "State of the World: Trades, Problems and Prospects," YPO Philadelphia Chapter University, The Cloister, September 1994.
- "Is Your Marketing Obsolete? Implications of the New Marketing Paradigm for Business and Non-profit Organizations," YPO Philadelphia Chapter University, The Cloister, September 1994.
- "The Value of Marketing: A Research Agenda," Value of Marketing Conference, Stanford University, August 9, 1994.
- "Electronic Commerce: Progress and Prospects," AMA Conference, San Francisco, August 8, 1994.
- "Determining the Value of Marketing: A New Challenge to the Discipline," San Francisco AMA Conference, August 8, 1994.
- "*JMR* Special Issue on Innovation in New Product Development: Best Practice in Research, Modeling and Applications," *JMR* Editorial Board Meeting, San Francisco, August 7, 1994.
- "Entering the U.S. Consumer Durable Markets," Nijenrode Executive MBA Program, August 4, 1994.
- "A New Approach for Estimating the Demand for Interactive TV Products and Services, Interactive Industry 2000: Market Research for the Interactive Television Business," July 28-29, 1994.
- "Creating a 21st Century Enterprise," Poon Kam Kai Institute of Management, The University of Hong Kong, June 16, 1994.
- "Advances in U.S. Marketing and Their Implications to China," Joint faculty seminar of the School of Economics and Management, Tsinghua University and the School of Management, Peking University, June 15, 1994.
- "Toward a New Marketing Paradigm," a faculty seminar at the Hong Kong University of Science and Technology, School of Business and Management, June 14, 1994.
- "Empirical Generalizations in Marketing: Opportunities for MSI Research Program," MSI Board of Trustees Meeting, April 29, 1994.
- "Textbook of the Future: A Perspective From the Virtual University Lab," April 8, 1994.
- "The Impact of Marketing Science on Industry and Academia," The Oscar W. Neuhaus Lecture, Rice University, March 23, 1994.
- "The Challenge of a New Marketing Paradigm," University of Texas at Austin, March 23, 1994.
- "Market Driven Quality," at the Beyond Quality: Organizational Transformation to the 21st Century Enterprise, March 17-18, 1994.
- "The Marketing Challenges for the Philadelphia Orchestra," Presentation to the Board of Trustees of the Philadelphia Orchestra, March 1, 1994.

- "Pharmaceutical Marketing: Emerging Challenges and Opportunities," Pharmaceutical Advertising Council and Wharton Executive Education Conference on Reengineering Pharmaceutical Marketing, February 25, 1994
- "Role of Marketing in the New MBA Curriculum: Lessons from the Wharton Experience," AMA Winter Conference, February 21, 1994.
- "Empirical Generalizations in Marketing: Some Observations," Wharton Conference on Empirical Generalizations in Marketing, February 16-18, 1994.
- "Increasing Marketing Effectiveness," Executive Conference of Schering-Plough Int., January 18, 1994.
- "The Value of Pharmaceutical Advertising and Promotion," Coalition of Healthcare Communication Conference, Marketing Conference in an Era of Change, New York October 27, 1993.
- "Advances in Marketing Strategies," Nijenrode University Executive Program, August 6, 1993.
- "Global Consumer Brand Strategies: Problems and Prospects," Seminar for the Business Partners of the Norwegian School of Management, June 11, 1993.
- "Determinants of New Product Success: Lessons from the U.S. and Japan," Faculty and Ph.D. students seminar at Erasmus University, June 10, 1993.
- "Getting the Most out of Benchmarking," Board of Directors of Wharton=s Alumni Association, May 14, 1993.
- "Determinants of Successful Entry to the U.S. Market," Wharton-Recanati Program, May 12, 1993.
- "Marketing Opportunities in Japan and East Asia," with Hotaka Katahira and the International Forum Participants, April 18, 1993.
- "Toward a New Marketing Paradigm: Implications for Marketing Departments," Advisory Board Meeting of the Wharton's Marketing Department, April 8, 1993.
- "The New Wharton MBA Curriculum," Faculty seminar at Erasmus University, March 10 and June 10, 1993.
- "Marketing Science at a Crossroad," Inaugural Presentation as the first holder of the Unilever-Erasmus Marketing Professorship, Erasmus University, February 18, 1993.
- "The Strategic Impact of Market Driven Quality," with Paul R. Kleindorfer. ORSA/TIMS, San Francisco, Session on Customer Satisfaction and its Role in Global Competition. November 1992.
- "Issues and Advances in New Product Development and Management: A U.S. Perspective," Advanced Industrial Marketing Strategy Seminar, September 18, 1992.
- "The Market Driven 21st Century Enterprise: Implications for Law Departments," Presentation at the SmithKline Beecham U.S. Law Department Conference on Customer Focus Continuous Improvement, April 28, 1992.
- "New Product Development: Problems, Advances and Prospects," Wharton's Advanced Industrial Marketing Strategy, March 19, 1992.
- "Preparing for the 21st Century Today," Securities Industry Institute, 40th Anniversary Program, March 1992.
- "The Successful 21st Century Enterprise as Customer Driven: Implications for Marketing and Management Science," University of Texas at Austin, Faculty Colloquium, February 1992.
- "Time Based Competition: Implications for Marketing Science," INSEAD Faculty Presentation, January 1992.
- "A New Management Paradigm for Israel's Schools of Management: Lessons from the New Wharton MBA Curriculum," Conference on the Future of Management Education in Israel, Jerusalem, Israel, October 16, 1991.
- "Designing & Implementing an Innovative MBA Program: Lessons from the Wharton Experience," Conference on the Future of Management Education in Israel, Jerusalem, Israel, October 16, 1991.
- "How to Develop Products More Often and Get Them to Market Faster: Guidelines for Functional Management," Ambrosetti Group, Milan, Italy, May 9-10, 1991.
- "Management in the 21st Century: Implications to the Fragrance Industry," Summit 2000 Conference of the Fragrance Association, April 8, 1991.

- "Marketing Research and Modeling for the 21st Century Enterprise: The Emerging Crisis and its Challenges," Management Science Roundtable, February 17, 1991, Redington Beach, FL.
- "Inducing Creativity and Innovation in Large Bureaucracies: Lessons from Marketing," RGK 4th International Conference on Creativity and Innovative Management, August 8-10, 1991, Los Angeles, CA.
- "Concept Testing for Generating and Evaluating Positioning Strategies," PDMA Positioning Conference, March 6, 1990, New York, NY.
- "Research Priorities in the Information Technology Area," MSI, Information Technology Steering Group, January 18, 1990.
- "Building the 21st Century Corporation Today: A Marketing Perspective," MASTERSHIP, January 9, 1990, Los Angeles, CA.
- "Globalization: Opportunities for Innovative Research and Modeling," UCLA, January 9, 1990, Los Angeles, CA.
- "Marketing Skills and Strategies for the 1990's," Pfizer International Marketing Managers, December 1989, Lambertville, NJ.
- "Increasing the Effectiveness of Your New Product Development," Indian Institute of Technology, November 1989, Bombay, India.
- "Competitive Advantage Through Strategic Marketing," Contel Corporation, October 1989, Lake of the Ozarks, MO.
- "Management in the 21st Century," Wharton Advanced Management Program, September 1989, Philadelphia, PA.
- "The Contributions of Strategy and Other Business Functions to the Creation of Innovative Marketing Knowledge," AMA Marketing Educators Conference, Chicago, August 1989.
- "The Current and Potential Contributions of Strategy and the Other Business Functions to the Creation of Innovative Marketing Knowledge," AMA Summer Conference, August, 1989, Chicago, IL.
- "Selecting and Negotiating International Strategic Alliances: Applications of the AHP," TIMS Osaka, July 1989.
- "Improving the Effectiveness of the Industrial New Product Development Process: Lessons from Industry – The AS 400 Case," 16th International Research Seminar in Marketing, La Londe les Maures, France, May 19, 1989.
- "Strategic Marketing," Studio Ambrosetti AP Milan Group, May 17, 1989.
- "Developing and Launching New Products: Costs, Risks, and Conditions for Success," Studio Ambrosetti, AF Marketing Group, May 16, 1989.
- "The Marketing Challenge for Top Management:, Promises and Pitfalls of Expert Systems," University of California, Irvine, April 27, 1989.
- "Management in the 21st Century: Implications for Management Research and Education," University of California, Irvine, April 27, 1989.
- "The Globalization of Management Education: Options, Trade-Offs, and an Agenda for Implementation," AACSB Annual Meeting, April 18, 1989, Montreal.
- "A Contrarian Approach to Effective Pricing," The Pricing Institute, March 7, 1989, New York.
- "Achieving Competitive Advantage in Marketing," Securities Industry Association, March 6, 1989, Philadelphia, PA.
- "Courtyard by Marriott: Designing a Hotel Facility with Consumer Based Marketing Models," presented to the TIMS/AMA seminar Marketing Science: A Developmental Tool for Management Scientists, New York, November 16, 1988.
- "Technology and Marketing-Driven Global Portfolio of R&D Projects," with Robert DeLuccia presented at the ORSA/TIMS Joint National Meeting in Denver, Co, October 26, 1988.
- "Pitfalls and Challenges of Global Marketing," Second International Conference on Marketing and Development, Karl Marx University, Budapest, Hungary, July 12, 1988.
- "Information Technology and Marketing Strategy," with Eric Clemons, presented at IS, TC and Strategy Plenary Meeting, January 1988.

- "A New Challenge for Human Resource Management: Incorporating a Marketing Perspective," The Lauder Institute: International Human Resource Conference, December 1987.
- "Advances in Marketing Strategy and Research," Wharton Alumni Club, Milan, October 1987.
- "Marketing and Corporate Strategy," Studio Ambrosetti, Milan, October 1987.
- "Marketing for Financial Institutions," Studio Ambrosetti, Milan, October 1987.
- "Proactive Marketing Research and Modeling: Pitfalls and Prospects," PMRG Fall 1987 meeting, Captiva Island, Florida, October 1987.
- "Turning Salespeople and Non-Marketing Executives into Marketing Strategists," AMA Marketing Educators' Conference, Toronto, August 1987.
- "International Marketing," Wharton Alumni Club, Toronto, August 1987.
- "Marketing and Technology: Progress, Problems, and Prospects," European-American Symposium, Enschede, The Netherlands, June 29-July 1, 1987.
- "Second Generation Expert Systems: Incorporating Enhanced Explanation and Learning," Marketing Science Conference, Jouy-en-Josas, France, June 24-26, 1987.
- "Market Segmentation: Shortcomings and Opportunities," 1987 Attitude Research Conference, West Palm Beach, Florida, May 1987.
- "Advances in Marketing Research and Modeling," Studio Ambrosetti, Milan, December 1986.
- "Advances in Management Strategy: A Marketing Perspective," The Institute of Management Consultants, March 1986.
- "The Marketplace of the Future: Global Consumers," Advertising Research Foundation 50th Anniversary Conference, March 1986.
- "A Marketing Perspective for Public Management: Research Implications," Wharton Department of Public Policy and Management Brown Bag Seminar, January 1986.
- "Advances in Global Marketing Strategy: Concepts, Methods, and Applications," International Symposium on Recent Developments in Management Research, Helsinki, Finland, 1986.
- "Expert Systems in Marketing," TIMS October 1986 Conference, Miami.
- "Advances in Portfolio Analysis and Strategy," Chinese Management Association, Taipei, July 1985.
- "New Development in Marketing and Planning," WEFA/Lauder Seminar, June 1985, Tokyo, Japan. Sessions on Advances in Market Segmentation, Product Positioning and Portfolio Analysis and Strategy.
- "Advances in Portfolio Analysis and Strategy," University of Illinois, Theories of Marketing Practice Conference, May 1985
- "Micro Computers in Marketing," Marketing Science Conference, March 1985.
- "Global Marketing Strategies," New York University, 1985.
- "Diffusion Models: The State of the Art," ASA conference, 1984.
- "Management Education in a Global Context," University of Pennsylvania Conference on Management Education and Foreign Languages, December 1984;
- "Generating and Evaluating Industrial Marketing Strategies Using the AHP," TIMS Conference, November 1984;
- A Innovation Diffusion and New Product Forecasting," TIMS Conference, November 1984;
- "Foreign Market Entry and Import Protection Strategies," Israel Institute of Management, October 1984.
- "The Contribution of Consulting to the Consumer Research Discipline," ACR conference, October 1984.
- "The CEO and the Board," Strategic Management Conference, October 1984.

PROFESSIONAL AFFILIATIONS AND AWARDS

Professional Affiliations

1. Fellow of the International Academy of Management (since 1989), Chancellor 2000-, Vice Chancellor for the Americas, 1996-2000
2. Academy of International Business
3. American Marketing Associations
4. American Association for Public Opinion Research
5. American Psychological Association, Division of Consumer Psychology (Div. 23)
6. Association for Consumer Research
7. International Communication Association
8. Product Development and Management Association
9. Psychometric Society
10. Strategic Management Society
11. INFORMS – The Institute of Management Sciences
12. The Market Research Society (London)

Professional Awards

1. Honorary Degrees

M.A. Honors, University of Pennsylvania, 1971

2. Awards

- **Honorary Fellow of the Decade**, Interdisciplinary Center, Herzliya (Israel), May 2004.
- The 2003 **Elsevier Science Distinguished Scholar Award** of the Society for Marketing Advances
- One of the **10 Grand Auteurs** in Marketing. [Alain Jolbert, EMS Management and Societe, 2000]
- One of 18 *JAR* articles in the Special Classics Issue of **articles that have withstood the test of time**. Nov./Dec. 2000.
- **The Paul D. Converse Award, 1996.**
- **American Marketing Association/Irwin Distinguished Educator Award, 1993.**
- **First Faculty Impact Award**, Wharton Alumni Association, 1993.
- First Runner-Up in the 1988 **Franz Edelman Award for Management Science/Achievement.**
- **The 1985 Charles Coolidge Parlin Award.**
- Elected as the 1984 member of the **Attitude Research Hall of Fame.**
- Delivered the 13th (1981) **Albert Wesley Frey Lecture**, University of Pittsburgh.
- My *Product Policy* book won the **1979 Book of the Year Award** given by the editors of Expansion (Mexico).
- Winner of two **Alpha Kappa Psi Foundation Awards** for the best article published in the *Journal of Marketing* in 1973 and 1976.
- Runner up of the 1983 **William O'Dell Award** for "the article published 5 years earlier in JMR which stood the test of time and made the most significant long run contribution to Marketing Theory, methodology and practice".
- **Winning paper** (with Paul E. Green) of American Psychological Association Division of Consumer Psychology, 1972 Research Design Competition.
- A finalist (top 5) for the 1980 Wharton Award for teaching excellence.

3. Citations

- Third highest ranked Marketing Scholar in the University of Maryland's Kirkpatrick and Locke Faculty Scholarship Study, 1985 (based on number of publications, citations, and peer ratings).
- 10th highest ranked marketing Scholar in the Cote, Leong and Cote "Assessing the Dissemination and Utilization of Marketing Research in the Social Sciences: A Citation Analysis Approach," 1990.

4. **Research Grants**

- National Science Foundation: U.P. Research Grant (Summer 1970);
- General Foods, the Jell-0 Division (1971);
- N.W. Ayer (1972) - (with Paul E. Green);
- Downe Communication, Inc. (1972);
- Lever Brothers (1972) - (with Paul E. Green);
- Thomas Jefferson University Hospital (1973);
- AT&T (1973);
- The Robert Wood Johnson Foundation Clinical Scholar Fund (1974);
- The John and Mary R. Markle Foundation with R.E. Frank (1975-1976);
- National Science Foundation (Grant No. 51575-12928) (1975);
- The National Health Care Management Center of the Leonard Davis Institute with Thomas Robertson (1977).

5. **Fellowships**

- Hebrew University Awards 1959/1960; 1964/1965; 1965/1966;
- Ford Foundation Fellowship 1963/1964;
- Owen D. Young: General Electric Fellowship in Marketing 1964/1965; 1965/1966;
- Bankendorf Fellowship 1964/1965;
- Stanford University Fellowship 1964/1965; 1965/1966.

6. **Illustrative Recent Media Coverage**

- Knowledge@Wharton citations:
  - Farewell, Peter Drucker: A Tribute to an Intellectual Giant [November 16, 2005]
  - Should Your Next CEO Be a Philosopher? [interview, February 9, 2005]
  - What's the Buzz About Buzz Marketing? [interview, January 12, 2005], reprinted in *Wharton Alumni Magazine*, Winter 2005
  - Amazon's Multiple Personalities [interview, January 14, 2005]
  - Back to the Drawing Board: Is the Traditional Theory of the Firm Obsolete? [interview, October 6, 2004]
  - The Power of Impossible Thinking [book, August 25, 2004]
  - What's Behind the 4-Minute Mile, Starbucks, and Moonlanding? The Power of Impossible Thinking [book, July 14, 2004]
  - A Lofty Take on Leadership: Mountain Climbing and Managing Companies [book, September 24, 2003]
  - How Business Can Prepare for War [conference, February 9, 2003]
  - Could a Cyber-Terrorist Take Down Your Company? Don't Wait to Find Out [conference, August 28, 2002]
  - The New Business Reality [conference, January 30, 2002]
  - What Webvan Could Have Learned from Tesco [interview, October 10, 2001]
  - What's in Store for Capital Markets and the Economy? [interview, September 26, 2001]
  - Did Terrorists Blow Up the Recovery? [interview, September 13, 2001]
  - Dotcom Bomb Hits the Publications that Covered It [interview, August 29, 2001]
  - Can Priceline Remain Profitable? [interview, August 15, 2001]
  - Good vs. Great Leaders: The Difference is Humility, Doubt, and Drive [conference, June 20, 2001]
  - It's Not Easy Being Paul Green [interview, November 8, 2000]
  - Three Marketing Lessons from the Love Bug [interview, May 24, 2000]
  - Just-in-Time Education: Learning in the Global Information Age [paper, August 30, 2000]
  - New Rules of Digital Marketing [interview, October 13, 1999]
  - Who's Buying on the Internet? [paper, September 1, 1999]
  - Who Is Buying on the Internet? [paper, November 4, 1999]
  - Marketing Strategy in the Global Information Age [lecture, July 23, 1999]
  - The Knowledge Edge [conference, June 23, 1999]

- Goh, Dr. Sunny T.H. "How to Make the Impossible Possible." *The Star Online.* July 10, 2006. thestar.com.my/news/story.asp?file=/2006/7/10/business/14512212&sec=business.
- A link has been placed for the book *The Power of Impossible Thinking* on the website, www.worksavvy.ws/organization.htm#yourself as a recommendation to entrepreneurs and the diagram from page xxiv of the book is shown in the section of the website, "Organizing Yourself: Your Mind, Your Attitude, Time and Planning."
- "How Business Ideas are Born," MoneyControl.com, June 2, 2006.
- "Think You Know More Than Your Boss? You Just Might," Beepcentral.com, April 24, 2006.
- "Creativity Comes to B-Schools," *Business Week Online*, March 26, 2006.
- Thomas Group Review. *The Power of Impossible Thinking*: A conversation with Yoram (Jerry) Wind and Jim Taylor. Also appeared at Knowledge Leadership @ Thomas Group.
- *The Power of Impossible Thinking* selected as one of the five outstanding books on "Thinking Outside the Box" by the Swiss Journal *CASH* on March 16, 2006.
- "Marketing Prof. Gives Crash Course in Brand Image," *Daily Pennsylvanian*, February 9, 2006.
- "Churning Out Books for the Bigwigs," *Daily Pennsylvanian*, November 10, 2005.
- Inaugural Thought Leader interview, *The Brand Strategy Roundtable Journal,* November 2005.
- A number of radio interviews re *The Power of Impossible Thinking*, including:
  - *Something You Should Know with Mike Carruthers*, March 2006.
  - Mix 92.9 Morning Show, Nashville, March 2006.
  - KRMB Radio, Strategies for Living, Shrevesport, LA, August 11, 2004.
  - WKCT Radio, Drive Time, Bowling Green, KY, August 20, 2004.
  - WABJ Radio, John Sabastian Morning Show, Detroit, MI, August 18, 2004.
  - WKNO Radio, Smart Copy, Memphis, TN, August 17, 2004.
  - KIKK Radio, Salt Lake City, UT, November 6, 2004.
- "Winds of Change," *The Economic Times, Brand Equity*, June 1, 2005, front page.
- "From Ink to Implementation: New Press Wharton School Publishing Co-Editors Say They Aim for Sound Management Titles that You Can Do Something With," *BusinessWeek Online,* April 11, 2005.
- "Power of Mental Models," *Asia Inc.* April 2005, pp. F14-15.
- "Challenge Your Mental Models," *The Edge Malaysia*, March 21, 2005.
- "Meet the Master-Minds: Jerry Wind Reveals the Power of Impossible Thinking," *Management Consulting News*, March 3, 2005.
- "Mental Power Tool," *Automotive Design and Production*, 2004.
- "Read All About It: Q&A with Jerry Wind about Wharton School Publishing," *Wharton Alumni Magazine*, Spring 2004.
- "Comment s'addresser au consummateur "Post-bull"? D'apres *Convergence Marketing Strategies for Reaching the Hybrid Consumer, Business Digest* 127 (February 2003), pp. 19-20.
- "Wealth is Created During Periods of Uncertainty," *Fast Company*, April 2002, pp. 87-88.
- "Thought Leaders: Convergence Marketing: Preview an excerpt from the book by Wharton Professor Jerry Wind and Professor Vijay Mahajan of the University of Texas," Wharton's E-Buzz, October 2001; and Knowledge@Wharton, October 2001.
- "Wind of Change," *The Peak*, Volume 17, Number 1, 2001.
- "Conversation with Jerry Wind," Singapore, October 2000; abstract reproduced in http://can.mediacorpnews.com/analysis_prog/incon/incon_wind1.htm.
- "You Can't Be An Extremist," Globs March 8, 2001 (Hebrew).

PERSONAL DATA

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University of Pennsylvania
Philadelphia, PA 19104
Tel: (215) 898-8267
Fax: (215) 898-1703
E-mail: windj@wharton.upenn.edu

Marital Status: Married to Vardina Wind, Artist, (BA in Sociology, MA in Communications); Two children, 38 and 44.

Illustrative Pro Bono Activities

The Philadelphia Museum of Art. Trustee (1992-); Member of the Corporate Executive board of the Museum (1996-); Led a trustee committee and the management and curatorial staff of the museum in the development of a market driven strategy, (1990); Member of the Nominating Committee (1999-2002); Member of Trustee Committees for Development (1993-1997); Special Exhibitions (1993-1995); and Strategy (1997-1998); Chairman, Audience Building Committee (2004-);

The Interdisciplinary Center, Herzliya (Israel), all planning activities and other involvement (as outlined on p. 40), since 1994.

American Friends of IDC – Founding President (1998-2002); Member (2003-).

National Constitution Center, Member, Strategic Planning Steering Committee (2005-)

Business for Diplomatic Actions, Member, Advisory Board and Coordinator of the Wharton research efforts in this area (2005-)

Lauder Institute Alumni Association, Advisory Board (2005-)

Institute of Contemporary Art (ICA). Help guide a strategic planning process (2001).

University of Pennsylvania Museum of Archeology and Anthropology. Help establish a vision and revenue generation strategies (1999).

The Philadelphia Orchestra: Advisor regarding the development of Marketing Strategy (1994-1997).

The Jewish Federation of Greater Philadelphia: Member of the Financial Resource Development Committee, 1990-1992.

Operation Independence, Israeli Management School Oversight Committee, 1991-1992.

Affiliations:

The Philadelphia Museum of Art – Trustee (Philadelphia)
The Institute of Contemporary Art of the University of Pennsylvania (Philadelphia)
Pennsylvania Academy of the Fine Arts (Philadelphia)
The Museum of Modern Art (New York)
American Craft Museum (New York)
Whitney Museum of American Art (New York)
The Jewish Museum (New York)
Guggenheim Museum (New York)
U.S. Holocaust Memorial Museum (Washington D.C.)

APPENDIX B

SCREENER AND SCREENING RESULTS

Data Development **Worldwide**

120 Fifth Avenue
New York, NY 10011
T: 212. 633.1100
Field Fax: 212. 633. 6621
www.datadw.com

#02-629
September, 2006

SATELLITE RADIO STUDY

TOP SHEET

(THIS IS A PERSONAL INTERVIEW)

– SCREENER –

RESPONDENT I.D. #: _____

(RECORD AT END OF INTERVIEW. PLEASE PRINT.)

RESPONDENT'S NAME:_____ TEL. # ( )_____

ADDRESS:_____

CITY:_____ STATE: _____ ZIP: _____

INTERVIEWER:_____ DATE: _____

Data Development **Worldwide**

120 Fifth Avenue
New York, NY 10011
T: 212. 633.1100
Field Fax: 212. 633. 6621
www.datadw.com

Time Main Interview Begins:_____am/pm
Time Main Interview Ends:_____am/pm
Length of Main Interview:_____(7)(8)

Study #02-629 ID #: 1 – 5
September, 2006 CARD #: 6 – 1

RECORD QUOTA:
1 Satellite Radio Subscriber Sirius
2 Satellite Radio Subscriber XM
3 Satellite Radio Considering Subscribing Sirius
4 Satellite Radio Considering Subscribing XM

RESPONDENT I.D. #: _____

(9) ____

SATELLITE RADIO STUDY

– SCREENER –

Hello, I'm _____ of Data Development Worldwide. We are a national marketing research firm and are currently conducting a survey and would like to include your opinions. Let me assure you we are doing this for research purposes only and that no one will sell you anything as a result of this study. Your answers will be held in the strictest confidence.

NOTE: RECORD ALL TERMINATIONS WHICH OCCUR IN ANY QUESTION A - D BY CIRCLING THE NEXT AVAILABLE NUMBER IN GRID AT BOTTOM OF THIS BOX. RECORD ONLY ONE TERMINATION PER CONTACT. RE-USE SCREENER UNTIL YOU REACH A QUALIFIED RESPONDENT.

A. (IF RESPONDENT HAS LANGUAGE/HEARING PROBLEM, ETC., IS IN A HURRY, REFUSES INTERVIEW OR APPEARS INTOXICATED, TERMINATE.)

B. (IF YOU KNOW THE RESPONDENT AT ALL, TERMINATE.)

(HAND RESPONDENT CARD 1)

C. Are you or any members of your household employed in any of the industries listed on this card?

(IF "YES" TO ANY BOXED INDUSTRY, TERMINATE AND RECORD BELOW.)

	YES	NO
An insurance company	[ ]	[ ]
A marketing research firm	[ ]	[ ]
An advertising agency	[ ]	[ ]
The entertainment industry	[ ]	[ ]
A satellite radio provider	[ ]	[ ]
A cable TV provider	[ ]	[ ]
An Internet service provider	[ ]	[ ]

(TAKE BACK CARD 1)

D. During the past three months have you taken part in any market research survey other than a political poll? (IF "YES," TERMINATE.)

RECORD TERMINATIONS WHICH OCCUR IN ANY QUESTION A - D HERE:

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25		
26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	(10)	(11)

(HAND RESPONDENT CARD 2)

E. I'm going to ask you a few questions, but please be assured that this is only for classification purposes and that your responses will be kept confidential. Which of these groups includes your age?
(RECORD ONE ANSWER.)

(TERMINATE IN FIRST BOX BELOW) ← A. Under 18 years ..... a

(12)

IF AGE SCREENING QUOTA OPEN, CONTINUE. IF FILLED, TERMINATE IN APPROPRIATE BOX BELOW. ←

B. 18 – 24 years 1
C. 25 – 34 years 2
D. 35 – 49 years 3
E. 50 – 64 years 4
F. 65 or over 5

(TERMINATE IN FIRST BOX BELOW) ← **(DO NOT READ)** Refused ..... b

(TAKE BACK CARD 2)

IF "UNDER 18" OR "REFUSED AGE", TERMINATE. CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	(13)

TERMINATE -- OVER QUOTA MALES – 18-24 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	(14)
TERMINATE -- OVER QUOTA MALES – 25-34 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	(15)
TERMINATE -- OVER QUOTA MALES – 35-49 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	(16)
TERMINATE -- OVER QUOTA MALES – 50-64 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	(17)
TERMINATE -- OVER QUOTA MALES – 65+ -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()

TERMINATE -- OVER QUOTA FEMALES – 18-24 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()
TERMINATE -- OVER QUOTA FEMALES – 25-34 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()
TERMINATE -- OVER QUOTA FEMALES – 35-49 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()
TERMINATE -- OVER QUOTA FEMALES – 50-64 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()
TERMINATE -- OVER QUOTA FEMALES – 65+ -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()

CARD 1

(HAND RESPONDENT CARD 3)

F. Which, if any, of the following decisions do you make or take part in making for your household? (CIRCLE ALL THAT APPLY.)

		()
	Decision to subscribe to cable TV	1
	Decision to subscribe to an Internet service	2
	Decision to subscribe to satellite radio	3
	Decision to subscribe to a wireless phone service	4
	Decision to subscribe to satellite TV	5
(TERMINATE) ←	None of these	*
	Refused	*

(TAKE BACK CARD)

RESPONDENT MUST BE A BOXED ANSWER IN Q. F. IF NOT, TERMINATE IN APPROPRIATE BOX BELOW.

TERMINATE -- MALE 18-24 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.
1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- MALE 25-34 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.
1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- MALE 35-49 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.
1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- MALE 50-64 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.
1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- MALE 65+ -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.
1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- FEMALE 18-24 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.
1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- FEMALE 25-34 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.
1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- FEMALE 35-49 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.
1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- FEMALE 50-64 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.
1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- FEMALE 65+ -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.
1 2 3 4 5 6 7 8 9 10 11 12 ()

CARD 1

(HAND RESPONDENT CARD 4)

G. Which of these services, if any, do you or your household currently subscribe to? **(CIRCLE ALL THAT APPLY.)**

	()
Cable TV	1
Satellite TV	2
Broadband Internet	3
Satellite radio	**4**
Wireless phone service	5
None of these	6
Don't know	0

(ASK Q. H IF "SATELLITE RADIO" CIRCLED IN Q. G ABOVE. OTHERWISE, SKIP TO INSTRUCTIONS BEFORE Q. I)
(HAND RESPONDENT CARD 5)

H. Which of the folowing best describes the type of satellite radio you or your household currently subscribes to? **(RECORD ONE ANSWER)**

	()
A paid or trial subscription (such as from the purchase of a car) directly from XM or Sirius.	**1**
Part of a package from a third party (such as through DirecTV, DiSH Network or AOL)	2
Both	**3**
Don't know	0

(ASK Q. I FOR EACH ITEM NOT CIRCLED IN Q. G.)

I. Are you or your household currently considering subscribing to **(INSERT ITEM)** in the next 30 days? **(RECORD ONE ANSWER FOR EACH LISTED ITEM)**

	Yes	No	Don't Know	
Cable TV	1	2	3	()
Satellite TV	1	2	3	()
Broadband Internet	1	2	3	()
Satellite radio	**1**	2	3	()
Wireless phone service	1	2	3	()

(ASK Q. J IF "YES" TO "SATELLITE RADIO" CIRCLED IN Q. I ABOVE. OTHERWISE, SKIP TO INSTRUCTIONS BEFORE Q. K)
(HAND RESPONDENT CARD 5)

J. Which of the folowing best describes the type of satellite radio you or your household are considering? **(RECORD ONE ANSWER)**

	()
A paid or trial subscription (such as from the purchase of a car) directly from XM or Sirius.	**1**
Part of a package from a third party (such as through DirecTV, DiSH Network or AOL)	2
Both	**3**
Don't know	0

CARD 1

(ASK Q. K IF BOXED ANSWER IN Qs. G AND H - SATELLITE RADIO SUBSCRIBER)
(HAND RESPONDENT CARD 6)

K. Which satellite radio service do you or your household currently subscribe to? **(RECORD ONE MENTION.)**

		()
	Sirius	1-
	XM	2
	Both	3
(TERMINATE) ←	Don't know	*

TERMINATE -- DON'T KNOW SERVICE – MALES – 18-24 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()
TERMINATE -- DON'T KNOW SERVICE – MALES – 25-34 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()
TERMINATE -- DON'T KNOW SERVICE – MALES – 35-49 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()
TERMINATE -- DON'T KNOW SERVICE – MALES – 50-64 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()
TERMINATE -- DON'T KNOW SERVICE – MALES – 65+ -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()

TERMINATE -- DON'T KNOW SERVICE – FEMALES – 18-24 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()
TERMINATE -- DON'T KNOW SERVICE – FEMALES – 25-34 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()
TERMINATE -- DON'T KNOW SERVICE – FEMALES – 35-49 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()
TERMINATE -- DON'T KNOW SERVICE – FEMALES – 50-64 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()
TERMINATE -- DON'T KNOW SERVICE – FEMALES – 65+ -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()

(ASK Q. L IF BOXED ANSWER IN Qs. I AND J -- SATELLITE RADIO CONSIDERING)
(HAND RESPONDENT CARD 6)

L. Which satellite radio service are you currently considering subscribing to? **(RECORD ONE MENTION.)**

	()
Sirius	1
XM	2
Both	3
Don't know/have not decided	4

QUOTA QUALIFICATIONS

SATELLITE SUBSCRIBER: MUST BE SATELLITE RADIO CIRCLED IN Q.G AND BOXED ANSWER CIRCLED IN Q.H AND "SIRIUS", "XM" OR "BOTH" IN Q.K.

SATELLITE RADIO CONSIDERING SUBSCRIBING: MUST BE "YES" TO SATELLITE RADIO CIRCLED IN Q.I AND BOXED ANSWER CIRCLED IN Q.J.

REFER TO QUOTA QUALIFICATIION ABOVE. IF RESPONDENT DOES NOT QUALIFY FOR EITHER QUOTA GROUP, TERMINATE AND CIRCLE NEXT AVAILABLE NUMBER IN APPROPRIATE BOX BELOW..

TERMINATE -- DOES NOT SUBSCRIBE/CONSIDER SUBSCRIBING – MALES – 18-24 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.
1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- DOES NOT SUBSCRIBE/CONSIDER SUBSCRIBING – MALES – 25-34 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.
1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- DOES NOT SUBSCRIBE/CONSIDER SUBSCRIBING – MALES – 35-49 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.
1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- DOES NOT SUBSCRIBE/CONSIDER SUBSCRIBING – MALES – 50-64 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.
1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- DOES NOT SUBSCRIBE/CONSIDER SUBSCRIBING – MALES – 65+ -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.
1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- DOES NOT SUBSCRIBE/CONSIDER SUBSCRIBING – FEMALES – 18-24 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.
1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- DOES NOT SUBSCRIBE/CONSIDER SUBSCRIBING – FEMALES – 25-34 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.
1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- DOES NOT SUBSCRIBE/CONSIDER SUBSCRIBING – FEMALES – 35-49 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.
1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- DOES NOT SUBSCRIBE/CONSIDER SUBSCRIBING – FEMALES – 50-64 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.
1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- DOES NOT SUBSCRIBE/CONSIDER SUBSCRIBING – FEMALES – 65+ -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.
1 2 3 4 5 6 7 8 9 10 11 12 ()

IF QUOTA FOR WHICH RESPONDENT QUALIFIES IS FILLED, TERMINATE AND RECORD IN APPROPRIATE BOX BELOW.

OVER QUOTA – SATELLITE RADIO SUBSCRIBER -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.
01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50

OVER QUOTA – SATELLITE RADIO CONSIDERING SUBSCRIBING -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.
01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50

M. *Do you wear glasses or contact lenses when you read?*

(ASK Q. N) ← Yes 1
(SKIP TO Q. O) ← No 2

(ASK ONLY IF "YES" IN Q. M)

N. Do you have your glasses with you or are you wearing your contact lenses today?

(CONTINUE WITH Q. O) ← Yes 1
(TERMINATE IN APPROPRIATE BOX BELOW) ← No ..... *

TERMINATE -- NO GLASSES/CONTACTS – SATELLITE RADIO SUBSCRIBER -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50

TERMINATE -- NO GLASSES/CONTACTS – SATELLITE RADIO CONSIDERING SUBSCRIBING -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50

O. RECORD GENDER OF RESPONDENT

()

Male 1
Female 2

CARD 1

(ASK EVERYONE)

P. We would like to invite you to participate in a study that we think you will find interesting. The survey will take about 20 minutes. The survey we would like you to participate in requires you to read questions on a computer and either use a mouse to point and click on your answers or tell me your answers and I will record them. Would you like to participate in this study?

(CONTINUE WITH Q. Q) ←— Yes, will participate 1

(TERMINATE IN APPROPRIATE BOX BELOW) ←— No, will not participate ..... *

TERMINATE -- REFUSED TO PARTICIPATE – SATELLITE RADIO SUBSCRIBER -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50

TERMINATE -- REFUSED TO PARTICIPATE – SATELLITE RADIO CONSIDERING SUBSCRIBING -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50

Q. May I please have your full name, address and phone number? You can be assured that your name and phone number will not be used to sell you anything or for any marketing or telemarketing purposes. It will only be used to verify your participation in the survey. **(RECORD ON FRONT PAGE OF SCREENER. YOU MUST VERIFY RESPONDENT'S PHONE NUMBER. IF RESPONDENT REFUSES TO GIVE PHONE NUMBER, SAY:)** I'm sorry but I cannot ask you to participate in our survey as my client needs your phone number to be able to verify your participation in this study.

(RECORD ADDRESS AND PHONE #, THEN CONTINUE) ←— Gave phone number 1

(TERMINATE IN APPROPRIATE BOX BELOW) ←— Refused phone number..... *

TERMINATE -- REFUSED PHONE NUMBER – SATELLITE RADIO SUBSCRIBER -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50

TERMINATE -- REFUSED PHONE NUMBER – SATELLITE RADIO CONSIDERING SUBSCRIBING -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50

BRING RESPONDENT TO INTERVIEWING AREA. DO NOT DISCUSS THE SUBJECT MATTER OF THE STUDY WITH THE RESPONDENT WHILE WALKING TO FACILITY.

NOTE: IF RESPONDENT WEARS GLASSES/CONTACT LENSES, BE SURE HE/SHE IS WEARING THEM WHEN ADMINISTERING MAIN QUESTIONNAIRE.

END CD 1

PN: INSTRUCTIONS FOR DETERMINING WHICH QUESTIONNAIRE VERSION TO ADMINISTER

- *SATELLITE RADIO SUBSCRIBER SIRIUS VERSION*:
  MUST BE SATELLITE RADIO IN Q G AND BOXED ANSWER IN Q.H AND "SIRIUS" IN Q K

- *SATELLITE RADIO SUBSCRIBER XM VERSION:*
  MUST BE SATELLITE RADIO IN Q G AND BOXED ANSWER IN Q.H AND "XM" IN Q K

  (NOTE IF SATELLITE RADIO SUBSCRIBER IN Q G. AND "BOTH" IN Q K ROTATE BETWEEN THE TWO SUBSCRIBER VERSIONS ABOVE

- *SATELLITE RADIO CONSIDERING SUBSCRIBING SIRIUS VERSION*:
  MUST BE " YES" TO SATELLITE RADIO IN Q I AND BOXED ANSWER IN Q.J AND "SIRIUS" IN Q L

- *SATELLITE RADIO CONSIDERING SUBSCRIBING XM VERSION:*
  MUST BE " YES" TO SATELLITE RADIO IN Q I AND BOXED ANSWER IN Q.J AND "XM" IN Q L

  (NOTE IF " YES" TO SATELLITE RADIO CONSIDERING SUBSCRIBING AND " DON'T KNOW" OR "BOTH" IN Q L, ROTATE BETWEEN THE TWO CONSIDERING SUBSCRIBING VERSIONS ABOVE

Screening Results

	Total Contacts
	4,301
	#
Terminated	
Security	288
Under 18/Refused age	321
Over quota initial age screening	186
Does not make decision to subscribe to satellite radio	603
Does not know service subscribe to	204
Does not subscribe/consider	2,019
Over quota	130
Wear glasses/contacts to read, but don't have them along	33
Refused to participate	50
Refused to give phone number	39
Completed interviews	**428**

APPENDIX C

MAIN QUESTIONNAIRES

Data Development **Worldwide**

120 Fifth Avenue
New York, NY 10011
T: 212.633.1100
Field Fax: 212.633.6621
www.datadw.com

#02-629
September, 2006

	()
Sirius.....	1
XM.....	2

SATELLITE RADIO

- MAIN QUESTIONNAIRE -

- SUBSCRIBERS -

(INTERVIEWER: RECORD ANSWERS TO QUESTIONS FROM PAPER SCREENER INTO PROGRAM BEFORE CONTINUING WITH Q. 1a.)

(READ VERBATIM:)
Thank you for agreeing to participate in our study. We would like to talk to you today about satellite radio. All of your answers will remain strictly confidential. No one will attempt to sell you anything as a result of participating in this study. We are only interested in your opinions. If you don't know an answer or don't have an answer to a particular question, please don't guess. Just tell me you don't know and we will go on to the next question. If, at anytime, you do not understand a question or do not understand what is being asked of you, just say so and I will repeat the question.

READ AND RECORD THE ANSWERS TO Q. 1a-3b. THIS PART IS NOT SELF-ADMINISTERED.

1(a) Thinking back to the time you first subscribed to satellite radio, why did you decide to subscribe? ***(RECORD COMPLETE ANSWERS VERBATIM)***

1(b) ***(PROBE)*** Any other reason? ***(RECORD COMPLETE ANSWERS VERBATIM)***

2(a) What types of satellite radio programming were most critical to your decision to subscribe to satellite radio? ***(RECORD COMPLETE ANSWERS VERBATIM)***

NOTE: IF RESPONDENT ASKS WHAT IS MEANT BY PROGRAMMING, SAY:
By programming we mean both categories of programs or specific programs or channels.

2(b) ***(PROBE)*** Any others? ***(RECORD COMPLETE ANSWERS VERBATIM)***

3(a) And now, reflecting on your experience with satellite radio, what types of satellite radio programming are most critical to your decision to continue to subscribe? ***(RECORD COMPLETE ANSWERS VERBATIM)***

3(b) ***(PROBE)*** Any others? ***(RECORD COMPLETE ANSWERS VERBATIM)***

INTERVIEWER: HAVE THE RESPONDENT SIT IN FRONT OF COMPUTER AND ANSWER QUESTIONS TO THE REMAINDER OF THE SURVEY HIM/HERSELF. BE SURE TO SIT WITH THE RESPONDENT WHILE HE/SHE IS ANSWERING IN CASE HE/SHE HAS ANY QUESTIONS.

IF THE RESPONDENT PREFERS, HAVE HIM/HER READ THE QUESTIONS ON THE SCREEN, BUT YOU WILL ENTER THE ANSWERS.

RECORD:
1 Respondent entering answers
2 Interviewer entering answers

(ASK EVERYONE)

4. Below is a list of the types of satellite radio programming. Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's decision to subscribe and retain your subscription to satellite radio.

If a specific type of programming is not important at all, feel free to give it zero points. If, on the other hand, your decision was affected by only one of the types of programming and none of the others were important to you, give that type of programming all of the 100 points. There are no right or wrong answers and we are just looking for your evaluation of the relative importance of the seven types of programming reflecting both the consideration you used in deciding to subscribe and your experience with satellite radio. Please make sure that the total adds to 100. Is this clear? ***(RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)***

()
1 Yes ***(CONTINUE)***
2 No
3 Don't know → ***(REPEAT EXPLANATION)***

INTERVIEWER NOTE: IF RESPONDENT ASKS HOW TO CATEGORIZE A PARTICULAR SHOW, REFER TO APPROPRIATE PROGRAMMING GUIDE (i.e., SIRIUS OR XM) AND CLASSIFY ACCORDINGLY.

[PN: ROTATE PROGRAM TYPES]

Types of Programming	Relative Importance As Reflected In # Of Allocated Points	
Comedy		( )
Kids.....		( )
Local Weather and Traffic.....		( )
Music		( )
News.....		( )
Sports		( )
Talk and Entertainment.....		( )
	TOTAL MUST EQUAL 100	

5. Now I would like to show you four of these programming types. For each type of programming you will see a number of hypothetical options showing different amounts of programming. For each hypothetical option. please indicate how desirable it would be for you relative to the other options. Please assume that in each case all other programming and non-programming features of the service including price remain the same. Please use a number from 0 (zero) = extremely undesirable to 10 = extremely desirable. You can use any number from "0 to 10" to indicate your answer. Please examine each hypothetical amount of programming and record the number that best reflects its level of desirability or undesirability. Is this clear? ***(RECORD ONE ANSWER FOR EACH BELOW)***

()
1 Yes ***(CONTINUE)***
2 No
3 Don't know → ***(REPEAT EXPLANATION)***

[PN: ROTATE PROGRAM TYPES USING SAME ROTATION USED IN Q. 4. RESPONDENT CAN NOT GIVE THE SAME NUMBER TO OPTIONS "1" AND "4" WITHIN A GIVEN TYPE OF PROGRAMMING. ONLY SHOW ONE PROGRAMMING TYPE ON THE SCREEN AT A TIME, i.e., SHOW ALL OF MUSIC PROGRAMMING, THEN ALL OF NEWS, ETC.]

	Extremely Undesirable										Extremely Desirable	
A. Music Programming (Current Offering includes A.)												
1. No music programming	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. Substantially **fewer** channels and **less** variety of music than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
3. The **same** number of channels and the **same** variety of music as currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. Substantially **more** channels and **more** variety of music than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
B. News (Current Offering includes B)												
1. No news programming	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. Substantially **fewer** channels and **less** variety of news than currently offered	0	1	2	3	4	5	6	7	8	9	10	(.
3. The **same** number of channels and the **same** variety of news as currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. Substantially **more** channels and **more** variety of news than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
C. Sports (Current Offering includes C)												
1. No sports programming	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. Substantially **fewer** channels and **less** variety of sports than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
3. The **same** number of channels and **same** variety of sports as currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. Substantially **more** channels and **more** variety of sports than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
D. Talk & Entertainment (Current Offering includes (D)												
1. No talk and entertainment programming	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. Substantially **fewer** channels and **less** variety of talk and entertainment than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
3. The **same** number of channels and **same** variety of talk and entertainment as currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. Substantially **more** channels and **more** variety of talk and entertainment than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )

A. For Sirius : 66 Music Channels, For XM : 74 Music Channels
B. For Sirius : 15 News Channels, For XM : 13 News Channels
C. For Sirius : 8 Sports Channels and Live Game Channels for NBA, NFL, etc. For XM : 13 Sports Channels and Live Game channels for Major League Baseball, NASCAR, etc.
D. For Sirius :22 Talk and Entertainment channels including Howard Stern, Martha Stewart, etc, For XM : 17 Talk and Entertainment channels including Opie and Anthony, Air America, etc.

6(a) Now, we would like you to consider the non-programming features of satellite radio such as the number of minutes of commercials per hour on music channels and geographic coverage. For each type of non-programming feature you will see a hypothetical option showing different amounts for that non-programming feature. Please repeat the desirability task we did before for the types of programming, but this time let's do it with respect to the various options for each of the non-programming features. Please indicate how desirable each of the different options of a given feature would be to you relative to the other options of that feature. Again, please assume that all other programming and non-programming features of the service, including price, remain the same. Again, please use a number from 0 (zero) – extremely undesirable to 10 – extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option. ***(RECORD ONE ANSWER FOR EACH BELOW)***

[PN: ROTATE FEATURES. FOR STUB A. BELOW RESPONDENT CAN NOT GIVE THE SAME NUMBER TO OPTION 1 AS GIVEN TO OPTIONS 2 – 4]

	Extremely Undesirable										Extremely Desirable	
A. The Number of Minutes of Commercials Per Hour on Music Channels												
1. No commercials on music channels	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. 2 minutes of commercials per hour	0	1	2	3	4	5	6	7	8	9	10	( )( )
3. 5 minutes of commercials per hour	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. 12 minutes of commercials per hour	0	1	2	3	4	5	6	7	8	9	10	( )( )
B. Geographic Coverage												
1. Typical FM coverage	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. Complete nationwide coverage	0	1	2	3	4	5	6	7	8	9	10	( )( )

6(b) Now, let's turn to price. I'd like you to repeat the desirability task for various monthly prices for a single subscription. Please indicate how desirable each of the different price options would be to you relative to the other options. Again, please assume that all other programming and non-programming features of the service remain the same. Again, please use a number from 0 (zero) – extremely undesirable to 10 – extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option. ***(RECORD ONE ANSWER FOR EACH BELOW)***

	Extremely Undesirable										Extremely Desirable	
C. The Monthly Price for A Single Subscription												
1. $8.95 per month	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. $10.95 per month	0	1	2	3	4	5	6	7	8	9	10	( )( )
3. $12.95 per month	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. $14.95 per month	0	1	2	3	4	5	6	7	8	9	10	( )( )

6(c) Please review the list below and tell me if there are any other non-programming features besides the ones listed that you considered in your decision to subscribe and retain your subscription to satellite radio? ***(RECORD ALL MENTIONS)***
[PN: ROTATE LIST]

- **The number of minutes of commercials per hour on music channels**
- **Geographic coverage**
- **The monthly price for a single subscription**

( )
1 Other ***(RECORD VERBATIM AND PROBE: Anything else?)***_____
0 No others considered

7. Below is a list of the non-programming features of satellite radio. Please review the list and allocate 100 points among the features in a way that the number of points (0 to 100) you give each feature best reflects the relative importance of that feature to you and your family's decision to subscribe and retain your subscription to satellite radio.

As in the previous 100 point allocation task, please assign each feature a number from 0 to 100 that best reflects its relative importance to you and your family's decision to subscribe and retain your subscription to satellite radio.

The more important a feature is, the higher the number of points you would give it, while the less important a feature is, the fewer number of points you would give it. Please make sure that the total adds to 100. ***(RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)***

[PN: SHOW OTHERS FROM Q. 6c. USE SAME ROTATION USED IN Q. 6a.]

Non-programming Type Features Of Satellite Radio	**Relative Importance As Reflected In # Of Allocated Points**	
The Number of Minutes of Commercials Per Hour on Music Channels.....		( )
Geographic Coverage.....		( )
The Monthly Price for A Single Subscription...		( )
Other ***(FROM Q. 6c)***.....		( )
Other ***(FROM Q. 6c)***.....		( )
_____		( )
_____		( )
	TOTAL MUST EQUAL 100	

8. Reflecting on your and your family's usage of satellite radio in a typical week how would you estimate the amount of time spent on each of the following program types. Again please do so by allocating 100 points among the type of programming reflecting the % of time allocated to each. If you did not (or will not) spend any time listening to a particular type of program, please give it a zero. The type of programming listened to the most should get the highest number of points, the second most should get fewer points, etc. Make sure the total adds up to 100%. ***(RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100)***

[PN: ROTATE PROGRAM TYPES USING SAME ROTATION AS IN Q. 4]

Type of Programming	Percentage of Time Spent Listening	
Comedy		( )
Kids		( )
Local Weather and Traffic....		( )
Music		( )
News		( )
Sports		( )
Talk and Entertainment.....		( )
	TOTAL MUST EQUAL 100%	

ASK Q. 9a FOR EACH PROGRAMMING TYPE LISTED BELOW. ASK Q. 9a – 9d FOR EACH ONE BEFORE GOING ON TO THE NEXT PROGRAMMING TYPE. SHOW ONE AT A TIME. ROTATE ORDER.

9(a) As you know, the single subscription price per month for satellite radio is **$12.95**. Let's assume that some of the current programming types were not available. Assuming that all other programming and non-programming features of the service, remain the same. If ***(INSERT PROGRAMMING TYPE)*** were not available, would it affect the amount you would be willing to pay for satellite radio? ***(RECORD YES, NO OR DON'T KNOW FOR EACH.)***

(ASK Q. 9b IF "YES" IN Q. 9a. OTHERWISE, SKIP TO NEXT PROGRAMMING TYPE.)

9(b) How much would you be willing to pay for satellite radio if ***(INSERT PROGRAMMING TYPE)*** were available? Please assume that all other programming and non-programming features of the service, remain the same. Please tell me the dollar amount you would be willing to pay for satellite radio if these types of programming were not offered at all. Furthermore, if you think that not having this programming type would lead you to cancel your subscription please say so. ***(TYPE IN AMOUNT IN DOLLARS AND CENTS. NOTE: ANSWER IN Q. 9b MUST NOT BE $12.95)***

	Q. 9a				Q. 9b		
	Yes	No	Don't Know		Would Be Willing to Pay		Would Cancel Subscription	
If no music programming.....	1	2	3	( )	$ _____	( )	0	( )
If no news programming.....	1	2	3	( )	$ _____	( )	0	( )
If no sports programming.....	1	2	3	( )	$ _____	( )	0	( )
If no talk and entertainment programming	1	2	3	( )	$ _____	( )	0	(

(ASK Q. 9c IF ANSWER IN Q. 9b IS "MORE THAN" $12.95.)

9(c) Are you willing to pay more than the current price of $12.95 per month if ***(INSERT PROGRAMMING TYPE)*** were available but all other programming and non-programming features of the service remain the same? ***(RECORD "YES" OR "NO" FOR EACH TYPE)***

(ASK Q. 9d IF "NO" IN Q. 9c)

9(d) How much would you be willing to pay for satellite radio if ***(INSERT PROGRAMMING TYPE)*** were available? ***(TYPE IN AMOUNT IN DOLLARS AND CENTS. NOTE: ANSWER MUST BE LESS THAN $12.95)***

	Q. 9c				Q. 9d		
	Yes	No	Don't Know		Would Be Willing to Pay		Would Not Cancel Subscription	
If no music programming.....	1	2	3	( )	$ _____	( )	0	( )
If no news programming.....	1	2	3	( )	$ _____	( )	0	( )
If no sports programming.....	1	2	3	( )	$ _____	( )	0	( )
If no talk and entertainment programming	1	2	3	( )	$ _____	( )	0	( )

10. Now, I am going to show you 10 different hypothetical satellite radio program offerings. Each one represents a specific hypothetical satellite radio offering that includes a set of available programming options, as well as various combinations of the non-programming features we discussed before and a monthly price for a single subscription. Please examine each profile carefully and assign it a number from "0" meaning "definitely would not subscribe" to "10" meaning "definitely would subscribe" that best reflects your likelihood of subscribing to that offering.

If you definitely would not subscribe to the offering, you would give it a 0. If you definitely would subscribe to the offering, you would give it a 10. For any other case, use a number between 0 and 10 that best reflects your likelihood of subscribing to that offering. If at anytime you want to change your answer to a particular offering, please let me know and we will go back and do that. ***(SHOW ONE PROFILE AT A TIME AND RECORD 0-10 FOR EACH PROFILE. EACH RESPONDENT WILL SEE 8 PROFILES WITHIN A BLOCK RANDOMIZED. IN ADDITION, ALL RESPONDENTS WILL SEE THE TWO PROFILES IN BLOCK 9.)***

PN: RECORD BLOCK #: __(1-8), 9

(ASK EVERYONE)

11(a) And finally, reflecting on your experience with satellite radio, if satellite radio was not available what, if anything, would you miss most about it? ***(RECORD COMPLETE ANSWER VERBATIM)***

11(b) ***(PROBE:)*** Anything else? ***(RECORD COMPLETE ANSWER VERBATIM)***

RESPONDENT

RESPONDENT: PLEASE READ AND SIGN:

I acknowledge that I was interviewed on this date. During this interview I was asked questions about satellite radio.

SIGNATURE: _____ DATE: _____

TELEPHONE #: _____ (FOR VERIFICATION PURPOSES ONLY)

INTERVIEWER

INTERVIEWER: PLEASE READ AND SIGN:

I hereby certify that all of the above information was obtained by me from the respondent named above who is not personally known to me. I agree to provide this affidavit under oath, immediately upon request.

SIGNATURE: _____ DATE: _____

THANK YOU VERY MUCH FOR YOUR COOPERATION !

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#02-629
September, 2006

	()
Sirius.....	3
XM.....	4

SATELLITE RADIO

- MAIN QUESTIONNAIRE -

- CONSIDERING SUBSCRIBING -

(INTERVIEWER: RECORD ANSWERS TO QUESTIONS FROM PAPER SCREENER INTO PROGRAM BEFORE CONTINUING WITH Q. 1a)

(READ VERBATIM:)
Thank you for agreeing to participate in our study. We would like to talk to you today about satellite radio. All of your answers will remain strictly confidential. No one will attempt to sell you anything as a result of participating in this study. We are only interested in your opinions. If you don't know an answer or don't have an answer to a particular question, please don't guess. Just tell me you don't know and we will go on to the next question. If, at anytime, you do not understand a question or do not understand what is being asked of you, just say so and I will repeat the question.

READ AND RECORD THE ANSWERS TO Q. 1a-3b. THIS PART IS NOT SELF-ADMINISTERED.

1(a) Why are you considering subscribing to satellite radio? ***(RECORD COMPLETE ANSWERS VERBATIM)***

1(b) ***(PROBE)*** Any other reason? ***(RECORD COMPLETE ANSWERS VERBATIM)***

2(a) What types of satellite radio programming are most critical to your decision whether to subscribe? ***(RECORD COMPLETE ANSWERS VERBATIM)***

NOTE: IF RESPONDENT ASKS WHAT IS MEANT BY PROGRAMMING, SAY:
By programming we mean both categories of programs or specific programs or channels.

2(b) ***(PROBE)*** Any others? ***(RECORD COMPLETE ANSWERS VERBATIM)***

THERE IS NO Q. 3 ON THIS VERSION

INTERVIEWER: HAVE THE RESPONDENT SIT IN FRONT OF COMPUTER AND ANSWER QUESTIONS TO THE REMAINDER OF THE SURVEY HIM/HERSELF. BE SURE TO SIT WITH THE RESPONDENT WHILE HE/SHE IS ANSWERING IN CASE HE/SHE HAS ANY QUESTIONS.

IF THE RESPONDENT PREFERS, HAVE HIM/HER READ THE QUESTIONS ON THE SCREEN, BUT YOU WILL ENTER THE ANSWERS.

RECORD:
1 Respondent entering answers
2 Interviewer entering answers

(ASK EVERYONE)

4. Below is a list of the types of satellite radio programming. Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's ultimate decision whether to subscribe to satellite radio.

If a specific type of programming is not important at all, feel free to give it zero points. If, on the other hand, your decision is likely to be affected by only one of the types of programming and none of the others are likely to be important to you, give that type of programming all of the 100 points. There are no right or wrong answers and we are just looking for your evaluation of the relative importance of the seven types of programming to your decision whether to subscribe to satellite radio. Please make sure that the total adds to 100. Is this clear? ***(RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)***
()
1 Yes ***(CONTINUE)***
2 No
3 Don't know → ***(REPEAT EXPLANATION)***

INTERVIEWER NOTE: IF RESPONDENT ASKS HOW TO CATEGORIZE A PARTICULAR SHOW, REFER TO APPROPRIATE PROGRAMMING GUIDE (i.e., SIRIUS OR XM) AND CLASSIFY ACCORDINGLY.

[PN: ROTATE PROGRAM TYPES]

Types of Programming	Relative Importance As Reflected In # Of Allocated Points	
Comedy		( )
Kids.....		( )
Local Weather and Traffic.....		( )
Music		( )
News.....		( )
Sports		( )
Talk and Entertainment.....		( )
	TOTAL MUST EQUAL 100	

5. Now I would like to show you four of these programming types. For each type of programming you will see a number of hypothetical options showing different amounts of programming. For each hypothetical option, please indicate how desirable it would be for you relative to the other options. Please assume that in each case all other programming and non-programming features of the service including price remain the same. Please use a number from 0 (zero) = extremely undesirable to 10 = extremely desirable. You can use any number from "0 to 10" to indicate your answer. Please examine each hypothetical amount of programming and record the number that best reflects its level of desirability or undesirability. Is this clear? ***(RECORD ONE ANSWER FOR EACH BELOW)***

()
1 Yes ***(CONTINUE)***
2 No
3 Don't know → ***(REPEAT EXPLANATION)***

[PN: ROTATE PROGRAM TYPES USING SAME ROTATION USED IN Q. 4. RESPONDENT CAN NOT GIVE THE SAME NUMBER TO OPTIONS "1" AND "4" WITHIN A GIVEN TYPE OF PROGRAMMING. ONLY SHOW ONE PROGRAMMING TYPE ON THE SCREEN AT A TIME, i.e., SHOW ALL OF MUSIC PROGRAMMING, THEN ALL OF NEWS, ETC.]

	Extremely Undesirable										Extremely Desirable	
A. Music Programming (Current Offering includes A.)												
1. No music programming	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. Substantially **fewer** channels and **less** variety of music than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
3. The **same** number of channels and the **same** variety of music as currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. Substantially **more** channels and **more** variety of music than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
B. News (Current Offering includes B)												
1. No news programming	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. Substantially **fewer** channels and **less** variety of news than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
3. The **same** number of channels and the **same** variety of news as currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. Substantially **more** channels and **more** variety of news than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
C. Sports (Current Offering includes C)												
1. No sports programming	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. Substantially **fewer** channels and **less** variety of sports than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
3. The **same** number of channels and **same** variety of sports as currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. Substantially **more** channels and **more** variety of sports than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
D. Talk & Entertainment (Current Offering includes (D)												
1. No talk and entertainment programming	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. Substantially **fewer** channels and **less** variety of talk and entertainment than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
3. The **same** number of channels and **same** variety of talk and entertainment as currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. Substantially **more** channels and **more** variety of talk and entertainment than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )

A. For Sirius : 66 Music Channels, For XM : 74 Music Channels
B. For Sirius : 15 News Channels, For XM : 13 News Channels
C. For Sirius : 8 Sports Channels and Live Game Channels for NBA, NFL, etc. For XM : 13 Sports Channels and Live Game channels for Major League Baseball, NASCAR, etc.
D. For Sirius :22 Talk and Entertainment channels including Howard Stern, Martha Stewart, etc, For XM : 17 Talk and Entertainment channels including Opie and Anthony, Air America, etc.

6(a) Now, we would like you to consider the non-programming features of satellite radio such as the number of minutes of commercials per hour on music channels and geographic coverage. For each type of non-programming feature you will see a hypothetical option showing different amounts for that non-programming feature. Please repeat the desirability task we did before for the types of programming, but this time let's do it with respect to the various options for each of the non-programming features. Please indicate how desirable each of the different options of a given feature would be to you relative to the other options of that feature. Again, please assume that all other programming and non-programming features of the service, including price, remain the same. Again, please use a number from 0 (zero) – extremely undesirable to 10 – extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option. ***(RECORD ONE ANSWER FOR EACH BELOW)***

[PN: ROTATE FEATURES. FOR STUB A BELOW RESPONDENT CAN NOT GIVE THE SAME NUMBER TO OPTION 1 AS GIVEN TO OPTIONS 2-4.]

	Extremely Undesirable										Extremely Desirable	
A. The Number of Minutes of Commercials Per Hour on Music Channels												
1. No commercials on music channels	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. 2 minutes of commercials per hour	0	1	2	3	4	5	6	7	8	9	10	( )( )
3. 5 minutes of commercials per hour	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. 12 minutes of commercials per hour	0	1	2	3	4	5	6	7	8	9	10	( )( )
B. Geographic Coverage												
1. Typical FM coverage	0	1	2	3	4	5	6	7	8	9	10	(
2. Complete nationwide coverage	0	1	2	3	4	5	6	7	8	9	10	\

6(b) Now, let's turn to price. I'd like you to repeat the desirability task for various monthly prices for a single subscription. Please indicate how desirable each of the different price options would be to you relative to the other options. Again, please assume that all other programming and non-programming features of the service remain the same. Again, please use a number from 0 (zero) – extremely undesirable to 10 – extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option. ***(RECORD ONE ANSWER FOR EACH BELOW)***

	Extremely Undesirable										Extremely Desirable	
C. The Monthly Price for A Single Subscription												
1. $8.95 per month	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. $10.95 per month	0	1	2	3	4	5	6	7	8	9	10	( )( )
3. $12.95 per month	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. $14.95 per month	0	1	2	3	4	5	6	7	8	9	10	( )( )

6(c) Please review the list below and tell me if there are any other non-programming features besides the ones listed that would likely impact your decision whether to subscribe to satellite radio? ***(RECORD ALL MENTIONS)***
[PN: ROTATE LIST]

- **The number of minutes of commercials per hour on music channels**
- **Geographic coverage**
- **The monthly price for a single subscription**

()
1 Other ***(RECORD VERBATIM AND PROBE: Anything else?)***_____

_____

0 No others considered

7. Below is a list of the non-programming features of satellite radio. Please review the list and allocate 100 points among the features in a way that the number of points (0 to 100) you give each feature best reflects the relative importance of that feature to you and your family's ultimate decision whether to subscribe to satellite radio.

As in the previous 100 point allocation task, please assign each feature a number from 0 to 100 that best reflects its relative importance to you and your family's decision whether to subscribe to satellite radio.

The more important a feature is, the higher the number of points you would give it, while the less important a feature is, the fewer number of points you would give it. Please make sure that the total adds to 100. ***(RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)***

[PN: SHOW OTHERS FROM Q. 6c. USE SAME ROTATION USED IN Q. 6a.]

Non-programming Type Features Of Satellite Radio	**Relative Importance As Reflected In # Of Allocated Points**	
The Number of Minutes of Commercials Per Hour on Music Channels.....		( )
Geographic Coverage.....		( )
The Monthly Price for A Single Subscription ...		( )
Other ***(FROM Q. 6c)***.....		( )
Other ***(FROM Q. 6c)***.....		( )
_____		( )
_____		( )
	TOTAL MUST EQUAL 100	

(THERE IS NO Q. 8 ON THIS VERSION)

ASK Q. 9a FOR EACH PROGRAMMING TYPE LISTED BELOW. ASK Q. 9a – 9d FOR EACH ONE BEFORE GOING ON TO THE NEXT PROGRAMMING TYPE. SHOW ONE AT A TIME. ROTATE ORDER.

9(a) As you know, the single subscription price per month for satellite radio is **$12.95**. Let's assume that some of the current programming types were not available. Assuming that all other programming and non-programming features of the service, remain the same. If ***(INSERT PROGRAMMING TYPE)*** were not available, would it affect the amount you would be willing to pay for satellite radio? ***(RECORD YES, NO OR DON'T KNOW FOR EACH.)***

(ASK Q. 9b IF "YES" IN Q. 9a. OTHERWISE, SKIP TO NEXT PROGRAMMING TYPE.)

9(b) How much would you be willing to pay for satellite radio if ***(INSERT PROGRAMMING TYPE)*** were available? Please assume that all other programming and non-programming features of the service, remain the same. Please tell me the dollar amount you would be willing to pay for satellite radio if these types of programming were not offered at all. Furthermore, if you think that not having this programming type would lead you to prevent you from subscribing please say so. ***(TYPE IN AMOUNT IN DOLLARS AND CENTS. NOTE: ANSWER IN Q. 9b MUST NOT BE $12.95)***

	Q. 9a				Q. 9b	
	Yes	No	Don't Know		Would Be Willing to Pay	Would Not Subscribe
If no music programming.....	1	2	3	( )	$ _____ ( )	0 ( )
If no news programming.....	1	2	3	( )	$ _____ ( )	0 ( )
If no sports programming.....	1	2	3	( )	$ _____ ( )	0 ( )
If no talk and entertainment programming	1	2	3	( )	$ _____ ( )	0 ( )

(ASK Q. 9c IF ANSWER IN Q. 9b IS "MORE THAN" $12.95.)

9(c) Are you willing to pay more than the current price of $12.95 per month if ***(INSERT PROGRAMMING TYPE)*** were available but all other programming and non-programming features of the service remain the same? ***(RECORD "YES" OR "NO" FOR EACH TYPE)***

(ASK Q. 9d IF "NO" IN Q. 9c)

9(d) How much would you be willing to pay for satellite radio if ***(INSERT PROGRAMMING TYPE)*** were available? ***(TYPE IN AMOUNT IN DOLLARS AND CENTS. NOTE: ANSWER MUST BE LESS THAN $12.95)***

	Q. 9c				Q. 9d	
	Yes	No	Don't Know		Would Be Willing to Pay	Would Not Subscribe
If no music programming.....	1	2	3	( )	$ _____ ( )	0 ( )
If no news programming.....	1	2	3	( )	$ _____ ( )	0 ( )
If no sports programming.....	1	2	3	( )	$ _____ ( )	0 ( )
If no talk and entertainment programming	1	2	3	( )	$ _____ ( )	0 ( )

10. Now, I am going to show you 10 different hypothetical satellite radio program offerings. Each one represents a specific hypothetical satellite radio offering that includes a set of available programming options, as well as various combinations of the non-programming features we discussed before and a monthly price for a single subscription. Please examine each profile carefully and assign it a number from "0" meaning "definitely would not subscribe" to "10" meaning "definitely would subscribe" that best reflects your likelihood of subscribing to that offering.

If you definitely would not subscribe to the offering, you would give it a 0. If you definitely would subscribe to the offering, you would give it a 10. For any other case, use a number between 0 and 10 that best reflects your likelihood of subscribing to that offering. If at anytime you want to change your answer to a particular offering, please let me know and we will go back and do that. ***(SHOW ONE PROFILE AT A TIME AND RECORD 0-10 FOR EACH PROFILE. EACH RESPONDENT WILL SEE 8 PROFILES WITHIN A BLOCK RANDOMIZED. IN ADDITION, ALL RESPONDENTS WILL SEE THE TWO PROFILES IN BLOCK 9.)***

PN: RECORD BLOCK #: ___(1-8), 9

Q. 11 DOES NOT APPEAR ON THIS VERSION

RESPONDENT

RESPONDENT: PLEASE READ AND SIGN:

I acknowledge that I was interviewed on this date. During this interview I was asked questions about satellite radio.

SIGNATURE: _____ DATE: _____

TELEPHONE #: _____ (FOR VERIFICATION PURPOSES ONLY)

INTERVIEWER

INTERVIEWER: PLEASE READ AND SIGN:

I hereby certify that all of the above information was obtained by me from the respondent named above who is not personally known to me. I agree to provide this affidavit under oath, immediately upon request.

SIGNATURE: _____ DATE: _____

THANK YOU VERY MUCH FOR YOUR COOPERATION !

APPENDIX D

CONJOINT STIMULI CARDS

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 1 BLOCK: 1

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	The **SAME** number of channels and **SAME** variety of music as currently offered
News Programming:	Substantially **MORE** channels and **MORE** variety of news than currently offered
Sports Programming:	Substantially **MORE** channels and **MORE** variety of sports than currently offered
Talk and Entertainment:	Substantially **FEWER** channels and **LESS** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	12 minutes of commercials per hour
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$12.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 2 BLOCK: 1

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	No music programming
News Programming:	Substantially **FEWER** channels and **LESS** variety of news than currently offered
Sports Programming:	The **SAME** number of channels and **SAME** variety of sports as currently offered
Talk and Entertainment:	The **SAME** number of channels and **SAME** variety of talk and entertainment as currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	Not applicable
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$14.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 3 BLOCK: 1

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **FEWER** channels and **LESS** variety of music than currently offered
News Programming:	The **SAME** number of channels and **SAME** variety of news as currently offered
Sports Programming:	The **SAME** number of channels and **SAME** variety of sports as currently offered
Talk and Entertainment:	The **SAME** number of channels and **SAME** variety of talk and entertainment as currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	5 minutes of commercials per hour
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$8.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 4 BLOCK: 1

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **MORE** channels and **MORE** variety of music than currently offered
News Programming:	No news programming
Sports Programming:	Substantially **MORE** channels and **MORE** variety of sports than currently offered
Talk and Entertainment:	Substantially **MORE** channels and **MORE** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	2 minutes of commercials per hour
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$10.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 5 BLOCK: 1

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	No music programming
News Programming:	Substantially **FEWER** channels and **LESS** variety of news than currently offered
Sports Programming:	Substantially **FEWER** channels and **LESS** variety of sports than currently offered
Talk and Entertainment:	Substantially **MORE** channels and **MORE** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	Not applicable
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$12.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 6 BLOCK: 1

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **MORE** channels and **MORE** variety of music than currently offered
News Programming:	Substantially **MORE** channels and **MORE** variety of news than currently offered
Sports Programming:	No sports programming
Talk and Entertainment:	Substantially **FEWER** channels and **LESS** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	5 minutes of commercials per hour
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$10.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 7 BLOCK: 1

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **FEWER** channels and **LESS** variety of music than currently offered
News Programming:	The **SAME** number of channels and **SAME** variety of news as currently offered
Sports Programming:	No sports programming
Talk and Entertainment:	No talk and entertainment programming

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	No Commercials
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$14.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 8 BLOCK: 1

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	The **SAME** number of channels and **SAME** variety of music as currently offered
News Programming:	No news programming
Sports Programming:	Substantially **FEWER** channels and **LESS** variety of sports than currently offered
Talk and Entertainment:	No talk and entertainment programming

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	No Commercials
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$8.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 9 BLOCK: 2

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **MORE** channels and **MORE** variety of music than currently offered
News Programming:	Substantially **FEWER** channels and **LESS** variety of news than currently offered
Sports Programming:	Substantially **MORE** channels and **MORE** variety of sports than currently offered
Talk and Entertainment:	No talk and entertainment programming

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	12 minutes of commercials per hour
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$8.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 10 BLOCK: 2

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **FEWER** channels and **LESS** variety of music than currently offered
News Programming:	Substantially **MORE** channels and **MORE** variety of news than currently offered
Sports Programming:	No sports programming
Talk and Entertainment:	Substantially **FEWER** channels and **LESS** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	12 minutes of commercials per hour
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$14.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 11 BLOCK: 2

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	The **SAME** number of channels and **SAME** variety of music as currently offered
News Programming:	The **SAME** number of channels and **SAME** variety of news as currently offered
Sports Programming:	Substantially **FEWER** channels and **LESS** variety of sports than currently offered
Talk and Entertainment:	Substantially **MORE** channels and **MORE** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	5 minutes of commercials per hour
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$10.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 12 BLOCK: 2

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	No music programming
News Programming:	Substantially **MORE** channels and **MORE** variety of news than currently offered
Sports Programming:	Substantially **MORE** channels and **MORE** variety of sports than currently offered
Talk and Entertainment:	The **SAME** number of channels and **SAME** variety of talk and entertainment as currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	Not applicable
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$8.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 13 BLOCK: 2

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	No music programming
News Programming:	The **SAME** number of channels and **SAME** variety of news as currently offered
Sports Programming:	Substantially **FEWER** channels and **LESS** variety of sports than currently offered
Talk and Entertainment:	Substantially **FEWER** channels and **LESS** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	Not applicable
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$12.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 14 BLOCK: 2

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **MORE** channels and **MORE** variety of music than currently offered
News Programming:	No news programming
Sports Programming:	The **SAME** number of channels and **SAME** variety of sports as currently offered
Talk and Entertainment:	No talk and entertainment programming

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	No Commercials
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$14.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 15 BLOCK: 2

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	The **SAME** number of channels and **SAME** variety of music as currently offered
News Programming:	No news programming
Sports Programming:	The **SAME** number of channels and **SAME** variety of sports as currently offered
Talk and Entertainment:	Substantially **MORE** channels and **MORE** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	5 minutes of commercials per hour
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$10.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 16 BLOCK: 2

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **FEWER** channels and **LESS** variety of music than currently offered
News Programming:	Substantially **FEWER** channels and **LESS** variety of news than currently offered
Sports Programming:	No sports programming
Talk and Entertainment:	The **SAME** number of channels and **SAME** variety of talk and entertainment as currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	*2 minutes of commercials per hour*
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$12.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 17 BLOCK: 3

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **MORE** channels and **MORE** variety of music than currently offered
News Programming:	The **SAME** number of channels and **SAME** variety of news as currently offered
Sports Programming:	The **SAME** number of channels and **SAME** variety of sports as currently offered
Talk and Entertainment:	Substantially **FEWER** channels and **LESS** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	No Commercials
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$12.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 18 BLOCK: 3

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	The **SAME** number of channels and **SAME** variety of music as currently offered
News Programming:	The **SAME** number of channels and **SAME** variety of news as currently offered
Sports Programming:	The **SAME** number of channels and **SAME** variety of sports as currently offered
Talk and Entertainment:	No talk and entertainment programming

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	12 minutes of commercials per hour
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$10.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 19 BLOCK: 3

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	The **SAME** number of channels and **SAME** variety of music as currently offered
News Programming:	Substantially **MORE** channels and **MORE** variety of news than currently offered
Sports Programming:	Substantially **MORE** channels and **MORE** variety of sports than currently offered
Talk and Entertainment:	Substantially **FEWER** channels and **LESS** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	2 minutes of commercials per hour
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$14.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 20 BLOCK: 3

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	No music programming
News Programming:	No news programming
Sports Programming:	No sports programming
Talk and Entertainment:	Substantially **MORE** channels and **MORE** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	Not applicable
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$12.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 21 BLOCK: 3

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **MORE** channels and **MORE** variety of music than currently offered
News Programming:	Substantially **MORE** channels and **MORE** variety of news than currently offered
Sports Programming:	No sports programming
Talk and Entertainment:	The **SAME** number of channels and **SAME** variety of talk and entertainment as currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	No Commercials
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$10.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 22 BLOCK: 3

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **FEWER** channels and **LESS** variety of music than currently offered
News Programming:	Substantially **FEWER** channels and **LESS** variety of news than currently offered
Sports Programming:	Substantially **MORE** channels and **MORE** variety of sports than currently offered
Talk and Entertainment:	Substantially **MORE** channels and **MORE** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	5 minutes of commercials per hour
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$8.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 23 BLOCK: 3

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	No music programming
News Programming:	Substantially **FEWER** channels and **LESS** variety of news than currently offered
Sports Programming:	Substantially **FEWER** channels and **LESS** variety of sports than currently offered
Talk and Entertainment:	No talk and entertainment programming

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	Not applicable
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$8.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 24 BLOCK: 3

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **FEWER** channels and **LESS** variety of music than currently offered
News Programming:	No news programming
Sports Programming:	Substantially **FEWER** channels and **LESS** variety of sports than currently offered
Talk and Entertainment:	The **SAME** number of channels and **SAME** variety of talk and entertainment as currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	2 minutes of commercials per hour
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$14.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 25 BLOCK: 4

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	No music programming
News Programming:	Substantially **MORE** channels and **MORE** variety of news than currently offered
Sports Programming:	Substantially **FEWER** channels and **LESS** variety of sports than currently offered
Talk and Entertainment:	The **SAME** number of channels and **SAME** variety of talk and entertainment as currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	Not applicable
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$12.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 26 BLOCK: 4

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	The **SAME** number of channels and **SAME** variety of music as currently offered
News Programming:	Substantially **FEWER** channels and **LESS** variety of news than currently offered
Sports Programming:	No sports programming
Talk and Entertainment:	Substantially **MORE** channels and **MORE** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	No Commercials
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$14.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 27 BLOCK: 4

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **FEWER** channels and **LESS** variety of music than currently offered
News Programming:	No news programming
Sports Programming:	The **SAME** number of channels and **SAME** variety of sports as currently offered
Talk and Entertainment:	Substantially **FEWER** channels and **LESS** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	12 minutes of commercials per hour
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$8.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 28 BLOCK: 4

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **FEWER** channels and **LESS** variety of music than currently offered
News Programming:	Substantially **MORE** channels and **MORE** variety of news than currently offered
Sports Programming:	The **SAME** number of channels and **SAME** variety of sports as currently offered
Talk and Entertainment:	No talk and entertainment programming

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	2 minutes of commercials per hour
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$10.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 29 BLOCK: 4

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **MORE** channels and **MORE** variety of music than currently offered
News Programming:	The **SAME** number of channels and **SAME** variety of news as currently offered
Sports Programming:	Substantially **FEWER** channels and **LESS** variety of sports than currently offered
Talk and Entertainment:	Substantially **MORE** channels and **MORE** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	5 minutes of commercials per hour
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$14.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 30 BLOCK: 4

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	The **SAME** number of channels and **SAME** variety of music as currently offered
News Programming:	Substantially **FEWER** channels and **LESS** variety of news than currently offered
Sports Programming:	No sports programming
Talk and Entertainment:	Substantially **FEWER** channels and **LESS** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	5 minutes of commercials per hour
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$8.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 31 BLOCK: 4

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **MORE** channels and **MORE** variety of music than currently offered
News Programming:	No news programming
Sports Programming:	Substantially **MORE** channels and **MORE** variety of sports than currently offered
Talk and Entertainment:	No talk and entertainment programming

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	12 minutes of commercials per hour
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$12.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 32 BLOCK: 4

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	No music programming
News Programming:	The **SAME** number of channels and **SAME** variety of news as currently offered
Sports Programming:	Substantially **MORE** channels and **MORE** variety of sports than currently offered
Talk and Entertainment:	The **SAME** number of channels and **SAME** variety of talk and entertainment as currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	Not applicable
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$10.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 33 BLOCK: 5

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	No music programming
News Programming:	No news programming
Sports Programming:	No sports programming
Talk and Entertainment:	Substantially **MORE** channels and **MORE** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	Not applicable
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$8.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 34 BLOCK: 5

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **FEWER** channels and **LESS** variety of music than currently offered
News Programming:	Substantially **FEWER** channels and **LESS** variety of news than currently offered
Sports Programming:	The **SAME** number of channels and **SAME** variety of sports as currently offered
Talk and Entertainment:	Substantially **FEWER** channels and **LESS** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	No Commercials
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$10.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 35 BLOCK: 5

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **MORE** channels and **MORE** variety of music than currently offered
News Programming:	Substantially **FEWER** channels and **LESS** variety of news than currently offered
Sports Programming:	Substantially **MORE** channels and **MORE** variety of sports than currently offered
Talk and Entertainment:	Substantially **FEWER** channels and **LESS** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	2 minutes of commercials per hour
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$12.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 36 BLOCK: 5

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	The **SAME** number of channels and **SAME** variety of music as currently offered
News Programming:	Substantially **MORE** channels and **MORE** variety of news than currently offered
Sports Programming:	Substantially **FEWER** channels and **LESS** variety of sports than currently offered
Talk and Entertainment:	No talk and entertainment programming

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	2 minutes of commercials per hour
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$8.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 37 BLOCK: 5

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **FEWER** channels and **LESS** variety of music than currently offered
News Programming:	The **SAME** number of channels and **SAME** variety of news as currently offered
Sports Programming:	Substantially **MORE** channels and **MORE** variety of sports than currently offered
Talk and Entertainment:	Substantially **MORE** channels and **MORE** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	12 minutes of commercials per hour
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$14.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 38 BLOCK: 5

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	No music programming
News Programming:	The **SAME** number of channels and **SAME** variety of news as currently offered
Sports Programming:	No sports programming
Talk and Entertainment:	No talk and entertainment programming

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	Not applicable
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$10.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 39 BLOCK: 5

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	The **SAME** number of channels and **SAME** variety of music as currently offered
News Programming:	No news programming
Sports Programming:	Substantially **FEWER** channels and **LESS** variety of sports than currently offered
Talk and Entertainment:	The **SAME** number of channels and **SAME** variety of talk and entertainment as currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	5 minutes of commercials per hour
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$14.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 40 BLOCK: 5

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **MORE** channels and **MORE** variety of music than currently offered
News Programming:	Substantially **MORE** channels and **MORE** variety of news than currently offered
Sports Programming:	The **SAME** number of channels and **SAME** variety of sports as currently offered
Talk and Entertainment:	The **SAME** number of channels and **SAME** variety of talk and entertainment as currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	5 minutes of commercials per hour
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$12.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 41 BLOCK: 6

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **MORE** channels and **MORE** variety of music than currently offered
News Programming:	Substantially **FEWER** channels and **LESS** variety of news than currently offered
Sports Programming:	Substantially **FEWER** channels and **LESS** variety of sports than currently offered
Talk and Entertainment:	The **SAME** number of channels and **SAME** variety of talk and entertainment as currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	12 minutes of commercials per hour
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$10.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 42 BLOCK: 6

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **FEWER** channels and **LESS** variety of music than currently offered
News Programming:	Substantially **MORE** channels and **MORE** variety of news than currently offered
Sports Programming:	Substantially **FEWER** channels and **LESS** variety of sports than currently offered
Talk and Entertainment:	No talk and entertainment programming

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	5 minutes of commercials per hour
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$12.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 43 BLOCK: 6

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	No music programming
News Programming:	No news programming
Sports Programming:	Substantially **MORE** channels and **MORE** variety of sports than currently offered
Talk and Entertainment:	Substantially **FEWER** channels and **LESS** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	Not applicable
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$14.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 44 BLOCK: 6

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	The **SAME** number of channels and **SAME** variety of music as currently offered
News Programming:	Substantially **MORE** channels and **MORE** variety of news than currently offered
Sports Programming:	The **SAME** number of channels and **SAME** variety of sports as currently offered
Talk and Entertainment:	Substantially **MORE** channels and **MORE** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	No Commercials
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$10.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 45 BLOCK: 6

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	No music programming
News Programming:	No news programming
Sports Programming:	The **SAME** number of channels and **SAME** variety of sports as currently offered
Talk and Entertainment:	Substantially **FEWER** channels and **LESS** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	Not applicable
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$8.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 46 BLOCK: 6

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **MORE** channels and **MORE** variety of music than currently offered
News Programming:	The **SAME** number of channels and **SAME** variety of news as currently offered
Sports Programming:	No sports programming
Talk and Entertainment:	No talk and entertainment programming

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	2 minutes of commercials per hour
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$14.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 47 BLOCK: 6

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **FEWER** channels and **LESS** variety of music than currently offered
News Programming:	The **SAME** number of channels and **SAME** variety of news as currently offered
Sports Programming:	Substantially **MORE** channels and **MORE** variety of sports than currently offered
Talk and Entertainment:	Substantially **MORE** channels and **MORE** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	No Commercials
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$12.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 48 BLOCK: 6

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	The **SAME** number of channels and **SAME** variety of music as currently offered
News Programming:	Substantially **FEWER** channels and **LESS** variety of news than currently offered
Sports Programming:	No sports programming
Talk and Entertainment:	The **SAME** number of channels and **SAME** variety of talk and entertainment as currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	12 minutes of commercials per hour
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$8.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 49 BLOCK: 7

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	No music programming
News Programming:	Substantially **MORE** channels and **MORE** variety of news than currently offered
Sports Programming:	The **SAME** number of channels and **SAME** variety of sports as currently offered
Talk and Entertainment:	Substantially **MORE** channels and **MORE** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	Not applicable
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$14.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 50 BLOCK: 7

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	No music programming
News Programming:	The **SAME** number of channels and **SAME** variety of news as currently offered
Sports Programming:	No sports programming
Talk and Entertainment:	Substantially **FEWER** channels and **LESS** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	Not applicable
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$10.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 51 BLOCK: 7

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **MORE** channels and **MORE** variety of music than currently offered
News Programming:	Substantially **FEWER** channels and **LESS** variety of news than currently offered
Sports Programming:	Substantially **FEWER** channels and **LESS** variety of sports than currently offered
Talk and Entertainment:	Substantially **FEWER** channels and **LESS** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	No Commercials
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$14.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 52 BLOCK: 7

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **FEWER** channels and **LESS** variety of music than currently offered
News Programming:	No news programming
Sports Programming:	Substantially **MORE** channels and **MORE** variety of sports than currently offered
Talk and Entertainment:	The **SAME** number of channels and **SAME** variety of talk and entertainment as currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	12 minutes of commercials per hour
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$10.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 53 BLOCK: 7

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	The **SAME** number of channels and **SAME** variety of music as currently offered
News Programming:	No news programming
Sports Programming:	No sports programming
Talk and Entertainment:	No talk and entertainment programming

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	2 minutes of commercials per hour
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$12.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 54 BLOCK: 7

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **FEWER** channels and **LESS** variety of music than currently offered
News Programming:	Substantially **FEWER** channels and **LESS** variety of news than currently offered
Sports Programming:	The **SAME** number of channels and **SAME** variety of sports as currently offered
Talk and Entertainment:	No talk and entertainment programming

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	5 minutes of commercials per hour
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$12.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 55 BLOCK: 7

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **MORE** channels and **MORE** variety of music than currently offered
News Programming:	Substantially **MORE** channels and **MORE** variety of news than currently offered
Sports Programming:	Substantially **FEWER** channels and **LESS** variety of sports than currently offered
Talk and Entertainment:	Substantially **MORE** channels and **MORE** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	2 minutes of commercials per hour
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$8.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 56 BLOCK: 7

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	The **SAME** number of channels and **SAME** variety of music as currently offered
News Programming:	The **SAME** number of channels and **SAME** variety of news as currently offered
Sports Programming:	Substantially **MORE** channels and **MORE** variety of sports than currently offered
Talk and Entertainment:	The **SAME** number of channels and **SAME** variety of talk and entertainment as currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	No Commercials
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$8.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 57 BLOCK: 8

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **MORE** channels and **MORE** variety of music than currently offered
News Programming:	The **SAME** number of channels and **SAME** variety of news as currently offered
Sports Programming:	The **SAME** number of channels and **SAME** variety of sports as currently offered
Talk and Entertainment:	Substantially **MORE** channels and **MORE** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	2 minutes of commercials per hour
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$8.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 58 BLOCK: 8

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	No music programming
News Programming:	Substantially **MORE** channels and **MORE** variety of news than currently offered
Sports Programming:	Substantially **MORE** channels and **MORE** variety of sports than currently offered
Talk and Entertainment:	No talk and entertainment programming

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	Not applicable
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$14.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 59 BLOCK: 8

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **FEWER** channels and **LESS** variety of music than currently offered
News Programming:	No news programming
Sports Programming:	Substantially **FEWER** channels and **LESS** variety of sports than currently offered
Talk and Entertainment:	Substantially **FEWER** channels and **LESS** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	No Commercials
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$10.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 60 BLOCK: 8

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	No music programming
News Programming:	Substantially **FEWER** channels and **LESS** variety of news than currently offered
Sports Programming:	Substantially **MORE** channels and **MORE** variety of sports than currently offered
Talk and Entertainment:	No talk and entertainment programming

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	Not applicable
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$10.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 61 BLOCK: 8

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	The **SAME** number of channels and **SAME** variety of music as currently offered
News Programming:	Substantially **FEWER** channels and **LESS** variety of news than currently offered
Sports Programming:	The **SAME** number of channels and **SAME** variety of sports as currently offered
Talk and Entertainment:	The **SAME** number of channels and **SAME** variety of talk and entertainment as currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	2 minutes of commercials per hour
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$14.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 62 BLOCK: 8

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	The **SAME** number of channels and **SAME** variety of music as currently offered
News Programming:	The **SAME** number of channels and **SAME** variety of news as currently offered
Sports Programming:	Substantially **FEWER** channels and **LESS** variety of sports than currently offered
Talk and Entertainment:	Substantially **FEWER** channels and **LESS** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	12 minutes of commercials per hour
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$12.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 63 BLOCK: 8

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **MORE** channels and **MORE** variety of music than currently offered
News Programming:	No news programming
Sports Programming:	No sports programming
Talk and Entertainment:	The **SAME** number of channels and **SAME** variety of talk and entertainment as currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	5 minutes of commercials per hour
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$12.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 64 BLOCK: 8

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	Substantially **FEWER** channels and **LESS** variety of music than currently offered
News Programming:	Substantially **MORE** channels and **MORE** variety of news than currently offered
Sports Programming:	No sports programming
Talk and Entertainment:	Substantially **MORE** channels and **MORE** variety of talk and entertainment than currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	12 minutes of commercials per hour
Coverage:	Typical FM coverage
Monthly Price For A Single Subscription:	$8.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 65 BLOCK: 9

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	The **SAME** number of channels and **SAME** variety of music as currently offered
News Programming:	The **SAME** number of channels and **SAME** variety of news as currently offered
Sports Programming:	The **SAME** number of channels and **SAME** variety of sports as currently offered
Talk and Entertainment:	The **SAME** number of channels and **SAME** variety of talk and entertainment as currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	No Commercials
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$12.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

ILLUSTRATIVE CONJOINT ANALYSIS
STIMULUS CARD FOR SIRIUS
CARD: 66 BLOCK: 9

A Satellite Radio Offering

Types of Programming	Amount of Programming Available:
Music Programming:	No music programming
News Programming:	The **SAME** number of channels and **SAME** variety of news as currently offered
Sports Programming:	The **SAME** number of channels and **SAME** variety of sports as currently offered
Talk and Entertainment:	The **SAME** number of channels and **SAME** variety of talk and entertainment as currently offered

Other Features	
Number of Minutes Of Commercials Per Hour On Music Channels:	Not applicable
Coverage:	Complete nationwide coverage
Monthly Price For A Single Subscription:	$12.95 Per month

	Definitely Would Not Buy										Definitely Would Buy
Rating	0	1	2	3	4	5	6	7	8	9	10

APPENDIX E

FIELD INSTRUCTIONS

#02-629

Data Development **Worldwide**

120 Fifth Avenue
New York, NY 10011
T: 212.633.1100
Field Fax: 212.633.6621
www.datadw.com

SATELLITE RADIO STUDY

INTERVIEWER INSTRUCTIONS

STUDY DESIGN: This is a Central Location, computer assisted personal interview about satellite radio.

Potential respondents will be screened on the mall with answers and terminates recorded on a hard copy (paper) screener. Qualified respondents will then be interviewed in your facility with answers recorded directly into a CAPI Program using a personal computer with a mouse and high-speed access.

RESPONDENT ELIGIBILITY: Eligible respondents for this study are males and females who:

- do not have a language/hearing problem or appear intoxicated **(Q. A)**.
- do not know you **(Q. B)**.
- do not, nor does any member of their immediate household, work for any of the boxed industries **(Q. C)**.
- have not participated in **any** marketing research survey other than a political poll in the past three months **(Q. D)**.
- are at least 18 years of age **(Q. E)**
- must have a boxed answer: make or take part in making decision to subscribe to satellite radio **(Q. F)**
- must currently subscribe or household currently subscribe to satellite radio or considering subscribing **(Q. G/H – I/J)**
- know which satellite radio service they currently subscribe to **(Q. K)**
- if they usually wear glasses or contact lenses when they read, are wearing the contacts or have the glasses with them **(Q. M/N)**
- are willing to participate **(Q. P)**
- are willing to give their full name, address and TELEPHONE NUMBER **(Q. Q)**

Note: There can only be one respondent from a household.

SCREENING QUOTA: For this study, you will be assigned an **INITIAL SCREENING QUOTA**. This quota will be by age. There is NO quota for completed Main Questionnaires by age. You will simply take those "as they fall".

Your Initial Screening Quotas will be assigned by your supervisor.

If we fall short of the number of completed interviews we expect, we will ask you to do additional Screenings in the same age proportions.

All Screeners must be returned to **DDW** including those with only terminations which do not result in a completed interview ("Screener only").

SCREENER: The paper Screeners will be used to screen respondent on the mall.

* **DO NOT RECORD TERMINATIONS ON TALLY SHEETS; THEY MUST BE RECORDED DIRECTLY ON TO SCREENERS.**

QUOTA: See Quota Sheet.

MATERIALS:

1. Screeners - White
2. Programming Guide – XM Blue and Sirus Yellow
3. Main Questionnaire (For Reference Only)
4. Daily Report Forms
5. Validation Sheets (To be mailed to the malls)
6. Quota Assignment Sheets
7. Computer Program with Stimuli and Survey (to be e-mailed to the malls)
8. CAPI Instructions
9. Afadavit Page to be Signed By Each Interviewer and Respondent

RECORDING OPEN-END RESPONSES: **You must record the respondents' answers verbatim. The accurate recording of answers is vital to the study design. Never abbreviate or paraphrase a respondent's answer. Never leave off any letter(s) at the end of any word(s). Always record exactly what the respondent says. Use probes that are not leading such as: "Anything else"? Whenever probing, be sure to write the letter (P) before the response. Do not guess. If you are unclear, ask the respondent to repeat the answer.**

PRACTICE INTERVIEW: Each interviewer working on this study is to complete a practice interview. Be sure all skip patterns are followed and that you completely understand how to administer the questionnaire. If you have any questions, ask your supervisor immediately.

Be certain also that you understand the screening/recruiting methodology and the recording of terminates on the Screener.

POTENTIAL PROBLEMS: **If you have any problems or questions, or anything isn't clear, or if a respondent expresses a problem or concern, please tell your supervisor immediately.**

DAILY REPORT: It is very important that the Report Form be filled out accurately and that each item is totaled correctly.

VALIDATIONS:

DDW conducts a **100%** telephone validation on all completed interviews. Therefore, we are enclosing Validation Forms and ask that you (the interviewer) fill out your own Validation Forms.

Record information for all respondents who completed an interview.

Validation Forms must be filled out in BLACK ink and you are to follow the procedures listed below:

1. Record the area code, city, and your name (BOTH PRINTED AND SIGNED), the name of the Field Service and the total number of completed interviews.
2. Record the respondent's name, company name, address, telephone number and the date the interview took place for 100% of the interviews conducted by you. **NOTE: IT IS VERY IMPORTANT THAT YOU RECORD PHONE NUMBERS ACCURATELY AND LEGIBLY.**
3. Record the questionnaire # (found on the first page of the screening) in "respondent #" column.
4. You must record the exact time the interview began and ended in the appropriate column.
5. Be sure to write in the correct code for the respondent's quota.

You MUST have a valid telephone number for each respondent. You must confirm that the number is a working number. Interviews for respondents we cannot reach to validate may be pulled from the study.

SPECIFIC QUESTIONNAIRE INSTRUCTIONS

Do not forget to record the time the screening interview begins and main interview ends in the upper right hand corner of the screening questionnaire.

Read all questions verbatim. Please do not paraphrase a question or reword it. If a respondent doesn't understand something, simply reread the question slowly and carefully. If at any time the respondent seems not to understand the meaning of a particular question, do not attempt to interpret the meaning; reread the question from the questionnaire.

Detailed instructions appear on the questionnaire itself so we have covered below only those questions where further explanation was thought to be necessary.

SCREENING QUESTIONNAIRE

SCREENING RECORDING: We use the following procedures on our studies to establish accurate incidence rates. You will record your ineligible respondents on the Screening Questionnaire.

You will note that there are boxes under the termination points. These boxes contain a series of printed numbers.

If, when you administer a screening questionnaire, the respondent is ineligible, you will record this on the screening questionnaire itself by circling the first available number in the appropriate box below the question where the respondent terminates. Erase answers previously given by that respondent and re-use the screener. **DO NOT EVER** erase circles previously placed on the termination boxes.

Q. A-D: If respondent has a language problem or knows the interviewer, is in a related field or has done a survey other than political in the past 3 months, **TERMINATE.**

Q. E: If respondent is under 18 years of age or is in an over quota for a specific age, **TERMINATE.**

Q. F: If respondent has no part of the decision to subscribe to satellite radio, **TERMINATE.**

Q. G/H & I/J: If respondent or their household does not currently subscribe to satellite radio or would not consider subscribing to satellite radio, **TERMINATE.**

Q. K: If respondent does not know which satellite radio service they or their household subscribe to, **TERMINATE.**

Q. M/N: If respondent wears glasses or contact lenses and they don't have them with them, **TERMINATE.**

Q. P: If respondent refuses to participate, **TERMINATE.**

Q. Q: If respondent refuses to give a phone number, **TERMINATE.**

MAIN QUESTIONNAIRE

There are four versions of the Main Questionnaire:

Subscribe
- Sirius Version
- XM Version

Considering Subscribing
- Sirius Version
- XM Version

(INTERVIEWER: RECORD ANSWERS FROM PAPER SCREENER INTO PROGRAM AND THE COMPUTER WILL TAKE YOU TO THE VERSION THE RESPONDENT QUALIFIES FOR. DURING THE INTERVIEW THE COMPUTER WILL CHOOSE THE QUESTIONS TO BE ASKED.)

READ AND RECORD THE ANSWERS TO Q. 1a-3b. THIS PART IS NOT SELF-ADMINISTERED.

Q. 1a: Read question. Record answer verbatim.

Q. 1b: Probe for any other reasons. Record verbatim.

Q. 2a: Read question. Record answer verbatim.

Q. 2b: Probe for any other reasons. Record verbatim.

Q. 3a: **ONLY ON SUBSCRIBER.** Read question. Record answer verbatim.

Q. 3b: **ONLY ON SUBSCRIBER.** Probe for any other reasons. Record verbatim.

NOTE: IF RESPONDENT ASKS WHAT IS MEANT BY PROGRAMMING, SAY:
By programming we mean both categories of programs or specific programs or channels.

INTERVIEWER: HAVE THE RESPONDENT SIT IN FRONT OF COMPUTER AND ANSWER QUESTIONS TO THE REMAINDER OF THE SURVEY HIM/HERSELF. BE SURE TO SIT WITH THE RESPONDENT WHILE HE/SHE IS ANSWERING IN CASE HE/SHE HAS ANY QUESTIONS.

IF THE RESPONDENT PREFERS, HAVE HIM/HER READ THE QUESTIONS ON THE SCREEN, BUT YOU WILL ENTER THE ANSWERS.

RECORD:

1 Respondent entering answers
2 Interviewer entering answers

MAIN QUESTIONNAIRE
(Continued)

Q. 4: Read question. If it is unclear, repeat question. Record an answer for each. Total must equal 100. If respondent needs help in classifying a specific type of programming refer to Programming Channel Guide. For XM use blue and for Sirus use Yellow.

Q. 5: Read question. If it is unclear, repeat question. Record one answer for each option.

Q. 6a: Read question. Record one answer for each question.

Q. 6b: Read question. Record one answer for each option.

Q. 6c: Read question. Record all mentions.

Q. 7: Read question. Record an answer for each. Total must equal 100.

Q. 8: **(ONLY ON SUBSCRIBER)** Read question. Record an answer for each. Total must equal 100.

Q. 9a/b: Ask Q's. 9a & 9b for each programming type before going on to the next type. Q. 9b will only be asked for those answered "Yes" in Q. 9a.

Q. 9c: Read question. Record answer.

Q. 9d: Read question. Record answer.

Q. 10: Read question. Record answer for each profile shown (8 profiles will be shown)

Q. 11a: **(ONLY ON SUBSCRIBER)** Read question. Record answer.

Q. 11b: **(ONLY ON SUBSCRIBER)** Probe for anything else.

MAKE SURE INTERVIEWER AND RESPONDENT SIGN THE LAST PAGE OF THE INTERVIEW.

CONCLUSION:

THANK RESPONDENT.

BE SURE THAT ALL INFORMATION IS ACCURATELY FILLED IN ON THE VALIDATION SHEET.

BE SURE TO DEBRIEF RESPONDENT IN TERMS OF REACTIONS, COMPLAINTS OR CONCERNS WITH THE QUESTIONNAIRE. REPORT IMMEDIATELY TO YOUR SUPERVISOR.

GOOD LUCK!

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#02-629

SATELLITE RADIO STUDY

REPORT FORM

MARKET: _____ **MALL:** _____

SUPERVISOR: _____ **PHONE #:** ( ) _____

Date:							

Total Screened (Completes + Q's. F – Q)							
Total Completed Interviews							
Questionnaire Version							
Subscriber Total							
Sirius							
XM							
Both							
Considering Total							
Sirius							
XM							
Both							
Don't Know							

FAX CUMULATIVE REPORT, DAILY, EACH WEEKDAY & SATURDAYS, TO 212-633-6621.

MARKET: _____

MALL: _____

Terminations:

Q. A-D: Security							

Q. E: Under 18/ Refused Age							
Over Quota Males 18 - 24							
Over Quota Males 25 - 34							
Over Quota Males 35 - 49							
Over Quota Males 50 - 64							
Over Quota Males 65+							
Over Quota Females 18 - 24							
Over Quota Females 25 - 34							
Over Quota Females 35 - 49							
Over Quota Females 50 - 64							
Over Quota Females 65+							

Q. F: (Not Boxed Answer: Does Not Make Decision To Subscribe To Satellite Radio)							
Males 18 - 24							
Males 25 - 34							
Males 35 - 49							
Males 50 - 64							
Males 65+							
Females 18 - 24							
Females 25 - 34							
Females 35 - 49							
Females 50 - 64							
Females 65+							

MARKET: _____

MALL: _____

Terminations: (Continued)

Q. K: Don't Know Service								
	Males 18 - 24							
	Males 25 - 34							
	Males 35 - 49							
	Males 50 - 64							
	Males 65+							
	Females 18 - 24							
	Females 25 - 34							
	Females 35 - 49							
	Females 50 - 64							
	Females 65+							

Q.G/Q.K: Does Not Subscribe/Consider Subscribing								
	Males 18 - 24							
	Males 25 - 34							
	Males 35 - 49							
	Males 50 - 64							
	Males 65+							
	Females 18 - 24							
	Females 25 - 34							
	Females 35 - 49							
	Females 50 - 64							
	Females 65+							

MARKET: _____

MALL: _____

Terminations: (Continued)

Our Quota Satellite Radio Subscriber							
Our Quota Satellite Radio Considering Subscribing							
Q. N: No Glasses or Contacts Satellite Radio Subscriber							
Q. N: No Glasses or Contacts Satellite Radio Considering Subscriber							
Q. P: Refused to Participate Satellite Radio Subscriber							
Q. P: Refused to Participate Satellite Radio Considering Subscriber							
Q. Q: Refused Phone Number – Satellite Radio Subscriber							
Q. Q: Refused Phone Number – Satellite Radio Considering Subscriber							

Incidence:

Qualified (Qualified Completes + Qualified Refusals)							
Contacts (Qualified + Terminations at Q F, G/H, I, K/L, O)							
Incidence (Qualified/Contacts)							
Length							

DDW Data Development **Worldwide**

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#02-629

TO: SUPERVISORS

FROM: KATHY ROMANO

RE: SATELLITE RADIO STUDY

DATE: OCTOBER, 2006

STUDY DESIGN: This is a Central Location, computer assisted personal interview about satellite radio.

Potential respondents will be screened on the mall with answers and terminates recorded on a hard copy (paper) screener. Qualified respondents will then be interviewed in your facility with answers recorded directly into a CAPI Program using a personal computer with a mouse and high-speed access.

SCHEDULE:

Wednesday, October 11th	Receive field materials.
	DDW conference call to brief study, train interviewers including role-playing.
	Begin to interview.
Sunday, October 15th	Finish interviewing.
Monday, October 16th	Final Data to **DDW**.

QUOTAS: Your quota of completed interviews varies by market (see Quota Sheet).

AT LEAST 50% OF THE INTERVIEWING MUST BE CONDUCTED OVER THE WEEK-END AND/OR DURING EVENING HOURS.

RECRUITING RESPONDENTS & INTERVIEWING AREA:

After they have been screened for eligibility, all qualified respondents will be invited to your "test" location where the remainder of the questionnaire will be administered.

When setting up your interviewing areas, keep in mind that they must be set up so that no respondent can see or overhear another respondent. It is also essential that a passerby not be able to see or overhear interviews in progress. You will be using a personal computer with high-speed Internet access.

There must be a small table next to each computer which is large enough for two trays.

NOTE: AT NO TIME CAN THE RESPONDENT BE LEFT ALONE IN THE ENCLOSED AREA WITH THE PC. THE INTERVIEWER MUST REMAIN WITH EACH RESPONDENT THROUGHOUT THE ENTIRE MAIN INTERVIEW.

SCREENER: The paper Screeners will be used to screen respondents on the mall.

* **DO NOT RECORD TERMINATIONS ON TALLY SHEETS; THEY MUST BE RECORDED DIRECTLY ON TO SCREENERS.**

Because you have screening quotas by age, terminated Questions F - Q as well as completes DO count toward your Screening Quota. Q's. A, B, C, D and E do NOT count toward your screening quota.

NOTE: It is important that when terminating a respondent, you circle the number in the appropriate age group for that respondent. This will be the only way you can accurately keep track of your screening quotas by age. **DO NOT RECORD TERMINATIONS ON TALLY SHEETS; THEY MUST BE RECORDED DIRECTLY ONTO SCREENERS.**

All Screeners must be returned to **DDW** including those with only terminations which do not have a main questionnaire ("Screener only").

MAIN QUESTIONNAIRE: The questionnaire is a web program.

Before you work on this study, you must attend a briefing which will be conducted by **DDW** and be fully familiar with the CAPI Program Instructions. You must complete a Practice Interview. (Screener and Main Questionnaire.

Please note that the paper screener information will need to be input into the program by the interviewer.

The main questionnaire portion of the study will be done on the computer. Respondents will be given a choice as to whether they want to enter their answers on the computer or whether they prefer to have the interviewer do it for them. In either case, the interviewer must remain with respondent during the entire interview.

TRAINING: Use only professional interviewers with whom you have worked before. All interviewers working on this study must attend a formal briefing and training session. You must discuss the following:

1. Screening procedures
2. Quotas
3. Main Questionnaire is on the computer and the interviewers must know how to work the computer.
4. The critical importance of completely and accurately recording all answers and especially the responses to the open-ended questions. Ask respondent to repeat answer if it is not clear.
5. Debriefing of respondents and of interviewers

Each interviewer must complete a practice interview and be familiar with the study.

You, the supervisor, must review each practice interview before the interviewer goes into the field. You must check that the interviewer knows how to administer the questionnaire. **These practice interviews must be edited, discussed thoroughly and reviewed with the interviewers, and returned with the completed work. They must be clearly identified as practice interviews.**

If you must replace any interviewers, they must be formally briefed and trained, covering all of the above procedures and they must conduct a practice interview.

Please use only experienced interviewers who have been trained in interviewing procedures (including reading questions verbatim and writing clearly) and with whom you have worked before.

DDW personnel will be on the phone with you, the supervisor, when you train and brief the interviewers.

SUPERVISION: You, the Supervisor, should:

(a) Check that the interviewers are screening potential respondents in all parts of the mall

(b) Supervise the actual interviewing both during the screening process and the main interview

(c) Monitor the first few interviews of each interviewer and continue to monitor on a random basis throughout the interviewing process

(d) Serve as a coach to ensure the quality of the interviewing and that the correct stimulus is being shown.

INTERVIEWERS: You must have three or four interviewers working on this study, each completing 3 to 5 interviews.

DEBRIEFING: You must debrief your interviewers after each interview and after each day's work to determine whether there are any problems with administering the questionnaire or working with the stimuli and on any reactions, complaints or questions from respondents. If there are any problems, report them IMMEDIATELY to **DDW**.

You must call **DDW** at the end of the first day to give us a debriefing.

POTENTIAL PROBLEMS OR QUESTIONS:

If you have any problems or questions, please do not hesitate to call me at (212) 633-1100 ext. 266 during business hours on weekdays. In the evenings or on the weekend, if there are any questions or problems, please call 212-917-434-5035.

REPORTS: Reports must be faxed on a daily basis each weekday during the course of this study. Fax daily to (212) 633-6621.

VALIDATION:

PLEASE NOTE: THIS RESEARCH IS BEING CONDUCTED FOR A CLIENT WHO DOES 100% TELEPHONE VALIDATIONS. INTERVIEWS FOUND TO CONTAIN ANY DISCREPANCIES PER THE TELEPHONE VALIDATION WILL NOT BE ACCEPTED OR PAID FOR.

You must obtain home telephone numbers, not beeper numbers or voice mail numbers. We must be able to reach these respondents in order to validate. Business numbers are okay if they are identified as business numbers on the questionnaire and validation forms.

YOU MUST CONFIRM RESPONDENT PHONE NUMBERS. BE CERTAIN THAT THE RESPONDENTS UNDERSTAND THAT WE MUST BE ABLE TO CALL THEM TO VERIFY THEIR PARTICIPATION IN THE STUDY. ASK FOR IDENTIFICATION AND DIAL THE PHONE NUMBER, VERIFYING THAT IT IS A WORKING NUMBER. LISTINGS ON THE VALIDATION SHEET WHICH DO NOT HAVE A VALID TELEPHONE NUMBER MIGHT BE CONSIDERED INVALID INTERVIEWS AND BE PULLED FROM THE STUDY.

MAKE SURE THE INTERVIEWER AND RESPONDENT HAVE SIGNED THE SURVEY.

THE VALIDATION FORM WILL BE E-MAILED TO YOU. YOU MUST FILL IN INFORMATION FOR EACH RESPONDENT. THERE MUST BE A SEPARATE SHEET/TAB FOR EACH INTERVIEWER. E-MAIL TO DDW.

RETURNING WORK: You must return the following to **DDW**:

1. Completed Screeners.
2. Validation Forms e-mailed to **DDW**
3. Screeners Only (Screeners with terminations which did not result in a completed interview)

BILLING: Please bill at agreed upon rate.

THANK YOU IN ADVANCE FOR YOUR HELP ON THIS STUDY!

APPENDIX F

VERIFICATON

#02-629

Data Development **Worldwide**

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SATELLITE RADIO STUDY

VERIFICATION QUESTIONNAIRE

Hello, I'm _____ calling from Data Development Worldwide, a national market research company. Recently we conducted a study in your area and I'm calling to confirm a few points in the survey.

1. Were you recently approached in a mall and asked questions, and then asked to go to a facility to do a survey?

   __X__ Yes

   _____ No

2. Did you tell the interviewer that you currently have satellite radio in your household?

   __X__ Yes

   _____ No

3. When you went to the facility were you seated at a computer to answer questions about satellite radio?

   __X__ Yes

   _____ No

Thank You For Your Cooperation!

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QUOTA
A – Satellite Radio Subscriber Sirius
B – Satellite Radio Subscriber XM
C – Satellite Radio Considering Subscribing Sirius
D – Satellite Radio Considering Subscribing XM

#02-629

VALIDATION FORM

Study Name: SATELLITE RADIO STUDY

Job #: #02-629

Field Service (Company Name): _____

Market: _____

Area Code: _____

City & State: _____

Field Interviewer: _____

Total No. of Completed Interviews: _____

ALL RESPONDENT ID #'S MUST BE FILLED IN !!!

(INTERVIEWER FILL IN) (OFFICE USE ONLY)

SCREENER ID #	QUOTA	RESPONDENT'S NAME	ADDRESS	PHONE #	INTERVIEW DATE	Q1	Q2	Q3
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								

APPENDIX G

BASIC STATISTICAL ANALYSIS

Basic Statistical Analysis

There are two types of data, quantitative data (*e.g.*, weights) and qualitative data (*e.g.*, does the respond rate music to be the most important attribute or not).

I. Quantitative Data

A. We used the sample average as the estimate for the population average.

B. Confidence intervals were obtained in the standard way by:

x-bar -/+ $1.96*s/\sqrt{n}$, where n is the sample size and s is the sample standard deviation.[1]

The above approach is standard and taught in every basic statistics course. The only less than standard confidence interval is for a sample correlation. We used this to obtain the confidence interval for the correlation between the predicted and given scores for cards 65 and 66, the holdout profiles.

C. It is known that the sample correlation r can be transformed to a normal random variable via Fisher's z-transform

$t=.5*Ln((1+r)/(1-r))$ is approximately normal with mean $\tau=.5*Ln((1+\rho)/(1-\rho))$ and variance of $1/(n-3)$ where n is the sample size.

We can then use the following to obtain a 95% confidence interval for ρ.

i) Obtain a confidence interval for τ by letting $t_L= t-1.96/\sqrt{n-3}$ and $t_U=t+1.96//\sqrt{n-3}$
ii) When we solve for ρ in terms of τ we get
$(A-1)/(A+1)$ where $A=\exp(2*\tau)$

Substituting t_L (t_U) for τ gives the lower (upper) end of the confidence interval for ρ.

II. Qualitative Data

A. We use sample proportion p to estimate the population proportion.
B. We use the standard confidence interval of p +/- error
Error$=1.96*[p*(1.-p)/n]^{1/2}$.

---

[1] Note: One could have used the t-distribution instead of the normal distribution, but since n is sufficiently large in all cases this is not substantively different.

APPENDIX H

A BRIEF DESCRIPTION OF CONJOINT ANALYSIS

A BRIEF DESCRIPTION OF CONJOINT ANALYSIS

Conjoint analysis is one of the leading methods used by marketing researchers to find out how consumers make decisions among competing products and services and to determine the value consumers place on product attributes. Through the use of conjoint analysis, market researchers are able to predict how buyers will choose among products and services and determine the relative importance of each of the attributes being studied. Thus, for example, conjoint analysis can be used to predict whether consumers would prefer (and thus be willing to pay more for) a movie theater ticket to a theater with a seat that is wider and has a cup-holder than for a theater ticket to a theater with no pre-show commercials.

History of Conjoint Analysis

Conjoint analysis has been used by market researchers for 35 years since its introduction by Paul Green, a colleague of mine at The Wharton School, in an article in the Journal of Marketing Research (1971). In the preface to our 1972 book, *Multiattribute Decisions in Marketing: A Measurement Approach* (Green and Wind 1972) we introduced the topic by stating, "One of the most tantalizing problems in decision theory – one that has occupied the attention of economists, statisticians, psychologists, sociologists, and others for a long time – is how people make decisions when the options under evaluation are multiattribute." The book and much of the literature that followed in marketing focused on the theories, techniques, and applications of conjoint analysis as they related to various facets of empirical research in multiattribute decision making.

Conjoint analysis was rapidly adopted by market researchers as a superior method of answering three critical and interrelated questions:

1. How important are specific factors (attributes) in the consumer decision process?
2. What specific products and service offerings (specific levels on the selected attribute) are the "best"?
3. What will happen to the provider share of choices if they change their offerings -- a "what if" analysis?

The ability to answer these questions, the flexibility in design and ability to address a variety of products and services, and the improved tools for data collection and analysis have led to its rapid adoption.

Conjoint analysis is, by far, the most used marketing research method for analyzing consumer trade-offs. Surveys conducted by Wittink and Cattin [1989] and Wittink, Vriens, and Burhenne [1994] attest to its world-wide popularity. Literally hundreds (if not thousands) of research papers and thousand of applications of conjoint analysis have been conducted. Conjoint analysis has spawned more applications and has led to more major decisions than any other technique in Marketing over the last thirty-five years.

Validation of Conjoint Analysis

At least as critical as the widespread use of the conjoint methodology is its validation. The continued and repeated use of conjoint analysis by industry is the best indication of its proven validity. In addition, conjoint analysis has been validated by studies that compare different research methods. Several papers have compared so-called self-explicated models (see infra) to classical full profile approaches. For a validation study of conventional conjoint methods, self-explicated models and a blending of these two approaches into hybrid models see for example, Green, Krieger and Agarwal (1991).

Many other authors, such as Wittink, have engaged in research that validates the results one obtains from a conjoint study such as the one described below.

Practical Applications of Conjoint Analysis

Since its introduction, businesses and governments and numerous academic researchers, consulting firms, and marketing research firms have embraced conjoint analysis as a reliable and valid method of analyzing consumer preferences when introducing new products or studying markets. Indeed, businesses and governments regularly make billions of dollars of decisions based on the results of conjoint analyses. There is an obvious reason for this popularity – conjoint analysis enables consumers to make tradeoffs among competing products and product configurations, which is often the fundamental question posed in many strategic marketing and business decisions. These decisions include optimal pricing, optimal configuration of products, game theory reactions to competitors' decisions, segmentations of the market, and introduction of new products.

There have been many high-profile applications of conjoint analysis that have led to major successful business outcomes. Among the most visible applications of conjoint analysis have been Courtyard by Marriott and E-Z Pass.

- Courtyard by Marriott: The Marriott International Corporation employed conjoint analysis to make business decisions regarding the design of its new Courtyard by Marriott chain of hotels. Marriott used a massive conjoint analysis to test dozens of major aspects of the hotel design (a total of 50 factors were tested), including building design, shape of the pool, the level of service from room service, the in-room toiletries, and the atmosphere of the hotel lounge. As a result of the design

suggested by the conjoint analysis, Courtyard by Marriott became the fastest growing, moderately priced hotel chain in the United States. Even more impressively, Courtyard by Marriott achieved a market share *within four percentage points of that predicted by the conjoint analysis.* This validation of the conjoint analysis in the context of a multi-billion dollar investment by a major corporation demonstrates the exceptional power of the conjoint methodology. A description of this application of the conjoint analysis was published (Wind et al, 1989) and was the runner up for the Adelman Prize, the most prestigious award for applications of management science.

- E-Z Pass: The Port Authorities in the New York City area were skeptical whether enough motorists would be willing to pay tolls via an automated toll-taking device placed in their cars to justify the expenditure of millions in taxpayer dollars on the E-Z Pass infrastructure. The Port Authorities believed that 15-20% of motorists needed to subscribe to E-Z Pass to make the adoption of E-Z Pass successful. A conjoint analysis was performed to determine whether enough motorists would sign up for E-Z Pass. The conjoint analysis was complicated by the fact that the individuals, prior to its introduction, were totally unfamiliar with the E-Z Pass concept. Respondents were provided with videos that demonstrated the concept and allowed respondents to determine the attractiveness of the concept – i.e., their willingness to subscribe – and the optimal configuration of the E-Z Pass service. Based on the respondent's answers, the conjoint analysis predicted that E-Z Pass would obtain a market share in the mid-40% range. The Port Authorities proceeded with the E-Z Pass project based on this analysis. Again, the results of

the conjoint analysis were verified by consumer behavior – the E-Z Pass subscription rate in the New York metropolitan area is between 40 and 50%.

Conjoint analysis has also been used in myriad other applications for all types of products or services. To name a few, it was used for AT&T's first cellular telephone, designing the tracking services at FEDEX, and performance and reliability features for an IBM workstation. Furthermore, conjoint analysis has been used in the financial industry in many ways, including analyzing the features of credit cards and bank services (e.g., annual fees, frequent flier miles, etc). The pharmaceutical industry has used conjoint extensively for pricing and positioning studies (for determining efficacy, safety and dosing features) for various drugs (e.g., antihypertensives). Perhaps most relevant to the conjoint analysis prepared in this proceeding, a conjoint analysis was employed to determine the role that price and various features play in subscribing to cable TV in Japan.

Table 1 presents an illustrative list of products and services studied by conjoint analysis while Table 2 identifies some of the decision areas in which conjoint analysis has been used.

Description of the Conjoint Analysis in the Context of this Application

The objective of conjoint analysis is to evaluate the importance of various aspects of products or services in the decision process of "buyers". The decision maker has to choose among a set of "offerings" that vary with respect to the specific levels of a specified set of attributes (factors). The list of attributes in this study and the corresponding levels are given in Table 3 below.

Table 1

Illustrative Products and Services Studied by Conjoint Analysis Studies

Consumer Nondurables
- Bar soaps
- Hair shampoos
- Carpet cleaners
- Synthetic-fiber garments
- Gasoline pricing
- Panty hose
- Lawn chemicals
- Facial tissues

Financial Services
- Bank services
- Auto insurance policies
- Health insurance policies
- Credit card features
- Consumer discount cards
- Travel and entertainment packages
- Financial planning

Consumer Durables
- Automotive styling
- Automobile and truck tires
- Pickup truck design
- Car batteries
- Apartment design
- Toasters
- Commercial lawn mowing

Other Services
- Courtyard by Marriott
- Car rental agencies
- Telephone services and pricing
- Employment agencies
- Information retrieval services
- Employee benefits packages

Health Care/Pharmaceuticals
- Ethical drugs
- Diagnostic equipment
- Health maintenance organizations

Industrial Goods
- Copying machines
- Printing equipment
- Facsimile transmission
- Data transmission
- Portable computer terminals
- Diagnostic x-ray equipment
- Computers

Transportation
- Domestic airlines
- Transcontinental airlines
- Passenger train operations
- Freight train operations

Business Strategy
- McKinsey
- Booz-Allen
- A.D. Little
- BCG
- Bain
- Andersen Consulting

Brand Equity
- Shell/Texaco Merger

Quality Function Deployment
- Xerox Copies

Customer Satisfaction
- IBM
- Chrysler
- FedEx
- UPS

Legal Cases
- AA Source Position
- Chrysler – Windshield Wiper
- Italian Trade Com. – pasta's country of origin

Table 2

Illustrative Area of Applications of Conjoint Analysis Studies

- **Market Segmentation**
  - As a basis for segmentation- "benefit" segmentation
  - As a descriptor of segments
  - Flexible segmentation
  - *Componential segmentation and* models for simultaneous evaluation (i.e. SIMPOT)
- **Product Decisions**
  - Positioning
  - Concept evaluation
  - Product development guidelines
  - Quality function development
- **Pricing Decisions**
  - Price sensitivity
  - Value of different models of pricing
- **Promotional Decisions**
  - Semantic equivalents
- **Distribution Decisions**
  - Value of different outlets
  - Design of a product/service mix for distribution outlets
- **Management: Decision Criteria**
  - Product portfolio
  - New product evaluation
  - Allocation of resources
  - Business strategy brand equity
- **Consumer Behavior**
  - Consumer choice of items and item collections
  - Allocation of time and money among activities
  - Satisfaction / referenceability

Table 3

List of Attributes and Levels for the Conjoint Task of the Satellite Radio Study

A. Music Programming
1. No music programming
2. Substantially **fewer** channels and **less** variety of music than currently offered
3. The **same** number of channels and the **same** variety of music as currently offered
4. Substantially **more** channels and **more** variety of music than currently offered

B. News
1. No news programming
2. Substantially **fewer** channels and **less** variety of news than currently offered
3. The **same** number of channels and the **same** variety of news as currently offered
4. Substantially **more** channels and **more** variety of news than currently offered

C. Sports
1. No sports programming
2. Substantially **fewer** channels and **less** variety of sports than currently offered
3. The **same** number of channels and the **same** variety of sports as currently offered
4. Substantially **more** channels and **more** variety of sports than currently offered

D. Talk & Entertainment
1. No talk and entertainment programming
2. Substantially **fewer** channels and **less** sports variety than currently offered
3. The **same** number of channels and the **same** talk and entertainment variety as currently offered
4. Substantially **more** channels and **more** talk and entertainment variety than currently offered

E. The Number of Minutes Of Commercials Per Hour on Music Channels
1. No commercials on music channels
2. 2 minutes of commercials per hour
3. 5 minutes of commercials per hour
4. 12 minutes of commercials per hour

F. Geographic Coverage
1. Typical FM coverage
2. Complete Nationwide Coverage

G. The Monthly Price for a Single Subscription
1. $8.95 per month
2. $10.95 per month
3. $12.95 per month
4. $14.95 per month

A conjoint analysis typically has three phases:

1. Creating the survey and collecting the data
2. Estimating the parameters from the results of the survey
3. Incorporating the estimates of the parameters into a "simulator"

Data Collection

At the heart of conjoint analysis is the presentation of profiles to each individual. A profile is a potential offering. For example, in the application used here one such profile is *an offering that includes the same number of channels and variety as currently offered for sports and talk and entertainment, no news programming, substantially more music channels and variety than is currently offered, five minutes of commercials on music channels with typical FM coverage. This offering is priced at $12.95 per month.*

Note that the number of possible profiles is the product of the number of levels. In our application six of the attributes have four levels and the other attribute has two levels, hence the number of possible profiles is $4^6*2=8192$. Respondents, however, see only a small subset of all possible profiles. The selected profiles are generated in a statistical way that enables one to estimate the importance of each level of each attribute independent of other levels of attributes. The set that is generated is referred to in the literature as a fractional factorial design and special software was used to create this set of 64 profiles. This set was further divided into eight blocks of eight profiles, and each respondent saw one of the eight blocks. The master design of 64 profiles is included in Table 4.

TABLE 4
The Master Design

	Music Programming	News	Sports	Talk & Entertainment	# of Minutes of Commercials	Geographic Coverage	Price
1	3[1]	4	4	2	4	1	3
2	1[2]	2	3	3	5	2	4
3	2	3	3	3	3	1	1
4	4	1	4	4	2	2	2
5	1	2	2	4	5	1	3
6	4	4	1	2	3	1	2
7	2	3	1	1	1	2	4
8	3	1	2	1	1	2	1
9	4	2	4	1	4	1	1
10	2	4	1	2	4	2	4
11	3	3	2	4	3	2	2
12	1	4	4	3	5	1	1
13	1	3	2	2	5	1	3
14	4	1	3	1	1	2	4
15	3	1	3	4	3	1	2
16	2	2	1	3	2	2	3
17	4	3	3	2	1	1	3
18	3	3	3	1	4	1	2
19	3	4	4	2	2	2	4
20	1	1	1	4	5	2	3

[1] The numbers here refer to the levels stated in Table 3 (e.g., for music, "1" means no music, and "4" means substantially more music).

[2] Note that a "1" in column 1 (no music) is accompanied by a "5" (not applicable) in column 5 (number of minutes of commercials on music programs).

	Music Programming	News	Sports	Talk & Entertainment	# of Minutes of Commercials	Geographic Coverage	Price
21	4	4	1	3	1	2	2
22	2	2	4	4	3	1	1
23	1	2	2	1	5	2	1
24	2	1	2	3	2	1	4
25	1	4	2	3	5	2	3
26	3	2	1	4	1	1	4
27	2	1	3	2	4	1	1
28	2	4	3	1	2	1	2
29	4	3	2	4	3	2	4
30	3	2	1	2	3	2	1
31	4	1	4	1	4	2	3
32	1	3	4	3	5	1	2
33	1	1	1	4	5	1	1
34	2	2	3	2	1	2	2
35	4	2	4	2	2	1	3
36	3	4	2	1	2	2	1
37	2	3	4	4	4	2	4
38	1	3	1	1	5	1	2
39	3	1	2	3	3	1	4
40	4	4	3	3	3	2	3
41	4	2	2	3	4	1	2
42	2	4	2	1	3	1	3
43	1	1	4	2	5	2	4
44	3	4	3	4	1	1	2
45	1	1	3	2	5	2	1

	Music Programming	News	Sports	Talk & Entertainment	# of Minutes of Commercials	Geographic Coverage	Price
46	4	3	1	1	2	1	4
47	2	3	4	4	1	2	3
48	3	2	1	3	4	2	1
49	1	4	3	4	5	1	4
50	1	3	1	2	5	2	2
51	4	2	2	2	1	1	4
52	2	1	4	3	4	2	2
53	3	1	1	1	2	1	3
54	2	2	3	1	3	2	3
55	4	4	2	4	2	2	1
56	3	3	4	3	1	1	1
57	4	3	3	4	2	2	1
58	1	4	4	1	5	1	4
59	2	1	2	2	1	1	2
60	1	2	4	1	5	2	2
61	3	2	3	3	2	2	4
62	3	3	2	2	4	2	3
63	4	1	1	3	3	1	3
64	2	4	1	4	4	1	1
65	3	3	3	3	1	2	3
66	1	3	3	3	5	2	3

There are three major research designs and corresponding types of data collection procedures:

1. Full Profile: In full profile techniques, respondents are given profiles (one level for each attribute; as described above) and asked to rate each profile on a 0-10 likelihood-of-purchase scale. Alternatively, in choice based conjoint, the respondent is simply asked whether this profile (product offering) would be purchased by him/her or not.
2. Self Explicated: In compositional techniques (sometimes referred to as self explicated), each respondent rates the desirability of each level of each attribute and then rates the attributes by dividing 100 points to indicate the relative importances of attributes.
3. Hybrid: Since in large scale conjoint analysis, such as the EZ Pass application and this study, it is not practical to collect a sufficient number of profiles to estimate the effects of each level of each attribute at the individual level, hybrid techniques have become popular. In essence, both full profile data and self-explicated data (as described in (1) and (2)) are collected (Green 1984, and Green and Krieger 1996).

Parameter Estimation

Once the data are collected the next task is to build a conjoint model that relates the likelihood of purchase to the description of the products as described by its levels (e.g., the profiles). "Partworths" are derived that reflect the role of each level of each attribute in the decision making process.

Since individuals have different preferences and it is not feasible to collect a sufficient number of profile data, the approach, which was used in EZ Pass and other successful applications, is to build a hybrid model that combines the self- explicated data with the full profile. That is what was done here. Various forms of hybrid conjoint models

are employed and the one chosen is based on its ability to validate to a holdout set of profiles. In The Satellite Radio study two "control" profiles were included one presenting the current market offering and the other, the current offering but with no music offering. Thus, each respondent received 10 profiles – the eight from one of the blocks of the master design + the two control profiles.

We followed the same approach for arriving at partworths that was followed in the EZ Pass study. Studies have shown that the self-explicated desirabilities (which at least provides a ranking of the levels) are often accurate. In fact, in ACA implementations (a commonly-used commercial software package), it is assumed that the desirabilities are equally-spaced typically when the ordering of the levels is clear. In our analysis, that would assume that the difference between each level for a given attribute is the same (e.g., with music, it would assume that the difference in desirabilities between no music, substantially less music, the same amount of music, and substantially more music are the same). Since we did not want to have such a restrictive assumption, we provide respondents the opportunity to indicate the spacing among the levels of any given attribute to reflect their preferences. Thus, the desirability questions 5 and 6 in our study go a step further by eliciting the actual desirabilities thereby allowing for differential spacings.

Where a self-explicated model fails, however, is in the *weights* for these attributes. The approach that uses only the self explicated data although used by some, is not sufficient. The self-explicated model treats the partworth as the product of the desirability for that level of the offering multiplied by the weight that the respondent gives that offering. It has been shown in validation studies that the self-explicated weights that individuals assign to each of the attributes are more equal than their selections would

imply (*i.e.* underestimating the importance of the most important attributes and overestimating the importance of the less important attributes).

The desirabilities for the programming attributes, non-programming attributes, and price are given in questions Q5, Q6a and Q6b respectively. The importance of the programming attributes are in Q4 and the non-programming and price attributes in Q7. This self-explicated data at the individual level is then blended with the responses to the 8 profiles, which were rated in question 10. Combining the self-explicated data and the profile data leads to a more accurate measure of the value (*i.e.*, the partworth) that an individual assigns an attribute by adjusting it (within constraints) until it best predicts the value that individual gave in the profile questions. Hence for each individual, we adjust the partworths by solving the following optimization problem.

We find the partworths that best predict the profile data subject to the constraint that the revised partworths differ from the self explicated partworths by no more than a prespecified amount. As shown below, this method leads to a more *conservative* result than if one used a constraint of 0, *i.e.*, where no change is allowed. We chose a maximum difference of .25 as in the EZ Pass application.

The partworths are scaled to be between 0 and 1. Sensitivity analysis to this constraint was done to assess its impact on the implied relative importance of the various attributes. In this case the algorithm looks to change one partworth by .01 (small step) to make the sum of the absolute errors of the predicted scores over the eight profiles and the actual scores as small as possible. Each of the twenty-six possible levels to choose from (six of the attributes have four levels and one attribute has two levels) are considered and the one which does best is changed. Then all twenty six possibilities are considered and

one of the partworths is changed to again make the predicted scores closest to the actual scores as described above. This approach is repeated until no change is available to improve the accuracy of the predictions.

As noted, we used a constraint of .25. We ran the optimization program, however, for four values of the constraint: 0, 1, .25 and .5. The results did not vary very much when the value for the constraint was changed. For example, the value for music was:

0 = 35.2

.1 = 31.9

.25 = 29.8

.50 = 29.9

In consulting projects a value of .25 is typically used which might be viewed as high. It should be noted that as the value of the constraint increases it tends to give marginally *less* weight to music; hence a choice of .25 may be thought of as being conservative.

We chose the above method (prior to seeing the data) for the following reasons:

1. It is exactly the same method that we would recommend if we were asked to solve the problem as a consulting exercise rather than in a litigation setting.
2. The number of profiles that each individual can comfortable evaluate relative to the number of parameters (levels across all attributes) is such that regression at the individual level is not feasible.
3. Other methods for combining profiles across individuals have serious limitations. For example, assuming that there are k different types of people and allowing the data to solve for the optimal k and the common partworths within type, has been shown in the literature to perform worse in validation studies. Furthermore, this

would tend to distort the results if inferences are to be drawn for a subset of respondents.

The Simulator

Once the partworths are estimated they are then input into a simulator that allows for estimating the market share for any profile. This is not restricted to the 64 profiles in our design, but rather to all of the possible 8,192 profiles in the satellite application.

The standard approach to map the partworths into shares is to take the partworths associated with each level of each attribute and add them up. This is sometimes referred to as the utility of the profile. A constant intercept is added in to ensure that the utilities scale properly to the shares given for the profiles. This utility is most often converted into share by taking exp(utility)/(1+exp(utility)).

The shares are computed at the individual level and then aggregated to the entire sample. If the survey allowed for differential sample weights for each individual then these weights can be incorporated in the final overall market share. For example, if older people are over-sampled, to ensure a sufficient sample size in that group, these people would then be given less weight (as is standard in sample survey methodology) to adjust for this.

This Study

The main focus in this study is not on the optimal profile, or the performances of potential profiles, but rather on the importance of the music offering. The conjoint data offers three ways to measure this:

We can compare the weights that individuals give to each of the attributes.

a. Using the self-explicated weights.

b. Using the implied weights as given by the self-explicated partworths. The weight of attribute "i" is the maximum difference of the partworths over the levels of attribute "i" over the sum of these quantities across all attributes.[3]

c. Using the implied weights once the partworths are revised after the hybrid conjoint analysis.

Approach (c) can be tried for different implementations of the hybrid conjoint to see how sensitive the results are to the settings that were used.

In all cases the results can be reported for the entire sample or for subsets of individuals. Averages and standard deviations of importances may also be calculated. In addition, we can determine the number of individuals that give each attribute the highest importance, second highest importance etc.

Finally, the results are given with associated confidence intervals measuring the accuracy of the results. Since, in any study, we only observe a sample of individuals, the extent to which the importances vary across individuals reflects the uncertainty in using these importances to infer the results in the entire population.

Inclusion

We used two measures as a basis to include individuals in the analysis. The first measure computes the predicted utilities for the eight profiles each person received (not including the two holdout profiles, cards 65 and 66) using the self explicated partworths (the desirability for each level of attribute was multiplied by the weight the individual gave

[3] Note: We needed to use this approach to obtain the self-explicated weights. It was desirable to collect relative weights for the first four attributes and relative weights for the last three attributes. Instead of measuring explicitly the relative importances of the first four attributes to the last three attributes, we used the sum of the maximum differences of partworths as a way to combine these two subsets of attributes.

to that attribute). These eight utilities were correlated with the eight scores the individual gave to the eight profiles. Respondents who did not have positive correlations had inconsistent responses, as explained below.

The second measure we used was based on the final partworths using the scores for eight profiles as well as the self explicated data. These partworths give predicted scores for the two holdout profiles 65 and 66. If the preferred card (65 or 66) in terms of the predicted score agreed with the stated preference when the profile was seen then this person qualifies on this basis. The few respondents who gave equal score to cards 65 and 66, qualified if the predicted score was within one unit (the smallest gradation on the scale).

Cross tabulating these two criteria resulted in the following table:

		(2) Predicted rank of the two control cards based on the estimated partworths		Total
		Positive	Negative	
(1) Correlation between the estimated eight utilities and the actual data for the eight profiles	Positive	312	40	352
	Negative	60	16	76
	Total	372	56	428

As can be seen from the table only 16 respondents did not qualify on both measures. These 16 individuals were deleted from the conjoint analysis task in the written testimony. We did perform, however, full analyses for the conditions of:

a. The full sample of **428**

b. The sample of **412** in which we eliminated the 16 respondent who did not qualify on the two measures

c. The sample of **328** in which we eliminated the 100 respondents (40 and 60) who did not meet one of the two conditions

d. The sample of **312** in which we eliminated the 116 respondents who did not qualify on at least one of the two conditions (40 and 60) and on both (16).

The results of the four samples are summarized below.

Comparison Of The Four Samples On The Relative Importance Of The Seven Conjoint Factors

	(1)	(2) (used in testimony)	(3)	(4)
	N=428	N=412	N=328	N=312
Music	**29.8**	**30.4**	**32.4**	**33.3**
News	10.7	10.5	10.8	10.5
Sports	13.3	13.4	12.5	12.6
Talk-Entertainment	11.9	11.8	11.2	11.1
Commercials	13.2	13.0	13.7	13.5
Coverage	6.5	6.3	6.2	6.0
Price	14.6	14.6	13.3	13.1

Comparison Of The Four Samples On The % Of Respondents Who Selected One Of The Factors As Their Most Important One

	(1)	(2) (used in testimony)	(3)	(4)
	N=428	N=412	N=328	N=312
Music	**44.9**	**46.6**	**52.4**	**55.1**
News	7.2	6.6	7.0	6.1
Sports	10.8	10.9	8.8	9.0
Talk-Entertainment	10.8	10.7	9.2	9.0
Commercials	8.6	8.3	8.8	8.3
Coverage	3.3	2.9	2.7	2.2
Price	14.5	14.1	11.0	10.3

As can be seen from examination of these tables, the selection of option 2 in my written testimony – deletion of the 16 respondents resulting in 412 respondents – is a conservative approach.

Once we obtained the final partworths for each individual, we can create utilities for any profile by adding up the partworths for the levels that comprise the profile. This gives us a predicted score for a profile. These scores are computed for each individual for each of cards 65 and 66. The predicted scores for card 65 are correlated to the actual scores the individual gave to card 65. Note that card 65 was not used in creating these partworths so this is a true validation of the approach. Confidence intervals for these correlations show that there is a statistical significant relationship (at the 5% significance level) between the predicted scores and the actual scores that were given to these profiles.

The correlation for the 412 respondents were:

for card 65 .37 (from .28 to .45)

for card 66 .63 (from .57 to .69)

Summary

In our study, a hybrid conjoint analysis was employed as one of the various methods to determine the relative importance of music in the decision to subscribe to satellite radio. We chose the hybrid conjoint approach as one of the approaches because that is what we would have used if this was a consulting project. We found in our research that it validates better than most other procedures. If there is a bias, as in most conjoint analyses, too much weight is given to the least important attributes and *too little weight* to the most important attributes. Given that music turned out to be the most important attribute in the analysis, this suggests that the method underestimated its importance.

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[4] Given the thousands of articles on conjoint analysis this is a short illustrative list. A Google search for conjoint analysis studies identified over 500,000 entries.

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APPENDIX I

PRE-TEST QUESTIONNAIRE

Data Development Worldwide

120 Fifth Avenue
New York, NY 10011
T: 212.633.1100
Field Fax: 212.633.6621
www.datadw.com

#02-629
September, 2006

SATELLITE RADIO STUDY

TOP SHEET

(THIS IS A PERSONAL INTERVIEW)

– SCREENER –

RESPONDENT I.D. #: _____

(RECORD AT END OF INTERVIEW. PLEASE PRINT.)

RESPONDENT'S NAME: _____ TEL. # ( ) _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

INTERVIEWER: _____ DATE: _____

Data Development **Worldwide**

120 Fifth Avenue
New York, NY 10011
T: 212.633.1100
Field Fax: 212.633.6621
www.datadw.com

Time Main Interview Begins:_____am/pm
Time Main Interview Ends:_____am/pm
Length of Main Interview:_____(7)(8)

Study #02-629 ID #: 1 – 5
September, 2006 CARD #: 6 – 1

RECORD QUOTA:

1 Satellite Radio Subscriber Sirius
2 Satellite Radio Subscriber XM
3 Satellite Radio Considering Subscribing Sirius
4 Satellite Radio Considering Subscribing XM

RESPONDENT I.D. #: _____

(9) ____

SATELLITE RADIO STUDY

– SCREENER –

Hello, I'm _____ of Data Development Worldwide. We are a national marketing research firm and are currently conducting a survey and would like to include your opinions. Let me assure you we are doing this for research purposes only and that no one will sell you anything as a result of this study. Your answers will be held in the strictest confidence.

NOTE: RECORD ALL TERMINATIONS WHICH OCCUR IN ANY QUESTION A - D BY CIRCLING THE NEXT AVAILABLE NUMBER IN GRID AT BOTTOM OF THIS BOX. RECORD ONLY ONE TERMINATION PER CONTACT. RE-USE SCREENER UNTIL YOU REACH A QUALIFIED RESPONDENT.

A. (IF RESPONDENT HAS LANGUAGE/HEARING PROBLEM, ETC., IS IN A HURRY, REFUSES INTERVIEW OR APPEARS INTOXICATED, TERMINATE.)

B. (IF YOU KNOW THE RESPONDENT AT ALL, TERMINATE.)

(HAND RESPONDENT CARD 1)

C. Are you or any members of your household employed in any of the industries listed on this card?

	YES	NO
An insurance company	[ ]	[ ]
A marketing research firm	[ ]	[ ]
An advertising agency	[ ]	[ ]
The entertainment industry	[ ]	[ ]
A satellite radio provider	[ ]	[ ]
A cable TV provider	[ ]	[ ]
An Internet service provider	[ ]	[ ]

(IF "YES" TO ANY BOXED INDUSTRY, TERMINATE AND RECORD BELOW.)

(TAKE BACK CARD 1)

D. During the past three months have you taken part in any market research survey other than a political poll? (IF "YES," TERMINATE.)

RECORD TERMINATIONS WHICH OCCUR IN ANY QUESTION A - D HERE:

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25			
26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	(10)	(11)	

(HAND RESPONDENT CARD 2)

E. I'm going to ask you a few questions, but please be assured that this is only for classification purposes and that your responses will be kept confidential. Which of these groups includes your age? (RECORD ONE ANSWER.)

(TERMINATE IN FIRST BOX BELOW) ← A. Under 18 years ..... a (12)

IF AGE SCREENING QUOTA OPEN, CONTINUE. IF FILLED, TERMINATE IN APPROPRIATE BOX BELOW. ←

B. 18 – 24 years 1
C. 25 – 34 years 2
D. 35 – 49 years 3
E. 50 – 64 years 4
F. 65 or over 5

(TERMINATE IN FIRST BOX BELOW) ← (DO NOT READ) Refused ..... b

(TAKE BACK CARD 2)

IF "UNDER 18" OR "REFUSED AGE", TERMINATE. CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 (13)

TERMINATE -- OVER QUOTA MALES – 18-24 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 (14)

TERMINATE -- OVER QUOTA MALES – 25-34 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 (15)

TERMINATE -- OVER QUOTA MALES – 35-49 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 (16)

TERMINATE -- OVER QUOTA MALES – 50-64 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 (17)

TERMINATE -- OVER QUOTA MALES – 65+ -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- OVER QUOTA FEMALES – 18-24 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- OVER QUOTA FEMALES – 25-34 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- OVER QUOTA FEMALES – 35-49 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- OVER QUOTA FEMALES – 50-64 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- OVER QUOTA FEMALES – 65+ -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

CARD 1

(HAND RESPONDENT CARD 3)

F. Which, if any, of the following decisions do you make or take part in making for your household? (CIRCLE ALL THAT APPLY.)

		()
	Decision to subscribe to cable TV	1
	Decision to subscribe to an Internet service	2
	Decision to subscribe to satellite radio	3
	Decision to subscribe to a wireless phone service	4
	Decision to subscribe to satellite TV	5
(TERMINATE) ←	None of these	*
	Refused	*

(TAKE BACK CARD)

RESPONDENT MUST BE A BOXED ANSWER IN Q. F. IF NOT, TERMINATE IN APPROPRIATE BOX BELOW.

TERMINATE -- MALE 18-24 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- MALE 25-34 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- MALE 35-49 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- MALE 50-64 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- MALE 65+ -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- FEMALE 18-24 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- FEMALE 25-34 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- FEMALE 35-49 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- FEMALE 50-64 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- FEMALE 65+ -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

CARD 1

(HAND RESPONDENT CARD 4)

G. Which of these services, if any, do you or your household currently subscribe to? **(CIRCLE ALL THAT APPLY.)**

	()
Cable TV	1
Satellite TV	2
Broadband Internet	3
Satellite radio	**4**
Wireless phone service	5
None of these	6
Don't know	0

(ASK Q. H IF "SATELLITE RADIO" CIRCLED IN Q. G ABOVE. OTHERWISE, SKIP TO INSTRUCTIONS BEFORE Q. I)
(HAND RESPONDENT CARD 5)

H. Which of the folowing best describes the type of satellite radio you or your household currently subscribes to? **(RECORD ONE ANSWER)**

	()
A paid or trial subscription (such as from the purchase of a car) directly from XM or Sirius	**1**
Part of a package from a third party (such as through DirecTV, DiSH Network or AOL)	2
Both	**3**
Don't know	0

(ASK Q. I FOR EACH ITEM NOT CIRCLED IN Q. G.)

I. Are you or your household currently considering subscribing to (INSERT ITEM) in the next 30 days? **(RECORD ONE ANSWER FOR EACH LISTED ITEM)**

	Yes	No	Don't Know	
Cable TV	1	2	3	()
Satellite TV	1	2	3	()
Broadband Internet	1	2	3	()
Satellite radio	**1**	2	3	()
Wireless phone service	1	2	3	()

(ASK Q. J IF "YES" TO "SATELLITE RADIO" CIRCLED IN Q. I ABOVE. OTHERWISE, SKIP TO INSTRUCTIONS BEFORE Q. K)
(HAND RESPONDENT CARD 5)

J. Which of the folowing best describes the type of satellite radio you or your household are considering? **(RECORD ONE ANSWER)**

	()
A paid or trial subscription (such as from the purchase of a car) directly from XM or Sirius	**1**
Part of a package from a third party (such as through DirecTV, DiSH Network or AOL)	2
Both	**3**
Don't know	0

CARD 1

(ASK Q. K IF BOXED ANSWER IN Qs. G AND H - SATELLITE RADIO SUBSCRIBER)
(HAND RESPONDENT CARD 6)

K. Which satellite radio service do you or your household currently subscribe to? **(RECORD ONE MENTION.)**

		()
	Sirius	1
	XM	2
	Both	3
(TERMINATE) ←	Don't know	*

TERMINATE -- DON'T KNOW SERVICE – MALES – 18-24 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()
TERMINATE -- DON'T KNOW SERVICE – MALES – 25-34 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()
TERMINATE -- DON'T KNOW SERVICE – MALES – 35-49 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()
TERMINATE -- DON'T KNOW SERVICE – MALES – 50-64 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()
TERMINATE -- DON'T KNOW SERVICE – MALES – 65+ -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()

TERMINATE -- DON'T KNOW SERVICE – FEMALES – 18-24 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()
TERMINATE -- DON'T KNOW SERVICE – FEMALES – 25-34 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()
TERMINATE -- DON'T KNOW SERVICE – FEMALES – 35-49 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()
TERMINATE -- DON'T KNOW SERVICE – FEMALES – 50-64 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()
TERMINATE -- DON'T KNOW SERVICE – FEMALES – 65+ -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.												
1	2	3	4	5	6	7	8	9	10	11	12	()

(ASK Q. L IF BOXED ANSWER IN Qs. I AND J -- SATELLITE RADIO CONSIDERING)
(HAND RESPONDENT CARD 6)

L. Which satellite radio service are you currently considering subscribing to? **(RECORD ONE MENTION.)**

	()
Sirius	1
XM	2
Both	3
Don't know/have not decided	4

QUOTA QUALIFICATIONS

SATELLITE SUBSCRIBER: MUST BE SATELLITE RADIO CIRCLED IN Q.G AND BOXED ANSWER CIRCLED IN Q.H AND "SIRIUS", "XM" OR "BOTH" IN Q.K.

SATELLITE RADIO CONSIDERING SUBSCRIBING: MUST BE "YES" TO SATELLITE RADIO CIRCLED IN Q.I AND BOXED ANSWER CIRCLED IN Q.J.

REFER TO QUOTA QUALIFICATIION ABOVE. IF RESPONDENT DOES NOT QUALIFY FOR EITHER QUOTA GROUP, TERMINATE AND CIRCLE NEXT AVAILABLE NUMBER IN APPROPRIATE BOX BELOW..

TERMINATE -- DOES NOT SUBSCRIBE/CONSIDER SUBSCRIBING – MALES – 18-24 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- DOES NOT SUBSCRIBE/CONSIDER SUBSCRIBING – MALES – 25-34 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- DOES NOT SUBSCRIBE/CONSIDER SUBSCRIBING – MALES – 35-49 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- DOES NOT SUBSCRIBE/CONSIDER SUBSCRIBING – MALES – 50-64 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- DOES NOT SUBSCRIBE/CONSIDER SUBSCRIBING – MALES – 65+ -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- DOES NOT SUBSCRIBE/CONSIDER SUBSCRIBING – FEMALES – 18-24 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- DOES NOT SUBSCRIBE/CONSIDER SUBSCRIBING – FEMALES – 25-34 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- DOES NOT SUBSCRIBE/CONSIDER SUBSCRIBING – FEMALES – 35-49 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- DOES NOT SUBSCRIBE/CONSIDER SUBSCRIBING – FEMALES – 50-64 -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

TERMINATE -- DOES NOT SUBSCRIBE/CONSIDER SUBSCRIBING – FEMALES – 65+ -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

1 2 3 4 5 6 7 8 9 10 11 12 ()

IF QUOTA FOR WHICH RESPONDENT QUALIFIES IS FILLED, TERMINATE AND RECORD IN APPROPRIATE BOX BELOW.

OVER QUOTA – SATELLITE RADIO SUBSCRIBER -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50

OVER QUOTA – SATELLITE RADIO CONSIDERING SUBSCRIBING -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50

M. Do you wear glasses or contact lenses when you read?

(ASK Q. N) ← Yes 1
(SKIP TO Q. O) ← No 2

(ASK ONLY IF "YES" IN Q. M)
N. Do you have your glasses with you or are you wearing your contact lenses today?

(CONTINUE WITH Q. O) ← Yes 1
(TERMINATE IN APPROPRIATE BOX BELOW) ← No ..... *

TERMINATE -- NO GLASSES/CONTACTS – SATELLITE RADIO SUBSCRIBER -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50

TERMINATE -- NO GLASSES/CONTACTS – SATELLITE RADIO CONSIDERING SUBSCRIBING -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50

O. RECORD GENDER OF RESPONDENT

()

Male 1
Female 2

CARD 1

(ASK EVERYONE)

P. We would like to invite you to participate in a study that we think you will find interesting. The survey will take about 20 minutes. The survey we would like you to participate in requires you to read questions on a computer and either use a mouse to point and click on your answers or tell me your answers and I will record them. Would you like to participate in this study?

(CONTINUE WITH Q. Q) ←— Yes, will participate 1

(TERMINATE IN APPROPRIATE BOX BELOW) ←— No, will not participate ..... *

TERMINATE -- REFUSED TO PARTICIPATE – SATELLITE RADIO SUBSCRIBER -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50

TERMINATE -- REFUSED TO PARTICIPATE – SATELLITE RADIO CONSIDERING SUBSCRIBING -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50

Q. May I please have your full name, address and phone number? You can be assured that your name and phone number will not be used to sell you anything or for any marketing or telemarketing purposes. It will only be used to verify your participation in the survey. **(RECORD ON FRONT PAGE OF SCREENER. YOU MUST VERIFY RESPONDENT'S PHONE NUMBER. IF RESPONDENT REFUSES TO GIVE PHONE NUMBER, SAY:)** I'm sorry but I cannot ask you to participate in our survey as my client needs your phone number to be able to verify your participation in this study.

(RECORD ADDRESS AND PHONE #, THEN CONTINUE) ←— Gave phone number 1

(TERMINATE IN APPROPRIATE BOX BELOW) ←— Refused phone number..... *

TERMINATE -- REFUSED PHONE NUMBER – SATELLITE RADIO SUBSCRIBER -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50

TERMINATE -- REFUSED PHONE NUMBER – SATELLITE RADIO CONSIDERING SUBSCRIBING -- CIRCLE NEXT AVAILABLE NUMBER BELOW. ERASE AND RE-USE SCREENER.

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50

BRING RESPONDENT TO INTERVIEWING AREA. DO NOT DISCUSS THE SUBJECT MATTER OF THE STUDY WITH THE RESPONDENT WHILE WALKING TO FACILITY.

NOTE: IF RESPONDENT WEARS GLASSES/CONTACT LENSES, BE SURE HE/SHE IS WEARING THEM WHEN ADMINISTERING MAIN QUESTIONNAIRE.

END CD 1

PN: INSTRUCTIONS FOR DETERMINING WHICH QUESTIONNAIRE VERSION TO ADMINISTER

- *SATELLITE RADIO SUBSCRIBER SIRIUS VERSION*:
  MUST BE SATELLITE RADIO IN Q G AND BOXED ANSWER IN Q.H AND "SIRIUS" IN Q K

- *SATELLITE RADIO SUBSCRIBER XM VERSION:*
  MUST BE SATELLITE RADIO IN Q G AND BOXED ANSWER IN Q.H AND "XM" IN Q K

  (NOTE IF SATELLITE RADIO SUBSCRIBER IN Q G. AND "BOTH" IN Q K ROTATE BETWEEN THE TWO SUBSCRIBER VERSIONS ABOVE

- *SATELLITE RADIO CONSIDERING SUBSCRIBING SIRIUS VERSION*:
  MUST BE " YES" TO SATELLITE RADIO IN Q I AND BOXED ANSWER IN Q.J AND "SIRIUS" IN Q L

- *SATELLITE RADIO CONSIDERING SUBSCRIBING XM VERSION:*
  MUST BE " YES" TO SATELLITE RADIO IN Q I AND BOXED ANSWER IN Q.J AND "XM" IN Q L

  (NOTE IF " YES" TO SATELLITE RADIO CONSIDERING SUBSCRIBING AND " DON'T KNOW" OR "BOTH" IN Q L, ROTATE BETWEEN THE TWO CONSIDERING SUBSCRIBING VERSIONS ABOVE

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#02-629
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	()
Sirius.....	1
XM.....	2

SATELLITE RADIO

- MAIN QUESTIONNAIRE -

- SUBSCRIBERS -

(INTERVIEWER: RECORD ANSWERS TO QUESTIONS FROM PAPER SCREENER INTO PROGRAM BEFORE CONTINUING WITH Q. 1a.)

(READ VERBATIM:)
Thank you for agreeing to participate in our study. We would like to talk to you today about satellite radio. All of your answers will remain strictly confidential. No one will attempt to sell you anything as a result of participating in this study. We are only interested in your opinions. If you don't know an answer or don't have an answer to a particular question, please don't guess. Just tell me you don't know and we will go on to the next question. If, at anytime, you do not understand a question or do not understand what is being asked of you, just say so and I will repeat the question.

READ AND RECORD THE ANSWERS TO Q. 1a-3b. THIS PART IS NOT SELF-ADMINISTERED.

1(a) Thinking back to the time you first subscribed to satellite radio, why did you decide to subscribe? ***(RECORD COMPLETE ANSWERS VERBATIM)***

1(b) ***(PROBE)*** Any other reason? ***(RECORD COMPLETE ANSWERS VERBATIM)***

2(a) What types of satellite radio programming were most critical to your decision to subscribe to satellite radio? ***(RECORD COMPLETE ANSWERS VERBATIM)***

NOTE: IF RESPONDENT ASKS WHAT IS MEANT BY PROGRAMMING, SAY:
By programming we mean both categories of programs or specific programs or channels.

2(b) ***(PROBE)*** Any others? ***(RECORD COMPLETE ANSWERS VERBATIM)***

3(a) And now, reflecting on your experience with satellite radio, what types of satellite radio programming are most critical to your decision to continue to subscribe? ***(RECORD COMPLETE ANSWERS VERBATIM)***

3(b) ***(PROBE)*** Any others? ***(RECORD COMPLETE ANSWERS VERBATIM)***

INTERVIEWER: HAVE THE RESPONDENT SIT IN FRONT OF COMPUTER AND ANSWER QUESTIONS TO THE REMAINDER OF THE SURVEY HIM/HERSELF. BE SURE TO SIT WITH THE RESPONDENT WHILE HE/SHE IS ANSWERING IN CASE HE/SHE HAS ANY QUESTIONS.

IF THE RESPONDENT PREFERS, HAVE HIM/HER READ THE QUESTIONS ON THE SCREEN, BUT YOU WILL ENTER THE ANSWERS.

RECORD:
1 Respondent entering answers
2 Interviewer entering answers

(ASK EVERYONE)

4. Below is a list of the types of satellite radio programming. Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's decision to subscribe and retain your subscription to satellite radio.

If a specific type of programming is not important at all, feel free to give it zero points. If, on the other hand, your decision was affected by only one of the types of programming and none of the others were important to you, give that type of programming all of the 100 points. There are no right or wrong answers and we are just looking for your evaluation of the relative importance of the seven types of programming reflecting both the consideration you used in deciding to subscribe and your experience with satellite radio. Please make sure that the total adds to 100. Is this clear? ***(RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)***

()
1 Yes ***(CONTINUE)***
2 No
3 Don't know → ***(REPEAT EXPLANATION)***

INTERVIEWER NOTE: IF RESPONDENT ASKS HOW TO CATEGORIZE A PARTICULAR SHOW, REFER TO APPROPRIATE PROGRAMMING GUIDE (i.e., SIRIUS OR XM) AND CLASSIFY ACCORDINGLY.

[PN: ROTATE PROGRAM TYPES]

Types of Programming	Relative Importance As Reflected In # Of Allocated Points	
Comedy		( )
Kids.....		( )
Local Weather and Traffic.....		( )
Music		( )
News.....		( )
Sports		( )
Talk and Entertainment.....		( )
	TOTAL MUST EQUAL 100	

5. Now I would like to show you four of these programming types. For each type of programming you will see a number of hypothetical options showing different amounts of programming. For each hypothetical option, please indicate how desirable it would be for you relative to the other options. Please assume that in each case all other programming and non-programming features of the service including price remain the same. Please use a number from 0 (zero) = extremely undesirable to 10 = extremely desirable. You can use any number from "0 to 10" to indicate your answer. Please examine each hypothetical amount of programming and record the number that best reflects its level of desirability or undesirability. Is this clear? ***(RECORD ONE ANSWER FOR EACH BELOW)***

()
1 Yes ***(CONTINUE)***
2 No
3 Don't know → ***(REPEAT EXPLANATION)***

[PN: ROTATE PROGRAM TYPES USING SAME ROTATION USED IN Q. 4. RESPONDENT CAN NOT GIVE THE SAME NUMBER TO OPTIONS "1" AND "4" WITHIN A GIVEN TYPE OF PROGRAMMING. ONLY SHOW ONE PROGRAMMING TYPE ON THE SCREEN AT A TIME, i.e., SHOW ALL OF MUSIC PROGRAMMING, THEN ALL OF NEWS, ETC.]

	Extremely Undesirable										Extremely Desirable	
A. Music Programming (Current Offering includes A.)												
1. No music programming	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. Substantially **fewer** channels and **less** variety of music than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
3. The **same** number of channels and the **same** variety of music as currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. Substantially **more** channels and **more** variety of music than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
B. News (Current Offering includes B)												
1. No news programming	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. Substantially **fewer** channels and **less** variety of news than currently offered	0	1	2	3	4	5	6	7	8	9	10	(
3. The **same** number of channels and the **same** variety of news as currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. Substantially **more** channels and **more** variety of news than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
C. Sports (Current Offering includes C)												
1. No sports programming	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. Substantially **fewer** channels and **less** variety of sports than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
3. The **same** number of channels and **same** variety of sports as currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. Substantially **more** channels and **more** variety of sports than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
D. Talk & Entertainment (Current Offering includes (D)												
1. No talk and entertainment programming	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. Substantially **fewer** channels and **less** variety of talk and entertainment than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
3. The **same** number of channels and **same** variety of talk and entertainment as currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. Substantially **more** channels and **more** variety of talk and entertainment than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )

A. For Sirius : 66 Music Channels, For XM : 74 Music Channels
B. For Sirius : 15 News Channels, For XM : 13 News Channels
C. For Sirius : 8 Sports Channels and Live Game Channels for NBA, NFL, etc. For XM : 13 Sports Channels and Live Game channels for Major League Baseball, NASCAR, etc.
D. For Sirius :22 Talk and Entertainment channels including Howard Stern, Martha Stewart, etc, For XM : 17 Talk and Entertainment channels including Opie and Anthony, Air America, etc.

6(a) Now, we would like you to consider the non-programming features of satellite radio such as the number of minutes of commercials per hour on music channels and geographic coverage. For each type of non-programming feature you will see a hypothetical option showing different amounts for that non-programming feature. Please repeat the desirability task we did before for the types of programming, but this time let's do it with respect to the various options for each of the non-programming features. Please indicate how desirable each of the different options of a given feature would be to you relative to the other options of that feature. Again, please assume that all other programming and non-programming features of the service, including price, remain the same. Again, please use a number from 0 (zero) – extremely undesirable to 10 – extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option. ***(RECORD ONE ANSWER FOR EACH BELOW)***

[PN: ROTATE FEATURES. FOR STUB A. BELOW RESPONDENT CAN NOT GIVE THE SAME NUMBER TO OPTION 1 AS GIVEN TO OPTIONS 2 – 4]

	Extremely Undesirable										Extremely Desirable	
A. The Number of Minutes of Commercials Per Hour on Music Channels												
1. No commercials on music channels	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. 2 minutes of commercials per hour	0	1	2	3	4	5	6	7	8	9	10	( )( )
3. 5 minutes of commercials per hour	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. 12 minutes of commercials per hour	0	1	2	3	4	5	6	7	8	9	10	( )( )
B. Geographic Coverage												
1. Typical FM coverage	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. Complete nationwide coverage	0	1	2	3	4	5	6	7	8	9	10	( )( )

6(b) Now, let's turn to price. I'd like you to repeat the desirability task for various monthly prices for a single subscription. Please indicate how desirable each of the different price options would be to you relative to the other options. Again, please assume that all other programming and non-programming features of the service remain the same. Again, please use a number from 0 (zero) – extremely undesirable to 10 – extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option. ***(RECORD ONE ANSWER FOR EACH BELOW)***

	Extremely Undesirable										Extremely Desirable	
C. The Monthly Price for A Single Subscription												
1. $8.95 per month	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. $10.95 per month	0	1	2	3	4	5	6	7	8	9	10	( )( )
3. $12.95 per month	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. $14.95 per month	0	1	2	3	4	5	6	7	8	9	10	( )( )

6(c) Please review the list below and tell me if there are any other non-programming features besides the ones listed that you considered in your decision to subscribe and retain your subscription to satellite radio? ***(RECORD ALL MENTIONS)***
[PN: ROTATE LIST]

- **The number of minutes of commercials per hour on music channels**
- **Geographic coverage**
- **The monthly price for a single subscription**

( )
1 Other ***(RECORD VERBATIM AND PROBE: Anything else?)***_____
0 No others considered

7. Below is a list of the non-programming features of satellite radio. Please review the list and allocate 100 points among the features in a way that the number of points (0 to 100) you give each feature best reflects the relative importance of that feature to you and your family's decision to subscribe and retain your subscription to satellite radio.

As in the previous 100 point allocation task, please assign each feature a number from 0 to 100 that best reflects its relative importance to you and your family's decision to subscribe and retain your subscription to satellite radio.

The more important a feature is, the higher the number of points you would give it, while the less important a feature is, the fewer number of points you would give it. Please make sure that the total adds to 100. ***(RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)***

[PN: SHOW OTHERS FROM Q. 6c. USE SAME ROTATION USED IN Q. 6a.]

Non-programming Type Features Of Satellite Radio	Relative Importance As Reflected In # Of Allocated Points	
The Number of Minutes of Commercials Per Hour on Music Channels.....		( )
Geographic Coverage.....		( )
The Monthly Price for A Single Subscription ...		( )
Other *(FROM Q. 6c)*.....		( )
Other *(FROM Q. 6c)*.....		( )
_____		( )
_____		( )
	TOTAL MUST EQUAL 100	

8. Reflecting on your and your family's usage of satellite radio in a typical week how would you estimate the amount of time spent on each of the following program types. Again please do so by allocating 100 points among the type of programming reflecting the % of time allocated to each. If you did not (or will not) spend any time listening to a particular type of program, please give it a zero. The type of programming listened to the most should get the highest number of points, the second most should get fewer points, etc. Make sure the total adds up to 100%. ***(RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100)***

[PN: ROTATE PROGRAM TYPES USING SAME ROTATION AS IN Q. 4]

Type of Programming	Percentage of Time Spent Listening	
Comedy		( )
Kids		( )
Local Weather and Traffic....		( )
Music		( )
News		( )
Sports		( )
Talk and Entertainment.....		( )
	TOTAL MUST EQUAL 100%	

ASK Q. 9a FOR EACH PROGRAMMING TYPE LISTED BELOW. ASK Q. 9a AND 9b FOR EACH ONE BEFORE GOING ON TO THE NEXT PROGRAMMING TYPE. SHOW ONE AT A TIME. ROTATE ORDER.

9(a) As you know, the single subscription price per month for satellite radio is **$12.95**. Let's assume that some of the current programming types were not available. Assuming that all other programming and non-programming features of the service, including price, remain the same. If *(INSERT PROGRAMMING TYPE)* were not available, would it affect the amount you would be willing to pay for satellite radio? *(RECORD YES, NO OR DON'T KNOW FOR EACH.)*

(ASK Q. 9b IF "YES" IN Q. 9a. OTHERWISE, SKIP TO NEXT PROGRAMMING TYPE.)

9(b) How much would you be willing to pay for satellite radio if *(INSERT PROGRAMMING TYPE)* were available? Please assume that all other programming and non-programming features of the service, including price, remain the same. Please tell me the dollar amount you would be willing to pay for satellite radio if these types of programming were not offered at all. Furthermore, if you think that not having this programming type would lead you to cancel your subscription please say so. *(TYPE IN AMOUNT IN DOLLARS AND CENTS)*

	Q. 9a				Q. 9b	
	Yes	No	Don't Know		Would Be Willing to Pay	Would Cancel Subscription
If no music programming.....	1	2	3	( )	$ _____ ( )	0 ( )
If no news programming.....	1	2	3	( )	$ _____ ( )	0 ( )
If no sports programming.....	1	2	3	( )	$ _____ ( )	0 ( )
If no talk and entertainment programming	1	2	3	( )	$ _____ ( )	0 ( )

10. Now, I am going to show you 10 different hypothetical satellite radio program offerings. Each one represents a specific hypothetical satellite radio offering that includes a set of available programming options, as well as various combinations of the non-programming features we discussed before and a monthly price for a single subscription. Please examine each profile carefully and assign it a number from "0" meaning "definitely would not subscribe" to "10" meaning "definitely would subscribe" that best reflects your likelihood of subscribing to that offering.

If you definitely would not subscribe to the offering, you would give it a 0. If you definitely would subscribe to the offering, you would give it a 10. For any other case, use a number between 0 and 10 that best reflects your likelihood of subscribing to that offering. If at anytime you want to change your answer to a particular offering, please let me know and we will go back and do that. *(SHOW ONE PROFILE AT A TIME AND RECORD 0-10 FOR EACH PROFILE. EACH RESPONDENT WILL SEE 8 PROFILES WITHIN A BLOCK RANDOMIZED. IN ADDITION, ALL RESPONDENTS WILL SEE THE TWO PROFILES IN BLOCK 9.)*

PN: RECORD BLOCK #: ___(1-8), 9

(ASK EVERYONE)

11(a) And finally, reflecting on your experience with satellite radio, if satellite radio was not available what, if anything, would you miss most about it? *(RECORD COMPLETE ANSWER VERBATIM)*

11(b) *(PROBE:)* Anything else? *(RECORD COMPLETE ANSWER VERBATIM)*

RESPONDENT

RESPONDENT: PLEASE READ AND SIGN:

I acknowledge that I was interviewed on this date. During this interview I was asked questions about satellite radio.

SIGNATURE: _____ DATE: _____

TELEPHONE #: _____ (FOR VERIFICATION PURPOSES ONLY)

INTERVIEWER

INTERVIEWER: PLEASE READ AND SIGN:

I hereby certify that all of the above information was obtained by me from the respondent named above who is not personally known to me. I agree to provide this affidavit under oath, immediately upon request.

SIGNATURE: _____ DATE: _____

THANK YOU VERY MUCH FOR YOUR COOPERATION !

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#02-629
September, 2006

	()
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XM.....	4

SATELLITE RADIO

- MAIN QUESTIONNAIRE -

- CONSIDERING SUBSCRIBING -

(INTERVIEWER: RECORD ANSWERS TO QUESTIONS FROM PAPER SCREENER INTO PROGRAM BEFORE CONTINUING WITH Q. 1a)

(READ VERBATIM:)
Thank you for agreeing to participate in our study. We would like to talk to you today about satellite radio. All of your answers will remain strictly confidential. No one will attempt to sell you anything as a result of participating in this study. We are only interested in your opinions. If you don't know an answer or don't have an answer to a particular question, please don't guess. Just tell me you don't know and we will go on to the next question. If, at anytime, you do not understand a question or do not understand what is being asked of you, just say so and I will repeat the question.

READ AND RECORD THE ANSWERS TO Q. 1a-3b. THIS PART IS NOT SELF-ADMINISTERED.

1(a) Why are you considering subscribing to satellite radio? ***(RECORD COMPLETE ANSWERS VERBATIM)***

1(b) ***(PROBE)*** Any other reason? ***(RECORD COMPLETE ANSWERS VERBATIM)***

2(a) What types of satellite radio programming are most critical to your decision whether to subscribe? ***(RECORD COMPLETE ANSWERS VERBATIM)***

NOTE: IF RESPONDENT ASKS WHAT IS MEANT BY PROGRAMMING, SAY:
By programming we mean both categories of programs or specific programs or channels.

2(b) ***(PROBE)*** Any others? ***(RECORD COMPLETE ANSWERS VERBATIM)***

THERE IS NO Q. 3 ON THIS VERSION

INTERVIEWER: HAVE THE RESPONDENT SIT IN FRONT OF COMPUTER AND ANSWER QUESTIONS TO THE REMAINDER OF THE SURVEY HIM/HERSELF. BE SURE TO SIT WITH THE RESPONDENT WHILE HE/SHE IS ANSWERING IN CASE HE/SHE HAS ANY QUESTIONS.

IF THE RESPONDENT PREFERS, HAVE HIM/HER READ THE QUESTIONS ON THE SCREEN, BUT YOU WILL ENTER THE ANSWERS.

RECORD:
1 Respondent entering answers
2 Interviewer entering answers

(ASK EVERYONE)

4. Below is a list of the types of satellite radio programming. Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's ultimate decision whether to subscribe to satellite radio.

If a specific type of programming is not important at all, feel free to give it zero points. If, on the other hand, your decision is likely to be affected by only one of the types of programming and none of the others are likely to be important to you, give that type of programming all of the 100 points. There are no right or wrong answers and we are just looking for your evaluation of the relative importance of the seven types of programming to your decision whether to subscribe to satellite radio. Please make sure that the total adds to 100. Is this clear? *(RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)*
()
1 Yes *(CONTINUE)*
2 No
3 Don't know → *(REPEAT EXPLANATION)*

INTERVIEWER NOTE: IF RESPONDENT ASKS HOW TO CATEGORIZE A PARTICULAR SHOW, REFER TO APPROPRIATE PROGRAMMING GUIDE (i.e., SIRIUS OR XM) AND CLASSIFY ACCORDINGLY.

[PN: ROTATE PROGRAM TYPES]

Types of Programming	Relative Importance As Reflected In # Of Allocated Points	
Comedy		( )
Kids.....		( )
Local Weather and Traffic.....		( )
Music.....		( )
News.....		( )
Sports		( )
Talk and Entertainment.....		( )
	TOTAL MUST EQUAL 100	

5. Now I would like to show you four of these programming types. For each type of programming you will see a number of hypothetical options showing different amounts of programming. For each hypothetical option, please indicate how desirable it would be for you relative to the other options. Please assume that in each case all other programming and non-programming features of the service including price remain the same. Please use a number from 0 (zero) = extremely undesirable to 10 = extremely desirable. You can use any number from "0 to 10" to indicate your answer. Please examine each hypothetical amount of programming and record the number that best reflects its level of desirability or undesirability. Is this clear? ***(RECORD ONE ANSWER FOR EACH BELOW)***

()
1 Yes ***(CONTINUE)***
2 No
3 Don't know → ***(REPEAT EXPLANATION)***

[PN: ROTATE PROGRAM TYPES USING SAME ROTATION USED IN Q. 4. RESPONDENT CAN NOT GIVE THE SAME NUMBER TO OPTIONS "1" AND "4" WITHIN A GIVEN TYPE OF PROGRAMMING. ONLY SHOW ONE PROGRAMMING TYPE ON THE SCREEN AT A TIME, i.e., SHOW ALL OF MUSIC PROGRAMMING, THEN ALL OF NEWS, ETC.]

	Extremely Undesirable										Extremely Desirable	
A. Music Programming (Current Offering includes A.)												
1. No music programming	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. Substantially **fewer** channels and **less** variety of music than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
3. The **same** number of channels and the **same** variety of music as currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. Substantially **more** channels and **more** variety of music than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
B. News (Current Offering includes B)												
1. No news programming	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. Substantially **fewer** channels and **less** variety of news than currently offered	0	1	2	3	4	5	6	7	8	9	10	(
3. The **same** number of channels and the **same** variety of news as currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. Substantially **more** channels and **more** variety of news than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
C. Sports (Current Offering includes C)												
1. No sports programming	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. Substantially **fewer** channels and **less** variety of sports than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
3. The **same** number of channels and **same** variety of sports as currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. Substantially **more** channels and **more** variety of sports than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
D. Talk & Entertainment (Current Offering includes (D)												
1. No talk and entertainment programming	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. Substantially **fewer** channels and **less** variety of talk and entertainment than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
3. The **same** number of channels and **same** variety of talk and entertainment as currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. Substantially **more** channels and **more** variety of talk and entertainment than currently offered	0	1	2	3	4	5	6	7	8	9	10	( )( )

A. For Sirius : 66 Music Channels, For XM : 74 Music Channels
B. For Sirius : 15 News Channels, For XM : 13 News Channels
C. For Sirius : 8 Sports Channels and Live Game Channels for NBA, NFL, etc. For XM : 13 Sports Channels and Live Game channels for Major League Baseball, NASCAR, etc.
D. For Sirius :22 Talk and Entertainment channels including Howard Stern, Martha Stewart, etc, For XM : 17 Talk ano Entertainment channels including Opie and Anthony, Air America, etc.

6(a) Now, we would like you to consider the non-programming features of satellite radio such as the number of minutes of commercials per hour on music channels and geographic coverage. For each type of non-programming feature you will see a hypothetical option showing different amounts for that non-programming feature. Please repeat the desirability task we did before for the types of programming, but this time let's do it with respect to the various options for each of the non-programming features. Please indicate how desirable each of the different options of a given feature would be to you relative to the other options of that feature. Again, please assume that all other programming and non-programming features of the service, including price, remain the same. Again, please use a number from 0 (zero) – extremely undesirable to 10 – extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option. ***(RECORD ONE ANSWER FOR EACH BELOW)***

[PN: ROTATE FEATURES. FOR STUB A BELOW RESPONDENT CAN NOT GIVE THE SAME NUMBER TO OPTION 1 AS GIVEN TO OPTIONS 2-4.]

	Extremely Undesirable										Extremely Desirable	
A. The Number of Minutes of Commercials Per Hour on Music Channels												
1. No commercials on music channels	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. 2 minutes of commercials per hour	0	1	2	3	4	5	6	7	8	9	10	( )( )
3. 5 minutes of commercials per hour	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. 12 minutes of commercials per hour	0	1	2	3	4	5	6	7	8	9	10	( )( )
B. Geographic Coverage												
1. Typical FM coverage	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. Complete nationwide coverage	0	1	2	3	4	5	6	7	8	9	10	( )( )

6(b) Now, let's turn to price. I'd like you to repeat the desirability task for various monthly prices for a single subscription. Please indicate how desirable each of the different price options would be to you relative to the other options. Again, please assume that all other programming and non-programming features of the service remain the same. Again, please use a number from 0 (zero) – extremely undesirable to 10 – extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option. ***(RECORD ONE ANSWER FOR EACH BELOW)***

	Extremely Undesirable										Extremely Desirable	
C. The Monthly Price for A Single Subscription												
1. $8.95 per month	0	1	2	3	4	5	6	7	8	9	10	( )( )
2. $10.95 per month	0	1	2	3	4	5	6	7	8	9	10	( )( )
3. $12.95 per month	0	1	2	3	4	5	6	7	8	9	10	( )( )
4. $14.95 per month	0	1	2	3	4	5	6	7	8	9	10	( )( )

6(c) Please review the list below and tell me if there are any other non-programming features besides the ones listed that would likely impact your decision whether to subscribe to satellite radio? ***(RECORD ALL MENTIONS)***
[PN: ROTATE LIST]

- **The number of minutes of commercials per hour on music channels**
- **Geographic coverage**
- **The monthly price for a single subscription**

()
1 Other ***(RECORD VERBATIM AND PROBE: Anything else?)***_____

_____

0 No others considered

7. Below is a list of the non-programming features of satellite radio. Please review the list and allocate 100 points among the features in a way that the number of points (0 to 100) you give each feature best reflects the relative importance of that feature to you and your family's ultimate decision whether to subscribe to satellite radio.

As in the previous 100 point allocation task, please assign each feature a number from 0 to 100 that best reflects its relative importance to you and your family's decision whether to subscribe to satellite radio.

The more important a feature is, the higher the number of points you would give it, while the less important a feature is, the fewer number of points you would give it. Please make sure that the total adds to 100. ***(RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)***

[PN: SHOW OTHERS FROM Q. 6c. USE SAME ROTATION USED IN Q. 6a.]

Non-programming Type Features Of Satellite Radio	Relative Importance As Reflected In # Of Allocated Points	
The Number of Minutes of Commercials Per Hour on Music Channels.....		( )
Geographic Coverage.....		( )
The Monthly Price for A Single Subscription ...		( )
Other *(FROM Q. 6c)*.....		( )
Other *(FROM Q. 6c)*.....		( )
_____		( )
_____		( )
	TOTAL MUST EQUAL 100	

(THERE IS NO Q. 8 ON THIS VERSION)

ASK Q. 9a FOR EACH PROGRAMMING TYPE LISTED BELOW. ASK Q. 9a AND 9b FOR EACH ONE BEFORE GOING ON TO THE NEXT PROGRAMMING TYPE. SHOW ONE AT A TIME. ROTATE ORDER.

9(a) As you know, the single subscription price per month for satellite radio is **$12.95**. Let's assume that some of the current programming types were not available. Assuming that all other programming and non-programming features of the service, including price, remain the same. If *(INSERT PROGRAMMING TYPE)* were not available, would it affect the amount you would be willing to pay for satellite radio? *(RECORD YES, NO OR DON'T KNOW FOR EACH.)*

(ASK Q. 9b IF "YES" IN Q. 9a. OTHERWISE, SKIP TO NEXT PROGRAMMING TYPE.)

9(b) How much would you be willing to pay for satellite radio if *(INSERT PROGRAMMING TYPE)* were available? Please assume that all other programming and non-programming features of the service, including price, remain the same. Please tell me the dollar amount you would be willing to pay for satellite radio if these types of programming were not offered at all. Furthermore, if you think that not having this programming type would lead you to prevent you from subscribing please say so. *(TYPE IN AMOUNT IN DOLLARS AND CENTS)*

	Q. 9a				Q. 9b	
	Yes	No	Don't Know		Would Be Willing to Pay	Would Not Subscribe
If no music programming.....	1	2	3	( )	$ _____ ( )	0 ( )
If no news programming.....	1	2	3	( )	$ _____ ( )	0 ( )
If no sports programming.....	1	2	3	( )	$ _____ ( )	0 ( )
If no talk and entertainment programming	1	2	3	( )	$ _____ ( )	0 ( )

10. Now, I am going to show you 10 different hypothetical satellite radio program offerings. Each one represents a specific hypothetical satellite radio offering that includes a set of available programming options, as well as various combinations of the non-programming features we discussed before and a monthly price for a single subscription. Please examine each profile carefully and assign it a number from "0" meaning "definitely would not subscribe" to "10" meaning "definitely would subscribe" that best reflects your likelihood of subscribing to that offering.

If you definitely would not subscribe to the offering, you would give it a 0. If you definitely would subscribe to the offering, you would give it a 10. For any other case, use a number between 0 and 10 that best reflects your likelihood of subscribing to that offering. If at anytime you want to change your answer to a particular offering, please let me know and we will go back and do that. ***(SHOW ONE PROFILE AT A TIME AND RECORD 0-10 FOR EACH PROFILE. EACH RESPONDENT WILL SEE 8 PROFILES WITHIN A BLOCK RANDOMIZED. IN ADDITION, ALL RESPONDENTS WILL SEE THE TWO PROFILES IN BLOCK 9.)***

PN: RECORD BLOCK #: ___(1-8), 9

Q. 11 DOES NOT APPEAR ON THIS VERSION

RESPONDENT

RESPONDENT: PLEASE READ AND SIGN:

I acknowledge that I was interviewed on this date. During this interview I was asked questions about satellite radio.

SIGNATURE: _____ DATE: _____

TELEPHONE #: _____ (FOR VERIFICATION PURPOSES ONLY)

INTERVIEWER

INTERVIEWER: PLEASE READ AND SIGN:

I hereby certify that all of the above information was obtained by me from the respondent named above who is not personally known to me. I agree to provide this affidavit under oath, immediately upon request.

SIGNATURE: _____ DATE: _____

THANK YOU VERY MUCH FOR YOUR COOPERATION !

APPENDIX J

RESULTS BY CURRENT AND CONSIDERING SUBSCRIBERS

Figure 1. Effect On Willingness To Cancel If A Specific Programming Type Was Not Available (Q9)*

	Current Subscribers				Considering Subscribing			
	No Music	No News	No Sports	No Talk and Entertainment	No Music	No News	No Sports	No Talk and Entertainment
	(n=307)	(n=307)	(n=307)	(n=307)	(n=121)	(n=121)	(n=121)	(n=121)
	%	%	%	%	%	%	%	%
Would change amount willing to pay*[1]	57	35	36	38	69	51	42	39
Would Cancel	42	11	12	15	44	19	21	14
Would reduce price	14	20	21	21	23	29	18	21
Would not change amount willing to pay	36	49	52	50	26	38	45	50
Don't Know if would change amount willing to pay	7	16	12	12	5	11	13	11

* See Appendix C for the text of this question.

[1] A few respondents indicated a willingness to pay a higher price than $12.95. These included for current subscribers 1% for music, 4% for news, 3% for sports, 2% for talk and entertainment. For considerers, 2% for music, 3% for news, 3% for sports and 4% for talk and entertainment.

Figure 2. Effect On Willingness To Pay Without Specific Programming Type (Q9)*

	Current Subscribers				Considering Subscribers			
	No Music	No News	No Sports	No Talk and Entertainment	No Music	No News	No Sports	No Talk and Entertainment
	$	$	$	$	$	$	$	$
Average Price Among All Respondents[2]	6.39	10.45	10.40	9.97	5.56	9.44	8.95	10.03
	(n=286)	(n=256)	(n=269)	(n=269)	(n=144)	(n=108)	(n=105)	(n=108)
Average price among all respondents who would change (including zero)	2.29	6.87	6.66	6.10	2.80	6.84	4.71	6.24
	(n=176)	(n=106)	(n=109)	(n=117)	(n=83)	(n=62)	(n=51)	(n=47)
Average price among those who would pay less (not including zero)	7.12	9.24	8.86	9.03	7.26	9.40	8.93	8.63
	(n=42)	(n=61)	(n=63)	(n=63)	(n=28)	(n=35)	(n=21)	(n=26)

* See Appendix C for the text of this question.
[2] Respondents who replied "did not know" are not included here.

Figure 3. Open-Ended Question Answers (Net[3] for Q 1-3, 11)*

	Current Subscribers (n=307)			Considering Subscribing (n=121)		
	% Top Mention	% Top 3 Mention	% Any Mention	% Top Mention	% Top 3 Mention	% Any Mention
• **Music programming (no mention of commercial free)**	**70**	**87**	**87**	**61**	**74**	**74**
• Commercial free (no mention of music)	24	37	38	18	31	31
• Talk/Entertainment	20	36	37	7	22	24
• Sports	15	31	32	11	22	25
• **Commercial Free music**	**9**	**13**	**13**	**3**	**6**	**7**
• News	7	19	20	6	19	21
• Coverage	5	14	14	3	7	9
• Price	5	11	11	3	6	7
• Fewer/less commercials	5	11	12	2	4	4
• Comedy	3	13	14	2	7	8
• Kids	1	3	4	1	4	4
• Weather/traffic	1	4	6	2	3	5
• **Any Music Mentions (Net)**	**74**	**88**	**89**	**63**	**78**	**78**
• Any Commercial Mentions (Net)	33	51	51	22	39	40
• Any Commercial Free Mentions (Net)	29	43	44	21	36	37

[3] Net results are presented to avoid double-counting, *i.e.*, a respondent who mentioned music as his top response to all four questions is counted only once. Because the figure shows cumulative results from multiple questions, columns may sum to more than 100%.

* *See Appendix C for the text of these questions.*

Figure 4. Top Reasons for Subscribing/Considering Subscribing– General Draw (Q1)*

	Current Subscribers (n=307)			Considering Subscribing (n=121)		
	% Top Mention	% Top 3 Mention	% Any Mention	% Top Mention	% Top 3 Mention	% Any Mention
• **Music programming (no mention of commercial free)**	**18**	**34**	**35**	**14**	**35**	**36**
• Commercial free (no mention of music)	15	25	25	18	31	31
• Talk/Entertainment	6	13	14	2	8	9
• Price	4	7	7	2	2	3
• News	2	3	4	2	4	4
• Coverage	2	7	7	3	6	7
• Fewer/less commercials	2	5	5	2	3	3
• **Commercial Free music**	**2**	**4**	**4**	**2**	**4**	**4**
• Comedy	1	1	2	0	0	0
• Sports	1	5	6	1	2	2
• Kids	0	0	0	1	2	2
• Weather/traffic	0	0	1	0	1	1
• **Any Music Mentions (Net)**	**19**	**38**	**38**	**17**	**39**	**40**
• Any Commercial Mentions (Net)	19	34	35	22	37	37
• Any Commercial Free Mentions (Net)	17	29	29	21	35	35

* Q1(a): Thinking back to the time you first subscribed to satellite radio, why did you decide to subscribe?/Why are you considering subscribing to satellite radio?
Q1(b): Any other reason?

Figure 5. Programming Type Most Critical To Decision To Subscribe/Consider Subscribing–Programming Draw (Q2)*

	Current Subscribers (n=307)			Considering Subscribing (n=121)		
	% Top Mention	% Top 3 Mention	% Any Mention	% Top Mention	% Top 3 Mention	% Any Mention
• **Music programming (no mention of commercial free)**	**51**	**65**	**66**	**59**	**69**	**69**
• Talk/Entertainment	11	22	23	6	19	20
• Sports	9	22	22	11	21	24
• Comedy	3	10	11	2	7	8
• News	3	12	12	4	16	18
• Commercial free (no mention of music)	3	5	5	0	0	0
• **Commercial Free music**	**2**	**3**	**3**	**1**	**2**	**2**
• Kids	1	2	2	0	2	2
• Weather/traffic	1	3	4	2	3	5
• Coverage	1	1	1	0	1	2
• Price	1	1	2	2	3	3
• Fewer/less commercials	0	1	1	0	1	1
• **Any Music Mentions (Net)**	**53**	**68**	**68**	**60**	**71**	**71**
• Any Commercial Mentions (Net)	6	9	9	1	2	3
• Any Commercial Free Mentions (Net)	5	8	8	1	2	2

* Q2(a): What types of satellite radio programming were most critical to your decision to subscribe to satellite radio?/What types of satellite radio programming are most critical to your decision whether to subscribe?
Q2(b): Any other reason?

Figure 6. Importance Of Programming Type (Q4)*

Type of Programming	Relative importance as reflected in # of allocated points			
	Current Subscribers		Considering Subscribing	
	Share (n=307) %	Ranked Highest %	Share (n=121) %	Ranked Highest %
Music	**46** (42.50 – 48.84)	**76** (71.11 – 80.68)	**38** (33.48 – 43.18)	**68** (59.44 – 76.10)
Sports	13 (10.75 – 14.67)	16 (11.86 – 20.06)	13 (9.83 – 16.09)	21 (13.45 – 27.88)
Talk and Entertainment	12 (10.66 – 14.53)	16 (11.37 – 19.70)	11 (8.38 – 13.17)	15 (8.54 – 21.22)
Comedy	10 (8.55 – 11.43)	13 (9.26 – 16.79)	11 (8.96 – 13.32)	15 (8.54 – 21.22)
News	9 (7.42 – 9.80)	11 (7.56 – 14.59)	12 (10.10 – 14.54)	21 (13.45 – 27.88)
Local Weather and Traffic	6 (5.39 – 7.75)	5 (2.73 – 7.70)	9 (7.36 – 10.70)	11 (5.23 – 16.26)
Kids	4 (2.66 – 5.02)	5 (2.47 – 7.30)	4 (3.92 – 6.96)	7 (2.18 – 11.04)
	100		100	

* Q4: Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's decision to subscribe and retain your subscription to satellite radio

Figure 7. Relative Importance Of The Programming and Non-Programming Attributes Of Satellite Radio Based On Conjoint Analysis– Value (Q4-7,10)*

	Current Subscribers (n=307)		Considering Subscribing (n=121)	
	Average Importance	Top Mention	Average Importance	Top Mention
Type of Programming				
A. Music	31 (28.71-33.24)	49 (45.38-51.21)	29 (25.30-32.77)	42 (37.82-46.92)
B. News	10 (9.08-11.62)	7 (5.03-7.90)	11 (8.63-12.85)	7 (4.47-9.09)
C. Sports	14 (11.91-15.28)	12 (9.70-13.43)	13 (10.38-15.57)	9 (6.65-12.00)
D. Talk and Entertainment	12 (10.06-13.23)	10 (8.44-11.97)	12 (9.62-14.99)	12 (8.69-14.84)
Other Satellite Radio Features and Price				
E. Number of Minutes Per Hour of Commercials on Music Channels	13 (11.67-14.68)	9 (7.19-10.50)	13 (10.26-14.91)	7 (4.47-9.09)
F. Geographic Coverage	6 (4.92-7.12)	2 (1.49-3.27)	7 (5.20-8.88)	4 (2.38-6.09)
G. The Monthly Price for a Single Subscription	14 (12.53-15.95)	12 (10.33-14.16)	15 (12.48-18.16)	19 (15.06-22.23)

* See Appendix C for the text of these questions.

Figure 8. Relative Importance Of Music As Reflected In The Choice Of Current Offering With Music Versus Current Offering Without Music (Q10)

	Current Subscribers (n=307)	Considering Subscribing (n=121)
	Intention To Subscribe	Intention To Subscribe
Current Offering (Card 65)	7.42	6.38
Current Offering With No Music (Card 66)	2.47	2.48
Ratio (current offering with no music ÷ current offering)	.33	.39
	% Giving 0 Points	% Giving 0 Points
Current Offering (Card 65)	4%	9%
Current Offering With No Music (Card 66)	58%	52%
Ratio (current offering with no music ÷ current offering)	14.5	5.8

APPENDIX K

RESULTS BY XM AND SIRIUS SUBSCRIBERS AND CONSIDERING SUBSCRIBERS

Figure 1. Effect On Willingness To Cancel If A Specific Programming Type Was Not Available (Q9)*

	Sirius				XM			
	No Music	No News	No Sports	No Talk and Entertainment	No Music	No News	No Sports	No Talk and Entertainment
	(n=220)	(n=220)	(n=220)	(n=220)	(n=208)	(n=208)	(n=208)	(n=208)
	%	%	%	%	%	%	%	%
Would change amount willing to pay[1]	58	40	40	40	63	39	35	37
Would Cancel	41	14	19	17	44	13	10	12
Would reduce price	15	22	18	20	18	23	22	22
Would not change amount willing to pay	36	46	50	49	36	45	50	51
Don't Know if would change amount willing to pay	6	14	10	11	7	16	16	12

* See Appendix C for the text of this question.

[1] A few respondents indicated a willingness to pay a higher price than $12.95. These included for Sirius 2% for music, 4% for news, 3% for sports, 3% for talk and entertainment. For XM, 1% for music, 3% for news, 3% for sports and 3% for talk and entertainment.

Figure 2. Effect On Willingness To Pay Without Specific Programming Type (Q9)*

	Sirius				XM			
	No Music	No News	No Sports	No Talk and Entertainment	No Music	No News	No Sports	No Talk and Entertainment
	$	$	$	$	$	$	$	$
Average Price Among All Respondents[2]	6.57	10.16	9.57	9.63	5.71	10.14	10.47	10.37
	(n=206)	(n=189)	(n=199)	(n=194)	(n=194)	(n=175)	(n=175)	(n=183)
Average price among all respondents who would change (including zero)	2.60	6.88	5.31	5.54	2.31	6.83	6.93	6.82
	(n=127)	(n=87)	(n=88)	(n=87)	(n=132)	(n=81)	(n=72)	(n=77)
Average price among those who would pay less (not including 0)	7.27	9.96	8.98	8.62	7.10	8.64	8.79	9.20
	(n=33)	(n=48)	(n=40)	(n=44)	(n=37)	(n=48)	(n=45)	(n=45)

* See Appendix C for the text of this question.
[2] Respondents who replied "did not know" are not included here.

Figure 3. Open-Ended Question Answers (Net[3] for Q 1-3, 11)*

	Sirius (n=220)			XM (n=208)		
	% Top Mention	% Top 3 Mention	% Any Mention	% Top Mention	% Top 3 Mention	% Any Mention
• **Music programming (no mention of commercial free)**	65	80	80	71	87	87
• Talk/Entertainment	21	38	40	11	25	27
• Commercial free (no mention of music)	21	33	34	24	38	38
• Sports	17	30	31	11	27	28
• Coverage	7	14	15	2	10	11
• News	5	15	18	8	23	24
• Price	5	6	7	4	13	13
• **Commercial Free music**	5	11	12	10	11	11
• Comedy	4	10	11	2	13	14
• Weather/traffic	2	5	5	0	3	5
• Fewer/less commercials	2	7	7	5	12	12
• Kids	1	3	4	1	3	4
• **Any Music Mentions (Net)**	66	83	83	75	88	88
• Any Commercial Mentions (Net)	26	44	45	33	51	51
• Any Commercial Free Mentions (Net)	25	40	40	29	43	43

[3] Net results are presented to avoid double-counting, *i.e.*, a respondent who mentioned music as his top response to two questions is counted only once. Because the figure shows the cumulative results from multiple questions, columns may sum to more than 100%.

* See Appendix C for the text of these questions.

Figure 4. Top Reasons for Subscribing/Considering Subscribing– General Draw (Q1)*

	Sirius (n=220)			XM (n=208)		
	% Top Mention	% Top 3 Mention	% Any Mention	% Top Mention	% Top 3 Mention	% Any Mention
• **Music programming (no mention of commercial free)**	**15**	**32**	**32**	**18**	**37**	**39**
• Commercial free (no mention of music)	15	24	25	17	29	29
• Talk/Entertainment	8	16	18	1	7	8
• Coverage	4	8	9	1	5	5
• Price	4	4	5	3	7	8
• News	3	5	5	1	2	2
• Sports	2	5	5	0	3	4
• **Commercial Free music**	**2**	**5**	**5**	**2**	**4**	**4**
• Comedy	1	1	1	0	0	1
• Fewer/less commercials	1	3	4	3	6	6
• Kids	0	1	1	0	0	0
• Weather/traffic	0	0	1	0	0	0
• **Any Music Mentions (Net)**	**17**	**36**	**36**	**20**	**40**	**41**
• Any Commercial Mentions (Net)	17	32	33	23	38	38
• Any Commercial Free Mentions (Net)	16	29	29	19	33	33

* Q1(a): Thinking back to the time you first subscribed to satellite radio, why did you decide to subscribe?/Why are you considering subscribing to satellite radio?
Q1(b): Any other reason?

Figure 5. Programming Type Most Critical To Decision To Subscribe/Consider Subscribing–Programming Draw (Q2)*

	Sirius (n=220)			XM (n=208)		
	% Top Mention	% Top 3 Mention	% Any Mention	% Top Mention	% Top 3 Mention	% Any Mention
• **Music programming (no mention of commercial free)**	**49**	**62**	**62**	**57**	**72**	**72**
• Sports	12	23	23	7	21	23
• Talk/Entertainment	12	27	27	6	16	17
• Comedy	3	10	10	2	10	10
• Weather/traffic	2	4	4	0	2	4
• News	2	9	11	4	17	17
• **Commercial free (no mention of music)**	**2**	**3**	**3**	**3**	**4**	**5**
• Coverage	1	1	1	0	1	1
• Commercial Free music	1	3	4	2	2	2
• Kids	0	2	2	0	3	3
• Price	0	0	0	1	3	4
• Fewer/less commercials	0	1	1	0	0	0
• **Any Music Mentions (Net)**	**50**	**65**	**65**	**60**	**74**	**74**
• Any Commercial Mentions (Net)	3	7	8	6	7	8
• Any Commercial Free Mentions (Net)	3	6	6	5	7	7

* Q2(a): What types of satellite radio programming were most critical to your decision to subscribe to satellite radio?/What types of satellite radio programming are most critical to your decision whether to subscribe?
Q2(b): Any other reason?

Figure 6. Programming Type Most Critical To Decision To Continue To Subscribe– Retention (Q3)*

	Sirius (n=160)			XM (n=147)		
	% Top Mention	% Top 3 Mention	% Any Mention	% Top Mention	% Top 3 Mention	% Any Mention
• **Music programming (no mention of commercial free)**	**43**	**56**	**56**	**48**	**62**	**63**
• Talk/Entertainment	14	25	26	8	15	15
• Sports	10	19	19	8	19	19
• Commercial free (no mention of music)	6	9	9	7	14	14
• Comedy	3	4	4	1	7	7
• News	3	9	10	2	7	7
• Kids	1	1	1	1	3	3
• Weather/traffic	1	3	3	1	2	2
• Price	1	3	3	1	3	3
• **Commercial Free music**	**1**	**4**	**4**	**2**	**3**	**3**
• Coverage	0	1	1	0	4	5
• Fewer/less commercials	0	0	0	1	2	2
• **Any Music Mentions (Net)**	**44**	**59**	**59**	**50**	**64**	**65**
• Any Commercial Mentions (Net)	8	13	13	11	18	18
• Any Commercial Free Mentions (Net)	8	13	13	10	16	16

* Q3(a): And now, reflecting on your experience with satellite radio, what types of satellite radio programming are most critical to your decision to continue to subscribe?
Q3(b): Any other reason?

Figure 7. Aspects Of Satellite Radio That Would Be Missed Most If The Service Were Not Available (Q11)*

	Sirius (n=160)			XM (n=147)		
	% Top Mention	% Top 3 Mention	% Any Mention	% Top Mention	% Top 3 Mention	% Any Mention
• **Music programming (no mention of commercial free)**	34	46	46	41	54	54
• Talk/Entertainment	13	22	22	3	10	10
• Commercial free (no mention of music)	7	16	18	5	12	12
• Sports	5	12	13	6	16	16
• Coverage	5	8	8	2	5	6
• **Commercial Free music**	**3**	**6**	**6**	**9**	**10**	**10**
• News	2	5	5	5	9	9
• Fewer/less commercials	2	4	4	3	8	9
• Comedy	1	4	4	1	4	6
• Kids	1	2	2	0	0	0
• Weather/traffic	1	2	2	0	1	1
• Price	0	0	0	1	2	2
• **Any Music Mentions (Net)**	**36**	**50**	**50**	**50**	**64**	**64**
• Any Commercial Mentions (Net)	11	26	29	18	30	31
• Any Commercial Free Mentions (Net)	9	23	24	14	22	22

* Q11a: And finally, reflecting on your experience with satellite radio, if satellite radio was not available what, if anything, would you miss most about it?
Q11b: Anything else?

Figure 8. Importance Of Programming Type (Q4)*

Type of Programming	Relative importance as reflected in # of allocated points			
	Sirius		XM	
	Share (n=220) %	Ranked Highest %	Share (n=208) %	Ranked Highest %
Music	**39** (35.77 – 42.74)	**69** (62.98 – 75.20)	**48** (44.20 – 52.18)	**78** (72.77 – 83.96)
Sports	14 (11.14 – 16.06)	19 (13.49 – 23.78)	12 (9.71 – 14.13)	16 (10.90 – 20.83)
Talk and Entertainment	14 (11.90 – 16.68)	17 (12.28 – 22.27)	10 (7.87 – 11.63)	14 (8.82 – 18.10)
Comedy	11 (8.73 – 12.21)	14 (9.49 – 18.69)	10 (8.49 – 11.81)	13 (8.41 – 17.55)
News	10 (8.32 – 11.14)	14 (9.49 – 18.69)	10 (7.96 – 11.22)	14 (8.82 – 18.10)
Local Weather and Traffic	8 (6.89 – 9.86)	7 (4.20 – 11.26)	6 (4.87 – 7.32)	6 (2.60 – 8.94)
Kids	4 (2.87 – 5.70)	5 (2.12 – 7.88)	4 (3.04 – 5.57)	6 (2.60 – 8.94)
	100		100	

* Q4: Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's decision to subscribe and retain your subscription to satellite radio

Figure 9. Usage Of Programming Type (Q8)*

Current Subscribers

Type of Programming	Time Allocation			
	Sirius		XM	
	Share (n=160) %	Ranked Highest %	Share (n=147) %	Ranked Highest %
Music	**43** (38.61 – 47.28)	**71** (63.57 – 77.68)	**55** (49.90 – 59.24)	**84** (78.48 – 90.23)
Talk and Entertainment	16 (12.70 – 18.83)	21 (14.36 – 26.89)	8 (5.96 – 9.64)	10 (4.78 – 14.27)
Sports	11 (8.97 – 13.68)	17 (11.07 – 22.68)	11 (8.81 – 13.91)	16 (10.35 – 22.30)
Comedy	11 (8.37 – 13.42)	13 (7.89 – 18.36)	9 (7.25 – 11.14)	10 (5.31 – 15.10)
News	8 (6.48 – 9.38)	9 (4.86 – 13.89)	8 (6.08 – 10.26)	8 (3.74 – 12.59)
Local Weather and Traffic	7 (5.83 – 8.88)	8 (3.42 – 11.58)	4 (3.16 – 5.11)	2 (-0.24 – 4.33)
Kids	4 (12.37 – 5.21)	4 (1.21 – 7.54)	5 (3.00 – 6.52)	7 (3.23 – 11.74)
	100		100	

* Q8: Reflecting on your and your family's usage of satellite radio in a typical week how would you estimate the amount of time spent on each of the following program types.

Figure 10. Relative Importance Of The Programming and Non-Programming Attributes Of Satellite Radio Based On Conjoint Analysis– Value (Q4-7,10)*

	Sirius (n=220)		XM (n=208)	
	Average Importance	Top Mention	Average Importance	Top Mention
Type of Programming				
A. Music	31 (28.14-33.39)	45 (40.93-47.75)	30 (27.20- 32.92)	49 . (45.47 -52.53)
B. News	10 (8.79-11.65)	4 (2.86-5.63)	11 (9.07 - 12.37)	9 (6.98 - 11.02)
C. Sports	13 (11.04-14.96)	11 (8.71-12.99)	14 (11.81-15.89)	11 (8.79-13.21)
D. Talk and Entertainment	13 (10.84-14.84)	12 (9.58-14.01)	11 (8.93-12.61)	10 (7.43-11.57)
Other Satellite Radio Features and Price				
E. Number of Minutes Per Hour of Commercials on Music Channels	13 (11.07-14.80)	11 (8.71-12.99)	13 (11.39-14.77)	6 (3.89-7.11)
F. Geographic Coverage	6 (5.02-7.54)	4 (2.46-5.08)	6 (4.92-7.76)	2 (1.01-2.99)
G. The Monthly Price for a Single Subscription	14 (12.00-15.92)	14 (11.76-16.54)	15 (12.98-17.37)	14 (11.55-16.45)

* See Appendix C for the text of these questions.

Figure 11. Relative Importance Of Music As Reflected In The Choice Of Current Offering With Music Versus Current Offering Without Music (Q10)

	Sirius (n=220)	XM (n=208)
	Intention To Subscribe	**Intention To Subscribe**
Current Offering (Card 65)	7.32	6.93
Current Offering With No Music (Card 66)	2.40	2.55
Ratio (current offering with no music ÷ current offering)	.33	.37
	% Giving 0 Points	**% Giving 0 Points**
Current Offering (Card 65)	5%	5%
Current Offering With No Music (Card 66)	56%	57%
Ratio (current offering with no music ÷ current offering)	11.2	11.4

APPENDIX L

REFERENCED SUPPORTING DATA

Table 21
Figure 9/17/28 Amount Willing To Pay For Satellite Radio If A Specific Type Of Programming is Not Offered (Q9)
No Music

	Total	Subscriber	Considerer	Sirius	XM
Unweighted Base	428 100%	307 100%	121 100%	220 100%	208 100%
Base: Total Respondents	428 100%	307 100%	121 100%	220 100%	208 100%
Would change amount willing to pay	259 61%	176 57%	83 69%	127 58%	132 63%
Would cancel	182 43%	129 42%	53 44%	90 41%	92 44%
Would not change amount willing to pay	141 33%	110 36%	31 26%	79 36%	62 30%
Don't know if would change amount willing to pay	28 7%	21 7%	7 6%	14 6%	14 7%

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Table 22
Figure 9/17/28 Amount Willing To Pay For Satellite Radio If A Specific Type Of Programming is Not Offered (Q9)
No News

	Total	Subscriber	Considerer	Sirius	XM
Unweighted Base	428 100%	307 100%	121 100%	220 100%	208 100%
Base: Total Respondents	428 100%	307 100%	121 100%	220 100%	208 100%
Would change amount willing to pay	168 39%	106 35%	62 51%	87 40%	81 39%
Would cancel	57 13%	34 11%	23 19%	31 14%	26 13%
Would not change amount willing to pay	196 46%	150 49%	46 38%	102 46%	94 45%
Don't know if would change amount willing to pay	65 15%	52 17%	13 11%	31 14%	34 16%

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Table 23
Figure 9/17/28 Amount Willing To Pay For Satellite Radio If A Specific Type Of Programming is Not Offered (Q9)
No Sports

	Total	Subscriber	Considerer	Sirius	XM
Unweighted Base	428 100%	307 100%	121 100%	220 100%	208 100%
Base: Total Respondents	428 100%	307 100%	121 100%	220 100%	208 100%
Would change amount willing to pay	160 37%	109 36%	51 42%	88 40%	72 35%
Would cancel	62 14%	36 12%	26 21%	41 19%	21 10%
Would not change amount willing to pay	214 50%	160 52%	54 45%	111 50%	103 50%
Don't know if would change amount willing to pay	54 13%	38 12%	16 13%	21 10%	33 16%

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Table 24
Figure 9/17/28 Amount Willing To Pay For Satellite Radio If A Specific Type Of Programming is Not Offered (Q9)
No Talk and Entertainment

	Total	Subscriber	Considerer	Sirius	XM
Unweighted Base	428 100%	307 100%	121 100%	220 100%	208 100%
Base: Total Respondents	428 100%	307 100%	121 100%	220 100%	208 100%
Would change amount willing to pay	164 38%	117 38%	47 39%	87 40%	77 37%
Would cancel	62 14%	45 15%	17 14%	37 17%	25 12%
Would not change amount willing to pay	213 50%	152 50%	61 50%	107 49%	106 51%
Don't know if would change amount willing to pay	51 12%	38 12%	13 11%	26 12%	25 12%

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Table 25
Figure 9/17/28 Amount Willing to Pay If No Music

	Total	Subscriber	Considerer	Sirius	XM
Unweighted Base	400 100%	286 100%	114 100%	206 100%	194 100%
Base: Respondents Who Would Change Price/Keep the Same Price	400 100%	286 100%	114 100%	206 100%	194 100%
0	182 46%	129 45%	53 46%	90 44%	92 47%
$1.00	4 1%	3 1%	1 1%	- -	4 2%
$2.00	1 *	- -	1 1%	- -	1 1%
$2.01	1 *	1 *	- -	- -	1 1%
$2.95	1 *	- -	1 1%	1 *	- -
$2.99	1 *	- -	1 1%	1 *	- -
$3.00	3 1%	2 1%	1 1%	3 1%	- -
$3.95	2 1%	1 *	1 1%	1 *	1 1%
$4.95	2 1%	2 1%	- -	1 *	1 1%
$5.00	9 2%	5 2%	4 4%	6 3%	3 2%
$5.95	4 1%	3 1%	1 1%	- -	4 2%
$5.99	1 *	- -	1 1%	1 *	- -
$6.00	2 1%	2 1%	- -	1 *	1 1%

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Table 25
Figure 9/17/28 Amount Willing to Pay If No Music

	Total	Subscriber	Considerer	Sirius	XM
Base: Respondents Who Would Change Price/Keep the Same Price	400 100%	286 100%	114 100%	206 100%	194 100%
$6.95	1 *	1 *	- -	- -	1 1%
$7.00	1 *	1 *	- -	1 *	- -
$7.95	2 1%	- -	2 2%	- -	2 1%
$8.00	1 *	1 *	- -	- -	1 1%
$8.50	1 *	- -	1 1%	- -	1 1%
$8.95	5 1%	4 1%	1 1%	2 1%	3 2%
$8.99	3 1%	2 1%	1 1%	1 *	2 1%
$9.00	1 *	1 *	- -	1 *	- -
$9.90	1 *	1 *	- -	- -	1 1%
$9.95	6 2%	2 1%	4 4%	4 2%	2 1%
$9.98	1 *	1 *	- -	1 *	- -
$9.99	4 1%	4 1%	- -	2 1%	2 1%
$10.00	5 1%	- -	5 4%	4 2%	1 1%
$10.50	1 *	- -	1 1%	1 *	- -

Table 25
Figure 9/17/28 Amount Willing to Pay If No Music

	Total	Subscriber	Considerer	Sirius	XM
Base: Respondents Who Would Change Price/Keep the Same Price	400 100%	286 100%	114 100%	206 100%	194 100%
$10.95	2 1%	2 1%	- -	1 *	1 1%
$10.99	2 1%	2 1%	- -	- -	2 1%
$11.00	1 *	1 *	- -	- -	1 1%
$12.92	1 *	- -	1 1%	- -	1 1%
$12.95	141 35%	110 38%	31 27%	79 38%	62 32%
$13.00	1 *	1 *	- -	- -	1 1%
$14.00	1 *	- -	1 1%	1 *	- -
$15.00	3 1%	2 1%	1 1%	1 *	2 1%
$30.00	1 *	1 *	- -	1 *	- -
$30.95	1 *	1 *	- -	1 *	- -
Sigma	400 100%	286 100%	114 100%	206 100%	194 100%
Mean (with 0) Std. Err.	6.15 0.31	6.39 0.38	5.56 0.55	6.57 0.45	5.71 0.43
Mean (without 0) Std. Err.	11.29 0.25	11.64 0.30	10.39 0.46	11.66 0.36	10.87 0.35

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Table 26
Figure 9/17/28 Amount Willing to Pay If No News

	Total	Subscriber	Considerer	Sirius	XM
Unweighted Base	364 100%	256 100%	108 100%	189 100%	175 100%
Base: Respondents Who Would Change Price/Keep the Same Price	364 100%	256 100%	108 100%	189 100%	175 100%
0	57 16%	34 13%	23 21%	31 16%	26 15%
$2.00	1 *	- -	1 1%	- -	1 1%
$2.50	1 *	1 *	- -	- -	1 1%
$2.99	1 *	1 *	- -	- -	1 1%
$3.00	1 *	1 *	- -	1 1%	- -
$5.00	5 1%	4 2%	1 1%	- -	5 3%
$6.00	1 *	1 *	- -	- -	1 1%
$6.95	2 1%	1 *	1 1%	1 1%	1 1%
$7.00	2 1%	2 1%	- -	1 1%	1 1%
$7.50	1 *	1 *	- -	- -	1 1%
$7.95	3 1%	1 *	2 2%	1 1%	2 1%
$8.00	4 1%	2 1%	2 2%	1 1%	3 2%
$8.25	1 *	1 *	- -	- -	1 1%

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Table 26
Figure 9/17/28 Amount Willing to Pay If No News

	Total	Subscriber	Considerer	Sirius	XM
Base: Respondents Who Would Change Price/Keep the Same Price	364 100%	256 100%	108 100%	189 100%	175 100%
$8.95	11 3%	5 2%	6 6%	5 3%	6 3%
$8.99	2 1%	1 *	1 1%	1 1%	1 1%
$9.00	3 1%	2 1%	1 1%	2 1%	1 1%
$9.50	1 *	- -	1 1%	1 1%	- -
$9.56	1 *	- -	1 1%	- -	1 1%
$9.95	9 2%	4 2%	5 5%	7 4%	2 1%
$9.99	2 1%	2 1%	- -	1 1%	1 1%
$10.00	15 4%	10 4%	5 5%	10 5%	5 3%
$10.01	1 *	- -	1 1%	- -	1 1%
$10.50	1 *	1 *	- -	1 1%	- -
$10.95	14 4%	11 4%	3 3%	6 3%	8 5%
$10.99	2 1%	2 1%	- -	- -	2 1%
$11.00	1 *	1 *	- -	1 1%	- -
$12.00	8 2%	6 2%	2 2%	6 3%	2 1%

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Table 26
Figure 9/17/28 Amount Willing to Pay If No News

	Total	Subscriber	Considerer	Sirius	XM
Base: Respondents Who Would Change Price/Keep the Same Price	364 100%	256 100%	108 100%	189 100%	175 100%
$12.10	1 *	1 *	- -	1 1%	- -
$12.77	1 *	- -	1 1%	1 1%	- -
$12.92	1 *	- -	1 1%	- -	1 1%
$12.95	196 54%	150 59%	46 43%	102 54%	94 54%
$12.99	1 *	1 *	- -	- -	1 1%
$13.50	1 *	1 *	- -	1 1%	- -
$13.58	1 *	1 *	- -	1 1%	- -
$14.00	1 *	1 *	- -	1 1%	- -
$14.95	1 *	- -	1 1%	- -	1 1%
$14.99	2 1%	1 *	1 1%	2 1%	- -
$15.00	4 1%	3 1%	1 1%	2 1%	2 1%
$19.95	2 1%	2 1%	- -	1 1%	1 1%
$50.00	1 *	- -	1 1%	- -	1 1%
Sigma	364 100%	256 100%	108 100%	189 100%	175 100%
Mean (with 0)	10.14	10.43	9.44	10.16	10.12

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Table 26
Figure 9/17/28 Amount Willing to Pay If No News

	Total	Subscriber	Considerer	Sirius	XM
Base: Respondents Who Would Change Price/Keep the Same Price	364 100%	256 100%	108 100%	189 100%	175 100%
Std. Err.	0.27	0.29	0.62	0.35	0.43
Mean (without 0)	12.02	12.03	11.99	12.15	11.89
Std. Err.	0.18	0.15	0.51	0.15	0.33

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Table 27
Figure 9/17/28 Amount Willing to Pay If No Sports

	Total	Subscriber	Considerer	Sirius	XM
Unweighted Base	374 100%	269 100%	105 100%	199 100%	175 100%
Base: Respondents Who Would Change Price/Keep the Same Price	374 100%	269 100%	105 100%	199 100%	175 100%
0	62 17%	36 13%	26 25%	41 21%	21 12%
$1.00	1 *	1 *	- -	- -	1 1%
$3.00	1 *	1 *	- -	1 1%	- -
$4.00	1 *	1 *	- -	- -	1 1%
$4.95	2 1%	2 1%	- -	1 1%	1 1%
$5.00	9 2%	6 2%	3 3%	3 2%	6 3%
$5.95	1 *	1 *	- -	1 1%	- -
$6.00	1 *	1 *	- -	- -	1 1%
$7.00	3 1%	2 1%	1 1%	2 1%	1 1%
$7.95	2 1%	1 *	1 1%	- -	2 1%
$8.00	5 1%	3 1%	2 2%	2 1%	3 2%
$8.25	1 *	1 *	- -	- -	1 1%
$8.95	8 2%	4 1%	4 4%	3 2%	5 3%

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Table 27
Figure 9/17/28 Amount Willing to Pay If No Sports

	Total	Subscriber	Considerer	Sirius	XM
Base: Respondents Who Would Change Price/Keep the Same Price	374 100%	269 100%	105 100%	199 100%	175 100%
$9.00	5 1%	3 1%	2 2%	4 2%	1 1%
$9.50	1 *	1 *	- -	1 1%	- -
$9.95	6 2%	4 1%	2 2%	6 3%	- -
$9.99	1 *	1 *	- -	- -	1 1%
$10.00	15 4%	12 4%	3 3%	9 5%	6 3%
$10.30	1 *	1 *	- -	1 1%	- -
$10.95	10 3%	9 3%	1 1%	3 2%	7 4%
$10.99	4 1%	3 1%	1 1%	1 1%	3 2%
$11.95	1 *	1 *	- -	1 1%	- -
$12.00	5 1%	4 1%	1 1%	1 1%	4 2%
$12.92	1 *	- -	1 1%	- -	1 1%
$12.95	214 57%	160 59%	54 51%	111 56%	103 59%
$13.00	1 *	1 *	- -	1 1%	- -
$13.95	1 *	1 *	- -	- -	1 1%

Table 27
Figure 9/17/28 Amount Willing to Pay If No Sports

	Total	Subscriber	Considerer	Sirius	XM
Base: Respondents Who Would Change Price/Keep the Same Price	374 100%	269 100%	105 100%	199 100%	175 100%
$14.00	1 *	- -	1 1%	1 1%	- -
$14.95	2 1%	1 *	1 1%	- -	2 1%
$14.99	2 1%	1 *	1 1%	2 1%	- -
$15.00	3 1%	3 1%	- -	1 1%	2 1%
$15.95	1 *	1 *	- -	1 1%	- -
$20.00	1 *	1 *	- -	1 1%	- -
$29.75	1 *	1 *	- -	- -	1 1%
Sigma	374 100%	269 100%	105 100%	199 100%	175 100%
Mean (with 0) Std. Err.	9.99 0.26	10.40 0.29	8.95 0.54	9.57 0.37	10.47 0.36
Mean (without 0) Std. Err.	11.98 0.14	12.01 0.17	11.90 0.24	12.05 0.17	11.90 0.23

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Table 28
Figure 9/17/28 Amount Willing to Pay If No Talk and Entertainment

	Total	Subscriber	Considerer	Sirius	XM
Unweighted Base	377 100%	269 100%	108 100%	194 100%	183 100%
Base: Respondents Who Would Change Price/Keep the Same Price	377 100%	269 100%	108 100%	194 100%	183 100%
0	62 16%	45 17%	17 16%	37 19%	25 14%
$0.99	1 *	1 *	- -	1 1%	- -
$1.00	1 *	1 *	- -	- -	1 1%
$2.00	1 *	- -	1 1%	1 1%	- -
$2.95	1 *	1 *	- -	1 1%	- -
$2.99	1 *	1 *	- -	- -	1 1%
$3.00	1 *	1 *	- -	1 1%	- -
$4.00	1 *	- -	1 1%	- -	1 1%
$5.00	2 1%	2 1%	- -	1 1%	1 1%
$5.75	1 *	- -	1 1%	1 1%	- -
$5.95	2 1%	1 *	1 1%	1 1%	1 1%
$6.00	1 *	- -	1 1%	- -	1 1%
$6.50	1 *	1 *	- -	1 1%	- -

Table 28
Figure 9/17/28 Amount Willing to Pay If No Talk and Entertainment

	Total	*Subscriber*	*Considerer*	*Sirius*	*XM*
Base: Respondents Who Would Change Price/Keep the Same Price	377 100%	269 100%	108 100%	194 100%	183 100%
$6.95	2 1%	1 *	1 1%	- -	2 1%
$6.99	1 *	1 *	- -	1 1%	- -
$7.00	2 1%	1 *	1 1%	2 1%	- -
$7.95	3 1%	1 *	2 2%	- -	3 2%
$8.00	7 2%	6 2%	1 1%	6 3%	1 1%
$8.50	1 *	1 *	- -	- -	1 1%
$8.95	8 2%	4 1%	4 4%	4 2%	4 2%
$8.99	1 *	1 *	- -	- -	1 1%
$9.00	1 *	1 *	- -	1 1%	- -
$9.50	1 *	1 *	- -	- -	1 1%
$9.95	5 1%	3 1%	2 2%	1 1%	4 2%
$9.99	1 *	1 *	- -	1 1%	- -
$10.00	15 4%	11 4%	4 4%	9 5%	6 3%
$10.25	1 *	- -	1 1%	1 1%	- -

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Table 28
Figure 9/17/28 Amount Willing to Pay If No Talk and Entertainment

	Total	Subscriber	Considerer	Sirius	XM
Base: Respondents Who Would Change Price/Keep the Same Price	377 100%	269 100%	108 100%	194 100%	183 100%
$10.75	1 *	1 *	- -	- -	1 1%
$10.95	15 4%	12 4%	3 3%	7 4%	8 4%
$10.99	1 *	1 *	- -	- -	1 1%
$11.25	1 *	1 *	- -	- -	1 1%
$12.00	6 2%	4 1%	2 2%	2 1%	4 2%
$12.29	1 *	1 *	- -	- -	1 1%
$12.50	1 *	1 *	- -	1 1%	- -
$12.95	213 56%	152 57%	61 56%	107 55%	106 58%
$12.99	1 *	1 *	- -	- -	1 1%
$13.95	2 1%	2 1%	- -	2 1%	- -
$13.99	1 *	1 *	- -	- -	1 1%
$14.00	1 *	- -	1 1%	- -	1 1%
$14.95	1 *	1 *	- -	- -	1 1%
$14.99	2 1%	1 *	1 1%	2 1%	- -

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Table 28
Figure 9/17/28 Amount Willing to Pay If No Talk and Entertainment

	Total	Subscriber	Considerer	Sirius	XM
Base: Respondents Who Would Change Price/Keep the Same Price	377 100%	269 100%	108 100%	194 100%	183 100%
$15.00	2 1%	2 1%	- -	1 1%	1 1%
$20.00	2 1%	- -	2 2%	- -	2 1%
$30.00	1 *	1 *	- -	1 1%	- -
Sigma	377 100%	269 100%	108 100%	194 100%	183 100%
Mean (with 0) Std. Err.	9.99 0.26	9.97 0.31	10.03 0.48	9.63 0.38	10.37 0.35
Mean (without 0) Std. Err.	11.95 0.15	11.97 0.17	11.90 0.28	11.90 0.23	12.01 0.19

Table 29
Figure 9/17/28 Amount Willing to Pay If No Music

	Total	Subscriber	Considerer	Sirius	XM
Unweighted Base	259 100%	176 100%	83 100%	127 100%	132 100%
Base: Would Change Amount Willing to Pay	259 100%	176 100%	83 100%	127 100%	132 100%
0	182 70%	129 73%	53 64%	90 71%	92 70%
$1.00	4 2%	3 2%	1 1%	- -	4 3%
$2.00	1 *	- -	1 1%	- -	1 1%
$2.01	1 *	1 1%	- -	- -	1 1%
$2.95	1 *	- -	1 1%	1 1%	- -
$2.99	1 *	- -	1 1%	1 1%	- -
$3.00	3 1%	2 1%	1 1%	3 2%	- -
$3.95	2 1%	1 1%	1 1%	1 1%	1 1%
$4.95	2 1%	2 1%	- -	1 1%	1 1%
$5.00	9 3%	5 3%	4 5%	6 5%	3 2%
$5.95	4 2%	3 2%	1 1%	- -	4 3%
$5.99	1 *	- -	1 1%	1 1%	- -
$6.00	2 1%	2 1%	- -	1 1%	1 1%

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Table 29
Figure 9/17/28 Amount Willing to Pay If No Music

	Total	Subscriber	Considerer	Sirius	XM
Base: Would Change Amount Willing to Pay	259 100%	176 100%	83 100%	127 100%	132 100%
$6.95	1 *	1 1%	- -	- -	1 1%
$7.00	1 *	1 1%	- -	1 1%	- -
$7.95	2 1%	- -	2 2%	- -	2 2%
$8.00	1 *	1 1%	- -	- -	1 1%
$8.50	1 *	- -	1 1%	- -	1 1%
$8.95	5 2%	4 2%	1 1%	2 2%	3 2%
$8.99	3 1%	2 1%	1 1%	1 1%	2 2%
$9.00	1 *	1 1%	- -	1 1%	- -
$9.90	1 *	1 1%	- -	- -	1 1%
$9.95	6 2%	2 1%	4 5%	4 3%	2 2%
$9.98	1 *	1 1%	- -	1 1%	- -
$9.99	4 2%	4 2%	- -	2 2%	2 2%
$10.00	5 2%	- -	5 6%	4 3%	1 1%
$10.50	1 *	- -	1 1%	1 1%	- -

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Table 29
Figure 9/17/28 Amount Willing to Pay If No Music

	Total	Subscriber	Considerer	Sirius	XM
Base: Would Change Amount Willing to Pay	259 100%	176 100%	83 100%	127 100%	132 100%
$10.95	2 1%	2 1%	- -	1 1%	1 1%
$10.99	2 1%	2 1%	- -	- -	2 2%
$11.00	1 *	1 1%	- -	- -	1 1%
$12.92	1 *	- -	1 1%	- -	1 1%
$13.00	1 *	1 1%	- -	- -	1 1%
$14.00	1 *	- -	1 1%	1 1%	- -
$15.00	3 1%	2 1%	1 1%	1 1%	2 2%
$30.00	1 *	1 1%	- -	1 1%	- -
$30.95	1 *	1 1%	- -	1 1%	- -
Sigma	259 100%	176 100%	83 100%	127 100%	132 100%
Mean (with 0) Std. Err.	2.45 0.29	2.29 0.36	2.80 0.47	2.60 0.46	2.31 0.35
Mean (without 0) Std. Err.	8.25 0.57	8.57 0.84	7.75 0.65	8.92 1.00	7.64 0.59

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Table 30
Figure 9/17/28 Amount Willing to Pay If No News

	Total	Subscriber	Considerer	Sirius	XM
Unweighted Base	168 100%	106 100%	62 100%	87 100%	81 100%
Base: Would Change Amount Willing To Pay	168 100%	106 100%	62 100%	87 100%	81 100%
0	57 34%	34 32%	23 37%	31 36%	26 32%
$2.00	1 1%	- -	1 2%	- -	1 1%
$2.50	1 1%	1 1%	- -	- -	1 1%
$2.99	1 1%	1 1%	- -	- -	1 1%
$3.00	1 1%	1 1%	- -	1 1%	- -
$5.00	5 3%	4 4%	1 2%	- -	5 6%
$6.00	1 1%	1 1%	- -	- -	1 1%
$6.95	2 1%	1 1%	1 2%	1 1%	1 1%
$7.00	2 1%	2 2%	- -	1 1%	1 1%
$7.95	3 2%	1 1%	2 3%	1 1%	2 2%
$8.00	4 2%	2 2%	2 3%	1 1%	3 4%
$8.25	1 1%	1 1%	- -	- -	1 1%
$8.95	11 7%	5 5%	6 10%	5 6%	6 7%

Table 30
Figure 9/17/28 Amount Willing to Pay If No News

	Total	Subscriber	Considerer	Sirius	XM
Base: Would Change Amount Willing To Pay	168 100%	106 100%	62 100%	87 100%	81 100%
$8.99	2 1%	1 1%	1 2%	1 1%	1 1%
$9.00	3 2%	2 2%	1 2%	2 2%	1 1%
$9.50	1 1%	- -	1 2%	1 1%	- -
$9.56	1 1%	- -	1 2%	- -	1 1%
$9.95	9 5%	4 4%	5 8%	7 8%	2 2%
$9.99	2 1%	2 2%	- -	1 1%	1 1%
$10.00	15 9%	10 9%	5 8%	10 11%	5 6%
$10.01	1 1%	- -	1 2%	- -	1 1%
$10.50	1 1%	1 1%	- -	1 1%	- -
$10.95	14 8%	11 10%	3 5%	6 7%	8 10%
$10.99	2 1%	2 2%	- -	- -	2 2%
$11.00	1 1%	1 1%	- -	1 1%	- -
$12.00	8 5%	6 6%	2 3%	6 7%	2 2%
$12.10	1 1%	1 1%	- -	1 1%	- -

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Table 30
Figure 9/17/28 Amount Willing to Pay If No News

	Total	Subscriber	Considerer	Sirius	XM
Base: Would Change Amount Willing To Pay	168 100%	106 100%	62 100%	87 100%	81 100%
$12.77	1 1%	- -	1 2%	1 1%	- -
$12.92	1 1%	- -	1 2%	- -	1 1%
$12.99	1 1%	1 1%	- -	- -	1 1%
$13.50	1 1%	1 1%	- -	1 1%	- -
$13.58	1 1%	1 1%	- -	1 1%	- -
$14.00	1 1%	1 1%	- -	1 1%	- -
$14.95	1 1%	- -	1 2%	- -	1 1%
$14.99	2 1%	1 1%	1 2%	2 2%	- -
$15.00	4 2%	3 3%	1 2%	2 2%	2 2%
$19.95	2 1%	2 2%	- -	1 1%	1 1%
$50.00	1 1%	- -	1 2%	- -	1 1%
Don't know/no answer	1 1%	1 1%	- -	- -	1 1%
Sigma	168 100%	106 100%	62 100%	87 100%	81 100%
Mean (with 0)	6.86	6.87	6.84	6.88	6.83
Std. Err.	0.48	0.53	0.96	0.59	0.78
Mean (without 0)	10.38	10.12	10.87	10.69	10.07

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Table 30
Figure 9/17/28 Amount Willing to Pay If No News

	Total	Subscriber	Considerer	Sirius	XM
Base: Would	168	106	62	87	81
Change Amount Willing To Pay	100%	100%	100%	100%	100%
Std. Err.	0.45	0.37	1.10	0.33	0.86

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Table 31
Figure 9/17/28 Amount Willing to Pay If No Sports

	Total	Subscriber	Considerer	Sirius	XM
Unweighted Base	160 100%	109 100%	51 100%	88 100%	72 100%
Base: Would Change Amount Willing To Pay	160 100%	109 100%	51 100%	88 100%	72 100%
0	62 39%	36 33%	26 51%	41 47%	21 29%
$1.00	1 1%	1 1%	- -	- -	1 1%
$3.00	1 1%	1 1%	- -	1 1%	- -
$4.00	1 1%	1 1%	- -	- -	1 1%
$4.95	2 1%	2 2%	- -	1 1%	1 1%
$5.00	9 6%	6 6%	3 6%	3 3%	6 8%
$5.95	1 1%	1 1%	- -	1 1%	- -
$6.00	1 1%	1 1%	- -	- -	1 1%
$7.00	3 2%	2 2%	1 2%	2 2%	1 1%
$7.95	2 1%	1 1%	1 2%	- -	2 3%
$8.00	5 3%	3 3%	2 4%	2 2%	3 4%
$8.25	1 1%	1 1%	- -	- -	1 1%
$8.95	8 5%	4 4%	4 8%	3 3%	5 7%

Table 31
Figure 9/17/28 Amount Willing to Pay If No Sports

	Total	Subscriber	Considerer	Sirius	XM
Base: Would Change Amount Willing To Pay	160 100%	109 100%	51 100%	88 100%	72 100%
$9.00	5 3%	3 3%	2 4%	4 5%	1 1%
$9.50	1 1%	1 1%	- -	1 1%	- -
$9.95	6 4%	4 4%	2 4%	6 7%	- -
$9.99	1 1%	1 1%	- -	- -	1 1%
$10.00	15 9%	12 11%	3 6%	9 10%	6 8%
$10.30	1 1%	1 1%	- -	1 1%	- -
$10.95	10 6%	9 8%	1 2%	3 3%	7 10%
$10.99	4 3%	3 3%	1 2%	1 1%	3 4%
$11.95	1 1%	1 1%	- -	1 1%	- -
$12.00	5 3%	4 4%	1 2%	1 1%	4 6%
$12.92	1 1%	- -	1 2%	- -	1 1%
$13.00	1 1%	1 1%	- -	1 1%	- -
$13.95	1 1%	1 1%	- -	- -	1 1%
$14.00	1 1%	- -	1 2%	1 1%	- -

Table 31
Figure 9/17/28 Amount Willing to Pay If No Sports

	Total	Subscriber	Considerer	Sirius	XM
Base: Would Change Amount Willing To Pay	160 100%	109 100%	51 100%	88 100%	72 100%
$14.95	2 1%	1 1%	1 2%	- -	2 3%
$14.99	2 1%	1 1%	1 2%	2 2%	- -
$15.00	3 2%	3 3%	- -	1 1%	2 3%
$15.95	1 1%	1 1%	- -	1 1%	- -
$20.00	1 1%	1 1%	- -	1 1%	- -
$29.75	1 1%	1 1%	- -	- -	1 1%
Sigma	160 100%	109 100%	51 100%	88 100%	72 100%
Mean (with 0) Std. Err.	6.04 0.44	6.66 0.55	4.71 0.73	5.31 0.58	6.93 0.67
Mean (without 0) Std. Err.	9.86 0.37	9.94 0.47	9.62 0.55	9.94 0.45	9.78 0.59

Table 32
Figure 9/17/28 Amount Willing to Pay If No Talk and Entertainment

	Total	Subscriber	Considerer	Sirius	XM
Unweighted Base	164 100%	117 100%	47 100%	87 100%	77 100%
Base: Would Change Amount Willing To Pay	164 100%	117 100%	47 100%	87 100%	77 100%
0	62 38%	45 38%	17 36%	37 43%	25 32%
$0.99	1 1%	1 1%	- -	1 1%	- -
$1.00	1 1%	1 1%	- -	- -	1 1%
$2.00	1 1%	- -	1 2%	1 1%	- -
$2.95	1 1%	1 1%	- -	1 1%	- -
$2.99	1 1%	1 1%	- -	- -	1 1%
$3.00	1 1%	1 1%	- -	1 1%	- -
$4.00	1 1%	- -	1 2%	- -	1 1%
$5.00	2 1%	2 2%	- -	1 1%	1 1%
$5.75	1 1%	- -	1 2%	1 1%	- -
$5.95	2 1%	1 1%	1 2%	1 1%	1 1%
$6.00	1 1%	- -	1 2%	- -	1 1%
$6.50	1 1%	1 1%	- -	1 1%	- -

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Table 32
Figure 9/17/28 Amount Willing to Pay If No Talk and Entertainment

	Total	Subscriber	Considerer	Sirius	XM
Base: Would Change Amount Willing To Pay	164 100%	117 100%	47 100%	87 100%	77 100%
$6.95	2 1%	1 1%	1 2%	- -	2 3%
$6.99	1 1%	1 1%	- -	1 1%	- -
$7.00	2 1%	1 1%	1 2%	2 2%	- -
$7.95	3 2%	1 1%	2 4%	- -	3 4%
$8.00	7 4%	6 5%	1 2%	6 7%	1 1%
$8.50	1 1%	1 1%	- -	- -	1 1%
$8.95	8 5%	4 3%	4 9%	4 5%	4 5%
$8.99	1 1%	1 1%	- -	- -	1 1%
$9.00	1 1%	1 1%	- -	1 1%	- -
$9.50	1 1%	1 1%	- -	- -	1 1%
$9.95	5 3%	3 3%	2 4%	1 1%	4 5%
$9.99	1 1%	1 1%	- -	1 1%	- -
$10.00	15 9%	11 9%	4 9%	9 10%	6 8%
$10.25	1 1%	- -	1 2%	1 1%	- -

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Table 32
Figure 9/17/28 Amount Willing to Pay If No Talk and Entertainment

	Total	Subscriber	Considerer	Sirius	XM
Base: Would Change Amount Willing To Pay	164 100%	117 100%	47 100%	87 100%	77 100%
$10.75	1 1%	1 1%	- -	- -	1 1%
$10.95	15 9%	12 10%	3 6%	7 8%	8 10%
$10.99	1 1%	1 1%	- -	- -	1 1%
$11.25	1 1%	1 1%	- -	- -	1 1%
$12.00	6 4%	4 3%	2 4%	2 2%	4 5%
$12.29	1 1%	1 1%	- -	- -	1 1%
$12.50	1 1%	1 1%	- -	1 1%	- -
$12.99	1 1%	1 1%	- -	- -	1 1%
$13.95	2 1%	2 2%	- -	2 2%	- -
$13.99	1 1%	1 1%	- -	- -	1 1%
$14.00	1 1%	- -	1 2%	- -	1 1%
$14.95	1 1%	1 1%	- -	- -	1 1%
$14.99	2 1%	1 1%	1 2%	2 2%	- -
$15.00	2 1%	2 2%	- -	1 1%	1 1%

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Table 32
Figure 9/17/28 Amount Willing to Pay If No Talk and Entertainment

	Total	Subscriber	Considerer	Sirius	XM
Base: Would Change Amount Willing To Pay	164 100%	117 100%	47 100%	87 100%	77 100%
$20.00	2 1%	- -	2 4%	- -	2 3%
$30.00	1 1%	1 1%	- -	1 1%	- -
Sigma	164 100%	117 100%	47 100%	87 100%	77 100%
Mean (with 0) Std. Err.	6.14 0.44	6.10 0.53	6.24 0.83	5.54 0.62	6.82 0.63
Mean (without 0) Std. Err.	9.87 0.38	9.92 0.45	9.78 0.71	9.64 0.60	10.10 0.47

Table 33
Figure 9/17/28 Amount Willing To Pay If No Music (Q9)

	Total	Subscriber	Considerer	Sirius	XM
Unweighted Base	70 100%	42 100%	28 100%	33 100%	37 100%
Base: Total Respondents Who Would Reduce Price Paid For Satellite Radio If No Music	70 100%	42 100%	28 100%	33 100%	37 100%
0	- -	- -	- -	- -	- -
$1.00	4 6%	3 7%	1 4%	- -	4 11%
$2.00	1 1%	- -	1 4%	- -	1 3%
$2.01	1 1%	1 2%	- -	- -	1 3%
$2.95	1 1%	- -	1 4%	1 3%	- -
$2.99	1 1%	- -	1 4%	1 3%	- -
$3.00	3 4%	2 5%	1 4%	3 9%	- -
$3.95	2 3%	1 2%	1 4%	1 3%	1 3%
$4.95	2 3%	2 5%	- -	1 3%	1 3%
$5.00	9 13%	5 12%	4 14%	6 18%	3 8%
$5.95	4 6%	3 7%	1 4%	- -	4 11%
$5.99	1 1%	- -	1 4%	1 3%	- -

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Table 33
Figure 9/17/28 Amount Willing To Pay If No Music (Q9)

	Total	Subscriber	Considerer	Sirius	XM
Base: Total Respondents Who Would Reduce Price Paid For Satellite Radio If No Music	70 100%	42 100%	28 100%	33 100%	37 100%
$6.00	2 3%	2 5%	- -	1 3%	1 3%
$6.95	1 1%	1 2%	- -	- -	1 3%
$7.00	1 1%	1 2%	- -	1 3%	- -
$7.95	2 3%	- -	2 7%	- -	2 5%
$8.00	1 1%	1 2%	- -	- -	1 3%
$8.50	1 1%	- -	1 4%	- -	1 3%
$8.95	5 7%	4 10%	1 4%	2 6%	3 8%
$8.99	3 4%	2 5%	1 4%	1 3%	2 5%
$9.00	1 1%	1 2%	- -	1 3%	- -
$9.90	1 1%	1 2%	- -	- -	1 3%
$9.95	6 9%	2 5%	4 14%	4 12%	2 5%
$9.98	1 1%	1 2%	- -	1 3%	- -
$9.99	4 6%	4 10%	- -	2 6%	2 5%

Table 33
Figure 9/17/28 Amount Willing To Pay If No Music (Q9)

	Total	Subscriber	Considerer	Sirius	XM
Base: Total Respondents Who *Would Reduce* Price Paid For Satellite Radio If No Music	70 100%	42 100%	28 100%	33 100%	37 100%
$10.00	5 7%	- -	5 18%	4 12%	1 3%
$10.50	1 1%	- -	1 4%	1 3%	- -
$10.95	2 3%	2 5%	- -	1 3%	1 3%
$10.99	2 3%	2 5%	- -	- -	2 5%
$11.00	1 1%	1 2%	- -	- -	1 3%
$12.92	1 1%	- -	1 4%	- -	1 3%
Sigma	70 100%	42 100%	28 100%	33 100%	37 100%
Mean	7.18	7.12	7.26	7.27	7.10
Std. Err.	0.37	0.47	0.60	0.49	0.55

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Table 34
Figure 9/17/28 Amount Willing To Pay If No News (Q9)

	Total	Subscriber	Considerer	Sirius	XM
Unweighted Base	96 100%	61 100%	35 100%	48 100%	48 100%
Base: Total Respondents Who Would Reduce Price Paid For Satellite Radio If No News	96 100%	61 100%	35 100%	48 100%	48 100%
0	- -	- -	- -	- -	- -
$2.00	1 1%	- -	1 3%	- -	1 2%
$2.50	1 1%	1 2%	- -	- -	1 2%
$2.99	1 1%	1 2%	- -	- -	1 2%
$3.00	1 1%	1 2%	- -	1 2%	- -
$5.00	5 5%	4 7%	1 3%	- -	5 10%
$6.00	1 1%	1 2%	- -	- -	1 2%
$6.95	2 2%	1 2%	1 3%	1 2%	1 2%
$7.00	2 2%	2 3%	- -	1 2%	1 2%
$7.95	3 3%	1 2%	2 6%	1 2%	2 4%
$8.00	4 4%	2 3%	2 6%	1 2%	3 6%
$8.25	1 1%	1 2%	- -	- -	1 2%

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Table 34
Figure 9/17/28 Amount Willing To Pay If No News (Q9)

	Total	Subscriber	Considerer	Sirius	XM
Base: Total Respondents Who Would Reduce Price Paid For Satellite Radio If No News	96 100%	61 100%	35 100%	48 100%	48 100%
$8.95	11 11%	5 8%	6 17%	5 10%	6 13%
$8.99	2 2%	1 2%	1 3%	1 2%	1 2%
$9.00	3 3%	2 3%	1 3%	2 4%	1 2%
$9.50	1 1%	- -	1 3%	1 2%	- -
$9.56	1 1%	- -	1 3%	- -	1 2%
$9.95	9 9%	4 7%	5 14%	7 15%	2 4%
$9.99	2 2%	2 3%	- -	1 2%	1 2%
$10.00	15 16%	10 16%	5 14%	10 21%	5 10%
$10.01	1 1%	- -	1 3%	- -	1 2%
$10.50	1 1%	1 2%	- -	1 2%	- -
$10.95	13 14%	10 16%	3 9%	6 13%	7 15%
$10.99	2 2%	2 3%	- -	- -	2 4%
$11.00	1 1%	1 2%	- -	1 2%	- -

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Table 34
Figure 9/17/28 Amount Willing To Pay If No News (Q9)

	Total	Subscriber	Considerer	Sirius	XM
Base: Total Respondents Who Would Reduce Price Paid For Satellite Radio If No News	96 100%	61 100%	35 100%	48 100%	48 100%
$12.00	8 8%	6 10%	2 6%	6 13%	2 4%
$12.10	1 1%	1 2%	- -	1 2%	- -
$12.77	1 1%	- -	1 3%	1 2%	- -
$12.92	1 1%	- -	1 3%	- -	1 2%
Don't know/no answer	1 1%	1 2%	- -	- -	1 2%
Sigma	96 100%	61 100%	35 100%	48 100%	48 100%
Mean	9.30	9.24	9.40	9.96	8.64
Std. Err.	0.23	0.30	0.34	0.24	0.37

Table 35
Figure 9/17/28 Amount Willing To Pay If No Sports (Q9)

	Total	Subscriber	Considerer	Sirius	XM
Unweighted Base	85 100%	63 100%	22 100%	40 100%	45 100%
Base: Total Respondents Who Would Reduce Price Paid For Satellite Radio If No Sports	85 100%	63 100%	22 100%	40 100%	45 100%
0	- -	- -	- -	- -	- -
$1.00	1 1%	1 2%	- -	- -	1 2%
$3.00	1 1%	1 2%	- -	1 3%	- -
$4.00	1 1%	1 2%	- -	- -	1 2%
$4.95	2 2%	2 3%	- -	1 3%	1 2%
$5.00	9 11%	6 10%	3 14%	3 8%	6 13%
$5.95	1 1%	1 2%	- -	1 3%	- -
$6.00	1 1%	1 2%	- -	- -	1 2%
$7.00	3 4%	2 3%	1 5%	2 5%	1 2%
$7.95	2 2%	1 2%	1 5%	- -	2 4%
$8.00	5 6%	3 5%	2 9%	2 5%	3 7%
$8.25	1 1%	1 2%	- -	- -	1 2%

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Table 35
Figure 9/17/28 Amount Willing To Pay If No Sports (Q9)

	Total	Subscriber	Considerer	Sirius	XM
Base: Total Respondents Who Would Reduce Price Paid For Satellite Radio If No Sports	85 100%	63 100%	22 100%	40 100%	45 100%
$8.95	8 9%	4 6%	4 18%	3 8%	5 11%
$9.00	5 6%	3 5%	2 9%	4 10%	1 2%
$9.50	1 1%	1 2%	- -	1 3%	- -
$9.95	6 7%	4 6%	2 9%	6 15%	- -
$9.99	1 1%	1 2%	- -	- -	1 2%
$10.00	15 18%	12 19%	3 14%	9 23%	6 13%
$10.30	1 1%	1 2%	- -	1 3%	- -
$10.95	10 12%	9 14%	1 5%	3 8%	7 16%
$10.99	4 5%	3 5%	1 5%	1 3%	3 7%
$11.95	1 1%	1 2%	- -	1 3%	- -
$12.00	5 6%	4 6%	1 5%	1 3%	4 9%
$12.92	1 1%	- -	1 5%	- -	1 2%
Sigma	85 100%	63 100%	22 100%	40 100%	45 100%
Mean	8.88	8.86	8.93	8.98	8.79

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Table 35
Figure 9/17/28 Amount Willing To Pay If No Sports (Q9)

	Total	Subscriber	Considerer	Sirius	XM
Base: Total Respondents Who Would Reduce Price Paid For Satellite Radio If No Sports	85 100%	63 100%	22 100%	40 100%	45 100%
Std. Err.	0.26	0.32	0.45	0.33	0.40

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Table 36
Figure 9/17/28 Amount Willing To Pay If No Talk and Entertainment (Q9)

	Total	Subscriber	Considerer	Sirius	XM
Unweighted Base	89 100%	63 100%	26 100%	44 100%	45 100%
Base: Total Respondents Who Would Reduce Price Paid For Satellite Radio If No Talk and Entertainment	89 100%	63 100%	26 100%	44 100%	45 100%
0	- -	- -	- -	- -	- -
$0.99	1 1%	1 2%	- -	1 2%	- -
$1.00	1 1%	1 2%	- -	- -	1 2%
$2.00	1 1%	- -	1 4%	1 2%	- -
$2.95	1 1%	1 2%	- -	1 2%	- -
$2.99	1 1%	1 2%	- -	- -	1 2%
$3.00	1 1%	1 2%	- -	1 2%	- -
$4.00	1 1%	- -	1 4%	- -	1 2%
$5.00	2 2%	2 3%	- -	1 2%	1 2%
$5.75	1 1%	- -	1 4%	1 2%	- -
$5.95	2 2%	1 2%	1 4%	1 2%	1 2%
$6.00	1 1%	- -	1 4%	- -	1 2%

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Table 36
Figure 9/17/28 Amount Willing To Pay If No Talk and Entertainment (Q9)

	Total	Subscriber	Considerer	Sirius	XM
Base: Total Respondents Who Would Reduce Price Paid For Satellite Radio If No Talk and Entertainment	89 100%	63 100%	26 100%	44 100%	45 100%
$6.50	1 1%	1 2%	- -	1 2%	- -
$6.95	2 2%	1 2%	1 4%	- -	2 4%
$6.99	1 1%	1 2%	- -	1 2%	- -
$7.00	2 2%	1 2%	1 4%	2 5%	- -
$7.95	3 3%	1 2%	2 8%	- -	3 7%
$8.00	7 8%	6 10%	1 4%	6 14%	1 2%
$8.50	1 1%	1 2%	- -	- -	1 2%
$8.95	8 9%	4 6%	4 15%	4 9%	4 9%
$8.99	1 1%	1 2%	- -	- -	1 2%
$9.00	1 1%	1 2%	- -	1 2%	- -
$9.50	1 1%	1 2%	- -	- -	1 2%
$9.95	5 6%	3 5%	2 8%	1 2%	4 9%
$9.99	1 1%	1 2%	- -	1 2%	- -

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Table 36
Figure 9/17/28 Amount Willing To Pay If No Talk and Entertainment (Q9)

	Total	Subscriber	Considerer	Sirius	XM
Base: Total Respondents Who Would Reduce Price Paid For Satellite Radio If No Talk and Entertainment	89 100%	63 100%	26 100%	44 100%	45 100%
$10.00	15 17%	11 17%	4 15%	9 20%	6 13%
$10.25	1 1%	- -	1 4%	1 2%	- -
$10.75	1 1%	1 2%	- -	- -	1 2%
$10.95	15 17%	12 19%	3 12%	7 16%	8 18%
$10.99	1 1%	1 2%	- -	- -	1 2%
$11.25	1 1%	1 2%	- -	- -	1 2%
$12.00	6 7%	4 6%	2 8%	2 5%	4 9%
$12.29	1 1%	1 2%	- -	- -	1 2%
$12.50	1 1%	1 2%	- -	1 2%	- -
Sigma	89 100%	63 100%	26 100%	44 100%	45 100%
Mean	8.91	9.03	8.63	8.62	9.20
Std. Err.	0.27	0.33	0.48	0.40	0.37

SC: Are you or any members of your household employed in any of the industries listed on this card?
Response: An insurance company: **No**
A marketing research firm: **No**
An advertising agency: **No**
The entertainment industry: **No**
A satellite radio provider: **No**
A cable TV provider: **No**
An Internet service provider: **No**
SD: During the past three months have you taken part in any market research survey other than a political poll?
Response: **No**
SE: I'm going to ask you a few questions, but please be assured that this is only for classification purposes and that your responses will be kept confidential. Which of these groups includes your age?
Response: **50 - 64 years**
SF: Which, if any, of the following decisions do you make or take part in making for your household?
Response: **Decision to subscribe to cable TV**
Decision to subscribe to an Internet service
Decision to subscribe to satellite radio
Decision to subscribe to a wireless phone service
Decision to subscribe to satellite TV
SG: Which of these services, if any, do you or your household currently subscribe to?
Response: **Cable TV**
Broadband Internet
Satellite radio
Wireless phone service
SH: Which of the following best describe the type of satellite radio you or your household currently subscribes to?
Response: **A paid or trial subscription (such as from the purchase of a car) directly from XM or Sirius**
SI: Are you or your household currently considering subscribing to (INSERT ITEM) in the next 30 days?
Response: Satellite TV: **Yes**
SK: Which satellite radio service do you or your household currently subscribe to?
Response: **XM**
SM: Do you wear glasses or contact lenses when you read?
Response: **Yes**
SN: Do you have your glasses with you or are you wearing your contact lenses today?
Response: **Yes**
SO: RECORD GENDER OF RESPONDENT
Response: **Male**
SP: We would like to invite you to participate in a study that we think you will find interesting. The survey will take about 20 minutes. The survey we would like you to participate in requires you to read questions on a computer and either use a mouse to point and click on your answers or tell me your answers and I will record them. Would you like to participate in this study?
Response: **Yes, will participate**
SQ: May I please have your full name, address and phone number? You can be assured that your name and phone number will not be used to sell you anything or for any marketing or telemarketing purposes. It will only be used to verify your participation in the survey. (RECORD ON FRONT PAGE OF SCREENER. YOU MUST VERIFY RESPONDENT'S PHONE NUMBER. IF RESPONDENT REFUSES TO GIVE PHONE NUMBER, SAY:) I'm sorry but I cannot ask you to participate in our survey as my client needs your phone number to be able to verify your participation in this study.
Response: **Gave phone number**
Q1a: Q1(a) Thinking back to the time you first subscribed to satellite radio, why did you decide to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **I put it in my vehicles,(P) I needed to have more options in what kind of music I wanted to listen to and there are no commercials. (P)no (w/e)nothing**
Q1b: 1(b) (PROBE) Any other reason? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **nothing**
Q2a: 2(a) What types of satellite radio programming were most critical to your decision to subscribe to satellite radio? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **Rock stations, and sometimes comedy stations. They also had college football. (P)no (w/e)nothing**
Q2b: 2(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **nothing**
Q3a: 3(a) And now, reflecting on your experience with satellite radio, what types of satellite radio programming are most critical to your decision to continue to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **The rock stations and the college football stations are most critical to me and I love the way it works. (P)no(w/e)nothing**
Q3b: 3(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **Nothing**
HO1: INTERVIEWER: HAVE THE RESPONDENT SIT IN FRONT OF THE COMPUTER AND ANSWER QUESTIONS TO THE REMAINDER OF THE SURVEY HIM/HERSELF. BE SURE TO SIT WITH THE RESPONDENT WHILE HE/SHE IS ANSWERING IN CASE HE/SHE HAS ANY QUESTIONS. IF THE RESPONDENT PREFERS, HAVE HIM/HER READ THE QUESTIONS ON THE SCREEN, BUT YOU WILL ENTER THE ANSWERS. RECORD:
Response: **Respondent entering answers**

Q4: Below is a list of the types of satellite radio programming. Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's decision to subscribe and retain your subscription to satellite radio.
If a specific type of programming is not important at all, feel free to give it zero points. If, on the other hand, your decision was affected by only one of the types of programming and none of the others were important to you, give that type of programming all of the 100 points. There are no right or wrong answers and we are just looking for your evaluation of the relative importance of the seven types of programming reflecting both the consideration you used in deciding to subscribe and your experience with satellite radio. Please make sure that the total adds to 100. Is this clear? (RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)
Please click "Okay" if this is clear.

Response: **Okay**

Q4: Please enter a whole number response from 0 to 100 in each of the spaces provided. Your responses must sum to 100.

Response: Comedy: **0**
Kids: **0**
Local Weather and Traffic: **0**
Music: **60**
News: **20**
Sports: **20**
Talk and Entertainment: **0**

Q5: Now I would like to show you four of these programming types. For each type of programming you will see a number of hypothetical options showing different amounts of programming. For each hypothetical option, please indicate how desirable it would be for you relative to the other options. Please assume that in each case all other programming and non-programming features of the service including price remain the same. Please use a number from 0 (zero) = extremely undesirable to 10 = extremely desirable. You can use any number from "0 to 10" to indicate your answer. Please examine each hypothetical amount of programming and record the number that best reflects its level of desirability or undesirability. Is this clear?
Please click "Okay" if this is clear.

Response: **Okay**

Q5A: A. Music Programming (Current Offering includes 74 Music Channels.)

Response: 1. No music programming: **0**
2. Substantially fewer channels and less variety of music than currently offered: **1**
3. The same number of channels and the same variety of music as currently offered: **7**
4. Substantially more channels and more variety of music than currently offered: **8**

Q5B: B. News (Current Offering includes 13 News Channels.)

Response: 1. No news programming: **0**
2. Substantially fewer channels and less variety of news than currently offered: **7**
3. The same number of channels and the same variety of news as currently offered: **3**
4. Substantially more channels and more variety of news than currently offered: **1**

Q5C: C. Sports (Current Offering includes 13 Sports Channels and Live Game Channels for Major League Baseball, NASCAR, etc.)

Response: 1. No sports programming: **0**
2. Substantially fewer channels and less variety of sports than currently offered: **1**
3. The same number of channels and same variety of sports as currently offered: **7**
4. Substantially more channels and more variety of sports than currently offered: **5**

Q5D: D. Talk & Entertainment (Current Offering includes 17 Talk and Entertainment channels including Opie and Anthony, Air America, etc.)

Response: 1. No talk and entertainment programming: **7**
2. Substantially fewer channels and less variety of talk and entertainment than currently offered: **8**
3. The same number of channels and same variety of talk and entertainment as currently offered: **3**
4. Substantially more channels and more variety of talk and entertainment than currently offered: **0**

Q6a: Now, we would like you to consider the non-programming features of satellite radio such as the number of minutes of commercials per hour on music channels and geographic coverage. For each type of non-programming feature you will see a hypothetical option showing different amounts for that non-programming feature. Please repeat the desirability task we did before for the types of programming, but this time let's do it with respect to the various options for each of the non-programming features. Please indicate how desirable each of the different options of a given feature would be to you relative to the other options of that feature. Again, please assume that all other programming and non-programming features of the service, including price, remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: A. The Number of Minutes of Commercials Per Hour on Music Channels
1. No commercials on music channels: **10**
2. 2 minutes of commercials per hour: **6**
3. 5 minutes of commercials per hour: **3**
4. 12 minutes of commercials per hour: **0**

B. Geographic Coverage
1. Typical FM coverage: **9**
2. Complete nationwide coverage: **10**

Q6b: Now, let's turn to price. I'd like you to repeat the desirability task for various monthly prices for a single subscription. Please indicate how desirable each of the different price options would be to you relative to the other options. Again, please assume that all other programming and non-programming features of the service remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: C. The Monthly Price for A Single Subscription
1. $8.95 per month: **10**
2. $10.95 per month: **9**
3. $12.95 per month: **8**
4. $14.95 per month: **8**

Q6c: Please review the list below and tell me if there are any other non-programming features besides the ones listed that you considered in your decision to subscribe and retain your subscription to satellite radio?
- The number of minutes of commercials per hour on music channels
- Geographic coverage
- The monthly price for a single subscription

Response: Other, please specify: **specificity of sports stations**

Q6cf1: Anything else?

Response: **Yes**

Q6cf2: What else?

Response: **vast variety of contrasting options eg: conservative talk radio right next to liberal talk radio**

Q7: Below is a list of the non-programming features of satellite radio. Please review the list and allocate 100 points among the features in a way that the number of points (0 to 100) you give each feature best reflects the relative importance of that feature to you and your family's decision to subscribe and retain your subscription to satellite radio. As in the previous 100 point allocation task, please assign each feature a number from 0 to 100 that best reflects its relative importance to you and your family's decision to subscribe and retain your subscription to satellite radio. The more important a feature is, the higher the number of points you would give it, while the less important a feature is, the fewer number of points you would give it. Please make sure that the total adds to 100. (RECORD 0-100 FOR EACH. TOTAL MUST E#QUAL 100.)

Response: The number of minutes of commercials per hour on music channels: **30**
Geographic coverage: **20**
The monthly price for a single subscription: **0**
Other (specificity of sports stations): **20**
Other (vast variety of contrasting options eg: conservative talk radio right next to liberal talk radio): **30**

Q8: Reflecting on your and your family's usage of satellite radio in a typical week how would you estimate the amount of time spent on each of the following program types. Again please do so by allocating 100 points among the type of programming reflecting the % of time allocated to each. If you did not (or will not) spend any time listening to a particular type of program, please give it a zero. The type of programming listened to the most should get the highest number of points, the second most should get fewer points, etc. Make sure the total adds up to 100%.

Response: Comedy: **0**
Kids: **0**
Local Weather and Traffic: **0**
Music: **75**
News: **10**
Sports: **10**
Talk and Entertainment: **5**

Q9a: As you know, the single subscription price per month for satellite radio is $12.95. Let's assume that some of the current programming types were not available. Assuming that all other programming and non-programming features of the service, including price, remain the same. If no [PRGTYPE] programming were available, would it affect the amount you would be willing to pay for satellite radio?

Response: MUSIC: **No**
NEWS: **No**
SPORTS: **Yes**
TALK AND ENTERTAINMENT: **Yes**

Q9b: How much would you be willing to pay for satellite radio if no [PRGTYPE] programming were available? Please assume that all other programming and non-programming features of the service, including price, remain the same. Please tell me the dollar amount you would be willing to pay for satellite radio if these types of programming were not offered at all. Furthermore, if you think that not having this programming type would lead you to cancel your subscription please say so.
Would be willing to pay:

Response: SPORTS: **$10.00**
TALK AND ENTERTAINMENT: **Would Cancel Subscription**

Q10: Now, I am going to show you 10 different hypothetical satellite radio program offerings. Each one represents a specific hypothetical satellite radio offering that includes a set of available programming options, as well as various combinations of the non-programming features we discussed before and a monthly price for a single subscription. Please examine each profile carefully and assign it a number from "0" meaning "definitely would not subscribe" to "10" meaning "definitely would subscribe" that best reflects your likelihood of subscribing to that offering.
If you definitely would not subscribe to the offering, you would give it a 0. If you definitely would subscribe to the offering, you would give it a 10. For any other case, use a number between 0 and 10 that best reflects your likelihood of subscribing to that offering. If at anytime you want to change your answer to a particular offering, please let me know and we will go back and do that.

Response:
Card 57: **10**
Card 58: **0**
Card 59: **0**
Card 60: **0**
Card 61: **10**
Card 62: **0**
Card 63: **6**
Card 64: **0**
Card 65: **10**
Card 66: **0**

Q11a: And finally, reflecting on your experience with satellite radio, if satellite radio was not available what, if anything, would you miss most about it?

Response: **The music.**

Q11b: Anything else?

Response: **I have enjoyed XM radio. I only use it in my vehicles. I hardly listen to regular radio except for sports and rarely play CD's anymore.**

SC: Are you or any members of your household employed in any of the industries listed on this card?
Response: An insurance company: **No**
A marketing research firm: **No**
An advertising agency: **No**
The entertainment industry: **No**
A satellite radio provider: **No**
A cable TV provider: **No**
An Internet service provider: **No**
SD: During the past three months have you taken part in any market research survey other than a political poll?
Response: **No**
SE: I'm going to ask you a few questions, but please be assured that this is only for classification purposes and that your responses will be kept confidential. Which of these groups includes your age?
Response: **18 - 24 years**
SF: Which, if any, of the following decisions do you make or take part in making for your household?
Response: **Decision to subscribe to cable TV**
Decision to subscribe to an Internet service
Decision to subscribe to satellite radio
Decision to subscribe to a wireless phone service
SG: Which of these services, if any, do you or your household currently subscribe to?
Response: **Cable TV**
Broadband Internet
Wireless phone service
SI: Are you or your household currently considering subscribing to (INSERT ITEM) in the next 30 days?
Response: Satellite TV: **Yes**
Satellite radio: **Yes**
SJ: Which of the following best describes the type of satellite radio you or your household are considering?
Response: **A paid or trial subscription (such as from the purchase of a car) directly from XM or Sirius**
SL: Which satellite radio service are you currently considering subscribing to?
Response: **Both**
SM: Do you wear glasses or contact lenses when you read?
Response: **Yes**
SN: Do you have your glasses with you or are you wearing your contact lenses today?
Response: **Yes**
SO: RECORD GENDER OF RESPONDENT
Response: **Male**
SP: We would like to invite you to participate in a study that we think you will find interesting. The survey will take about 20 minutes. The survey we would like you to participate in requires you to read questions on a computer and either use a mouse to point and click on your answers or tell me your answers and I will record them. Would you like to participate in this study?
Response: **Yes, will participate**
SQ: May I please have your full name, address and phone number? You can be assured that your name and phone number will not be used to sell you anything or for any marketing or telemarketing purposes. It will only be used to verify your participation in the survey. (RECORD ON FRONT PAGE OF SCREENER. YOU MUST VERIFY RESPONDENT'S PHONE NUMBER. IF RESPONDENT REFUSES TO GIVE PHONE NUMBER, SAY:) I'm sorry but I cannot ask you to participate in our survey as my client needs your phone number to be able to verify your participation in this study.
Response: **Gave phone number**
Q1a: Q1(a) Why are you considering subscribing to satellite radio? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **No commercials convenient different types of music on them not the same old songs. w/e nothing else**
Q1b: 1(b) (PROBE) Any other reason? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **it will save me money by not buying alot of cds. That you have over 250 channels to choose from. w/e nothing else**
Q2a: 2(a) What types of satellite radio programming are most critical to your decision whether to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **music and sport and news and about the traffic in different states if I am going on vacation. w/e nothing else**
Q2b: 2(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **the weather and a variaty of different area that you can get news in not only illinois but different states as well. w/e nothing else**
HO1: INTERVIEWER: HAVE THE RESPONDENT SIT IN FRONT OF THE COMPUTER AND ANSWER QUESTIONS TO THE REMAINDER OF THE SURVEY HIM/HERSELF. BE SURE TO SIT WITH THE RESPONDENT WHILE HE/SHE IS ANSWERING IN CASE HE/SHE HAS ANY QUESTIONS. IF THE RESPONDENT PREFERS, HAVE HIM/HER READ THE QUESTIONS ON THE SCREEN, BUT YOU WILL ENTER THE ANSWERS. RECORD:
Response: **Interviewer entering answers**

Q4: Below is a list of the types of satellite radio programming. Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's ultimate decision whether to subscribe to satellite radio.
If a specific type of programming is not important at all, feel free to give it zero points. If, on the other hand, your decision is likely to be affected by only one of the types of programming and none of the others are likely to be important to you, give that type of programming all of the 100 points. There are no right or wrong answers and we are just looking for your evaluation of the relative importance of the seven types of programming to your decision whether to subscribe to satellite radio. Please make sure that the total adds to 100. Is this clear? (RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)
Please click "Okay" if this is clear.

Response: **Okay**

Q4: Please enter a whole number response from 0 to 100 in each of the spaces provided. Your responses must sum to 100.

Response: Comedy: **20**
Kids: **5**
Local Weather and Traffic: **10**
Music: **20**
News: **15**
Sports: **20**
Talk and Entertainment: **10**

Q5: Now I would like to show you four of these programming types. For each type of programming you will see a number of hypothetical options showing different amounts of programming. For each hypothetical option, please indicate how desirable it would be for you relative to the other options. Please assume that in each case all other programming and non-programming features of the service including price remain the same. Please use a number from 0 (zero) = extremely undesirable to 10 = extremely desirable. You can use any number from "0 to 10" to indicate your answer. Please examine each hypothetical amount of programming and record the number that best reflects its level of desirability or undesirability. Is this clear?
Please click "Okay" if this is clear.

Response: **Okay**

Q5A: A. Music Programming (Current Offering includes 74 Music Channels.)

Response:
1. No music programming: **0**
2. Substantially fewer channels and less variety of music than currently offered: **0**
3. The same number of channels and the same variety of music as currently offered: **8**
4. Substantially more channels and more variety of music than currently offered: **10**

Q5B: B. News (Current Offering includes 13 News Channels.)

Response:
1. No news programming: **0**
2. Substantially fewer channels and less variety of news than currently offered: **0**
3. The same number of channels and the same variety of news as currently offered: **9**
4. Substantially more channels and more variety of news than currently offered: **10**

Q5C: C. Sports (Current Offering includes 13 Sports Channels and Live Game Channels for Major League Baseball, NASCAR, etc.)

Response:
1. No sports programming: **0**
2. Substantially fewer channels and less variety of sports than currently offered: **0**
3. The same number of channels and same variety of sports as currently offered: **4**
4. Substantially more channels and more variety of sports than currently offered: **8**

Q5D: D. Talk & Entertainment (Current Offering includes 17 Talk and Entertainment channels including Opie and Anthony, Air America, etc.)

Response:
1. No talk and entertainment programming: **7**
2. Substantially fewer channels and less variety of talk and entertainment than currently offered: **4**
3. The same number of channels and same variety of talk and entertainment as currently offered: **5**
4. Substantially more channels and more variety of talk and entertainment than currently offered: **8**

Q6a: Now, we would like you to consider the non-programming features of satellite radio such as the number of minutes of commercials per hour on music channels and geographic coverage. For each type of non-programming feature you will see a hypothetical option showing different amounts for that non-programming feature. Please repeat the desirability task we did before for the types of programming, but this time let's do it with respect to the various options for each of the non-programming features. Please indicate how desirable each of the different options of a given feature would be to you relative to the other options of that feature. Again, please assume that all other programming and non-programming features of the service, including price, remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: A. The Number of Minutes of Commercials Per Hour on Music Channels
1. No commercials on music channels: **10**
2. 2 minutes of commercials per hour: **3**
3. 5 minutes of commercials per hour: **2**
4. 12 minutes of commercials per hour: **1**

B. Geographic Coverage
1. Typical FM coverage: **1**
2. Complete nationwide coverage: **10**

Q6b: Now, let's turn to price. I'd like you to repeat the desirability task for various monthly prices for a single subscription. Please indicate how desirable each of the different price options would be to you relative to the other options. Again, please assume that all other programming and non-programming features of the service remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: C. The Monthly Price for A Single Subscription

1. $8.95 per month: **10**
2. $10.95 per month: **5**
3. $12.95 per month: **4**
4. $14.95 per month: **3**

Q6c: Please review the list below and tell me if there are any other non-programming features besides the ones listed that would likely impact your decision whether to subscribe to satellite radio?

- The number of minutes of commercials per hour on music channels
- Geographic coverage
- The monthly price for a single subscription

Response: **No others considered**

Q7: Below is a list of the non-programming features of satellite radio. Please review the list and allocate 100 points among the features in a way that the number of points (0 to 100) you give each feature best reflects the relative importance of that feature to you and your family's ultimate decision whether to subscribe to satellite radio. As in the previous 100 point allocation task, please assign each feature a number from 0 to 100 that best reflects its relative importance to you and your family's decision whether to subscribe to satellite radio. The more important a feature is, the higher the number of points you would give it, while the less important a feature is, the fewer number of points you would give it. Please make sure that the total adds to 100. (RECORD 0-100 FOR EACH. TOTAL MUST E#QUAL 100.)

Response: The number of minutes of commercials per hour on music channels: **33**
Geographic coverage: **33**
The monthly price for a single subscription: **34**

Q9a: As you know, the single subscription price per month for satellite radio is $12.95. Let's assume that some of the current programming types were not available. Assuming that all other programming and non-programming features of the service, including price, remain the same. If no [PRGTYPE] programming were available, would it affect the amount you would be willing to pay for satellite radio?

Response: MUSIC: **Yes**
NEWS: **No**
SPORTS: **Yes**
TALK AND ENTERTAINMENT: **No**

Q9b: How much would you be willing to pay for satellite radio if no [PRGTYPE] programming were available? Please assume that all other programming and non-programming features of the service, including price, remain the same. Please tell me the dollar amount you would be willing to pay for satellite radio if these types of programming were not offered at all. Furthermore, if you think that not having this programming type would lead you to prevent you from subscribing please say so.
Would be willing to pay:

Response: MUSIC: **$3.95**
SPORTS: **$8.95**

Q10: Now, I am going to show you 10 different hypothetical satellite radio program offerings. Each one represents a specific hypothetical satellite radio offering that includes a set of available programming options, as well as various combinations of the non-programming features we discussed before and a monthly price for a single subscription. Please examine each profile carefully and assign it a number from "0" meaning "definitely would not subscribe" to "10" meaning "definitely would subscribe" that best reflects your likelihood of subscribing to that offering.
If you definitely would not subscribe to the offering, you would give it a 0. If you definitely would subscribe to the offering, you would give it a 10. For any other case, use a number between 0 and 10 that best reflects your likelihood of subscribing to that offering. If at anytime you want to change your answer to a particular offering, please let me know and we will go back and do that.

Response: Card 57: **9**
Card 58: **0**
Card 59: **1**
Card 60: **0**
Card 61: **6**
Card 62: **6**
Card 63: **3**
Card 64: **4**
Card 65: **5**
Card 66: **2**

SC: Are you or any members of your household employed in any of the industries listed on this card?
Response: An insurance company: **No**
A marketing research firm: **No**
An advertising agency: **No**
The entertainment industry: **No**
A satellite radio provider: **No**
A cable TV provider: **No**
An Internet service provider: **No**

SD: During the past three months have you taken part in any market research survey other than a political poll?
Response: **No**

SE: I'm going to ask you a few questions, but please be assured that this is only for classification purposes and that your *responses will be kept confidential.* Which of these groups includes your age?
Response: **35 - 49 years**

SF: Which, if any, of the following decisions do you make or take part in making for your household?
Response: **Decision to subscribe to cable TV**
Decision to subscribe to an Internet service
Decision to subscribe to satellite radio
Decision to subscribe to a wireless phone service
Decision to subscribe to satellite TV

SG: Which of these services, if any, do you or your household currently subscribe to?
Response: **Cable TV**
Broadband Internet
Satellite radio
Wireless phone service

SH: Which of the following best describe the type of satellite radio you or your household currently subscribes to?
Response: **A paid or trial subscription (such as from the purchase of a car) directly from XM or Sirius**

SI: *Are you or your household currently considering subscribing to* (INSERT ITEM) in the next 30 days?
Response: Satellite TV: **No**

SK: Which satellite radio service do you or your household currently subscribe to?
Response: **XM**

SM: Do you wear glasses or contact lenses when you read?
Response: **No**

SO: RECORD GENDER OF RESPONDENT
Response: **Female**

SP: We would like to invite you to participate in a study that we think you will find interesting. The survey will take about 20 minutes. The survey we would like you to participate in requires you to read questions on a computer and either use a mouse to point and click on your answers or tell me your answers and I will record them. Would you like to participate in this study?
Response: **Yes, will participate**

SQ: May I please have your *full name, address and phone number? You can be assured that* your name and phone number will not be used to sell you anything or for any marketing or telemarketing purposes. It will only be used to verify your participation in the survey. (RECORD ON FRONT PAGE OF SCREENER. YOU MUST VERIFY RESPONDENT'S PHONE NUMBER. IF RESPONDENT REFUSES TO GIVE PHONE NUMBER, SAY:) I'm sorry but I cannot ask you to participate in our survey as my client needs your phone number to be able to verify your participation in this study.
Response: **Gave phone number**

Q1a: Q1(a) Thinking back to the time you first subscribed to satellite radio, why did you decide to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **it's anything you want to hear at anytime.**

Q1b: 1(b) (PROBE) Any other reason? (RECORD COMPLETE ANSWERS VERBATIM)
Response: ***(P) It's an easy way to listen to all types of music.***

Q2a: 2(a) What types of satellite radio programming were most critical to your decision to subscribe to satellite radio? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **the music for sure and the news and the sports for my husband**

Q2b: 2(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **nothing else.**

Q3a: 3(a) And now, reflecting on your experience with satellite radio, what types of satellite radio programming are most critical to your decision to continue to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **music**

Q3b: 3(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **news**

HO1: INTERVIEWER: HAVE THE RESPONDENT SIT IN FRONT OF THE COMPUTER AND ANSWER QUESTIONS TO THE REMAINDER OF THE SURVEY HIM/HERSELF. BE SURE TO SIT WITH THE RESPONDENT WHILE HE/SHE IS ANSWERING IN CASE HE/SHE HAS ANY QUESTIONS. IF THE RESPONDENT *PREFERS, HAVE HIM/HER READ* THE QUESTIONS ON THE SCREEN, BUT YOU WILL ENTER THE ANSWERS. RECORD:
Response: ***Respondent entering answers***

Q4: Below is a list of the types of satellite radio programming. Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's decision to subscribe and retain your subscription to satellite radio.
If a specific type of programming is not important at all, feel free to give it zero points. If, on the other hand, your decision was affected by only one of the types of programming and none of the others were important to you, give that type of programming all of the 100 points. There are no right or wrong answers and we are just looking for your evaluation of the relative importance of the seven types of programming reflecting both the consideration you used in deciding to subscribe and your experience with satellite radio. Please make sure that the total adds to 100. Is this clear? (RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)
Please click "Okay" if this is clear.

Response: **Okay**

Q4: Please enter a whole number response from 0 to 100 in each of the spaces provided. Your responses must sum to 100.

Response: Comedy: **0**
Kids: **0**
Local Weather and Traffic: **10**
Music: **40**
News: **25**
Sports: **20**
Talk and Entertainment: **5**

Q5: Now I would like to show you four of these programming types. For each type of programming you will see a number of hypothetical options showing different amounts of programming. For each hypothetical option, please indicate how desirable it would be for you relative to the other options. Please assume that in each case all other programming and non-programming features of the service including price remain the same. Please use a number from 0 (zero) = extremely undesirable to 10 = extremely desirable. You can use any number from "0 to 10" to indicate your answer. Please examine each hypothetical amount of programming and record the number that best reflects its level of desirability or undesirability. Is this clear?
Please click "Okay" if this is clear.

Response: **Okay**

Q5A: A. Music Programming (Current Offering includes 74 Music Channels.)

Response:
1. No music programming: **0**
2. Substantially fewer channels and less variety of music than currently offered: **1**
3. The same number of channels and the same variety of music as currently offered: **3**
4. Substantially more channels and more variety of music than currently offered: **10**

Q5B: B. News (Current Offering includes 13 News Channels.)

Response:
1. No news programming: **0**
2. Substantially fewer channels and less variety of news than currently offered: **1**
3. The same number of channels and the same variety of news as currently offered: **4**
4. Substantially more channels and more variety of news than currently offered: **8**

Q5C: C. Sports (Current Offering includes 13 Sports Channels and Live Game Channels for Major League Baseball, NASCAR, etc.)

Response:
1. No sports programming: **0**
2. Substantially fewer channels and less variety of sports than currently offered: **0**
3. The same number of channels and same variety of sports as currently offered: **7**
4. Substantially more channels and more variety of sports than currently offered: **8**

Q5D: D. Talk & Entertainment (Current Offering includes 17 Talk and Entertainment channels including Opie and Anthony, Air America, etc.)

Response:
1. No talk and entertainment programming: **0**
2. Substantially fewer channels and less variety of talk and entertainment than currently offered: **1**
3. The same number of channels and same variety of talk and entertainment as currently offered: **4**
4. Substantially more channels and more variety of talk and entertainment than currently offered: **8**

Q6a: Now, we would like you to consider the non-programming features of satellite radio such as the number of minutes of commercials per hour on music channels and geographic coverage. For each type of non-programming feature you will see a hypothetical option showing different amounts for that non-programming feature. Please repeat the desirability task we did before for the types of programming, but this time let's do it with respect to the various options for each of the non-programming features. Please indicate how desirable each of the different options of a given feature would be to you relative to the other options of that feature. Again, please assume that all other programming and non-programming features of the service, including price, remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: A. The Number of Minutes of Commercials Per Hour on Music Channels
1. No commercials on music channels: **10**
2. 2 minutes of commercials per hour: **7**
3. 5 minutes of commercials per hour: **4**
4. 12 minutes of commercials per hour: **0**

B. Geographic Coverage
1. Typical FM coverage: **6**
2. Complete nationwide coverage: **10**

Q6b: Now, let's turn to price. I'd like you to repeat the desirability task for various monthly prices for a single subscription. Please indicate how desirable each of the different price options would be to you relative to the other options. Again, please assume that all other programming and non-programming features of the service remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: C. The Monthly Price for A Single Subscription
1. $8.95 per month: **10**
2. $10.95 per month: **6**
3. $12.95 per month: **3**
4. $14.95 per month: **0**

Q6c: Please review the list below and tell me if there are any other non-programming features besides the ones listed that you considered in your decision to subscribe and retain your subscription to satellite radio?
•The number of minutes of commercials per hour on music channels
•Geographic coverage
•The monthly price for a single subscription

Response: **No others considered**

Q7: Below is a list of the non-programming features of satellite radio. Please review the list and allocate 100 points among the features in a way that the number of points (0 to 100) you give each feature best reflects the relative importance of that feature to you and your family's decision to subscribe and retain your subscription to satellite radio. As in the previous 100 point allocation task, please assign each feature a number from 0 to 100 that best reflects its relative importance to you and your family's decision to subscribe and retain your subscription to satellite radio. The more important a feature is, the higher the number of points you would give it, while the less important a feature is, the fewer number of points you would give it. Please make sure that the total adds to 100. (RECORD 0-100 FOR EACH. TOTAL MUST E#QUAL 100.)

Response: The number of minutes of commercials per hour on music channels: **50**
Geographic coverage: **10**
The monthly price for a single subscription: **40**

Q8: Reflecting on your and your family's usage of satellite radio in a typical week how would you estimate the amount of time spent on each of the following program types. Again please do so by allocating 100 points among the type of programming reflecting the % of time allocated to each. If you did not (or will not) spend any time listening to a particular type of program, please give it a zero. The type of programming listened to the most should get the highest number of points, the second most should get fewer points, etc. Make sure the total adds up to 100%.

Response: Comedy: **0**
Kids: **0**
Local Weather and Traffic: **10**
Music: **40**
News: **20**
Sports: **20**
Talk and Entertainment: **10**

Q9a: As you know, the single subscription price per month for satellite radio is $12.95. Let's assume that some of the current programming types were not available. Assuming that all other programming and non-programming features of the service, including price, remain the same. If no [PRGTYPE] programming were available, would it affect the amount you would be willing to pay for satellite radio?

Response: MUSIC: **No**
NEWS: **No**
SPORTS: **No**
TALK AND ENTERTAINMENT: **No**

Q10: Now, I am going to show you 10 different hypothetical satellite radio program offerings. Each one represents a specific hypothetical satellite radio offering that includes a set of available programming options, as well as various combinations of the non-programming features we discussed before and a monthly price for a single subscription. Please examine each profile carefully and assign it a number from "0" meaning "definitely would not subscribe" to "10" meaning "definitely would subscribe" that best reflects your likelihood of subscribing to that offering.
If you definitely would not subscribe to the offering, you would give it a 0. If you definitely would subscribe to the offering, you would give it a 10. For any other case, use a number between 0 and 10 that best reflects your likelihood of subscribing to that offering. If at anytime you want to change your answer to a particular offering, please let me know and we will go back and do that.

Response: Card 17: **9**
Card 18: **3**
Card 19: **9**
Card 20: **0**
Card 21: **0**
Card 22: **2**
Card 23: **0**
Card 24: **2**
Card 65: **10**
Card 66: **0**

Q11a: And finally, reflecting on your experience with satellite radio, if satellite radio was not available what, if anything, would you miss most about it?

Response: **The variety**

Q11b: Anything else?
Response: **no, nothing else.**

SC: Are you or any members of your household employed in any of the industries listed on this card?
Response: An insurance company: **No**
A marketing research firm: **No**
An advertising agency: **No**
The entertainment industry: **No**
A satellite radio provider: **No**
A cable TV provider: **No**
An Internet service provider: **No**
SD: During the past three months have you taken part in any market research survey other than a political poll?
Response: **No**
SE: I'm going to ask you a few questions, but please be assured that this is only for classification purposes and that your responses will be kept confidential. Which of these groups includes your age?
Response: **35 - 49 years**
SF: Which, if any, of the following decisions do you make or take part in making for your household?
Response: ***Decision to subscribe to satellite radio***
SG: Which of these services, if any, do you or your household currently subscribe to?
Response: **Cable TV**
Broadband Internet
Satellite radio
SH: Which of the following best describe the type of satellite radio you or your household currently subscribes to?
Response: **A paid or trial subscription (such as from the purchase of a car) directly from XM or Sirius**
SI: Are you or your household currently considering subscribing to (INSERT ITEM) in the next 30 days?
Response: Satellite TV: **Yes**
Wireless phone service: **Yes**
SK: Which satellite radio service do you or your household currently subscribe to?
Response: **Sirius**
SM: Do you wear glasses or contact lenses when you read?
Response: **Yes**
SN: Do you have your glasses with you or are you wearing your contact lenses today?
Response: **Yes**
SO: RECORD GENDER OF RESPONDENT
Response: **Male**
SP: We would like to invite you to participate in a study that we think you will find interesting. The survey will take about 20 minutes. The survey we would like you to participate in requires you to read questions on a computer and either use a mouse to point and click on your answers or tell me your answers and I will record them. Would you like to participate in this study?
Response: **Yes, will participate**
SQ: May I please have your full name, address and phone number? You can be assured that your name and phone number will not be used to sell you anything or for any marketing or telemarketing purposes. It will only be used to verify your participation in the survey. (RECORD ON FRONT PAGE OF SCREENER. YOU MUST VERIFY RESPONDENT'S PHONE NUMBER. IF RESPONDENT REFUSES TO GIVE PHONE NUMBER, SAY:) I'm sorry but I cannot ask you to participate in our survey as my client needs your phone number to be able to verify your participation in this study.
Response: **Gave phone number**
Q1a: Q1(a) Thinking back to the time you first subscribed to satellite radio, why did you decide to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **IT WAS A GIFT**
Q1b: 1(b) (PROBE) Any other reason? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **BECASUE I AM HARD TO BUY FOR**
Q2a: 2(a) What types of satellite radio programming were most critical to your decision to subscribe to satellite radio? (RECORD COMPLETE ANSWERS VERBATIM)
Response: ***THE COMEDY***
Q2b: 2(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **CLASSIC ROCK**
Q3a: 3(a) And now, reflecting on your experience with satellite radio, what types of satellite radio programming are most critical to your decision to continue to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **MUSIC AND COMEDY**
Q3b: 3(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **MUSIC**
HO1: INTERVIEWER: HAVE THE RESPONDENT SIT IN FRONT OF THE COMPUTER AND ANSWER QUESTIONS TO THE REMAINDER OF THE SURVEY HIM/HERSELF. BE SURE TO SIT WITH THE RESPONDENT WHILE HE/SHE IS ANSWERING IN CASE HE/SHE HAS ANY QUESTIONS. IF THE RESPONDENT PREFERS, HAVE HIM/HER READ THE QUESTIONS ON THE SCREEN, BUT YOU WILL ENTER THE ANSWERS. RECORD:
Response: **Interviewer entering answers**

Q4: Below is a list of the types of satellite radio programming. Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's decision to subscribe and retain your subscription to satellite radio.
If a specific type of programming is not important at all, feel free to give it zero points. If, on the other hand, your decision was affected by only one of the types of programming and none of the others were important to you, give that type of programming all of the 100 points. There are no right or wrong answers and we are just looking for your evaluation of the relative importance of the seven types of programming reflecting both the consideration you used in deciding to subscribe and your experience with satellite radio. Please make sure that the total adds to 100. Is this clear? (RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)
Please click "Okay" if this is clear.

Response: **Okay**

Q4: Please enter a whole number response from 0 to 100 in each of the spaces provided. Your responses must sum to 100.

Response: Comedy: **50**
Kids: **0**
Local Weather and Traffic: **0**
Music: **50**
News: **0**
Sports: **0**
Talk and Entertainment: **0**

Q5: Now I would like to show you four of these programming types. For each type of programming you will see a number of hypothetical options showing different amounts of programming. For each hypothetical option, please indicate how desirable it would be for you relative to the other options. Please assume that in each case all other programming and non-programming features of the service including price remain the same. Please use a number from 0 (zero) = extremely undesirable to 10 = extremely desirable. You can use any number from "0 to 10" to indicate your answer. Please examine each hypothetical amount of programming and record the number that best reflects its level of desirability or undesirability. Is this clear?
Please click "Okay" if this is clear.

Response: **Okay**

Q5A: A. Music Programming (Current Offering includes 66 Music Channels.)

Response:
1. No music programming: **0**
2. Substantially fewer channels and less variety of music than currently offered: **0**
3. The same number of channels and the same variety of music as currently offered: **0**
4. Substantially more channels and more variety of music than currently offered: **9**

Q5B: B. News (Current Offering includes 15 News Channels.)

Response:
1. No news programming: **1**
2. Substantially fewer channels and less variety of news than currently offered: **1**
3. The same number of channels and the same variety of news as currently offered: **1**
4. Substantially more channels and more variety of news than currently offered: **9**

Q5C: C. Sports (Current Offering includes 8 Sports Channels and Live Game Channels for NBA, NFL, etc.)

Response:
1. No sports programming: **0**
2. Substantially fewer channels and less variety of sports than currently offered: **1**
3. The same number of channels and same variety of sports as currently offered: **0**
4. Substantially more channels and more variety of sports than currently offered: **1**

Q5D: D. Talk & Entertainment (Current Offering includes 22 Talk and Entertainment channels including Howard Stern, Martha Stewart, etc.)

Response:
1. No talk and entertainment programming: **2**
2. Substantially fewer channels and less variety of talk and entertainment than currently offered: **8**
3. The same number of channels and same variety of talk and entertainment as currently offered: **3**
4. Substantially more channels and more variety of talk and entertainment than currently offered: **3**

Q6a: Now, we would like you to consider the non-programming features of satellite radio such as the number of minutes of commercials per hour on music channels and geographic coverage. For each type of non-programming feature you will see a hypothetical option showing different amounts for that non-programming feature. Please repeat the desirability task we did before for the types of programming, but this time let's do it with respect to the various options for each of the non-programming features. Please indicate how desirable each of the different options of a given feature would be to you relative to the other options of that feature. Again, please assume that all other programming and non-programming features of the service, including price, remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: A. The Number of Minutes of Commercials Per Hour on Music Channels
1. No commercials on music channels: **0**
2. 2 minutes of commercials per hour: **1**
3. 5 minutes of commercials per hour: **2**
4. 12 minutes of commercials per hour: **3**

B. Geographic Coverage
1. Typical FM coverage: **2**
2. Complete nationwide coverage: **2**

Q6b: Now, let's turn to price. I'd like you to repeat the desirability task for various monthly prices for a single subscription. Please indicate how desirable each of the different price options would be to you relative to the other options. Again, please assume that all other programming and non-programming features of the service remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: C. The Monthly Price for A Single Subscription
1. $8.95 per month: **9**
2. $10.95 per month: **8**
3. $12.95 per month: **7**
4. $14.95 per month: **6**

Q6c: Please review the list below and tell me if there are any other non-programming features besides the ones listed that you considered in your decision to subscribe and retain your subscription to satellite radio?
- The number of minutes of commercials per hour on music channels
- Geographic coverage
- The monthly price for a single subscription

Response: Other, please specify: **VARIETY OF PROGRAMMING**

Q6cf1: Anything else?

Response: **No**

Q7: Below is a list of the non-programming features of satellite radio. Please review the list and allocate 100 points among the features in a way that the number of points (0 to 100) you give each feature best reflects the relative importance of that feature to you and your family's decision to subscribe and retain your subscription to satellite radio. As in the previous 100 point allocation task, please assign each feature a number from 0 to 100 that best reflects its relative importance to you and your family's decision to subscribe and retain your subscription to satellite radio. The more important a feature is, the higher the number of points you would give it, while the less important a feature is, the fewer number of points you would give it. Please make sure that the total adds to 100. (RECORD 0-100 FOR EACH. TOTAL MUST E#QUAL 100.)

Response: The number of minutes of commercials per hour on music channels: **10**
Geographic coverage: **0**
The monthly price for a single subscription: **60**
Other (VARIETY OF PROGRAMMING): **30**

Q8: Reflecting on your and your family's usage of satellite radio in a typical week how would you estimate the amount of time spent on each of the following program types. Again please do so by allocating 100 points among the type of programming reflecting the % of time allocated to each. If you did not (or will not) spend any time listening to a particular type of program, please give it a zero. The type of programming listened to the most should get the highest number of points, the second most should get fewer points, etc. Make sure the total adds up to 100%.

Response: Comedy: **50**
Kids: **0**
Local Weather and Traffic: **0**
Music: **50**
News: **0**
Sports: **0**
Talk and Entertainment: **0**

Q9a: As you know, the single subscription price per month for satellite radio is $12.95. Let's assume that some of the current programming types were not available. Assuming that all other programming and non-programming features of the service, including price, remain the same. If no [PRGTYPE] programming were available, would it affect the amount you would be willing to pay for satellite radio?

Response: MUSIC: **No**
NEWS: **Yes**
SPORTS: **Yes**
TALK AND ENTERTAINMENT: **Yes**

Q9b: How much would you be willing to pay for satellite radio if no [PRGTYPE] programming were available? Please assume that all other programming and non-programming features of the service, including price, remain the same. Please tell me the dollar amount you would be willing to pay for satellite radio if these types of programming were not offered at all. Furthermore, if you think that not having this programming type would lead you to cancel your subscription please say so.
Would be willing to pay:

Response: NEWS: **$14.99**
SPORTS: **$14.99**
TALK AND ENTERTAINMENT: **$14.99**

Q9c: Are you willing to pay more than the current price of $12.95 per month if no [PRGTYPE] were available but all other programming features of the service remain the same?

Response: NEWS: **Yes**
SPORTS: **Yes**
TALK AND ENTERTAINMENT: **Yes**

Q10: Now, I am going to show you 10 different hypothetical satellite radio program offerings. Each one represents a specific hypothetical satellite radio offering that includes a set of available programming options, as well as various combinations of the non-programming features we discussed before and a monthly price for a single subscription. Please examine each profile carefully and assign it a number from "0" meaning "definitely would not subscribe" to "10" meaning "definitely would subscribe" that best reflects your likelihood of subscribing to that offering.

If you definitely would not subscribe to the offering, you would give it a 0. If you definitely would subscribe to the offering, you would give it a 10. For any other case, use a number between 0 and 10 that best reflects your likelihood of subscribing to that offering. If at anytime you want to change your answer to a particular offering, please let me know and we will go back and do that.

Response:
Card 9: **8**
Card 10: **8**
Card 11: **8**
Card 12: **8**
Card 13: **9**
Card 14: **8**
Card 15: **8**
Card 16: **9**
Card 65: **9**
Card 66: **8**

Q11a: And finally, reflecting on your experience with satellite radio, if satellite radio was not available what, if anything, would you miss most about it?

Response: **THE VARIETY**

Q11b: Anything else?

Response: **NO COMMERCIALS**

SC:	Are you or any members of your household employed in any of the industries listed on this card?
Response:	An insurance company: **No** A marketing research firm: **No** An advertising agency: **No** The entertainment industry: **No** A satellite radio provider: **No** A cable TV provider: **No** An Internet service provider: **No**
SD:	During the past three months have you taken part in any market research survey other than a political poll?
Response:	**No**
SE:	I'm going to ask you a few questions, but please be assured that this is only for classification purposes and that your responses will be kept confidential. Which of these groups includes your age?
Response:	**35 - 49 years**
SF:	Which, if any, of the following decisions do you make or take part in making for your household?
Response:	**Decision to subscribe to an Internet service** **Decision to subscribe to satellite radio** **Decision to subscribe to a wireless phone service** **Decision to subscribe to satellite TV**
SG:	Which of these services, if any, do you or your household currently subscribe to?
Response:	**Satellite radio** **Wireless phone service**
SH:	Which of the following best describe the type of satellite radio you or your household currently subscribes to?
Response:	**A paid or trial subscription (such as from the purchase of a car) directly from XM or Sirius**
SI:	Are you or your household currently considering subscribing to (INSERT ITEM) in the next 30 days?
Response:	Cable TV: **Yes** Satellite TV: **Yes** Broadband Internet: **Yes**
SK:	Which satellite radio service do you or your household currently subscribe to?
Response:	**Sirius**
SM:	Do you wear glasses or contact lenses when you read?
Response:	**No**
SO:	RECORD GENDER OF RESPONDENT
Response:	**Male**
SP:	We would like to invite you to participate in a study that we think you will find interesting. The survey will take about 20 minutes. The survey we would like you to participate in requires you to read questions on a computer and either use a mouse to point and click on your answers or tell me your answers and I will record them. Would you like to participate in this study?
Response:	**Yes, will participate**
SQ:	May I please have your full name, address and phone number? You can be assured that your name and phone number will not be used to sell you anything or for any marketing or telemarketing purposes. It will only be used to verify your participation in the survey. (RECORD ON FRONT PAGE OF SCREENER. YOU MUST VERIFY RESPONDENT'S PHONE NUMBER. IF RESPONDENT REFUSES TO GIVE PHONE NUMBER, SAY:) I'm sorry but I cannot ask you to participate in our survey as my client needs your phone number to be able to verify your participation in this study.
Response:	**Gave phone number**
Q1a:	Q1(a) Thinking back to the time you first subscribed to satellite radio, why did you decide to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**WELL I WANTED A LARGER SELECTION OF MUSIC**
Q1b:	1(b) (PROBE) Any other reason? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**NOTHING**
Q2a:	2(a) What types of satellite radio programming were most critical to your decision to subscribe to satellite radio? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**I DONT KNOW**
Q2b:	2(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**NOTHING**
Q3a:	3(a) And now, reflecting on your experience with satellite radio, what types of satellite radio programming are most critical to your decision to continue to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**THE MUSIC PROGRAMS**
Q3b:	3(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**I LIKE MUSIC**
HO1:	INTERVIEWER: HAVE THE RESPONDENT SIT IN FRONT OF THE COMPUTER AND ANSWER QUESTIONS TO THE REMAINDER OF THE SURVEY HIM/HERSELF. BE SURE TO SIT WITH THE RESPONDENT WHILE HE/SHE IS ANSWERING IN CASE HE/SHE HAS ANY QUESTIONS. IF THE RESPONDENT PREFERS, HAVE HIM/HER READ THE QUESTIONS ON THE SCREEN, BUT YOU WILL ENTER THE ANSWERS. RECORD:
Response:	**Respondent entering answers**

Q4: Below is a list of the types of satellite radio programming. Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's decision to subscribe and retain your subscription to satellite radio.
If a specific type of programming is not important at all, feel free to give it zero points. If, on the other hand, your decision was affected by only one of the types of programming and none of the others were important to you, give that type of programming all of the 100 points. There are no right or wrong answers and we are just looking for your evaluation of the relative importance of the seven types of programming reflecting both the consideration you used in deciding to subscribe and your experience with satellite radio. Please make sure that the total adds to 100. Is this clear?
(RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)
Please click "Okay" if this is clear.

Response: **Okay**

Q4: Please enter a whole number response from 0 to 100 in each of the spaces provided. Your responses must sum to 100.

Response: Comedy: **25**
Kids: **10**
Local Weather and Traffic: **20**
Music: **20**
News: **10**
Sports: **10**
Talk and Entertainment: **5**

Q5: Now I would like to show you four of these programming types. For each type of programming you will see a number of hypothetical options showing different amounts of programming. For each hypothetical option, please indicate how desirable it would be for you relative to the other options. Please assume that in each case all other programming and non-programming features of the service including price remain the same. Please use a number from 0 (zero) = extremely undesirable to 10 = extremely desirable. You can use any number from "0 to 10" to indicate your answer. Please examine each hypothetical amount of programming and record the number that best reflects its level of desirability or undesirability. Is this clear?
Please click "Okay" if this is clear.

Response: **Okay**

Q5A: A. Music Programming (Current Offering includes 66 Music Channels.)

Response:
1. No music programming: **0**
2. Substantially fewer channels and less variety of music than currently offered: **4**
3. The same number of channels and the same variety of music as currently offered: **8**
4. Substantially more channels and more variety of music than currently offered: **9**

Q5B: B. News (Current Offering includes 15 News Channels.)

Response:
1. No news programming: **6**
2. Substantially fewer channels and less variety of news than currently offered: **4**
3. The same number of channels and the same variety of news as currently offered: **5**
4. Substantially more channels and more variety of news than currently offered: **7**

Q5C: C. Sports (Current Offering includes 8 Sports Channels and Live Game Channels for NBA, NFL, etc.)

Response:
1. No sports programming: **5**
2. Substantially fewer channels and less variety of sports than currently offered: **7**
3. The same number of channels and same variety of sports as currently offered: **3**
4. Substantially more channels and more variety of sports than currently offered: **8**

Q5D: D. Talk & Entertainment (Current Offering includes 22 Talk and Entertainment channels including Howard Stern, Martha Stewart, etc.)

Response:
1. No talk and entertainment programming: **4**
2. Substantially fewer channels and less variety of talk and entertainment than currently offered: **1**
3. The same number of channels and same variety of talk and entertainment as currently offered: **1**
4. Substantially more channels and more variety of talk and entertainment than currently offered: **8**

Q6a: Now, we would like you to consider the non-programming features of satellite radio such as the number of minutes of commercials per hour on music channels and geographic coverage. For each type of non-programming feature you will see a hypothetical option showing different amounts for that non-programming feature. Please repeat the desirability task we did before for the types of programming, but this time let's do it with respect to the various options for each of the non-programming features. Please indicate how desirable each of the different options of a given feature would be to you relative to the other options of that feature. Again, please assume that all other programming and non-programming features of the service, including price, remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: A. The Number of Minutes of Commercials Per Hour on Music Channels
1. No commercials on music channels: **6**
2. 2 minutes of commercials per hour: **9**
3. 5 minutes of commercials per hour: **2**
4. 12 minutes of commercials per hour: **2**

B. Geographic Coverage
1. Typical FM coverage: **7**
2. Complete nationwide coverage: **10**

Q6b: Now, let's turn to price. I'd like you to repeat the desirability task for various monthly prices for a single subscription. Please indicate how desirable each of the different price options would be to you relative to the other options. Again, please assume that all other programming and non-programming features of the service remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: C. The Monthly Price for A Single Subscription

1. $8.95 per month: **5**
2. $10.95 per month: **6**
3. $12.95 per month: **3**
4. $14.95 per month: **0**

Q6c: Please review the list below and tell me if there are any other non-programming features besides the ones listed that you considered in your decision to subscribe and retain your subscription to satellite radio?

- The number of minutes of commercials per hour on music channels
- Geographic coverage
- The monthly price for a single subscription

Response: **No others considered**

Q7: Below is a list of the non-programming features of satellite radio. Please review the list and allocate 100 points among the features in a way that the number of points (0 to 100) you give each feature best reflects the relative importance of that feature to you and your family's decision to subscribe and retain your subscription to satellite radio. As in the previous 100 point allocation task, please assign each feature a number from 0 to 100 that best reflects its relative importance to you and your family's decision to subscribe and retain your subscription to satellite radio. The more important a feature is, the higher the number of points you would give it, while the less important a feature is, the fewer number of points you would give it. Please make sure that the total adds to 100. (RECORD 0-100 FOR EACH. TOTAL MUST E#QUAL 100.)

Response: The number of minutes of commercials per hour on music channels: **25**
Geographic coverage: **50**
The monthly price for a single subscription: **25**

Q8: Reflecting on your and your family's usage of satellite radio in a typical week how would you estimate the amount of time spent on each of the following program types. Again please do so by allocating 100 points among the type of programming reflecting the % of time allocated to each. If you did not (or will not) spend any time listening to a particular type of program, please give it a zero. The type of programming listened to the most should get the highest number of points, the second most should get fewer points, etc. Make sure the total adds up to 100%.

Response: Comedy: **15**
Kids: **5**
Local Weather and Traffic: **10**
Music: **15**
News: **20**
Sports: **25**
Talk and Entertainment: **10**

Q9a: As you know, the single subscription price per month for satellite radio is $12.95. Let's assume that some of the current programming types were not available. Assuming that all other programming and non-programming features of the service, including price, remain the same. If no [PRGTYPE] programming were available, would it affect the amount you would be willing to pay for satellite radio?

Response: MUSIC: **Yes**
NEWS: **No**
SPORTS: **Yes**
TALK AND ENTERTAINMENT: **Yes**

Q9b: How much would you be willing to pay for satellite radio if no [PRGTYPE] programming were available? Please assume that all other programming and non-programming features of the service, including price, remain the same. Please tell me the dollar amount you would be willing to pay for satellite radio if these types of programming were not offered at all. Furthermore, if you think that not having this programming type would lead you to cancel your subscription please say so.
Would be willing to pay:

Response: MUSIC: **$5.00**
SPORTS: **$5.00**
TALK AND ENTERTAINMENT: **$5.00**

Q10: Now, I am going to show you 10 different hypothetical satellite radio program offerings. Each one represents a specific *hypothetical satellite radio offering* that includes a set of available programming options, as well as various combinations of the non-programming features we discussed before and a monthly price for a single subscription. Please examine each profile carefully and assign it a number from "0" meaning "definitely would not subscribe" to "10" meaning "definitely would subscribe" that best reflects your likelihood of subscribing to that offering.
If you definitely would not subscribe to the offering, you would give it a 0. If you definitely would subscribe to the offering, you would give it a 10. For any other case, use a number between 0 and 10 that best reflects your likelihood of subscribing to that offering. If at anytime you want to change your answer to a particular offering, please let me know and we will go back and do that.

Response:
Card 1: **7**
Card 2: **0**
Card 3: **5**
Card 4: **10**
Card 5: **0**
Card 6: **3**
Card 7: **0**
Card 8: **3**
Card 65: **9**
Card 66: **5**

Q11a: And finally, reflecting on your experience with satellite radio, if satellite radio was not available what, if anything, would you miss most about it?

Response: **MUSIC**

Q11b: Anything else?

Response: **NO**

SC: Are you or any members of your household employed in any of the industries listed on this card?
Response: An insurance company: **No**
A marketing research firm: **No**
An advertising agency: **No**
The entertainment industry: **No**
A satellite radio provider: **No**
A cable TV provider: **No**
An Internet service provider: **No**
SD: During the past three months have you taken part in any market research survey other than a political poll?
Response: **No**
SE: I'm going to ask you a few questions, but please be assured that this is only for classification purposes and that your responses will be kept confidential. Which of these groups includes your age?
Response: **18 - 24 years**
SF: Which, if any, of the following decisions do you make or take part in making for your household?
Response: **Decision to subscribe to cable TV**
Decision to subscribe to an Internet service
Decision to subscribe to satellite radio
Decision to subscribe to a wireless phone service
Decision to subscribe to satellite TV
SG: Which of these services, if any, do you or your household currently subscribe to?
Response: **Satellite TV**
Satellite radio
Wireless phone service
SH: Which of the following best describe the type of satellite radio you or your household currently subscribes to?
Response: **A paid or trial subscription (such as from the purchase of a car) directly from XM or Sirius**
SI: Are you or your household currently considering subscribing to (INSERT ITEM) in the next 30 days?
Response: Cable TV: **Don't know**
Broadband Internet: **Don't know**
SK: Which satellite radio service do you or your household currently subscribe to?
Response: **Sirius**
SM: Do you wear glasses or contact lenses when you read?
Response: **No**
SO: RECORD GENDER OF RESPONDENT
Response: **Male**
SP: We would like to invite you to participate in a study that we think you will find interesting. The survey will take about 20 minutes. The survey we would like you to participate in requires you to read questions on a computer and either use a mouse to point and click on your answers or tell me your answers and I will record them. Would you like to participate in this study?
Response: **Yes, will participate**
SQ: May I please have your full name, address and phone number? You can be assured that your name and phone number will not be used to sell you anything or for any marketing or telemarketing purposes. It will only be used to verify your participation in the survey. (RECORD ON FRONT PAGE OF SCREENER. YOU MUST VERIFY RESPONDENT'S PHONE NUMBER. IF RESPONDENT REFUSES TO GIVE PHONE NUMBER, SAY:) I'm sorry but I cannot ask you to participate in our survey as my client needs your phone number to be able to verify your participation in this study.
Response: **Gave phone number**
Q1a: Q1(a) Thinking back to the time you first subscribed to satellite radio, why did you decide to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **I LIKE TO TRY NEW STUFF**
Q1b: 1(b) (PROBE) Any other reason? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **NONE**
Q2a: 2(a) What types of satellite radio programming were most critical to your decision to subscribe to satellite radio? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **HIP HOP, SPORTS, PRAISE**
Q2b: 2(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **NONE**
Q3a: 3(a) And now, reflecting on your experience with satellite radio, what types of satellite radio programming are most critical to your decision to continue to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **HIP HOP, SPORTS AND PRAISE**
Q3b: 3(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **NONE**
HO1: INTERVIEWER: HAVE THE RESPONDENT SIT IN FRONT OF THE COMPUTER AND ANSWER QUESTIONS TO THE REMAINDER OF THE SURVEY HIM/HERSELF. BE SURE TO SIT WITH THE RESPONDENT WHILE HE/SHE IS ANSWERING IN CASE HE/SHE HAS ANY QUESTIONS. IF THE RESPONDENT PREFERS, HAVE HIM/HER READ THE QUESTIONS ON THE SCREEN, BUT YOU WILL ENTER THE ANSWERS. RECORD:
Response: **Respondent entering answers**

Q4: Below is a list of the types of satellite radio programming. Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's decision to subscribe and retain your subscription to satellite radio.
If a specific type of programming is not important at all, feel free to give it zero points. If, on the other hand, your decision was affected by only one of the types of programming and none of the others were important to you, give that type of programming all of the 100 points. There are no right or wrong answers and we are just looking for your evaluation of the relative importance of the seven types of programming reflecting both the consideration you used in deciding to subscribe and your experience with satellite radio. Please make sure that the total adds to 100. Is this clear? (RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)
Please click "Okay" if this is clear.

Response: Okay

Q4: Please enter a whole number response from 0 to 100 in each of the spaces provided. Your responses must sum to 100.

Response: Comedy: **0**
Kids: **0**
Local Weather and Traffic: **100**
Music: **0**
News: **0**
Sports: **0**
Talk and Entertainment: **0**

Q5: Now I would like to show you four of these programming types. For each type of programming you will see a number of hypothetical options showing different amounts of programming. For each hypothetical option, please indicate how desirable it would be for you relative to the other options. Please assume that in each case all other programming and non-programming features of the service including price remain the same. Please use a number from 0 (zero) = extremely undesirable to 10 = extremely desirable. You can use any number from "0 to 10" to indicate your answer. Please examine each hypothetical amount of programming and record the number that best reflects its level of desirability or undesirability. Is this clear?
Please click "Okay" if this is clear.

Response: Okay

Q5A: A. Music Programming (Current Offering includes 66 Music Channels.)

Response:
1. No music programming: **2**
2. Substantially fewer channels and less variety of music than currently offered: **4**
3. The same number of channels and the same variety of music as currently offered: **2**
4. Substantially more channels and more variety of music than currently offered: **5**

Q5B: B. News (Current Offering includes 15 News Channels.)

Response:
1. No news programming: **1**
2. Substantially fewer channels and less variety of news than currently offered: **4**
3. The same number of channels and the same variety of news as currently offered: **6**
4. Substantially more channels and more variety of news than currently offered: **9**

Q5C: C. Sports (Current Offering includes 8 Sports Channels and Live Game Channels for NBA, NFL, etc.)

Response:
1. No sports programming: **8**
2. Substantially fewer channels and less variety of sports than currently offered: **1**
3. The same number of channels and same variety of sports as currently offered: **3**
4. Substantially more channels and more variety of sports than currently offered: **5**

Q5D: D. Talk & Entertainment (Current Offering includes 22 Talk and Entertainment channels including Howard Stern, Martha Stewart, etc.)

Response:
1. No talk and entertainment programming: **4**
2. Substantially fewer channels and less variety of talk and entertainment than currently offered: **6**
3. The same number of channels and same variety of talk and entertainment as currently offered: **4**
4. Substantially more channels and more variety of talk and entertainment than currently offered: **8**

Q6a: Now, we would like you to consider the non-programming features of satellite radio such as the number of minutes of commercials per hour on music channels and geographic coverage. For each type of non-programming feature you will see a hypothetical option showing different amounts for that non-programming feature. Please repeat the desirability task we did before for the types of programming, but this time let's do it with respect to the various options for each of the non-programming features. Please indicate how desirable each of the different options of a given feature would be to you relative to the other options of that feature. Again, please assume that all other programming and non-programming features of the service, including price, remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: A. The Number of Minutes of Commercials Per Hour on Music Channels
1. No commercials on music channels: **4**
2. 2 minutes of commercials per hour: **3**
3. 5 minutes of commercials per hour: **5**
4. 12 minutes of commercials per hour: **2**

B. Geographic Coverage
1. Typical FM coverage: **1**
2. Complete nationwide coverage: **8**

Q6b: Now, let's turn to price. I'd like you to repeat the desirability task for various monthly prices for a single subscription. Please indicate how desirable each of the different price options would be to you relative to the other options. Again, please assume that all other programming and non-programming features of the service remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: C. The Monthly Price for A Single Subscription
1. $8.95 per month: **7**
2. $10.95 per month: **8**
3. $12.95 per month: **9**
4. $14.95 per month: **10**

Q6c: Please review the list below and tell me if there are any other non-programming features besides the ones listed that you considered in your decision to subscribe and retain your subscription to satellite radio?
•The number of minutes of commercials per hour on music channels
•Geographic coverage
•The monthly price for a single subscription

Response: **No others considered**

Q7: Below is a list of the non-programming features of satellite radio. Please review the list and allocate 100 points among the features in a way that the number of points (0 to 100) you give each feature best reflects the relative importance of that feature to you and your family's decision to subscribe and retain your subscription to satellite radio. As in the previous 100 point allocation task, please assign each feature a number from 0 to 100 that best reflects its relative importance to you and your family's decision to subscribe and retain your subscription to satellite radio. The more important a feature is, the higher the number of points you would give it, while the less important a feature is, the fewer number of points you would give it. Please make sure that the total adds to 100. (RECORD 0-100 FOR EACH. TOTAL MUST E#QUAL 100.)

Response: The number of minutes of commercials per hour on music channels: **0**
Geographic coverage: **0**
The monthly price for a single subscription: **100**

Q8: Reflecting on your and your family's usage of satellite radio in a typical week how would you estimate the amount of time spent on each of the following program types. Again please do so by allocating 100 points among the type of programming reflecting the % of time allocated to each. If you did not (or will not) spend any time listening to a particular type of program, please give it a zero. The type of programming listened to the most should get the highest number of points, the second most should get fewer points, etc. Make sure the total adds up to 100%.

Response: Comedy: **0**
Kids: **0**
Local Weather and Traffic: **50**
Music: **50**
News: **0**
Sports: **0**
Talk and Entertainment: **0**

Q9a: As you know, the single subscription price per month for satellite radio is $12.95. Let's assume that some of the current programming types were not available. Assuming that all other programming and non-programming features of the service, including price, remain the same. If no [PRGTYPE] programming were available, would it affect the amount you would be willing to pay for satellite radio?

Response: MUSIC: **Don't know**
NEWS: **Don't know**
SPORTS: **Don't know**
TALK AND ENTERTAINMENT: **Don't know**

Q10: Now, I am going to show you 10 different hypothetical satellite radio program offerings. Each one represents a specific hypothetical satellite radio offering that includes a set of available programming options, as well as various combinations of the non-programming features we discussed before and a monthly price for a single subscription. Please examine each profile carefully and assign it a number from "0" meaning "definitely would not subscribe" to "10" meaning "definitely would subscribe" that best reflects your likelihood of subscribing to that offering.
If you definitely would not subscribe to the offering, you would give it a 0. If you definitely would subscribe to the offering, you would give it a 10. For any other case, use a number between 0 and 10 that best reflects your likelihood of subscribing to that offering. If at anytime you want to change your answer to a particular offering, please let me know and we will go back and do that.

Response: Card 17: **8**
Card 18: **6**
Card 19: **2**
Card 20: **10**
Card 21: **1**
Card 22: **5**
Card 23: **0**
Card 24: **9**
Card 65: **4**
Card 66: **10**

Q11a: And finally, reflecting on your experience with satellite radio, if satellite radio was not available what, if anything, would you miss most about it?

Response: **DONT KNOW**

Q11b: Anything else?
Response: NO

SC: Are you or any members of your household employed in any of the industries listed on this card?
Response: An insurance company: **No**
A marketing research firm: **No**
An advertising agency: **No**
The entertainment industry: **No**
A satellite radio provider: **No**
A cable TV provider: **No**
An Internet service provider: **No**

SD: During the past three months have you taken part in any market research survey other than a political poll?
Response: **No**

SE: I'm going to ask you a few questions, but please be assured that this is only for classification purposes and that your responses will be kept confidential. Which of these groups includes your age?
Response: **18 - 24 years**

SF: Which, if any, of the following decisions do you make or take part in making for your household?
Response: **Decision to subscribe to cable TV**
Decision to subscribe to an Internet service
Decision to subscribe to satellite radio
Decision to subscribe to a wireless phone service
Decision to subscribe to satellite TV

SG: Which of these services, if any, do you or your household currently subscribe to?
Response: **Satellite TV**
Satellite radio

SH: Which of the following best describe the type of satellite radio you or your household currently subscribes to?
Response: **A paid or trial subscription (such as from the purchase of a car) directly from XM or Sirius**

SI: Are you or your household currently considering subscribing to (INSERT ITEM) in the next 30 days?
Response: Cable TV: **No**
Broadband Internet: **No**
Wireless phone service: **No**

SK: Which satellite radio service do you or your household currently subscribe to?
Response: **XM**

SM: Do you wear glasses or contact lenses when you read?
Response: **No**

SO: RECORD GENDER OF RESPONDENT
Response: **Male**

SP: We would like to invite you to participate in a study that we think you will find interesting. The survey will take about 20 minutes. The survey we would like you to participate in requires you to read questions on a computer and either use a mouse to point and click on your answers or tell me your answers and I will record them. Would you like to participate in this study?
Response: **Yes, will participate**

SQ: May I please have your full name, address and phone number? You can be assured that your name and phone number will not be used to sell you anything or for any marketing or telemarketing purposes. It will only be used to verify your participation in the survey. (RECORD ON FRONT PAGE OF SCREENER. YOU MUST VERIFY RESPONDENT'S PHONE NUMBER. IF RESPONDENT REFUSES TO GIVE PHONE NUMBER, SAY:) I'm sorry but I cannot ask you to participate in our survey as my client needs your phone number to be able to verify your participation in this study.
Response: **Gave phone number**

Q1a: Q1(a) Thinking back to the time you first subscribed to satellite radio, why did you decide to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **I got it as a gift**

Q1b: 1(b) (PROBE) Any other reason? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **nope**

Q2a: 2(a) What types of satellite radio programming were most critical to your decision to subscribe to satellite radio? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **no commericals**

Q2b: 2(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **no**

Q3a: 3(a) And now, reflecting on your experience with satellite radio, what types of satellite radio programming are most critical to your decision to continue to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **its paid for already**

Q3b: 3(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **no**

HO1: INTERVIEWER: HAVE THE RESPONDENT SIT IN FRONT OF THE COMPUTER AND ANSWER QUESTIONS TO THE REMAINDER OF THE SURVEY HIM/HERSELF. BE SURE TO SIT WITH THE RESPONDENT WHILE HE/SHE IS ANSWERING IN CASE HE/SHE HAS ANY QUESTIONS. IF THE RESPONDENT PREFERS, HAVE HIM/HER READ THE QUESTIONS ON THE SCREEN, BUT YOU WILL ENTER THE ANSWERS. RECORD:
Response: **Respondent entering answers**

Q4: Below is a list of the types of satellite radio programming. Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's decision to subscribe and retain your subscription to satellite radio.
If a specific type of programming is not important at all, feel free to give it zero points. If, on the other hand, your decision was affected by only one of the types of programming and none of the others were important to you, give that type of programming all of the 100 points. There are no right or wrong answers and we are just looking for your evaluation of the relative importance of the seven types of programming reflecting both the consideration you used in deciding to subscribe and your experience with satellite radio. Please make sure that the total adds to 100. Is this clear? (RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)
Please click "Okay" if this is clear.

Response: **Okay**

Q4: Please enter a whole number response from 0 to 100 in each of the spaces provided. Your responses must sum to 100.

Response: Comedy: **10**
Kids: **10**
Local Weather and Traffic: **10**
Music: **40**
News: **10**
Sports: **10**
Talk and Entertainment: **10**

Q5: Now I would like to show you four of these programming types. For each type of programming you will see a number of hypothetical options showing different amounts of programming. For each hypothetical option, please indicate how desirable it would be for you relative to the other options. Please assume that in each case all other programming and non-programming features of the service including price remain the same. Please use a number from 0 (zero) = extremely undesirable to 10 = extremely desirable. You can use any number from "0 to 10" to indicate your answer. Please examine each hypothetical amount of programming and record the number that best reflects its level of desirability or undesirability. Is this clear?
Please click "Okay" if this is clear.

Response: **Okay**

Q5A: A. Music Programming (Current Offering includes 74 Music Channels.)

Response:
1. No music programming: **0**
2. Substantially fewer channels and less variety of music than currently offered: **0**
3. The same number of channels and the same variety of music as currently offered: **10**
4. Substantially more channels and more variety of music than currently offered: **10**

Q5B: B. News (Current Offering includes 13 News Channels.)

Response:
1. No news programming: **10**
2. Substantially fewer channels and less variety of news than currently offered: **10**
3. The same number of channels and the same variety of news as currently offered: **0**
4. Substantially more channels and more variety of news than currently offered: **0**

Q5C: C. Sports (Current Offering includes 13 Sports Channels and Live Game Channels for Major League Baseball, NASCAR, etc.)

Response:
1. No sports programming: **0**
2. Substantially fewer channels and less variety of sports than currently offered: **0**
3. The same number of channels and same variety of sports as currently offered: **10**
4. Substantially more channels and more variety of sports than currently offered: **10**

Q5D: D. Talk & Entertainment (Current Offering includes 17 Talk and Entertainment channels including Opie and Anthony, Air America, etc.)

Response:
1. No talk and entertainment programming: **10**
2. Substantially fewer channels and less variety of talk and entertainment than currently offered: **10**
3. The same number of channels and same variety of talk and entertainment as currently offered: **0**
4. Substantially more channels and more variety of talk and entertainment than currently offered: **0**

Q6a: Now, we would like you to consider the non-programming features of satellite radio such as the number of minutes of commercials per hour on music channels and geographic coverage. For each type of non-programming feature you will see a hypothetical option showing different amounts for that non-programming feature. Please repeat the desirability task we did before for the types of programming, but this time let's do it with respect to the various options for each of the non-programming features. Please indicate how desirable each of the different options of a given feature would be to you relative to the other options of that feature. Again, please assume that all other programming and non-programming features of the service, including price, remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: A. The Number of Minutes of Commercials Per Hour on Music Channels
1. No commercials on music channels: **10**
2. 2 minutes of commercials per hour: **0**
3. 5 minutes of commercials per hour: **0**
4. 12 minutes of commercials per hour: **0**

B. Geographic Coverage
1. Typical FM coverage: **10**
2. Complete nationwide coverage: **8**

Q6b: Now, let's turn to price. I'd like you to repeat the desirability task for various monthly prices for a single subscription. Please indicate how desirable each of the different price options would be to you relative to the other options. Again, please assume that all other programming and non-programming features of the service remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: C. The Monthly Price for A Single Subscription
1. $8.95 per month: **0**
2. $10.95 per month: **0**
3. $12.95 per month: **10**
4. $14.95 per month: **0**

Q6c: Please review the list below and tell me if there are any other non-programming features besides the ones listed that you considered in your decision to subscribe and retain your subscription to satellite radio?
- The number of minutes of commercials per hour on music channels
- Geographic coverage
- The monthly price for a single subscription

Response: **No others considered**

Q7: Below is a list of the non-programming features of satellite radio. Please review the list and allocate 100 points among the features in a way that the number of points (0 to 100) you give each feature best reflects the relative importance of that feature to you and your family's decision to subscribe and retain your subscription to satellite radio. As in the previous 100 point allocation task, please assign each feature a number from 0 to 100 that best reflects its relative importance to you and your family's decision to subscribe and retain your subscription to satellite radio. The more important a feature is, the higher the number of points you would give it, while the less important a feature is, the fewer number of points you would give it. Please make sure that the total adds to 100. (RECORD 0-100 FOR EACH. TOTAL MUST E#QUAL 100.)

Response: The number of minutes of commercials per hour on music channels: **30**
Geographic coverage: **20**
The monthly price for a single subscription: **50**

Q8: Reflecting on your and your family's usage of satellite radio in a typical week how would you estimate the amount of time spent on each of the following program types. Again please do so by allocating 100 points among the type of programming reflecting the % of time allocated to each. If you did not (or will not) spend any time listening to a particular type of program, please give it a zero. The type of programming listened to the most should get the highest number of points, the second most should get fewer points, etc. Make sure the total adds up to 100%.

Response: Comedy: **10**
Kids: **10**
Local Weather and Traffic: **10**
Music: **40**
News: **10**
Sports: **10**
Talk and Entertainment: **10**

Q9a: As you know, the single subscription price per month for satellite radio is $12.95. Let's assume that some of the current programming types were not available. Assuming that all other programming and non-programming features of the service, including price, remain the same. If no [PRGTYPE] programming were available, would it affect the amount you would be willing to pay for satellite radio?

Response: MUSIC: **Don't know**
NEWS: **Don't know**
SPORTS: **Don't know**
TALK AND ENTERTAINMENT: **Yes**

Q9b: How much would you be willing to pay for satellite radio if no [PRGTYPE] programming were available? Please assume that all other programming and non-programming features of the service, including price, remain the same. Please tell me the dollar amount you would be willing to pay for satellite radio if these types of programming were not offered at all. Furthermore, if you think that not having this programming type would lead you to cancel your subscription please say so.
Would be willing to pay:

Response: TALK AND ENTERTAINMENT: **Would Cancel Subscription**

Q10: Now, I am going to show you 10 different hypothetical satellite radio program offerings. Each one represents a specific hypothetical satellite radio offering that includes a set of available programming options, as well as various combinations of the non-programming features we discussed before and a monthly price for a single subscription. Please examine each profile carefully and assign it a number from "0" meaning "definitely would not subscribe" to "10" meaning "definitely would subscribe" that best reflects your likelihood of subscribing to that offering.
If you definitely would not subscribe to the offering, you would give it a 0. If you definitely would subscribe to the offering, you would give it a 10. For any other case, use a number between 0 and 10 that best reflects your likelihood of subscribing to that offering. If at anytime you want to change your answer to a particular offering, please let me know and we will go back and do that.

Response:
Card 33: **10**
Card 34: **10**
Card 35: **8**
Card 36: **0**
Card 37: **0**
Card 38: **6**
Card 39: **8**
Card 40: **9**
Card 65: **10**
Card 66: **7**

Q11a: And finally, reflecting on your experience with satellite radio, if satellite radio was not available what, if anything, would you miss most about it?

Response: **the whole any football game anytime I want**

Q11b: Anything else?

Response: **no**

SC: Are you or any members of your household employed in any of the industries listed on this card?
Response: An insurance company: **No**
A marketing research firm: **No**
An advertising agency: **No**
The entertainment industry: **No**
A satellite radio provider: **No**
A cable TV provider: **No**
An Internet service provider: **No**

SD: During the past three months have you taken part in any market research survey other than a political poll?
Response: **No**

SE: I'm going to ask you a few questions, but please be assured that this is only for classification purposes and that your responses will be kept confidential. Which of these groups includes your age?
Response: **25 - 34 years**

SF: Which, if any, of the following decisions do you make or take part in making for your household?
Response: **Decision to subscribe to an Internet service**
Decision to subscribe to satellite radio
Decision to subscribe to a wireless phone service

SG: Which of these services, if any, do you or your household currently subscribe to?
Response: **Satellite TV**
Broadband Internet
Satellite radio
Wireless phone service

SH: Which of the following best describe the type of satellite radio you or your household currently subscribes to?
Response: **A paid or trial subscription (such as from the purchase of a car) directly from XM or Sirius**

SI: Are you or your household currently considering subscribing to (INSERT ITEM) in the next 30 days?
Response: Cable TV: **No**

SK: Which satellite radio service do you or your household currently subscribe to?
Response: **Sirius**

SM: Do you wear glasses or contact lenses when you read?
Response: **No**

SO: RECORD GENDER OF RESPONDENT
Response: **Male**

SP: We would like to invite you to participate in a study that we think you will find interesting. The survey will take about 20 minutes. The survey we would like you to participate in requires you to read questions on a computer and either use a mouse to point and click on your answers or tell me your answers and I will record them. Would you like to participate in this study?
Response: **Yes, will participate**

SQ: May I please have your full name, address and phone number? You can be assured that your name and phone number will not be used to sell you anything or for any marketing or telemarketing purposes. It will only be used to verify your participation in the survey. (RECORD ON FRONT PAGE OF SCREENER. YOU MUST VERIFY RESPONDENT'S PHONE NUMBER. IF RESPONDENT REFUSES TO GIVE PHONE NUMBER, SAY:) I'm sorry but I cannot ask you to participate in our survey as my client needs your phone number to be able to verify your participation in this study.
Response: **Gave phone number**

Q1a: Q1(a) Thinking back to the time you first subscribed to satellite radio, why did you decide to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **Because on satellite radio there's more music and less talking and I can also listen to any genre of music that I'm in a mood for without hearing anything else at that point and time.**

Q1b: 1(b) (PROBE) Any other reason? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **None.**

Q2a: 2(a) What types of satellite radio programming were most critical to your decision to subscribe to satellite radio? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **Urban music and also some talk radio.**

Q2b: 2(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **None.**

Q3a: 3(a) And now, reflecting on your experience with satellite radio, what types of satellite radio programming are most critical to your decision to continue to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **The urban music, talk radio, and sports.**

Q3b: 3(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **None.**

HO1: INTERVIEWER: HAVE THE RESPONDENT SIT IN FRONT OF THE COMPUTER AND ANSWER QUESTIONS TO THE REMAINDER OF THE SURVEY HIM/HERSELF. BE SURE TO SIT WITH THE RESPONDENT WHILE HE/SHE IS ANSWERING IN CASE HE/SHE HAS ANY QUESTIONS. IF THE RESPONDENT PREFERS, HAVE HIM/HER READ THE QUESTIONS ON THE SCREEN, BUT YOU WILL ENTER THE ANSWERS. RECORD:
Response: **Respondent entering answers**

Q4: Below is a list of the types of satellite radio programming. Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's decision to subscribe and retain your subscription to satellite radio.
If a specific type of programming is not important at all, feel free to give it zero points. If, on the other hand, your decision was affected by only one of the types of programming and none of the others were important to you, give that type of programming all of the 100 points. There are no right or wrong answers and we are just looking for your evaluation of the relative importance of the seven types of programming reflecting both the consideration you used in deciding to subscribe and your experience with satellite radio. Please make sure that the total adds to 100. Is this clear? (RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)
Please click "Okay" if this is clear.

Response: **Okay**

Q4: Please enter a whole number response from 0 to 100 in each of the spaces provided. Your responses must sum to 100.

Response:
Comedy: **5**
Kids: **0**
Local Weather and Traffic: **0**
Music: **60**
News: **0**
Sports: **10**
Talk and Entertainment: **25**

Q5: Now I would like to show you four of these programming types. For each type of programming you will see a number of hypothetical options showing different amounts of programming. For each hypothetical option, please indicate how desirable it would be for you relative to the other options. Please assume that in each case all other programming and non-programming features of the service including price remain the same. Please use a number from 0 (zero) = extremely undesirable to 10 = extremely desirable. You can use any number from "0 to 10" to indicate your answer. Please examine each hypothetical amount of programming and record the number that best reflects its level of desirability or undesirability. Is this clear?
Please click "Okay" if this is clear.

Response: **Okay**

Q5A: A. Music Programming (Current Offering includes 66 Music Channels.)

Response:
1. No music programming: **0**
2. Substantially fewer channels and less variety of music than currently offered: **0**
3. The same number of channels and the same variety of music as currently offered: **9**
4. Substantially more channels and more variety of music than currently offered: **10**

Q5B: B. News (Current Offering includes 15 News Channels.)

Response:
1. No news programming: **0**
2. Substantially fewer channels and less variety of news than currently offered: **2**
3. The same number of channels and the same variety of news as currently offered: **7**
4. Substantially more channels and more variety of news than currently offered: **10**

Q5C: C. Sports (Current Offering includes 8 Sports Channels and Live Game Channels for NBA, NFL, etc.)

Response:
1. No sports programming: **0**
2. Substantially fewer channels and less variety of sports than currently offered: **2**
3. The same number of channels and same variety of sports as currently offered: **8**
4. Substantially more channels and more variety of sports than currently offered: **10**

Q5D: D. Talk & Entertainment (Current Offering includes 22 Talk and Entertainment channels including Howard Stern, Martha Stewart, etc.)

Response:
1. No talk and entertainment programming: **0**
2. Substantially fewer channels and less variety of talk and entertainment than currently offered: **2**
3. The same number of channels and same variety of talk and entertainment as currently offered: **7**
4. Substantially more channels and more variety of talk and entertainment than currently offered: **10**

Q6a: Now, we would like you to consider the non-programming features of satellite radio such as the number of minutes of commercials per hour on music channels and geographic coverage. For each type of non-programming feature you will see a hypothetical option showing different amounts for that non-programming feature. Please repeat the desirability task we did before for the types of programming, but this time let's do it with respect to the various options for each of the non-programming features. Please indicate how desirable each of the different options of a given feature would be to you relative to the other options of that feature. Again, please assume that all other programming and non-programming features of the service, including price, remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: A. The Number of Minutes of Commercials Per Hour on Music Channels
1. No commercials on music channels: **10**
2. 2 minutes of commercials per hour: **9**
3. 5 minutes of commercials per hour: **2**
4. 12 minutes of commercials per hour: **0**

B. Geographic Coverage
1. Typical FM coverage: **2**
2. Complete nationwide coverage: **10**

Q6b: Now, let's turn to price. I'd like you to repeat the desirability task for various monthly prices for a single subscription. Please indicate how desirable each of the different price options would be to you relative to the other options. Again, please assume that all other programming and non-programming features of the service remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: C. The Monthly Price for A Single Subscription
1. $8.95 per month: **10**
2. $10.95 per month: **9**
3. $12.95 per month: **7**
4. $14.95 per month: **6**

Q6c: Please review the list below and tell me if there are any other non-programming features besides the ones listed that you considered in your decision to subscribe and retain your subscription to satellite radio?
- The number of minutes of commercials per hour on music channels
- Geographic coverage
- The monthly price for a single subscription

Response: **No others considered**

Q7: Below is a list of the non-programming features of satellite radio. Please review the list and allocate 100 points among the features in a way that the number of points (0 to 100) you give each feature best reflects the relative importance of that feature to you and your family's decision to subscribe and retain your subscription to satellite radio. As in the previous 100 point allocation task, please assign each feature a number from 0 to 100 that best reflects its relative importance to you and your family's decision to subscribe and retain your subscription to satellite radio. The more important a feature is, the higher the number of points you would give it, while the less important a feature is, the fewer number of points you would give it. Please make sure that the total adds to 100. (RECORD 0-100 FOR EACH. TOTAL MUST E#QUAL 100.)

Response: The number of minutes of commercials per hour on music channels: **10**
Geographic coverage: **40**
The monthly price for a single subscription: **50**

Q8: Reflecting on your and your family's usage of satellite radio in a typical week how would you estimate the amount of time spent on each of the following program types. Again please do so by allocating 100 points among the type of programming reflecting the % of time allocated to each. If you did not (or will not) spend any time listening to a particular type of program, please give it a zero. The type of programming listened to the most should get the highest number of points, the second most should get fewer points, etc. Make sure the total adds up to 100%.

Response: Comedy: **5**
Kids: **0**
Local Weather and Traffic: **0**
Music: **60**
News: **0**
Sports: **10**
Talk and Entertainment: **25**

Q9a: As you know, the single subscription price per month for satellite radio is $12.95. Let's assume that some of the current programming types were not available. Assuming that all other programming and non-programming features of the service, including price, remain the same. If no [PRGTYPE] programming were available, would it affect the amount you would be willing to pay for satellite radio?

Response: MUSIC: **Yes**
NEWS: **Yes**
SPORTS: **Yes**
TALK AND ENTERTAINMENT: **Yes**

Q9b: How much would you be willing to pay for satellite radio if no [PRGTYPE] programming were available? Please assume that all other programming and non-programming features of the service, including price, remain the same. Please tell me the dollar amount you would be willing to pay for satellite radio if these types of programming were not offered at all. Furthermore, if you think that not having this programming type would lead you to cancel your subscription please say so.
Would be willing to pay:

Response: MUSIC: **Would Cancel Subscription**
NEWS: **$10.50**
SPORTS: **Would Cancel Subscription**
TALK AND ENTERTAINMENT: **Would Cancel Subscription**

Q10: Now, I am going to show you 10 different hypothetical satellite radio program offerings. Each one represents a specific hypothetical satellite radio offering that includes a set of available programming options, as well as various combinations of the non-programming features we discussed before and a monthly price for a single subscription. Please examine each profile carefully and assign it a number from "0" meaning "definitely would not subscribe" to "10" meaning "definitely would subscribe" that best reflects your likelihood of subscribing to that offering.
If you definitely would not subscribe to the offering, you would give it a 0. If you definitely would subscribe to the offering, you would give it a 10. For any other case, use a number between 0 and 10 that best reflects your likelihood of subscribing to that offering. If at anytime you want to change your answer to a particular offering, please let me know and we will go back and do that.

Response:
Card 33: **0**
Card 34: **3**
Card 35: **8**
Card 36: **6**
Card 37: **0**
Card 38: **0**
Card 39: **3**
Card 40: **7**
Card 65: **10**
Card 66: **0**

Q11a: And finally, reflecting on your experience with satellite radio, if satellite radio was not available what, if anything, would you miss most about it?

Response: **The freedom of being able to dictate what I want to listen to whenever.**

Q11b: Anything else?

Response: **Nothing.**

DDW 02/629 CONSIDERING SUBSCRIBING CASE ID 20129

SC:	Are you or any members of your household employed in any of the industries listed on this card?
Response:	An insurance company: **No** A marketing research firm: **No** An advertising agency: **No** The entertainment industry: **No** A satellite radio provider: **No** A cable TV provider: **No** An Internet service provider: **No**
SD:	During the past three months have you taken part in any market research survey other than a political poll?
Response:	**No**
SE:	I'm going to ask you a few questions, but please be assured that this is only for classification purposes and that your responses will be kept confidential. Which of these groups includes your age?
Response:	**25 - 34 years**
SF:	Which, if any, of the following decisions do you make or take part in making for your household?
Response:	**Decision to subscribe to cable TV** **Decision to subscribe to an Internet service** **Decision to subscribe to satellite radio** **Decision to subscribe to a wireless phone service** **Decision to subscribe to satellite TV**
SG:	Which of these services, if any, do you or your household currently subscribe to?
Response:	**Satellite TV** **Broadband Internet** **Wireless phone service**
SI:	Are you or your household currently considering subscribing to (INSERT ITEM) in the next 30 days?
Response:	Cable TV: **No** Satellite radio: **Yes**
SJ:	Which of the following best describes the type of satellite radio you or your household are considering?
Response:	**A paid or trial subscription (such as from the purchase of a car) directly from XM or Sirius**
SL:	Which satellite radio service are you currently considering subscribing to?
Response:	**XM**
SM:	Do you wear glasses or contact lenses when you read?
Response:	**No**
SO:	RECORD GENDER OF RESPONDENT
Response:	**Male**
SP:	We would like to invite you to participate in a study that we think you will find interesting. The survey will take about 20 minutes. The survey we would like you to participate in requires you to read questions on a computer and either use a mouse to point and click on your answers or tell me your answers and I will record them. Would you like to participate in this study?
Response:	**Yes, will participate**
SQ:	May I please have your full name, address and phone number? You can be assured that your name and phone number will not be used to sell you anything or for any marketing or telemarketing purposes. It will only be used to verify your participation in the survey. (RECORD ON FRONT PAGE OF SCREENER. YOU MUST VERIFY RESPONDENT'S PHONE NUMBER. IF RESPONDENT REFUSES TO GIVE PHONE NUMBER, SAY:) I'm sorry but I cannot ask you to participate in our survey as my client needs your phone number to be able to verify your participation in this study.
Response:	**Gave phone number**
Q1a:	Q1(a) Why are you considering subscribing to satellite radio? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**More selection than regular radio and less hassle than cd's**
Q1b:	1(b) (PROBE) Any other reason? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**no**
Q2a:	2(a) What types of satellite radio programming are most critical to your decision whether to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**the variety of channels provided**
Q2b:	2(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**no**
HO1:	INTERVIEWER: HAVE THE RESPONDENT SIT IN FRONT OF THE COMPUTER AND ANSWER QUESTIONS TO THE REMAINDER OF THE SURVEY HIM/HERSELF. BE SURE TO SIT WITH THE RESPONDENT WHILE HE/SHE IS ANSWERING IN CASE HE/SHE HAS ANY QUESTIONS. IF THE RESPONDENT PREFERS, HAVE HIM/HER READ THE QUESTIONS ON THE SCREEN, BUT YOU WILL ENTER THE ANSWERS. RECORD:
Response:	**Respondent entering answers**

Q4: Below is a list of the types of satellite radio programming. Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's ultimate decision whether to subscribe to satellite radio.
If a specific type of programming is not important at all, feel free to give it zero points. If, on the other hand, your decision is likely to be affected by only one of the types of programming and none of the others are likely to be important to you, give that type of programming all of the 100 points. There are no right or wrong answers and we are just looking for your evaluation of the relative importance of the seven types of programming to your decision whether to subscribe to satellite radio. Please make sure that the total adds to 100. Is this clear? (RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)
Please click "Okay" if this is clear.

Response: **Okay**

Q4: Please enter a whole number response from 0 to 100 in each of the spaces provided. Your responses must sum to 100.

Response: Comedy: **10**
Kids: **5**
Local Weather and Traffic: **10**
Music: **40**
News: **5**
Sports: **5**
Talk and Entertainment: **25**

Q5: Now I would like to show you four of these programming types. For each type of programming you will see a number of hypothetical options showing different amounts of programming. For each hypothetical option, please indicate how desirable it would be for you relative to the other options. Please assume that in each case all other programming and non-programming features of the service including price remain the same. Please use a number from 0 (zero) = extremely undesirable to 10 = extremely desirable. You can use any number from "0 to 10" to indicate your answer. Please examine each hypothetical amount of programming and record the number that best reflects its level of desirability or undesirability. Is this clear?
Please click "Okay" if this is clear.

Response: **Okay**

Q5A: A. Music Programming (Current Offering includes 74 Music Channels.)

Response:
1. No music programming: **0**
2. Substantially fewer channels and less variety of music than currently offered: **1**
3. The same number of channels and the same variety of music as currently offered: **4**
4. Substantially more channels and more variety of music than currently offered: **10**

Q5B: B. News (Current Offering includes 13 News Channels.)

Response:
1. No news programming: **2**
2. Substantially fewer channels and less variety of news than currently offered: **6**
3. The same number of channels and the same variety of news as currently offered: **4**
4. Substantially more channels and more variety of news than currently offered: **3**

Q5C: C. Sports (Current Offering includes 13 Sports Channels and Live Game Channels for Major League Baseball, NASCAR, etc.)

Response:
1. No sports programming: **0**
2. Substantially fewer channels and less variety of sports than currently offered: **0**
3. The same number of channels and same variety of sports as currently offered: **4**
4. Substantially more channels and more variety of sports than currently offered: **8**

Q5D: D. Talk & Entertainment (Current Offering includes 17 Talk and Entertainment channels including Opie and Anthony, Air America, etc.)

Response:
1. No talk and entertainment programming: **1**
2. Substantially fewer channels and less variety of talk and entertainment than currently offered: **0**
3. The same number of channels and same variety of talk and entertainment as currently offered: **5**
4. Substantially more channels and more variety of talk and entertainment than currently offered: **10**

Q6a: Now, we would like you to consider the non-programming features of satellite radio such as the number of minutes of commercials per hour on music channels and geographic coverage. For each type of non-programming feature you will see a hypothetical option showing different amounts for that non-programming feature. Please repeat the desirability task we did before for the types of programming, but this time let's do it with respect to the various options for each of the non-programming features. Please indicate how desirable each of the different options of a given feature would be to you relative to the other options of that feature. Again, please assume that all other programming and non-programming features of the service, including price, remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: A. The Number of Minutes of Commercials Per Hour on Music Channels
1. No commercials on music channels: **10**
2. 2 minutes of commercials per hour: **9**
3. 5 minutes of commercials per hour: **8**
4. 12 minutes of commercials per hour: **4**

B. Geographic Coverage
1. Typical FM coverage: **4**
2. Complete nationwide coverage: **10**

Q6b: Now, let's turn to price. I'd like you to repeat the desirability task for various monthly prices for a single subscription. Please indicate how desirable each of the different price options would be to you relative to the other options. Again, please assume that all other programming and non-programming features of the service remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: C. The Monthly Price for A Single Subscription
1. $8.95 per month: **10**
2. $10.95 per month: **8**
3. $12.95 per month: **6**
4. $14.95 per month: **4**

Q6c: Please review the list below and tell me if there are any other non-programming features besides the ones listed that would likely impact your decision whether to subscribe to satellite radio?
•The number of minutes of commercials per hour on music channels
•Geographic coverage
•The monthly price for a single subscription

Response: Other, please specify: **genres of music**

Q6cf1: Anything else?

Response: **No**

Q7: Below is a list of the non-programming features of satellite radio. Please review the list and allocate 100 points among the features in a way that the number of points (0 to 100) you give each feature best reflects the relative importance of that feature to you and your family's ultimate decision whether to subscribe to satellite radio. As in the previous 100 point allocation task, please assign each feature a number from 0 to 100 that best reflects its relative importance to you and your family's decision whether to subscribe to satellite radio. The more important a feature is, the higher the number of points you would give it, while the less important a feature is, the fewer number of points you would give it. Please make sure that the total adds to 100. (RECORD 0-100 FOR EACH. TOTAL MUST E#QUAL 100.)

Response: The number of minutes of commercials per hour on music channels: **25**
Geographic coverage: **15**
The monthly price for a single subscription: **35**
Other (genres of music): **25**

Q9a: As you know, the single subscription price per month for satellite radio is $12.95. Let's assume that some of the current programming types were not available. Assuming that all other programming and non-programming features of the service, including price, remain the same. If no [PRGTYPE] programming were available, would it affect the amount you would be willing to pay for satellite radio?

Response: MUSIC: **Yes**
NEWS: **Yes**
SPORTS: **Yes**
TALK AND ENTERTAINMENT: **Yes**

Q9b: How much would you be willing to pay for satellite radio if no [PRGTYPE] programming were available? Please assume that all other programming and non-programming features of the service, including price, remain the same. Please tell me the dollar amount you would be willing to pay for satellite radio if these types of programming were not offered at all. Furthermore, if you think that not having this programming type would lead you to prevent you from subscribing please say so.
Would be willing to pay:

Response: MUSIC: **Would Not Subscribe**
NEWS: **$10.95**
SPORTS: **Would Not Subscribe**
TALK AND ENTERTAINMENT: **$8.95**

Q10: Now, I am going to show you 10 different hypothetical satellite radio program offerings. Each one represents a specific hypothetical satellite radio offering that includes a set of available programming options, as well as various combinations of the non-programming features we discussed before and a monthly price for a single subscription. Please examine each profile carefully and assign it a number from "0" meaning "definitely would not subscribe" to "10" meaning "definitely would subscribe" that best reflects your likelihood of subscribing to that offering.
If you definitely would not subscribe to the offering, you would give it a 0. If you definitely would subscribe to the offering, you would give it a 10. For any other case, use a number between 0 and 10 that best reflects your likelihood of subscribing to that offering. If at anytime you want to change your answer to a particular offering, please let me know and we will go back and do that.

Response: Card 33: **0**
Card 34: **6**
Card 35: **8**
Card 36: **1**
Card 37: **3**
Card 38: **0**
Card 39: **1**
Card 40: **6**
Card 65: **0**
Card 66: **0**

SC: Are you or any members of your household employed in any of the industries listed on this card?
Response: An insurance company: **No**
A marketing research firm: **No**
An advertising agency: **No**
The entertainment industry: **No**
A satellite radio provider: **No**
A cable TV provider: **No**
An Internet service provider: **No**
SD: During the past three months have you taken part in any market research survey other than a political poll?
Response: **No**
SE: I'm going to ask you a few questions, but please be assured that this is only for classification purposes and that your responses will be kept confidential. Which of these groups includes your age?
Response: **35 - 49 years**
SF: Which, if any, of the following decisions do you make or take part in making for your household?
Response: **Decision to subscribe to cable TV**
Decision to subscribe to an Internet service
Decision to subscribe to satellite radio
Decision to subscribe to a wireless phone service
Decision to subscribe to satellite TV
SG: Which of these services, if any, do you or your household currently subscribe to?
Response: **Cable TV**
Broadband Internet
Satellite radio
Wireless phone service
SH: Which of the following best describe the type of satellite radio you or your household currently subscribes to?
Response: **A paid or trial subscription (such as from the purchase of a car) directly from XM or Sirius**
SI: Are you or your household currently considering subscribing to (INSERT ITEM) in the next 30 days?
Response: Satellite TV: **No**
SK: Which satellite radio service do you or your household currently subscribe to?
Response: **Sirius**
SM: Do you wear glasses or contact lenses when you read?
Response: **No**
SO: RECORD GENDER OF RESPONDENT
Response: **Male**
SP: We would like to invite you to participate in a study that we think you will find interesting. The survey will take about 20 minutes. The survey we would like you to participate in requires you to read questions on a computer and either use a mouse to point and click on your answers or tell me your answers and I will record them. Would you like to participate in this study?
Response: **Yes, will participate**
SQ: May I please have your full name, address and phone number? You can be assured that your name and phone number will not be used to sell you anything or for any marketing or telemarketing purposes. It will only be used to verify your participation in the survey. (RECORD ON FRONT PAGE OF SCREENER. YOU MUST VERIFY RESPONDENT'S PHONE NUMBER. IF RESPONDENT REFUSES TO GIVE PHONE NUMBER, SAY:) I'm sorry but I cannot ask you to participate in our survey as my client needs your phone number to be able to verify your participation in this study.
Response: **Gave phone number**
Q1a: Q1(a) Thinking back to the time you first subscribed to satellite radio, why did you decide to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **I liked the fact I could pick my music and it would only be that kind of music without having to hear a mix of something I dont like listening to.**
Q1b: 1(b) (PROBE) Any other reason? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **I didnt have to hear a lot of commericals that had no meaning to me. p I could progam in several channels on the system, so if something came up I could switch over to news or the weather channel to find out the lastest right when I needed to without having to wait. p no**
Q2a: 2(a) What types of satellite radio programming were most critical to your decision to subscribe to satellite radio? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **The types of music offered was the biggest but how many channels they had to offer of each type of program was also impressive.**
Q2b: 2(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **The sports channels, I live 8 doors down from Cubs park and I really keep up with what is going on with them and the bears too.**
Q3a: 3(a) And now, reflecting on your experience with satellite radio, what types of satellite radio programming are most critical to your decision to continue to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **Music, its my life. I can record it on my Ipod and not have to put up with a bunch of talk.**
Q3b: 3(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **They can play things other channels cant because you pay for it, and thier added comments with the talk shows can really be what they feel not what they have to watch what they say like on free radio. P no**

HO1: INTERVIEWER: HAVE THE RESPONDENT SIT IN FRONT OF THE COMPUTER AND ANSWER QUESTIONS TO THE REMAINDER OF THE SURVEY HIM/HERSELF. BE SURE TO SIT WITH THE RESPONDENT WHILE HE/SHE IS ANSWERING IN CASE HE/SHE HAS ANY QUESTIONS. IF THE RESPONDENT PREFERS, HAVE HIM/HER READ THE QUESTIONS ON THE SCREEN, BUT YOU WILL ENTER THE ANSWERS. RECORD:

Response: **Respondent entering answers**

Q4: Below is a list of the types of satellite radio programming. Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's decision to subscribe and retain your subscription to satellite radio.

If a specific type of programming is not important at all, feel free to give it zero points. If, on the other hand, your decision was affected by only one of the types of programming and none of the others were important to you, give that type of programming all of the 100 points. There are no right or wrong answers and we are just looking for your evaluation of the relative importance of the seven types of programming reflecting both the consideration you used in deciding to subscribe and your experience with satellite radio. Please make sure that the total adds to 100. Is this clear? (RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)

Please click "Okay" if this is clear.

Response: **Okay**

Q4: Please enter a whole number response from 0 to 100 in each of the spaces provided. Your responses must sum to 100.

Response: Comedy: **20**
Kids: **0**
Local Weather and Traffic: **5**
Music: **50**
News: **5**
Sports: **10**
Talk and Entertainment: **10**

Q5: Now I would like to show you four of these programming types. For each type of programming you will see a number of hypothetical options showing different amounts of programming. For each hypothetical option, please indicate how desirable it would be for you relative to the other options. Please assume that in each case all other programming and non-programming features of the service including price remain the same. Please use a number from 0 (zero) = extremely undesirable to 10 = extremely desirable. You can use any number from "0 to 10" to indicate your answer. Please examine each hypothetical amount of programming and record the number that best reflects its level of desirability or undesirability. Is this clear?

Please click "Okay" if this is clear.

Response: **Okay**

Q5A: A. Music Programming (Current Offering includes 66 Music Channels.)

Response:
1. No music programming: **0**
2. Substantially fewer channels and less variety of music than currently offered: **0**
3. The same number of channels and the same variety of music as currently offered: **9**
4. Substantially more channels and more variety of music than currently offered: **10**

Q5B: B. News (Current Offering includes 15 News Channels.)

Response:
1. No news programming: **0**
2. Substantially fewer channels and less variety of news than currently offered: **5**
3. The same number of channels and the same variety of news as currently offered: **5**
4. Substantially more channels and more variety of news than currently offered: **2**

Q5C: C. Sports (Current Offering includes 8 Sports Channels and Live Game Channels for NBA, NFL, etc.)

Response:
1. No sports programming: **10**
2. Substantially fewer channels and less variety of sports than currently offered: **8**
3. The same number of channels and same variety of sports as currently offered: **0**
4. Substantially more channels and more variety of sports than currently offered: **6**

Q5D: D. Talk & Entertainment (Current Offering includes 22 Talk and Entertainment channels including Howard Stern, Martha Stewart, etc.)

Response:
1. No talk and entertainment programming: **3**
2. Substantially fewer channels and less variety of talk and entertainment than currently offered: **4**
3. The same number of channels and same variety of talk and entertainment as currently offered: **8**
4. Substantially more channels and more variety of talk and entertainment than currently offered: **8**

Q6a: Now, we would like you to consider the non-programming features of satellite radio such as the number of minutes of commercials per hour on music channels and geographic coverage. For each type of non-programming feature you will see a hypothetical option showing different amounts for that non-programming feature. Please repeat the desirability task we did before for the types of programming, but this time let's do it with respect to the various options for each of the non-programming features. Please indicate how desirable each of the different options of a given feature would be to you relative to the other options of that feature. Again, please assume that all other programming and non-programming features of the service, including price, remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: A. The Number of Minutes of Commercials Per Hour on Music Channels
1. No commercials on music channels: **10**
2. 2 minutes of commercials per hour: **7**
3. 5 minutes of commercials per hour: **4**
4. 12 minutes of commercials per hour: **2**

B. Geographic Coverage
1. Typical FM coverage: **2**
2. Complete nationwide coverage: **10**

Q6b: Now, let's turn to price. I'd like you to repeat the desirability task for various monthly prices for a single subscription. Please indicate how desirable each of the different price options would be to you relative to the other options. Again, please assume that all other programming and non-programming features of the service remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: C. The Monthly Price for A Single Subscription
1. $8.95 per month: **10**
2. $10.95 per month: **9**
3. $12.95 per month: **8**
4. $14.95 per month: **6**

Q6c: Please review the list below and tell me if there are any other non-programming features besides the ones listed that you considered in your decision to subscribe and retain your subscription to satellite radio?
- The number of minutes of commercials per hour on music channels
- Geographic coverage
- The monthly price for a single subscription

Response: Other, please specify: **I guess you could say Speak Freely**

Q6c11: Anything else?

Response: **No**

Q7: Below is a list of the non-programming features of satellite radio. Please review the list and allocate 100 points among the features in a way that the number of points (0 to 100) you give each feature best reflects the relative importance of that feature to you and your family's decision to subscribe and retain your subscription to satellite radio. As in the previous 100 point allocation task, please assign each feature a number from 0 to 100 that best reflects its relative importance to you and your family's decision to subscribe and retain your subscription to satellite radio. The more important a feature is, the higher the number of points you would give it, while the less important a feature is, the fewer number of points you would give it. Please make sure that the total adds to 100. (RECORD 0-100 FOR EACH. TOTAL MUST E#QUAL 100.)

Response: The number of minutes of commercials per hour on music channels: **80**
Geographic coverage: **4**
The monthly price for a single subscription: **1**
Other (I guess you could say Speak Freely): **15**

Q8: Reflecting on your and your family's usage of satellite radio in a typical week how would you estimate the amount of time spent on each of the following program types. Again please do so by allocating 100 points among the type of programming reflecting the % of time allocated to each. If you did not (or will not) spend any time listening to a particular type of program, please give it a zero. The type of programming listened to the most should get the highest number of points, the second most should get fewer points, etc. Make sure the total adds up to 100%.

Response: Comedy: **20**
Kids: **0**
Local Weather and Traffic: **5**
Music: **60**
News: **5**
Sports: **5**
Talk and Entertainment: **5**

Q9a: As you know, the single subscription price per month for satellite radio is $12.95. Let's assume that some of the current programming types were not available. Assuming that all other programming and non-programming features of the service, including price, remain the same. If no [PRGTYPE] programming were available, would it affect the amount you would be willing to pay for satellite radio?

Response: MUSIC: **Yes**
NEWS: **No**
SPORTS: **No**
TALK AND ENTERTAINMENT: **No**

Q9b: How much would you be willing to pay for satellite radio if no [PRGTYPE] programming were available? Please assume that all other programming and non-programming features of the service, including price, remain the same. Please tell me the dollar amount you would be willing to pay for satellite radio if these types of programming were not offered at all. Furthermore, if you think that not having this programming type would lead you to cancel your subscription please say so.
Would be willing to pay:

Response: MUSIC: **Would Cancel Subscription**

Q10: Now, I am going to show you 10 different hypothetical satellite radio program offerings. Each one represents a specific hypothetical satellite radio offering that includes a set of available programming options, as well as various combinations of the non-programming features we discussed before and a monthly price for a single subscription. Please examine each profile carefully and assign it a number from "0" meaning "definitely would not subscribe" to "10" meaning "definitely would subscribe" that best reflects your likelihood of subscribing to that offering.
If you definitely would not subscribe to the offering, you would give it a 0. If you definitely would subscribe to the offering, you would give it a 10. For any other case, use a number between 0 and 10 that best reflects your likelihood of subscribing to that offering. If at anytime you want to change your answer to a particular offering, please let me know and we will go back and do that.

Response:
Card 9: **7**
Card 10: **1**
Card 11: **7**
Card 12: **0**
Card 13: **0**
Card 14: **10**
Card 15: **4**
Card 16: **5**
Card 65: **10**
Card 66: **0**

Q11a: And finally, reflecting on your experience with satellite radio, if satellite radio was not available what, if anything, would you miss most about it?

Response: **Selecting the kind of music and other programming I like to hear without interruption.**

Q11b: Anything else?

Response: **The fact that I could not hear people speak their own mind without fear of offending someone.**

SC: Are you or any members of your household employed in any of the industries listed on this card?
Response: An insurance company: **No**
A marketing research firm: **No**
An advertising agency: **No**
The entertainment industry: **No**
A satellite radio provider: **No**
A cable TV provider: **No**
An Internet service provider: **No**
SD: During the past three months have you taken part in any market research survey other than a political poll?
Response: **No**
SE: I'm going to ask you a few questions, but please be assured that this is only for classification purposes and that your responses will be kept confidential. Which of these groups includes your age?
Response: **18 - 24 years**
SF: Which, if any, of the following decisions do you make or take part in making for your household?
Response: **Decision to subscribe to cable TV**
Decision to subscribe to an Internet service
Decision to subscribe to satellite radio
Decision to subscribe to a wireless phone service
Decision to subscribe to satellite TV
SG: Which of these services, if any, do you or your household currently subscribe to?
Response: **Cable TV**
Broadband Internet
Satellite radio
Wireless phone service
SH: Which of the following best describe the type of satellite radio you or your household currently subscribes to?
Response: **A paid or trial subscription (such as from the purchase of a car) directly from XM or Sirius**
SI: Are you or your household currently considering subscribing to (INSERT ITEM) in the next 30 days?
Response: Satellite TV: **No**
SK: Which satellite radio service do you or your household currently subscribe to?
Response: **XM**
SM: Do you wear glasses or contact lenses when you read?
Response: **No**
SO: RECORD GENDER OF RESPONDENT
Response: **Male**
SP: We would like to invite you to participate in a study that we think you will find interesting. The survey will take about 20 minutes. The survey we would like you to participate in requires you to read questions on a computer and either use a mouse to point and click on your answers or tell me your answers and I will record them. Would you like to participate in this study?
Response: **Yes, will participate**
SQ: May I please have your full name, address and phone number? You can be assured that your name and phone number will not be used to sell you anything or for any marketing or telemarketing purposes. It will only be used to verify your participation in the survey. (RECORD ON FRONT PAGE OF SCREENER. YOU MUST VERIFY RESPONDENT'S PHONE NUMBER. IF RESPONDENT REFUSES TO GIVE PHONE NUMBER, SAY:) I'm sorry but I cannot ask you to participate in our survey as my client needs your phone number to be able to verify your participation in this study.
Response: **Gave phone number**
Q1a: Q1(a) Thinking back to the time you first subscribed to satellite radio, why did you decide to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **there was a free offer connected with buying the car adapter. w/e, i have always liked the XM programing.**
Q1b: 1(b) (PROBE) Any other reason? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **none.**
Q2a: 2(a) What types of satellite radio programming were most critical to your decision to subscribe to satellite radio? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **i really like the wide verity of programs , there is somthing for evryone.w/e noting**
Q2b: 2(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **nope**
Q3a: 3(a) And now, reflecting on your experience with satellite radio, what types of satellite radio programming are most critical to your decision to continue to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **i really like the xm radio b ecuase i get all the stations i love, wherever i go.**
Q3b: 3(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **nothing else**
HO1: INTERVIEWER: HAVE THE RESPONDENT SIT IN FRONT OF THE COMPUTER AND ANSWER QUESTIONS TO THE REMAINDER OF THE SURVEY HIM/HERSELF. BE SURE TO SIT WITH THE RESPONDENT WHILE HE/SHE IS ANSWERING IN CASE HE/SHE HAS ANY QUESTIONS. IF THE RESPONDENT PREFERS, HAVE HIM/HER READ THE QUESTIONS ON THE SCREEN, BUT YOU WILL ENTER THE ANSWERS. RECORD:
Response: **Respondent entering answers**

Q4: Below is a list of the types of satellite radio programming. Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's decision to subscribe and retain your subscription to satellite radio.
If a specific type of programming is not important at all, feel free to give it zero points. If, on the other hand, your decision was affected by only one of the types of programming and none of the others were important to you, give that type of programming all of the 100 points. There are no right or wrong answers and we are just looking for your evaluation of the relative importance of the seven types of programming reflecting both the consideration you used in deciding to subscribe and your experience with satellite radio. Please make sure that the total adds to 100. Is this clear? (RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)
Please click "Okay" if this is clear.

Response: **Okay**

Q4: *Please enter a whole number response from 0 to 100 in each of the spaces provided. Your responses must sum to 100.*

Response: Comedy: **20**
Kids: **0**
Local Weather and Traffic: **0**
Music: **20**
News: **30**
Sports: **10**
Talk and Entertainment: **20**

Q5: Now I would like to show you four of these programming types. For each type of programming you will see a number of hypothetical options showing different amounts of programming. For each hypothetical option, please indicate how desirable it would be for you relative to the other options. Please assume that in each case all other programming and non-programming features of the service including price remain the same. Please use a number from 0 (zero) = extremely undesirable to 10 = extremely desirable. You can use any number from "0 to 10" to indicate your answer. Please examine each hypothetical amount of programming and record the number that best reflects its level of desirability or undesirability. Is this clear?
Please click "Okay" if this is clear.

Response: **Okay**

Q5A: A. Music Programming (Current Offering includes 74 Music Channels.)

Response:
1. No music programming: **2**
2. Substantially fewer channels and less variety of music than currently offered: **2**
3. The same number of channels and the same variety of music as currently offered: **8**
4. Substantially more channels and more variety of music than currently offered: **10**

Q5B: B. News (Current Offering includes 13 News Channels.)

Response:
1. No news programming: **2**
2. Substantially fewer channels and less variety of news than currently offered: **4**
3. The same number of channels and the same variety of news as currently offered: **4**
4. Substantially more channels and more variety of news than currently offered: **4**

Q5C: C. Sports (Current Offering includes 13 Sports Channels and Live Game Channels for Major League Baseball, NASCAR, etc.)

Response:
1. No sports programming: **2**
2. Substantially fewer channels and less variety of sports than currently offered: **5**
3. The same number of channels and same variety of sports as currently offered: **7**
4. Substantially more channels and more variety of sports than currently offered: **5**

Q5D: D. Talk & Entertainment (Current Offering includes 17 Talk and Entertainment channels including Opie and Anthony, Air America, etc.)

Response:
1. No talk and entertainment programming: **0**
2. Substantially fewer channels and less variety of talk and entertainment than currently offered: **3**
3. The same number of channels and same variety of talk and entertainment as currently offered: **7**
4. Substantially more channels and more variety of talk and entertainment than currently offered: **10**

Q6a: Now, we would like you to consider the non-programming features of satellite radio such as the number of minutes of commercials per hour on music channels and geographic coverage. For each type of non-programming feature you will see a hypothetical option showing different amounts for that non-programming feature. Please repeat the desirability task we did before for the types of programming, but this time let's do it with respect to the various options for each of the non-programming features. Please indicate how desirable each of the different options of a given feature would be to you relative to the other options of that feature. Again, please assume that all other programming and non-programming features of the service, including price, remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: A. The Number of Minutes of Commercials Per Hour on Music Channels
1. No commercials on music channels: **10**
2. 2 minutes of commercials per hour: **0**
3. 5 minutes of commercials per hour: **8**
4. 12 minutes of commercials per hour: **0**

B. Geographic Coverage
1. Typical FM coverage: **1**
2. Complete nationwide coverage: **7**

Q6b: Now, let's turn to price. I'd like you to repeat the desirability task for various monthly prices for a single subscription. Please indicate how desirable each of the different price options would be to you relative to the other options. Again, please assume that all other programming and non-programming features of the service remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: C. The Monthly Price for A Single Subscription
1. $8.95 per month: **1**
2. $10.95 per month: **1**
3. $12.95 per month: **1**
4. $14.95 per month: **2**

Q6c: Please review the list below and tell me if there are any other non-programming features besides the ones listed that you considered in your decision to subscribe and retain your subscription to satellite radio?
- The number of minutes of commercials per hour on music channels
- Geographic coverage
- The monthly price for a single subscription

Response: **No others considered**

Q7: Below is a list of the non-programming features of satellite radio. Please review the list and allocate 100 points among the features in a way that the number of points (0 to 100) you give each feature best reflects the relative importance of that feature to you and your family's decision to subscribe and retain your subscription to satellite radio. As in the previous 100 point allocation task, please assign each feature a number from 0 to 100 that best reflects its relative importance to you and your family's decision to subscribe and retain your subscription to satellite radio. The more important a feature is, the higher the number of points you would give it, while the less important a feature is, the fewer number of points you would give it. Please make sure that the total adds to 100. (RECORD 0-100 FOR EACH. TOTAL MUST E#QUAL 100.)

Response: The number of minutes of commercials per hour on music channels: **10**
Geographic coverage: **10**
The monthly price for a single subscription: **80**

Q8: Reflecting on your and your family's usage of satellite radio in a typical week how would you estimate the amount of time spent on each of the following program types. Again please do so by allocating 100 points among the type of programming reflecting the % of time allocated to each. If you did not (or will not) spend any time listening to a particular type of program, please give it a zero. The type of programming listened to the most should get the highest number of points, the second most should get fewer points, etc. Make sure the total adds up to 100%.

Response: Comedy: **20**
Kids: **0**
Local Weather and Traffic: **0**
Music: **20**
News: **10**
Sports: **10**
Talk and Entertainment: **40**

Q9a: As you know, the single subscription price per month for satellite radio is $12.95. Let's assume that some of the current programming types were not available. Assuming that all other programming and non-programming features of the service, including price, remain the same. If no [PRGTYPE] programming were available, would it affect the amount you would be willing to pay for satellite radio?

Response: MUSIC: **No**
NEWS: **No**
SPORTS: **No**
TALK AND ENTERTAINMENT: **Yes**

Q9b: How much would you be willing to pay for satellite radio if no [PRGTYPE] programming were available? Please assume that all other programming and non-programming features of the service, including price, remain the same. Please tell me the dollar amount you would be willing to pay for satellite radio if these types of programming were not offered at all. Furthermore, if you think that not having this programming type would lead you to cancel your subscription please say so.
Would be willing to pay:

Response: TALK AND ENTERTAINMENT: **Would Cancel Subscription**

Q10: Now, I am going to show you 10 different hypothetical satellite radio program offerings. Each one represents a specific hypothetical satellite radio offering that includes a set of available programming options, as well as various combinations of the non-programming features we discussed before and a monthly price for a single subscription. Please examine each profile carefully and assign it a number from "0" meaning "definitely would not subscribe" to "10" meaning "definitely would subscribe" that best reflects your likelihood of subscribing to that offering.
If you definitely would not subscribe to the offering, you would give it a 0. If you definitely would subscribe to the offering, you would give it a 10. For any other case, use a number between 0 and 10 that best reflects your likelihood of subscribing to that offering. If at anytime you want to change your answer to a particular offering, please let me know and we will go back and do that.

Response:
Card 41: **5**
Card 42: **0**
Card 43: **0**
Card 44: **10**
Card 45: **3**
Card 46: **0**
Card 47: **7**
Card 48: **10**
Card 65: **10**
Card 66: **0**

Q11a: And finally, reflecting on your experience with satellite radio, if satellite radio was not available what, if anything, would you miss most about it?

Response: **the veriety of channels i dont get with my local stations**

Q11b: Anything else?

Response: **not that i can think of**

SC:	Are you or any members of your household employed in any of the industries listed on this card?
Response:	An insurance company: **No** A marketing research firm: **No** An advertising agency: **No** The entertainment industry: **No** A satellite radio provider: **No** A cable TV provider: **No** An Internet service provider: **No**
SD:	During the past three months have you taken part in any market research survey other than a political poll?
Response:	**No**
SE:	I'm going to ask you a few questions, but please be assured that this is only for classification purposes and that your responses will be kept confidential. Which of these groups includes your age?
Response:	**18 - 24 years**
SF:	Which, if any, of the following decisions do you make or take part in making for your household?
Response:	**Decision to subscribe to cable TV** **Decision to subscribe to an Internet service** **Decision to subscribe to satellite radio**
SG:	Which of these services, if any, do you or your household currently subscribe to?
Response:	**Cable TV** **Satellite radio**
SH:	Which of the following best describe the type of satellite radio you or your household currently subscribes to?
Response:	**Both**
SI:	Are you or your household currently considering subscribing to (INSERT ITEM) in the next 30 days?
Response:	Satellite TV: **Yes** Broadband Internet: **Yes** Wireless phone service: **Yes**
SK:	Which satellite radio service do you or your household currently subscribe to?
Response:	**Both**
SM:	Do you wear glasses or contact lenses when you read?
Response:	**Yes**
SN:	Do you have your glasses with you or are you wearing your contact lenses today?
Response:	**Yes**
SO:	RECORD GENDER OF RESPONDENT
Response:	**Female**
SP:	We would like to invite you to participate in a study that we think you will find interesting. The survey will take about 20 minutes. The survey we would like you to participate in requires you to read questions on a computer and either use a mouse to point and click on your answers or tell me your answers and I will record them. Would you like to participate in this study?
Response:	**Yes, will participate**
SQ:	May I please have your full name, address and phone number? You can be assured that your name and phone number will not be used to sell you anything or for any marketing or telemarketing purposes. It will only be used to verify your participation in the survey. (RECORD ON FRONT PAGE OF SCREENER. YOU MUST VERIFY RESPONDENT'S PHONE NUMBER. IF RESPONDENT REFUSES TO GIVE PHONE NUMBER, SAY:) I'm sorry but I cannot ask you to participate in our survey as my client needs your phone number to be able to verify your participation in this study.
Response:	**Gave phone number**
Q1a:	Q1(a) Thinking back to the time you first subscribed to satellite radio, why did you decide to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**I like the radio**
Q1b:	1(b) (PROBE) Any other reason? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**none**
Q2a:	2(a) What types of satellite radio programming were most critical to your decision to subscribe to satellite radio? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**the bid pack**
Q2b:	2(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**no**
Q3a:	3(a) And now, reflecting on your experience with satellite radio, what types of satellite radio programming are most critical to your decision to continue to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**xm chill**
Q3b:	3(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**no**
HO1:	INTERVIEWER: HAVE THE RESPONDENT SIT IN FRONT OF THE COMPUTER AND ANSWER QUESTIONS TO THE REMAINDER OF THE SURVEY HIM/HERSELF. BE SURE TO SIT WITH THE RESPONDENT WHILE HE/SHE IS ANSWERING IN CASE HE/SHE HAS ANY QUESTIONS. IF THE RESPONDENT PREFERS, HAVE HIM/HER READ THE QUESTIONS ON THE SCREEN, BUT YOU WILL ENTER THE ANSWERS. RECORD:
Response:	**Interviewer entering answers**

Q4: Below is a list of the types of satellite radio programming. Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's decision to subscribe and retain your subscription to satellite radio.
If a specific type of programming is not important at all, feel free to give it zero points. If, on the other hand, your decision was affected by only one of the types of programming and none of the others were important to you, give that type of programming all of the 100 points. There are no right or wrong answers and we are just looking for your evaluation of the relative importance of the seven types of programming reflecting both the consideration you used in deciding to subscribe and your experience with satellite radio. Please make sure that the total adds to 100. Is this clear? (RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)
Please click "Okay" if this is clear.

Response: **Okay**

Q4: Please enter a whole number response from 0 to 100 in each of the spaces provided. Your responses must sum to 100.

Response:
Comedy: **10**
Kids: **10**
Local Weather and Traffic: **10**
Music: **10**
News: **10**
Sports: **10**
Talk and Entertainment: **40**

Q5: Now I would like to show you four of these programming types. For each type of programming you will see a number of hypothetical options showing different amounts of programming. For each hypothetical option, please indicate how desirable it would be for you relative to the other options. Please assume that in each case all other programming and non-programming features of the service including price remain the same. Please use a number from 0 (zero) = extremely undesirable to 10 = extremely desirable. You can use any number from "0 to 10" to indicate your answer. Please examine each hypothetical amount of programming and record the number that best reflects its level of desirability or undesirability. Is this clear?
Please click "Okay" if this is clear.

Response: **Okay**

Q5A: A. Music Programming (Current Offering includes 74 Music Channels.)

Response:
1. No music programming: **10**
2. Substantially fewer channels and less variety of music than currently offered: **9**
3. The same number of channels and the same variety of music as currently offered: **8**
4. Substantially more channels and more variety of music than currently offered: **7**

Q5B: B. News (Current Offering includes 13 News Channels.)

Response:
1. No news programming: **9**
2. Substantially fewer channels and less variety of news than currently offered: **8**
3. The same number of channels and the same variety of news as currently offered: **10**
4. Substantially more channels and more variety of news than currently offered: **7**

Q5C: C. Sports (Current Offering includes 13 Sports Channels and Live Game Channels for Major League Baseball, NASCAR, etc.)

Response:
1. No sports programming: **8**
2. Substantially fewer channels and less variety of sports than currently offered: **7**
3. The same number of channels and same variety of sports as currently offered: **9**
4. Substantially more channels and more variety of sports than currently offered: **10**

Q5D: D. Talk & Entertainment (Current Offering includes 17 Talk and Entertainment channels including Opie and Anthony, Air America, etc.)

Response:
1. No talk and entertainment programming: **8**
2. Substantially fewer channels and less variety of talk and entertainment than currently offered: **9**
3. The same number of channels and same variety of talk and entertainment as currently offered: **10**
4. Substantially more channels and more variety of talk and entertainment than currently offered: **7**

Q6a: Now, we would like you to consider the non-programming features of satellite radio such as the number of minutes of commercials per hour on music channels and geographic coverage. For each type of non-programming feature you will see a hypothetical option showing different amounts for that non-programming feature. Please repeat the desirability task we did before for the types of programming, but this time let's do it with respect to the various options for each of the non-programming features. Please indicate how desirable each of the different options of a given feature would be to you relative to the other options of that feature. Again, please assume that all other programming and non-programming features of the service, including price, remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response:
A. The Number of Minutes of Commercials Per Hour on Music Channels
1. No commercials on music channels: **6**
2. 2 minutes of commercials per hour: **7**
3. 5 minutes of commercials per hour: **8**
4. 12 minutes of commercials per hour: **9**

B. Geographic Coverage
1. Typical FM coverage: **10**
2. Complete nationwide coverage: **5**

Q6b: Now, let's turn to price. I'd like you to repeat the desirability task for various monthly prices for a single subscription. Please indicate how desirable each of the different price options would be to you relative to the other options. Again, please assume that all other programming and non-programming features of the service remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: C. The Monthly Price for A Single Subscription
1. $8.95 per month: **3**
2. $10.95 per month: **4**
3. $12.95 per month: **5**
4. $14.95 per month: **6**

Q6c: Please review the list below and tell me if there are any other non-programming features besides the ones listed that you considered in your decision to subscribe and retain your subscription to satellite radio?
•The number of minutes of commercials per hour on music channels
•Geographic coverage
•The monthly price for a single subscription

Response: **No others considered**

Q7: Below is a list of the non-programming features of satellite radio. Please review the list and allocate 100 points among the features in a way that the number of points (0 to 100) you give each feature best reflects the relative importance of that feature to you and your family's decision to subscribe and retain your subscription to satellite radio. As in the previous 100 point allocation task, please assign each feature a number from 0 to 100 that best reflects its relative importance to you and your family's decision to subscribe and retain your subscription to satellite radio. The more important a feature is, the higher the number of points you would give it, while the less important a feature is, the fewer number of points you would give it. Please make sure that the total adds to 100. (RECORD 0-100 FOR EACH. TOTAL MUST E#QUAL 100.)

Response: The number of minutes of commercials per hour on music channels: **50**
Geographic coverage: **50**
The monthly price for a single subscription: **0**

Q8: Reflecting on your and your family's usage of satellite radio in a typical week how would you estimate the amount of time spent on each of the following program types. Again please do so by allocating 100 points among the type of programming reflecting the % of time allocated to each. If you did not (or will not) spend any time listening to a particular type of program, please give it a zero. The type of programming listened to the most should get the highest number of points, the second most should get fewer points, etc. Make sure the total adds up to 100%.

Response: Comedy: **0**
Kids: **0**
Local Weather and Traffic: **0**
Music: **50**
News: **0**
Sports: **50**
Talk and Entertainment: **0**

Q9a: As you know, the single subscription price per month for satellite radio is $12.95. Let's assume that some of the current programming types were not available. Assuming that all other programming and non-programming features of the service, including price, remain the same. If no [PRGTYPE] programming were available, would it affect the amount you would be willing to pay for satellite radio?

Response: MUSIC: **No**
NEWS: **No**
SPORTS: **No**
TALK AND ENTERTAINMENT: **Yes**

Q9b: How much would you be willing to pay for satellite radio if no [PRGTYPE] programming were available? Please assume that all other programming and non-programming features of the service, including price, remain the same. Please tell me the dollar amount you would be willing to pay for satellite radio if these types of programming were not offered at all. Furthermore, if you think that not having this programming type would lead you to cancel your subscription please say so.
Would be willing to pay:

Response: TALK AND ENTERTAINMENT: **$23.99**

Q9c: Are you willing to pay more than the current price of $12.95 per month if no [PRGTYPE] were available but all other programming features of the service remain the same?

Response: TALK AND ENTERTAINMENT: **No**

Q9d: How much would you be willing to pay for satellite radio if no [PRGTYPE] programming were available?
Would be willing to pay:

Response: TALK AND ENTERTAINMENT: **$2.99**

Q10: Now, I am going to show you 10 different hypothetical satellite radio program offerings. Each one represents a specific hypothetical satellite radio offering that includes a set of available programming options, as well as various combinations of the non-programming features we discussed before and a monthly price for a single subscription. Please examine each profile carefully and assign it a number from "0" meaning "*definitely would not subscribe*" to "10" meaning "definitely would subscribe" that best reflects your likelihood of subscribing to that offering.
If you definitely would not subscribe to the offering, you would give it a 0. If you definitely would subscribe to the offering, you would give it a 10. For any other case, use a number between 0 and 10 that best reflects your likelihood of subscribing to that offering. If at anytime you want to change your answer to a particular offering, please let me know and we will go back and do that.

Response:
Card 17: **9**
Card 18: **7**
Card 19: **9**
Card 20: **8**
Card 21: **9**
Card 22: **9**
Card 23: **9**
Card 24: **9**
Card 65: **8**
Card 66: **9**

Q11a: And finally, reflecting on your experience with satellite radio, if satellite radio was not available what, if anything, would you miss most about it?

Response: **nothing i just get over it**

Q11b: Anything else?

Response: **no**

SC:	Are you or any members of your household employed in any of the industries listed on this card?
Response:	An insurance company: **No** A marketing research firm: **No** An advertising agency: **No** The entertainment industry: **No** A satellite radio provider: **No** A cable TV provider: **No** An Internet service provider: **No**
SD:	During the past three months have you taken part in any market research survey other than a political poll?
Response:	**No**
SE:	I'm going to ask you a few questions, but please be assured that this is only for classification purposes and that your responses will be kept confidential. Which of these groups includes your age?
Response:	**35 - 49 years**
SF:	Which, if any, of the following decisions do you make or take part in making for your household?
Response:	**Decision to subscribe to satellite radio**
SG:	Which of these services, if any, do you or your household currently subscribe to?
Response:	**Satellite radio**
SH:	Which of the following best describe the type of satellite radio you or your household currently subscribes to?
Response:	**A paid or trial subscription (such as from the purchase of a car) directly from XM or Sirius**
SI:	Are you or your household currently considering subscribing to (INSERT ITEM) in the next 30 days?
Response:	Cable TV: **No** Satellite TV: **No** Broadband Internet: **No** Wireless phone service: **No**
SK:	Which satellite radio service do you or your household currently subscribe to?
Response:	**XM**
SM:	Do you wear glasses or contact lenses when you read?
Response:	**Yes**
SN:	Do you have your glasses with you or are you wearing your contact lenses today?
Response:	**Yes**
SO:	RECORD GENDER OF RESPONDENT
Response:	**Female**
SP:	We would like to invite you to participate in a study that we think you will find interesting. The survey will take about 20 minutes. The survey we would like you to participate in requires you to read questions on a computer and either use a mouse to point and click on your answers or tell me your answers and I will record them. Would you like to participate in this study?
Response:	**Yes, will participate**
SQ:	May I please have your full name, address and phone number? You can be assured that your name and phone number will not be used to sell you anything or for any marketing or telemarketing purposes. It will only be used to verify your participation in the survey. (RECORD ON FRONT PAGE OF SCREENER. YOU MUST VERIFY RESPONDENT'S PHONE NUMBER. IF RESPONDENT REFUSES TO GIVE PHONE NUMBER, SAY:) I'm sorry but I cannot ask you to participate in our survey as my client needs your phone number to be able to verify your participation in this study.
Response:	**Gave phone number**
Q1a:	Q1(a) Thinking back to the time you first subscribed to satellite radio, why did you decide to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**it was commercial free**
Q1b:	1(b) (PROBE) Any other reason? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**there is no othere reason**
Q2a:	2(a) What types of satellite radio programming were most critical to your decision to subscribe to satellite radio? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**there was nothing that was critical**
Q2b:	2(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**there was nothing else**
Q3a:	3(a) And now, reflecting on your experience with satellite radio, what types of satellite radio programming are most critical to your decision to continue to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**there was nothing else**
Q3b:	3(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**there was nothing else**
HO1:	INTERVIEWER: HAVE THE RESPONDENT SIT IN FRONT OF THE COMPUTER AND ANSWER QUESTIONS TO THE REMAINDER OF THE SURVEY HIM/HERSELF. BE SURE TO SIT WITH THE RESPONDENT WHILE HE/SHE IS ANSWERING IN CASE HE/SHE HAS ANY QUESTIONS. IF THE RESPONDENT PREFERS, HAVE HIM/HER READ THE QUESTIONS ON THE SCREEN, BUT YOU WILL ENTER THE ANSWERS. RECORD:
Response:	**Interviewer entering answers**

Q4: Below is a list of the types of satellite radio programming. Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's decision to subscribe and retain your subscription to satellite radio.
If a specific type of programming is not important at all, feel free to give it zero points. If, on the other hand, your decision was affected by only one of the types of programming and none of the others were important to you, give that type of programming all of the 100 points. There are no right or wrong answers and we are just looking for your evaluation of the relative importance of the seven types of programming reflecting both the consideration you used in deciding to subscribe and your experience with satellite radio. Please make sure that the total adds to 100. Is this clear? (RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)
Please click "Okay" if this is clear.

Response: **Okay**

Q4: Please enter a whole number response from 0 to 100 in each of the spaces provided. Your responses must sum to 100.

Response: Comedy: **20**
Kids: **0**
Local Weather and Traffic: **20**
Music: **20**
News: **20**
Sports: **0**
Talk and Entertainment: **20**

Q5: Now I would like to show you four of these programming types. For each type of programming you will see a number of hypothetical options showing different amounts of programming. For each hypothetical option, please indicate how desirable it would be for you relative to the other options. Please assume that in each case all other programming and non-programming features of the service including price remain the same. Please use a number from 0 (zero) = extremely undesirable to 10 = extremely desirable. You can use any number from "0 to 10" to indicate your answer. Please examine each hypothetical amount of programming and record the number that best reflects its level of desirability or undesirability. Is this clear?
Please click "Okay" if this is clear.

Response: **Okay**

Q5A: A. Music Programming (Current Offering includes 74 Music Channels.)

Response:
1. No music programming: **1**
2. Substantially fewer channels and less variety of music than currently offered: **5**
3. The same number of channels and the same variety of music as currently offered: **6**
4. Substantially more channels and more variety of music than currently offered: **7**

Q5B: B. News (Current Offering includes 13 News Channels.)

Response:
1. No news programming: **5**
2. Substantially fewer channels and less variety of news than currently offered: **4**
3. The same number of channels and the same variety of news as currently offered: **3**
4. Substantially more channels and more variety of news than currently offered: **2**

Q5C: C. Sports (Current Offering includes 13 Sports Channels and Live Game Channels for Major League Baseball, NASCAR, etc.)

Response:
1. No sports programming: **9**
2. Substantially fewer channels and less variety of sports than currently offered: **5**
3. The same number of channels and same variety of sports as currently offered: **4**
4. Substantially more channels and more variety of sports than currently offered: **5**

Q5D: D. Talk & Entertainment (Current Offering includes 17 Talk and Entertainment channels including Opie and Anthony, Air America, etc.)

Response:
1. No talk and entertainment programming: **5**
2. Substantially fewer channels and less variety of talk and entertainment than currently offered: **4**
3. The same number of channels and same variety of talk and entertainment as currently offered: **5**
4. Substantially more channels and more variety of talk and entertainment than currently offered: **6**

Q6a: Now, we would like you to consider the non-programming features of satellite radio such as the number of minutes of commercials per hour on music channels and geographic coverage. For each type of non-programming feature you will see a hypothetical option showing different amounts for that non-programming feature. Please repeat the desirability task we did before for the types of programming, but this time let's do it with respect to the various options for each of the non-programming features. Please indicate how desirable each of the different options of a given feature would be to you relative to the other options of that feature. Again, please assume that all other programming and non-programming features of the service, including price, remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: A. The Number of Minutes of Commercials Per Hour on Music Channels
1. No commercials on music channels: **5**
2. 2 minutes of commercials per hour: **4**
3. 5 minutes of commercials per hour: **3**
4. 12 minutes of commercials per hour: **2**

B. Geographic Coverage
1. Typical FM coverage: **7**
2. Complete nationwide coverage: **6**

Q6b: Now, let's turn to price. I'd like you to repeat the desirability task for various monthly prices for a single subscription. Please indicate how desirable each of the different price options would be to you relative to the other options. Again, please assume that all other programming and non-programming features of the service remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: C. The Monthly Price for A Single Subscription
1. $8.95 per month: **5**
2. $10.95 per month: **4**
3. $12.95 per month: **3**
4. $14.95 per month: **2**

Q6c: Please review the list below and tell me if there are any other non-programming features besides the ones listed that you considered in your decision to subscribe and retain your subscription to satellite radio?
- The number of minutes of commercials per hour on music channels
- Geographic coverage
- The monthly price for a single subscription

Response: **No others considered**

Q7: Below is a list of the non-programming features of satellite radio. Please review the list and allocate 100 points among the features in a way that the number of points (0 to 100) you give each feature best reflects the relative importance of that feature to you and your family's decision to subscribe and retain your subscription to satellite radio. As in the previous 100 point allocation task, please assign each feature a number from 0 to 100 that best reflects its relative importance to you and your family's decision to subscribe and retain your subscription to satellite radio. The more important a feature is, the higher the number of points you would give it, while the less important a feature is, the fewer number of points you would give it. Please make sure that the total adds to 100. (RECORD 0-100 FOR EACH. TOTAL MUST E#QUAL 100.)

Response: The number of minutes of commercials per hour on music channels: **0**
Geographic coverage: **100**
The monthly price for a single subscription: **0**

Q8: Reflecting on your and your family's usage of satellite radio in a typical week how would you estimate the amount of time spent on each of the following program types. Again please do so by allocating 100 points among the type of programming reflecting the % of time allocated to each. If you did not (or will not) spend any time listening to a particular type of program, please give it a zero. The type of programming listened to the most should get the highest number of points, the second most should get fewer points, etc. Make sure the total adds up to 100%.

Response: Comedy: **0**
Kids: **0**
Local Weather and Traffic: **0**
Music: **0**
News: **100**
Sports: **0**
Talk and Entertainment: **0**

Q9a: As you know, the single subscription price per month for satellite radio is $12.95. Let's assume that some of the current programming types were not available. Assuming that all other programming and non-programming features of the service, including price, remain the same. If no [PRGTYPE] programming were available, would it affect the amount you would be willing to pay for satellite radio?

Response: MUSIC: **Yes**
NEWS: **Yes**
SPORTS: **Yes**
TALK AND ENTERTAINMENT: **No**

Q9b: How much would you be willing to pay for satellite radio if no [PRGTYPE] programming were available? Please assume that all other programming and non-programming features of the service, including price, remain the same. Please tell me the dollar amount you would be willing to pay for satellite radio if these types of programming were not offered at all. Furthermore, if you think that not having this programming type would lead you to cancel your subscription please say so.
Would be willing to pay:

Response: MUSIC: **$11.00**
NEWS: **$12.00**
SPORTS: **$12.00**

Q10: Now, I am going to show you 10 different hypothetical satellite radio program offerings. Each one represents a specific hypothetical satellite radio offering that includes a set of available programming options, as well as various combinations of the non-programming features we discussed before and a monthly price for a single subscription. Please examine each profile carefully and assign it a number from "0" meaning "definitely would not subscribe" to "10" meaning "definitely would subscribe" that best reflects your likelihood of subscribing to that offering.
If you definitely would not subscribe to the offering, you would give it a 0. If you definitely would subscribe to the offering, you would give it a 10. For any other case, use a number between 0 and 10 that best reflects your likelihood of subscribing to that offering. If at anytime you want to change your answer to a particular offering, please let me know and we will go back and do that.

Response:
Card 33: **4**
Card 34: **3**
Card 35: **8**
Card 36: **7**
Card 37: **3**
Card 38: **7**
Card 39: **5**
Card 40: **8**
Card 65: **4**
Card 66: **8**

Q11a: And finally, reflecting on your experience with satellite radio, if satellite radio was not available what, if anything, would you miss most about it?

Response: **there was nothing that i would miss**

Q11b: Anything else?

Response: **there was nothing else**

SC: Are you or any members of your household employed in any of the industries listed on this card?
Response: An insurance company: **No**
A marketing research firm: **No**
An advertising agency: **No**
The entertainment industry: **No**
A satellite radio provider: **No**
A cable TV provider: **No**
An Internet service provider: **No**
SD: During the past three months have you taken part in any market research survey other than a political poll?
Response: **No**
SE: I'm going to ask you a few questions, but please be assured that this is only for classification purposes and that your responses will be kept confidential. Which of these groups includes your age?
Response: **35 - 49 years**
SF: Which, if any, of the following decisions do you make or take part in making for your household?
Response: **Decision to subscribe to cable TV**
Decision to subscribe to an Internet service
Decision to subscribe to satellite radio
Decision to subscribe to a wireless phone service
Decision to subscribe to satellite TV
SG: Which of these services, if any, do you or your household currently subscribe to?
Response: **Cable TV**
Broadband Internet
Satellite radio
Wireless phone service
SH: Which of the following best describe the type of satellite radio you or your household currently subscribes to?
Response: **A paid or trial subscription (such as from the purchase of a car) directly from XM or Sirius**
SI: Are you or your household currently considering subscribing to (INSERT ITEM) in the next 30 days?
Response: Satellite TV: **No**
SK: Which satellite radio service do you or your household currently subscribe to?
Response: **XM**
SM: Do you wear glasses or contact lenses when you read?
Response: **Yes**
SN: Do you have your glasses with you or are you wearing your contact lenses today?
Response: **Yes**
SO: RECORD GENDER OF RESPONDENT
Response: **Female**
SP: We would like to invite you to participate in a study that we think you will find interesting. The survey will take about 20 minutes. The survey we would like you to participate in requires you to read questions on a computer and either use a mouse to point and click on your answers or tell me your answers and I will record them. Would you like to participate in this study?
Response: **Yes, will participate**
SQ: May I please have your full name, address and phone number? You can be assured that your name and phone number will not be used to sell you anything or for any marketing or telemarketing purposes. It will only be used to verify your participation in the survey. (RECORD ON FRONT PAGE OF SCREENER. YOU MUST VERIFY RESPONDENT'S PHONE NUMBER. IF RESPONDENT REFUSES TO GIVE PHONE NUMBER, SAY:) I'm sorry but I cannot ask you to participate in our survey as my client needs your phone number to be able to verify your participation in this study.
Response: **Gave phone number**
Q1a: Q1(a) Thinking back to the time you first subscribed to satellite radio, why did you decide to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **First year came free w/my car. Liked it and keot it.**
Q1b: 1(b) (PROBE) Any other reason? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **good variety**
Q2a: 2(a) What types of satellite radio programming were most critical to your decision to subscribe to satellite radio? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **comedy, kids stations, international news**
Q2b: 2(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **nothing else**
Q3a: 3(a) And now, reflecting on your experience with satellite radio, what types of satellite radio programming are most critical to your decision to continue to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **comedy, kids stations, international news**
Q3b: 3(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **no**
HO1: INTERVIEWER: HAVE THE RESPONDENT SIT IN FRONT OF THE COMPUTER AND ANSWER QUESTIONS TO THE REMAINDER OF THE SURVEY HIM/HERSELF. BE SURE TO SIT WITH THE RESPONDENT WHILE HE/SHE IS ANSWERING IN CASE HE/SHE HAS ANY QUESTIONS. IF THE RESPONDENT PREFERS, HAVE HIM/HER READ THE QUESTIONS ON THE SCREEN, BUT YOU WILL ENTER THE ANSWERS. RECORD:
Response: **Respondent entering answers**

Q4: Below is a list of the types of satellite radio programming. Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's decision to subscribe and retain your subscription to satellite radio.
If a specific type of programming is not important at all, feel free to give it zero points. If, on the other hand, your decision was affected by only one of the types of programming and none of the others were important to you, give that type of programming all of the 100 points. There are no right or wrong answers and we are just looking for your evaluation of the relative importance of the seven types of programming reflecting both the consideration you used in deciding to subscribe and your experience with satellite radio. Please make sure that the total adds to 100. Is this clear? (RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)
Please click "Okay" if this is clear.

Response: **Okay**

Q4: Please enter a whole number response from 0 to 100 in each of the spaces provided. Your responses must sum to 100.

Response: Comedy: **30**
Kids: **30**
Local Weather and Traffic: **5**
Music: **20**
News: **5**
Sports: **5**
Talk and Entertainment: **5**

Q5: Now I would like to show you four of these programming types. For each type of programming you will see a number of hypothetical options showing different amounts of programming. For each hypothetical option, please indicate how desirable it would be for you relative to the other options. Please assume that in each case all other programming and non-programming features of the service including price remain the same. Please use a number from 0 (zero) = extremely undesirable to 10 = extremely desirable. You can use any number from "0 to 10" to indicate your answer. Please examine each hypothetical amount of programming and record the number that best reflects its level of desirability or undesirability. Is this clear?
Please click "Okay" if this is clear.

Response: **Okay**

Q5A: A. Music Programming (Current Offering includes 74 Music Channels.)

Response:
1. No music programming: **0**
2. Substantially fewer channels and less variety of music than currently offered: **0**
3. The same number of channels and the same variety of music as currently offered: **6**
4. Substantially more channels and more variety of music than currently offered: **9**

Q5B: B. News (Current Offering includes 13 News Channels.)

Response:
1. No news programming: **0**
2. Substantially fewer channels and less variety of news than currently offered: **2**
3. The same number of channels and the same variety of news as currently offered: **3**
4. Substantially more channels and more variety of news than currently offered: **5**

Q5C: C. Sports (Current Offering includes 13 Sports Channels and Live Game Channels for Major League Baseball, NASCAR, etc.)

Response:
1. No sports programming: **7**
2. Substantially fewer channels and less variety of sports than currently offered: **0**
3. The same number of channels and same variety of sports as currently offered: **5**
4. Substantially more channels and more variety of sports than currently offered: **8**

Q5D: D. Talk & Entertainment (Current Offering includes 17 Talk and Entertainment channels including Opie and Anthony, Air America, etc.)

Response:
1. No talk and entertainment programming: **0**
2. Substantially fewer channels and less variety of talk and entertainment than currently offered: **3**
3. The same number of channels and same variety of talk and entertainment as currently offered: **5**
4. Substantially more channels and more variety of talk and entertainment than currently offered: **6**

Q6a: Now, we would like you to consider the non-programming features of satellite radio such as the number of minutes of commercials per hour on music channels and geographic coverage. For each type of non-programming feature you will see a hypothetical option showing different amounts for that non-programming feature. Please repeat the desirability task we did before for the types of programming, but this time let's do it with respect to the various options for each of the non-programming features. Please indicate how desirable each of the different options of a given feature would be to you relative to the other options of that feature. Again, please assume that all other programming and non-programming features of the service, including price, remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: A. The Number of Minutes of Commercials Per Hour on Music Channels
1. No commercials on music channels: **10**
2. 2 minutes of commercials per hour: **9**
3. 5 minutes of commercials per hour: **1**
4. 12 minutes of commercials per hour: **0**

B. Geographic Coverage
1. Typical FM coverage: **2**
2. Complete nationwide coverage: **10**

Q6b: Now, let's turn to price. I'd like you to repeat the desirability task for various monthly prices for a single subscription. Please indicate how desirable each of the different price options would be to you relative to the other options. Again, please assume that all other programming and non-programming features of the service remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: C. The Monthly Price for A Single Subscription
1. $8.95 per month: **10**
2. $10.95 per month: **9**
3. $12.95 per month: **8**
4. $14.95 per month: **7**

Q6c: Please review the list below and tell me if there are any other non-programming features besides the ones listed that you considered in your decision to subscribe and retain your subscription to satellite radio?
- The number of minutes of commercials per hour on music channels
- Geographic coverage
- The monthly price for a single subscription

Response: **No others considered**

Q7: Below is a list of the non-programming features of satellite radio. Please review the list and allocate 100 points among the features in a way that the number of points (0 to 100) you give each feature best reflects the relative importance of that feature to you and your family's decision to subscribe and retain your subscription to satellite radio. As in the previous 100 point allocation task, please assign each feature a number from 0 to 100 that best reflects its relative importance to you and your family's decision to subscribe and retain your subscription to satellite radio. The more important a feature is, the higher the number of points you would give it, while the less important a feature is, the fewer number of points you would give it. Please make sure that the total adds to 100. (RECORD 0-100 FOR EACH. TOTAL MUST E#QUAL 100.)

Response: The number of minutes of commercials per hour on music channels: **10**
Geographic coverage: **85**
The monthly price for a single subscription: **5**

Q8: Reflecting on your and your family's usage of satellite radio in a typical week how would you estimate the amount of time spent on each of the following program types. Again please do so by allocating 100 points among the type of programming reflecting the % of time allocated to each. If you did not (or will not) spend any time listening to a particular type of program, please give it a zero. The type of programming listened to the most should get the highest number of points, the second most should get fewer points, etc. Make sure the total adds up to 100%.

Response: Comedy: **20**
Kids: **30**
Local Weather and Traffic: **5**
Music: **30**
News: **5**
Sports: **5**
Talk and Entertainment: **5**

Q9a: As you know, the single subscription price per month for satellite radio is $12.95. Let's assume that some of the current programming types were not available. Assuming that all other programming and non-programming features of the service, including price, remain the same. If no [PRGTYPE] programming were available, would it affect the amount you would be willing to pay for satellite radio?

Response: MUSIC: **Yes**
NEWS: **No**
SPORTS: **Don't know**
TALK AND ENTERTAINMENT: **No**

Q9b: How much would you be willing to pay for satellite radio if no [PRGTYPE] programming were available? Please assume that all other programming and non-programming features of the service, including price, remain the same. Please tell me the dollar amount you would be willing to pay for satellite radio if these types of programming were not offered at all. Furthermore, if you think that not having this programming type would lead you to cancel your subscription please say so.
Would be willing to pay:

Response: MUSIC: **Would Cancel Subscription**

Q10: Now, I am going to show you 10 different hypothetical satellite radio program offerings. Each one represents a specific hypothetical satellite radio offering that includes a set of available programming options, as well as various combinations of the non-programming features we discussed before and a monthly price for a single subscription. Please examine each profile carefully and assign it a number from "0" meaning "definitely would not subscribe" to "10" meaning "definitely would subscribe" that best reflects your likelihood of subscribing to that offering.
If you definitely would not subscribe to the offering, you would give it a 0. If you definitely would subscribe to the offering, you would give it a 10. For any other case, use a number between 0 and 10 that best reflects your likelihood of subscribing to that offering. If at anytime you want to change your answer to a particular offering, please let me know and we will go back and do that.

Response:
Card 9: **1**
Card 10: **0**
Card 11: **5**
Card 12: **0**
Card 13: **0**
Card 14: **10**
Card 15: **7**
Card 16: **1**
Card 65: **10**
Card 66: **0**

Q11a: And finally, reflecting on your experience with satellite radio, if satellite radio was not available what, if anything, would you miss most about it?

Response: **geographic reach, variety of stations**

Q11b: Anything else?

Response: **less commercials than fm radio**

SC: Are you or any members of your household employed in any of the industries listed on this card?
Response: An insurance company: **No**
A marketing research firm: **No**
An advertising agency: **No**
The entertainment industry: **No**
A satellite radio provider: **No**
A cable TV provider: **No**
An Internet service provider: **No**
SD: During the past three months have you taken part in any market research survey other than a political poll?
Response: **No**
SE: I'm going to ask you a few questions, but please be assured that this is only for classification purposes and that your responses will be kept confidential. Which of these groups includes your age?
Response: **25 - 34 years**
SF: Which, if any, of the following decisions do you make or take part in making for your household?
Response: **Decision to subscribe to cable TV**
Decision to subscribe to an Internet service
Decision to subscribe to satellite radio
Decision to subscribe to a wireless phone service
Decision to subscribe to satellite TV
SG: Which of these services, if any, do you or your household currently subscribe to?
Response: **Cable TV**
Satellite radio
Wireless phone service
SH: Which of the following best describe the type of satellite radio you or your household currently subscribes to?
Response: **A paid or trial subscription (such as from the purchase of a car) directly from XM or Sirius**
SI: Are you or your household currently considering subscribing to (INSERT ITEM) in the next 30 days?
Response: Satellite TV: **Yes**
Broadband Internet: **Yes**
SK: Which satellite radio service do you or your household currently subscribe to?
Response: **Sirius**
SM: Do you wear glasses or contact lenses when you read?
Response: **No**
SO: RECORD GENDER OF RESPONDENT
Response: **Female**
SP: We would like to invite you to participate in a study that we think you will find interesting. The survey will take about 20 minutes. The survey we would like you to participate in requires you to read questions on a computer and either use a mouse to point and click on your answers or tell me your answers and I will record them. Would you like to participate in this study?
Response: **Yes, will participate**
SQ: May I please have your full name, address and phone number? You can be assured that your name and phone number will not be used to sell you anything or for any marketing or telemarketing purposes. It will only be used to verify your participation in the survey. (RECORD ON FRONT PAGE OF SCREENER. YOU MUST VERIFY RESPONDENT'S PHONE NUMBER. IF RESPONDENT REFUSES TO GIVE PHONE NUMBER, SAY:) I'm sorry but I cannot ask you to participate in our survey as my client needs your phone number to be able to verify your participation in this study.
Response: **Gave phone number**
Q1a: Q1(a) Thinking back to the time you first subscribed to satellite radio, why did you decide to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **because it would give me a wider range of stations**
Q1b: 1(b) (PROBE) Any other reason? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **nothing else**
Q2a: 2(a) What types of satellite radio programming were most critical to your decision to subscribe to satellite radio? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **praise radio disney**
Q2b: 2(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **heart and soul**
Q3a: 3(a) And now, reflecting on your experience with satellite radio, what types of satellite radio programming are most critical to your decision to continue to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **praise**
Q3b: 3(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **radio disney**
HO1: INTERVIEWER: HAVE THE RESPONDENT SIT IN FRONT OF THE COMPUTER AND ANSWER QUESTIONS TO THE REMAINDER OF THE SURVEY HIM/HERSELF. BE SURE TO SIT WITH THE RESPONDENT WHILE HE/SHE IS ANSWERING IN CASE HE/SHE HAS ANY QUESTIONS. IF THE RESPONDENT PREFERS, HAVE HIM/HER READ THE QUESTIONS ON THE SCREEN, BUT YOU WILL ENTER THE ANSWERS. RECORD:
Response: **Respondent entering answers**

Q4: Below is a list of the types of satellite radio programming. Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's decision to subscribe and retain your subscription to satellite radio.
If a specific type of programming is not important at all, feel free to give it zero points. If, on the other hand, your decision was affected by only one of the types of programming and none of the others were important to you, give that type of programming all of the 100 points. There are no right or wrong answers and we are just looking for your evaluation of the relative importance of the seven types of programming reflecting both the consideration you used in deciding to subscribe and your experience with satellite radio. Please make sure that the total adds to 100. Is this clear? (RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)
Please click "Okay" if this is clear.

Response: **Okay**

Q4: Please enter a whole number response from 0 to 100 in each of the spaces provided. Your responses must sum to 100.

Response:
Comedy: **10**
Kids: **25**
Local Weather and Traffic: **10**
Music: **30**
News: **10**
Sports: **10**
Talk and Entertainment: **5**

Q5: Now I would like to show you four of these programming types. For each type of programming you will see a number of hypothetical options showing different amounts of programming. For each hypothetical option, please indicate how desirable it would be for you relative to the other options. Please assume that in each case all other programming and non-programming features of the service including price remain the same. Please use a number from 0 (zero) = extremely undesirable to 10 = extremely desirable. You can use any number from "0 to 10" to indicate your answer. Please examine each hypothetical amount of programming and record the number that best reflects its level of desirability or undesirability. Is this clear?
Please click "Okay" if this is clear.

Response: **Okay**

Q5A: A. Music Programming (Current Offering includes 66 Music Channels.)

Response:
1. No music programming: **0**
2. Substantially fewer channels and less variety of music than currently offered: **1**
3. The same number of channels and the same variety of music as currently offered: **5**
4. Substantially more channels and more variety of music than currently offered: **7**

Q5B: B. News (Current Offering includes 15 News Channels.)

Response:
1. No news programming: **0**
2. Substantially fewer channels and less variety of news than currently offered: **1**
3. The same number of channels and the same variety of news as currently offered: **2**
4. Substantially more channels and more variety of news than currently offered: **4**

Q5C: C. Sports (Current Offering includes 8 Sports Channels and Live Game Channels for NBA, NFL, etc.)

Response:
1. No sports programming: **0**
2. Substantially fewer channels and less variety of sports than currently offered: **1**
3. The same number of channels and same variety of sports as currently offered: **2**
4. Substantially more channels and more variety of sports than currently offered: **4**

Q5D: D. Talk & Entertainment (Current Offering includes 22 Talk and Entertainment channels including Howard Stern, Martha Stewart, etc.)

Response:
1. No talk and entertainment programming: **1**
2. Substantially fewer channels and less variety of talk and entertainment than currently offered: **1**
3. The same number of channels and same variety of talk and entertainment as currently offered: **2**
4. Substantially more channels and more variety of talk and entertainment than currently offered: **4**

Q6a: Now, we would like you to consider the non-programming features of satellite radio such as the number of minutes of commercials per hour on music channels and geographic coverage. For each type of non-programming feature you will see a hypothetical option showing different amounts for that non-programming feature. Please repeat the desirability task we did before for the types of programming, but this time let's do it with respect to the various options for each of the non-programming features. Please indicate how desirable each of the different options of a given feature would be to you relative to the other options of that feature. Again, please assume that all other programming and non-programming features of the service, including price, remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response:
A. The Number of Minutes of Commercials Per Hour on Music Channels
1. No commercials on music channels: **5**
2. 2 minutes of commercials per hour: **8**
3. 5 minutes of commercials per hour: **2**
4. 12 minutes of commercials per hour: **0**

B. Geographic Coverage
1. Typical FM coverage: **1**
2. Complete nationwide coverage: **3**

Q6b: Now, let's turn to price. I'd like you to repeat the desirability task for various monthly prices for a single subscription. Please indicate how desirable each of the different price options would be to you relative to the other options. Again, please assume that all other programming and non-programming features of the service remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: C. The Monthly Price for A Single Subscription
1. $8.95 per month: **5**
2. $10.95 per month: **2**
3. $12.95 per month: **1**
4. $14.95 per month: **0**

Q6c: Please review the list below and tell me if there are any other non-programming features besides the ones listed that you considered in your decision to subscribe and retain your subscription to satellite radio?
•The number of minutes of commercials per hour on music channels
•Geographic coverage
•The monthly price for a single subscription

Response: **No others considered**

Q7: Below is a list of the non-programming features of satellite radio. Please review the list and allocate 100 points among the features in a way that the number of points (0 to 100) you give each feature best reflects the relative importance of that feature to you and your family's decision to subscribe and retain your subscription to satellite radio. As in the previous 100 point allocation task, please assign each feature a number from 0 to 100 that best reflects its relative importance to you and your family's decision to subscribe and retain your subscription to satellite radio. The more important a feature is, the higher the number of points you would give it, while the less important a feature is, the fewer number of points you would give it. Please make sure that the total adds to 100. (RECORD 0-100 FOR EACH. TOTAL MUST E#QUAL 100.)

Response: The number of minutes of commercials per hour on music channels: **30**
Geographic coverage: **30**
The monthly price for a single subscription: **40**

Q8: Reflecting on your and your family's usage of satellite radio in a typical week how would you estimate the amount of time spent on each of the following program types. Again please do so by allocating 100 points among the type of programming reflecting the % of time allocated to each. If you did not (or will not) spend any time listening to a particular type of program, please give it a zero. The type of programming listened to the most should get the highest number of points, the second most should get fewer points, etc. Make sure the total adds up to 100%.

Response: Comedy: **5**
Kids: **20**
Local Weather and Traffic: **20**
Music: **30**
News: **20**
Sports: **5**
Talk and Entertainment: **0**

Q9a: As you know, the single subscription price per month for satellite radio is $12.95. Let's assume that some of the current programming types were not available. Assuming that all other programming and non-programming features of the service, including price, remain the same. If no [PRGTYPE] programming were available, would it affect the amount you would be willing to pay for satellite radio?

Response: MUSIC: **Yes**
NEWS: **Yes**
SPORTS: **Yes**
TALK AND ENTERTAINMENT: **Yes**

Q9b: How much would you be willing to pay for satellite radio if no [PRGTYPE] programming were available? Please assume that all other programming and non-programming features of the service, including price, remain the same. Please tell me the dollar amount you would be willing to pay for satellite radio if these types of programming were not offered at all. Furthermore, if you think that not having this programming type would lead you to cancel your subscription please say so.
Would be willing to pay:

Response: MUSIC: **$3.00**
NEWS: **$3.00**
SPORTS: **$3.00**
TALK AND ENTERTAINMENT: **$3.00**

Q10: Now, I am going to show you 10 different hypothetical satellite radio program offerings. Each one represents a specific hypothetical satellite radio offering that includes a set of available programming options, as well as various combinations of the non-programming features we discussed before and a monthly price for a single subscription. Please examine each profile carefully and assign it a number from "0" meaning "definitely would not subscribe" to "10" meaning "definitely would subscribe" that best reflects your likelihood of subscribing to that offering.
If you definitely would not subscribe to the offering, you would give it a 0. If you definitely would subscribe to the offering, you would give it a 10. For any other case, use a number between 0 and 10 that best reflects your likelihood of subscribing to that offering. If at anytime you want to change your answer to a particular offering, please let me know and we will go back and do that.

Response:
Card 33: **0**
Card 34: **0**
Card 35: **5**
Card 36: **5**
Card 37: **1**
Card 38: **0**
Card 39: **1**
Card 40: **6**
Card 65: **2**
Card 66: **0**

Q11a: And finally, reflecting on your experience with satellite radio, if satellite radio was not available what, if anything, would you miss most about it?

Response: **i would miss the variety of other stations i would be able to listen to if and when i wanted.**

Q11b: Anything else?

Response: **no**

SC:	Are you or any members of your household employed in any of the industries listed on this card?
Response:	An insurance company: **No** A marketing research firm: **No** An advertising agency: **No** The entertainment industry: **No** A satellite radio provider: **No** A cable TV provider: **No** An Internet service provider: **No**
SD:	During the past three months have you taken part in any market research survey other than a political poll?
Response:	**No**
SE:	I'm going to ask you a few questions, but please be assured that this is only for classification purposes and that your responses will be kept confidential. Which of these groups includes your age?
Response:	**18 - 24 years**
SF:	Which, if any, of the following decisions do you make or take part in making for your household?
Response:	**Decision to subscribe to cable TV** **Decision to subscribe to an Internet service** **Decision to subscribe to satellite radio** **Decision to subscribe to a wireless phone service** **Decision to subscribe to satellite TV**
SG:	Which of these services, if any, do you or your household currently subscribe to?
Response:	**Cable TV** **Satellite TV** **Broadband Internet** **Satellite radio** **Wireless phone service**
SH:	Which of the following best describe the type of satellite radio you or your household currently subscribes to?
Response:	**A paid or trial subscription (such as from the purchase of a car) directly from XM or Sirius**
SK:	Which satellite radio service do you or your household currently subscribe to?
Response:	**XM**
SM:	Do you wear glasses or contact lenses when you read?
Response:	**No**
SO:	RECORD GENDER OF RESPONDENT
Response:	**Male**
SP:	We would like to invite you to participate in a study that we think you will find interesting. The survey will take about 20 minutes. The survey we would like you to participate in requires you to read questions on a computer and either use a mouse to point and click on your answers or tell me your answers and I will record them. Would you like to participate in this study?
Response:	**Yes, will participate**
SQ:	May I please have your full name, address and phone number? You can be assured that your name and phone number will not be used to sell you anything or for any marketing or telemarketing purposes. It will only be used to verify your participation in the survey. (RECORD ON FRONT PAGE OF SCREENER. YOU MUST VERIFY RESPONDENT'S PHONE NUMBER. IF RESPONDENT REFUSES TO GIVE PHONE NUMBER, SAY:) I'm sorry but I cannot ask you to participate in our survey as my client needs your phone number to be able to verify your participation in this study.
Response:	**Gave phone number**
Q1a:	Q1(a) Thinking back to the time you first subscribed to satellite radio, why did you decide to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**because it was new plus more music station because I listen to music all day**
Q1b:	1(b) (PROBE) Any other reason? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**just to have something new**
Q2a:	2(a) What types of satellite radio programming were most critical to your decision to subscribe to satellite radio? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**Xm radio**
Q2b:	2(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**No**
Q3a:	3(a) And now, reflecting on your experience with satellite radio, what types of satellite radio programming are most critical to your decision to continue to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**Xm radio on my TV and Car**
Q3b:	3(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response:	**No**
HO1:	INTERVIEWER: HAVE THE RESPONDENT SIT IN FRONT OF THE COMPUTER AND ANSWER QUESTIONS TO THE REMAINDER OF THE SURVEY HIM/HERSELF. BE SURE TO SIT WITH THE RESPONDENT WHILE HE/SHE IS ANSWERING IN CASE HE/SHE HAS ANY QUESTIONS. IF THE RESPONDENT PREFERS, HAVE HIM/HER READ THE QUESTIONS ON THE SCREEN, BUT YOU WILL ENTER THE ANSWERS. RECORD:
Response:	**Interviewer entering answers**

Q4: Below is a list of the types of satellite radio programming. Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's decision to subscribe and retain your subscription to satellite radio.
If a specific type of programming is not important at all, feel free to give it zero points. If, on the other hand, your decision was affected by only one of the types of programming and none of the others were important to you, give that type of programming all of the 100 points. There are no right or wrong answers and we are just looking for your evaluation of the relative importance of the seven types of programming reflecting both the consideration you used in deciding to subscribe and your experience with satellite radio. Please make sure that the total adds to 100. Is this clear? (RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)
Please click "Okay" if this is clear.

Response: **Okay**

Q4: Please enter a whole number response from 0 to 100 in each of the spaces provided. Your responses must sum to 100.

Response: Comedy: **15**
Kids: **0**
Local Weather and Traffic: **20**
Music: **35**
News: **25**
Sports: **0**
Talk and Entertainment: **5**

Q5: Now I would like to show you four of these programming types. For each type of programming you will see a number of hypothetical options showing different amounts of programming. For each hypothetical option, please indicate how desirable it would be for you relative to the other options. Please assume that in each case all other programming and non-programming features of the service including price remain the same. Please use a number from 0 (zero) = extremely undesirable to 10 = extremely desirable. You can use any number from "0 to 10" to indicate your answer. Please examine each hypothetical amount of programming and record the number that best reflects its level of desirability or undesirability. Is this clear?
Please click "Okay" if this is clear.

Response: **Okay**

Q5A: A. Music Programming (Current Offering includes 74 Music Channels.)

Response:
1. No music programming: **10**
2. Substantially fewer channels and less variety of music than currently offered: **6**
3. The same number of channels and the same variety of music as currently offered: **5**
4. Substantially more channels and more variety of music than currently offered: **6**

Q5B: B. News (Current Offering includes 13 News Channels.)

Response:
1. No news programming: **0**
2. Substantially fewer channels and less variety of news than currently offered: **10**
3. The same number of channels and the same variety of news as currently offered: **0**
4. Substantially more channels and more variety of news than currently offered: **10**

Q5C: C. Sports (Current Offering includes 13 Sports Channels and Live Game Channels for Major League Baseball, NASCAR, etc.)

Response:
1. No sports programming: **5**
2. Substantially fewer channels and less variety of sports than currently offered: **3**
3. The same number of channels and same variety of sports as currently offered: **5**
4. Substantially more channels and more variety of sports than currently offered: **1**

Q5D: D. Talk & Entertainment (Current Offering includes 17 Talk and Entertainment channels including Opie and Anthony, Air America, etc.)

Response:
1. No talk and entertainment programming: **0**
2. Substantially fewer channels and less variety of talk and entertainment than currently offered: **10**
3. The same number of channels and same variety of talk and entertainment as currently offered: **1**
4. Substantially more channels and more variety of talk and entertainment than currently offered: **7**

Q6a: Now, we would like you to consider the non-programming features of satellite radio such as the number of minutes of commercials per hour on music channels and geographic coverage. For each type of non-programming feature you will see a hypothetical option showing different amounts for that non-programming feature. Please repeat the desirability task we did before for the types of programming, but this time let's do it with respect to the various options for each of the non-programming features. Please indicate how desirable each of the different options of a given feature would be to you relative to the other options of that feature. Again, please assume that all other programming and non-programming features of the service, including price, remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: A. The Number of Minutes of Commercials Per Hour on Music Channels
1. No commercials on music channels: **8**
2. 2 minutes of commercials per hour: **7**
3. 5 minutes of commercials per hour: **6**
4. 12 minutes of commercials per hour: **5**

B. Geographic Coverage
1. Typical FM coverage: **10**
2. Complete nationwide coverage: **9**

Q6b: Now, let's turn to price. I'd like you to repeat the desirability task for various monthly prices for a single subscription. Please indicate how desirable each of the different price options would be to you relative to the other options. Again, please assume that all other programming and non-programming features of the service remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: C. The Monthly Price for A Single Subscription
1. $8.95 per month: **10**
2. $10.95 per month: **8**
3. $12.95 per month: **9**
4. $14.95 per month: **8**

Q6c: Please review the list below and tell me if there are any other non-programming features besides the ones listed that you considered in your decision to subscribe and retain your subscription to satellite radio?
•The number of minutes of commercials per hour on music channels
•Geographic coverage
•The monthly price for a single subscription

Response: **No others considered**

Q7: Below is a list of the non-programming features of satellite radio. Please review the list and allocate 100 points among the features in a way that the number of points (0 to 100) you give each feature best reflects the relative importance of that feature to you and your family's decision to subscribe and retain your subscription to satellite radio. As in the previous 100 point allocation task, please assign each feature a number from 0 to 100 that best reflects its relative importance to you and your family's decision to subscribe and retain your subscription to satellite radio. The more important a feature is, the higher the number of points you would give it, while the less important a feature is, the fewer number of points you would give it. Please make sure that the total adds to 100. (RECORD 0-100 FOR EACH. TOTAL MUST E#QUAL 100.)

Response: The number of minutes of commercials per hour on music channels: **35**
Geographic coverage: **25**
The monthly price for a single subscription: **40**

Q8: Reflecting on your and your family's usage of satellite radio in a typical week how would you estimate the amount of time spent on each of the following program types. Again please do so by allocating 100 points among the type of programming reflecting the % of time allocated to each. If you did not (or will not) spend any time listening to a particular type of program, please give it a zero. The type of programming listened to the most should get the highest number of points, the second most should get fewer points, etc. Make sure the total adds up to 100%.

Response: Comedy: **10**
Kids: **10**
Local Weather and Traffic: **10**
Music: **10**
News: **20**
Sports: **10**
Talk and Entertainment: **30**

Q9a: As you know, the single subscription price per month for satellite radio is $12.95. Let's assume that some of the current programming types were not available. Assuming that all other programming and non-programming features of the service, including price, remain the same. If no [PRGTYPE] programming were available, would it affect the amount you would be willing to pay for satellite radio?

Response: MUSIC: **Yes**
NEWS: **Don't know**
SPORTS: **Don't know**
TALK AND ENTERTAINMENT: **No**

Q9b: How much would you be willing to pay for satellite radio if no [PRGTYPE] programming were available? Please assume that all other programming and non-programming features of the service, including price, remain the same. Please tell me the dollar amount you would be willing to pay for satellite radio if these types of programming were not offered at all. Furthermore, if you think that not having this programming type would lead you to cancel your subscription please say so.
Would be willing to pay:

Response: MUSIC: **$9.95**

Q10: Now, I am going to show you 10 different hypothetical satellite radio program offerings. Each one represents a specific hypothetical satellite radio offering that includes a set of available programming options, as well as various combinations of the non-programming features we discussed before and a monthly price for a single subscription. Please examine each profile carefully and assign it a number from "0" meaning "definitely would not subscribe" to "10" meaning "definitely would subscribe" that best reflects your likelihood of subscribing to that offering.
If you definitely would not subscribe to the offering, you would give it a 0. If you definitely would subscribe to the offering, you would give it a 10. For any other case, use a number between 0 and 10 that best reflects your likelihood of subscribing to that offering. If at anytime you want to change your answer to a particular offering, please let me know and we will go back and do that.

Response:
Card 49: **10**
Card 50: **10**
Card 51: **10**
Card 52: **10**
Card 53: **9**
Card 54: **10**
Card 55: **10**
Card 56: **10**
Card 65: **10**
Card 66: **10**

Q11a: And finally, reflecting on your experience with satellite radio, if satellite radio was not available what, if anything, would you miss most about it?

Response: **the music**

Q11b: Anything else?

Response: **no**

SC: Are you or any members of your household employed in any of the industries listed on this card?
Response: An insurance company: **No**
A marketing research firm: **No**
An advertising agency: **No**
The entertainment industry: **No**
A satellite radio provider: **No**
A cable TV provider: **No**
An Internet service provider: **No**
SD: During the past three months have you taken part in any market research survey other than a political poll?
Response: **No**
SE: I'm going to ask you a few questions, but please be assured that this is only for classification purposes and that your responses will be kept confidential. Which of these groups includes your age?
Response: **25 - 34 years**
SF: Which, if any, of the following decisions do you make or take part in making for your household?
Response: **Decision to subscribe to an Internet service**
Decision to subscribe to satellite radio
Decision to subscribe to a wireless phone service
Decision to subscribe to satellite TV
SG: Which of these services, if any, do you or your household currently subscribe to?
Response: **Satellite radio**
Wireless phone service
SH: Which of the following best describe the type of satellite radio you or your household currently subscribes to?
Response: **A paid or trial subscription (such as from the purchase of a car) directly from XM or Sirius**
SI: Are you or your household currently considering subscribing to (INSERT ITEM) in the next 30 days?
Response: Cable TV: **Yes**
Satellite TV: **No**
Broadband Internet: **Yes**
SK: Which satellite radio service do you or your household currently subscribe to?
Response: **Sirius**
SM: Do you wear glasses or contact lenses when you read?
Response: **No**
SO: RECORD GENDER OF RESPONDENT
Response: **Male**
SP: We would like to invite you to participate in a study that we think you will find interesting. The survey will take about 20 minutes. The survey we would like you to participate in requires you to read questions on a computer and either use a mouse to point and click on your answers or tell me your answers and I will record them. Would you like to participate in this study?
Response: **Yes, will participate**
SQ: May I please have your full name, address and phone number? You can be assured that your name and phone number will not be used to sell you anything or for any marketing or telemarketing purposes. It will only be used to verify your participation in the survey. (RECORD ON FRONT PAGE OF SCREENER. YOU MUST VERIFY RESPONDENT'S PHONE NUMBER. IF RESPONDENT REFUSES TO GIVE PHONE NUMBER, SAY:) I'm sorry but I cannot ask you to participate in our survey as my client needs your phone number to be able to verify your participation in this study.
Response: **Gave phone number**
Q1a: Q1(a) Thinking back to the time you first subscribed to satellite radio, why did you decide to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **I WANTED TO HAVE AVARIETY OF MUSIC.**
Q1b: 1(b) (PROBE) Any other reason? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **BECAUSE IT LOOKS NICE.**
Q2a: 2(a) What types of satellite radio programming were most critical to your decision to subscribe to satellite radio? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **I LIKE SPORTS.**
Q2b: 2(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **NOTHING ELSE.**
Q3a: 3(a) And now, reflecting on your experience with satellite radio, what types of satellite radio programming are most critical to your decision to continue to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **I LIKE THE SPORTS AND THE MUSIC.**
Q3b: 3(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **THERE ARE NO OTHER REASONS.**
HO1: INTERVIEWER: HAVE THE RESPONDENT SIT IN FRONT OF THE COMPUTER AND ANSWER QUESTIONS TO THE REMAINDER OF THE SURVEY HIM/HERSELF. BE SURE TO SIT WITH THE RESPONDENT WHILE HE/SHE IS ANSWERING IN CASE HE/SHE HAS ANY QUESTIONS. IF THE RESPONDENT PREFERS, HAVE HIM/HER READ THE QUESTIONS ON THE SCREEN, BUT YOU WILL ENTER THE ANSWERS. RECORD:
Response: **Interviewer entering answers**

Q4: Below is a list of the types of satellite radio programming. Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's decision to subscribe and retain your subscription to satellite radio.
If a specific type of programming is not important at all, feel free to give it zero points. If, on the other hand, your decision was affected by only one of the types of programming and none of the others were important to you, give that type of programming all of the 100 points. There are no right or wrong answers and we are just looking for your evaluation of the relative importance of the seven types of programming reflecting both the consideration you used in deciding to subscribe and your experience with satellite radio. Please make sure that the total adds to 100. Is this clear? (RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)
Please click "Okay" if this is clear.

Response: **Okay**

Q4: Please enter a whole number response from 0 to 100 in each of the spaces provided. Your responses must sum to 100.

Response: Comedy: **10**
Kids: **0**
Local Weather and Traffic: **10**
Music: **50**
News: **10**
Sports: **20**
Talk and Entertainment: **0**

Q5: Now I would like to show you four of these programming types. For each type of programming you will see a number of hypothetical options showing different amounts of programming. For each hypothetical option, please indicate how desirable it would be for you relative to the other options. Please assume that in each case all other programming and non-programming features of the service including price remain the same. Please use a number from 0 (zero) = extremely undesirable to 10 = extremely desirable. You can use any number from "0 to 10" to indicate your answer. Please examine each hypothetical amount of programming and record the number that best reflects its level of desirability or undesirability. Is this clear?
Please click "Okay" if this is clear.

Response: **Okay**

Q5A: A. Music Programming (Current Offering includes 66 Music Channels.)

Response:
1. No music programming: **0**
2. Substantially fewer channels and less variety of music than currently offered: **0**
3. The same number of channels and the same variety of music as currently offered: **5**
4. Substantially more channels and more variety of music than currently offered: **10**

Q5B: B. News (Current Offering includes 15 News Channels.)

Response:
1. No news programming: **5**
2. Substantially fewer channels and less variety of news than currently offered: **5**
3. The same number of channels and the same variety of news as currently offered: **5**
4. Substantially more channels and more variety of news than currently offered: **10**

Q5C: C. Sports (Current Offering includes 8 Sports Channels and Live Game Channels for NBA, NFL, etc.)

Response:
1. No sports programming: **0**
2. Substantially fewer channels and less variety of sports than currently offered: **3**
3. The same number of channels and same variety of sports as currently offered: **5**
4. Substantially more channels and more variety of sports than currently offered: **10**

Q5D: D. Talk & Entertainment (Current Offering includes 22 Talk and Entertainment channels including Howard Stern, Martha Stewart, etc.)

Response:
1. No talk and entertainment programming: **0**
2. Substantially fewer channels and less variety of talk and entertainment than currently offered: **3**
3. The same number of channels and same variety of talk and entertainment as currently offered: **4**
4. Substantially more channels and more variety of talk and entertainment than currently offered: **5**

Q6a: Now, we would like you to consider the non-programming features of satellite radio such as the number of minutes of commercials per hour on music channels and geographic coverage. For each type of non-programming feature you will see a hypothetical option showing different amounts for that non-programming feature. Please repeat the desirability task we did before for the types of programming, but this time let's do it with respect to the various options for each of the non-programming features. Please indicate how desirable each of the different options of a given feature would be to you relative to the other options of that feature. Again, please assume that all other programming and non-programming features of the service, including price, remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: A. The Number of Minutes of Commercials Per Hour on Music Channels
1. No commercials on music channels: **10**
2. 2 minutes of commercials per hour: **0**
3. 5 minutes of commercials per hour: **0**
4. 12 minutes of commercials per hour: **0**

B. Geographic Coverage
1. Typical FM coverage: **0**
2. Complete nationwide coverage: **10**

Q6b: Now, let's turn to price. I'd like you to repeat the desirability task for various monthly prices for a single subscription. Please indicate how desirable each of the different price options would be to you relative to the other options. Again, please assume that all other programming and non-programming features of the service remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: C. The Monthly Price for A Single Subscription
1. $8.95 per month: **10**
2. $10.95 per month: **8**
3. $12.95 per month: **6**
4. $14.95 per month: **5**

Q6c: Please review the list below and tell me if there are any other non-programming features besides the ones listed that you considered in your decision to subscribe and retain your subscription to satellite radio?
•The number of minutes of commercials per hour on music channels
•Geographic coverage
•The monthly price for a single subscription

Response: **No others considered**

Q7: Below is a list of the non-programming features of satellite radio. Please review the list and allocate 100 points among the features in a way that the number of points (0 to 100) you give each feature best reflects the relative importance of that feature to you and your family's decision to subscribe and retain your subscription to satellite radio. As in the previous 100 point allocation task, please assign each feature a number from 0 to 100 that best reflects its relative importance to you and your family's decision to subscribe and retain your subscription to satellite radio. The more important a feature is, the higher the number of points you would give it, while the less important a feature is, the fewer number of points you would give it. Please make sure that the total adds to 100. (RECORD 0-100 FOR EACH. TOTAL MUST E#QUAL 100.)

Response: The number of minutes of commercials per hour on music channels: **40**
Geographic coverage: **10**
The monthly price for a single subscription: **50**

Q3: Reflecting on your and your family's usage of satellite radio in a typical week how would you estimate the amount of time spent on each of the following program types. Again please do so by allocating 100 points among the type of programming reflecting the % of time allocated to each. If you did not (or will not) spend any time listening to a particular type of program, please give it a zero. The type of programming listened to the most should get the highest number of points, the second most should get fewer points, etc. Make sure the total adds up to 100%.

Response: Comedy: **10**
Kids: **0**
Local Weather and Traffic: **10**
Music: **50**
News: **10**
Sports: **20**
Talk and Entertainment: **0**

Q9a: As you know, the single subscription price per month for satellite radio is $12.95. Let's assume that some of the current programming types were not available. Assuming that all other programming and non-programming features of the service, including price, remain the same. If no [PRGTYPE] programming were available, would it affect the amount you would be willing to pay for satellite radio?

Response: MUSIC: **No**
NEWS: **No**
SPORTS: **Yes**
TALK AND ENTERTAINMENT: **Yes**

Q9b: How much would you be willing to pay for satellite radio if no [PRGTYPE] programming were available? Please assume that all other programming and non-programming features of the service, including price, remain the same. Please tell me the dollar amount you would be willing to pay for satellite radio if these types of programming were not offered at all. Furthermore, if you think that not having this programming type would lead you to cancel your subscription please say so.
Would be willing to pay:

Response: SPORTS: **Would Cancel Subscription**
TALK AND ENTERTAINMENT: **$13.95**

Q9c: Are you willing to pay more than the current price of $12.95 per month if no [PRGTYPE] were available but all other programming features of the service remain the same?

Response: TALK AND ENTERTAINMENT: **Yes**

Q10: Now, I am going to show you 10 different hypothetical satellite radio program offerings. Each one represents a specific hypothetical satellite radio offering that includes a set of available programming options, as well as various combinations of the non-programming features we discussed before and a monthly price for a single subscription. Please examine each profile carefully and assign it a number from "0" meaning "definitely would not subscribe" to "10" meaning "definitely would subscribe" that best reflects your likelihood of subscribing to that offering.
If you definitely would not subscribe to the offering, you would give it a 0. If you definitely would subscribe to the offering, you would give it a 10. For any other case, use a number between 0 and 10 that best reflects your likelihood of subscribing to that offering. If at anytime you want to change your answer to a particular offering, please let me know and we will go back and do that.

Response:
Card 17: **4**
Card 18: **10**
Card 19: **6**
Card 20: **0**
Card 21: **4**
Card 22: **8**
Card 23: **0**
Card 24: **1**
Card 65: **5**
Card 66: **0**

Q11a: And finally, reflecting on your experience with satellite radio, if satellite radio was not available what, if anything, would you miss most about it?

Response: THE MUSIC AND THE VARIETY.

Q11b: Anything else?

Response: NOTHING ELSE

SC: Are you or any members of your household employed in any of the industries listed on this card?
Response: An insurance company: **No**
A marketing research firm: **No**
An advertising agency: **No**
The entertainment industry: **No**
A satellite radio provider: **No**
A cable TV provider: **No**
An Internet service provider: **No**
SD: During the past three months have you taken part in any market research survey other than a political poll?
Response: **No**
SE: I'm going to ask you a few questions, but please be assured that this is only for classification purposes and that your responses will be kept confidential. Which of these groups includes your age?
Response: **35 - 49 years**
SF: Which, if any, of the following decisions do you make or take part in making for your household?
Response: **Decision to subscribe to satellite radio**
SG: Which of these services, if any, do you or your household currently subscribe to?
Response: **Cable TV**
Satellite radio
SH: Which of the following best describe the type of satellite radio you or your household currently subscribes to?
Response: **A paid or trial subscription (such as from the purchase of a car) directly from XM or Sirius**
SI: Are you or your household currently considering subscribing to (INSERT ITEM) in the next 30 days?
Response: Satellite TV: **Don't know**
Broadband Internet: **Don't know**
Wireless phone service: **Don't know**
SK: Which satellite radio service do you or your household currently subscribe to?
Response: **XM**
SM: Do you wear glasses or contact lenses when you read?
Response: **Yes**
SN: Do you have your glasses with you or are you wearing your contact lenses today?
Response: **Yes**
SO: RECORD GENDER OF RESPONDENT
Response: **Female**
SP: We would like to invite you to participate in a study that we think you will find interesting. The survey will take about 20 minutes. The survey we would like you to participate in requires you to read questions on a computer and either use a mouse to point and click on your answers or tell me your answers and I will record them. Would you like to participate in this study?
Response: **Yes, will participate**
SQ: May I please have your full name, address and phone number? You can be assured that your name and phone number will not be used to sell you anything or for any marketing or telemarketing purposes. It will only be used to verify your participation in the survey. (RECORD ON FRONT PAGE OF SCREENER. YOU MUST VERIFY RESPONDENT'S PHONE NUMBER. IF RESPONDENT REFUSES TO GIVE PHONE NUMBER, SAY:) I'm sorry but I cannot ask you to participate in our survey as my client needs your phone number to be able to verify your participation in this study.
Response: **Gave phone number**
Q1a: Q1(a) Thinking back to the time you first subscribed to satellite radio, why did you decide to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **My husband wanted it**
Q1b: 1(b) (PROBE) Any other reason? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **I also wanted it**
Q2a: 2(a) What types of satellite radio programming were most critical to your decision to subscribe to satellite radio? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **talk, news,**
Q2b: 2(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **music**
Q3a: 3(a) And now, reflecting on your experience with satellite radio, what types of satellite radio programming are most critical to your decision to continue to subscribe? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **everything I just mentioned**
Q3b: 3(b) (PROBE) Any others? (RECORD COMPLETE ANSWERS VERBATIM)
Response: **no**
HO1: INTERVIEWER: HAVE THE RESPONDENT SIT IN FRONT OF THE COMPUTER AND ANSWER QUESTIONS TO THE REMAINDER OF THE SURVEY HIM/HERSELF. BE SURE TO SIT WITH THE RESPONDENT WHILE HE/SHE IS ANSWERING IN CASE HE/SHE HAS ANY QUESTIONS. IF THE RESPONDENT PREFERS, HAVE HIM/HER READ THE QUESTIONS ON THE SCREEN, BUT YOU WILL ENTER THE ANSWERS. RECORD:
Response: **Interviewer entering answers**

Q4: Below is a list of the types of satellite radio programming. Please review the list and allocate 100 points among the seven types of programming in such a way that the number of points (0 to 100) you give each type of programming best reflects the relative importance of that type of programming to you and your family's decision to subscribe and retain your subscription to satellite radio.
If a specific type of programming is not important at all, feel free to give it zero points. If, on the other hand, your decision was affected by only one of the types of programming and none of the others were important to you, give that type of programming all of the 100 points. There are no right or wrong answers and we are just looking for your evaluation of the relative importance of the seven types of programming reflecting both the consideration you used in deciding to subscribe and your experience with satellite radio. Please make sure that the total adds to 100. Is this clear? (RECORD 0-100 FOR EACH. TOTAL MUST EQUAL 100.)
Please click "Okay" if this is clear.

Response: **Okay**

Q4: Please enter a whole number response from 0 to 100 in each of the spaces provided. Your responses must sum to 100.

Response: Comedy: **5**
Kids: **0**
Local Weather and Traffic: **10**
Music: **25**
News: **25**
Sports: **10**
Talk and Entertainment: **25**

Q5: Now I would like to show you four of these programming types. For each type of programming you will see a number of hypothetical options showing different amounts of programming. For each hypothetical option, please indicate how desirable it would be for you relative to the other options. Please assume that in each case all other programming and non-programming features of the service including price remain the same. Please use a number from 0 (zero) = extremely undesirable to 10 = extremely desirable. You can use any number from "0 to 10" to indicate your answer. Please examine each hypothetical amount of programming and record the number that best reflects its level of desirability or undesirability. Is this clear?
Please click "Okay" if this is clear.

Response: **Okay**

Q5A: A. Music Programming (Current Offering includes 74 Music Channels.)

Response:
1. No music programming: **0**
2. Substantially fewer channels and less variety of music than currently offered: **0**
3. The same number of channels and the same variety of music as currently offered: **10**
4. Substantially more channels and more variety of music than currently offered: **10**

Q5B: B. News (Current Offering includes 13 News Channels.)

Response:
1. No news programming: **0**
2. Substantially fewer channels and less variety of news than currently offered: **0**
3. The same number of channels and the same variety of news as currently offered: **0**
4. Substantially more channels and more variety of news than currently offered: **10**

Q5C: C. Sports (Current Offering includes 13 Sports Channels and Live Game Channels for Major League Baseball, NASCAR, etc.)

Response:
1. No sports programming: **6**
2. Substantially fewer channels and less variety of sports than currently offered: **10**
3. The same number of channels and same variety of sports as currently offered: **4**
4. Substantially more channels and more variety of sports than currently offered: **0**

Q5D: D. Talk & Entertainment (Current Offering includes 17 Talk and Entertainment channels including Opie and Anthony, Air America, etc.)

Response:
1. No talk and entertainment programming: **0**
2. Substantially fewer channels and less variety of talk and entertainment than currently offered: **0**
3. The same number of channels and same variety of talk and entertainment as currently offered: **0**
4. Substantially more channels and more variety of talk and entertainment than currently offered: **10**

Q6a: Now, we would like you to consider the non-programming features of satellite radio such as the number of minutes of commercials per hour on music channels and geographic coverage. For each type of non-programming feature you will see a hypothetical option showing different amounts for that non-programming feature. Please repeat the desirability task we did before for the types of programming, but this time let's do it with respect to the various options for each of the non-programming features. Please indicate how desirable each of the different options of a given feature would be to you relative to the other options of that feature. Again, please assume that all other programming and non-programming features of the service, including price, remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: A. The Number of Minutes of Commercials Per Hour on Music Channels
1. No commercials on music channels: **10**
2. 2 minutes of commercials per hour: **9**
3. 5 minutes of commercials per hour: **5**
4. 12 minutes of commercials per hour: **6**

B. Geographic Coverage
1. Typical FM coverage: **8**
2. Complete nationwide coverage: **9**

Q6b: Now, let's turn to price. I'd like you to repeat the desirability task for various monthly prices for a single subscription. Please indicate how desirable each of the different price options would be to you relative to the other options. Again, please assume that all other programming and non-programming features of the service remain the same. Again, please use a number from 0 (zero) - extremely undesirable to 10 - extremely desirable. Please examine each option and record the number that best reflects the level of desirability or undesirability of the option.

Response: C. The Monthly Price for A Single Subscription
1. $8.95 per month: **10**
2. $10.95 per month: **9**
3. $12.95 per month: **2**
4. $14.95 per month: **0**

Q6c: Please review the list below and tell me if there are any other non-programming features besides the ones listed that you considered in your decision to subscribe and retain your subscription to satellite radio?
- The number of minutes of commercials per hour on music channels
- Geographic coverage
- The monthly price for a single subscription

Response: **No others considered**

Q7: Below is a list of the non-programming features of satellite radio. Please review the list and allocate 100 points among the features in a way that the number of points (0 to 100) you give each feature best reflects the relative importance of that feature to you and your family's decision to subscribe and retain your subscription to satellite radio. As in the previous 100 point allocation task, please assign each feature a number from 0 to 100 that best reflects its relative importance to you and your family's decision to subscribe and retain your subscription to satellite radio. The more important a feature is, the higher the number of points you would give it, while the less important a feature is, the fewer number of points you would give it. Please make sure that the total adds to 100. (RECORD 0-100 FOR EACH. TOTAL MUST E#QUAL 100.)

Response: The number of minutes of commercials per hour on music channels: **50**
Geographic coverage: **25**
The monthly price for a single subscription: **25**

Q8: Reflecting on your and your family's usage of satellite radio in a typical week how would you estimate the amount of time spent on each of the following program types. Again please do so by allocating 100 points among the type of programming reflecting the % of time allocated to each. If you did not (or will not) spend any time listening to a particular type of program, please give it a zero. The type of programming listened to the most should get the highest number of points, the second most should get fewer points, etc. Make sure the total adds up to 100%.

Response: Comedy: **15**
Kids: **0**
Local Weather and Traffic: **15**
Music: **40**
News: **15**
Sports: **0**
Talk and Entertainment: **15**

Q9a: As you know, the single subscription price per month for satellite radio is $12.95. Let's assume that some of the current programming types were not available. Assuming that all other programming and non-programming features of the service, including price, remain the same. If no [PRGTYPE] programming were available, would it affect the amount you would be willing to pay for satellite radio?

Response: MUSIC: **No**
NEWS: **No**
SPORTS: **Yes**
TALK AND ENTERTAINMENT: **No**

Q9b: How much would you be willing to pay for satellite radio if no [PRGTYPE] programming were available? Please assume that all other programming and non-programming features of the service, including price, remain the same. Please tell me the dollar amount you would be willing to pay for satellite radio if these types of programming were not offered at all. Furthermore, if you think that not having this programming type would lead you to cancel your subscription please say so.
Would be willing to pay:

Response: SPORTS: **$10.00**

Q10: Now, I am going to show you 10 different hypothetical satellite radio program offerings. Each one represents a specific hypothetical satellite radio offering that includes a set of available programming options, as well as various combinations of the non-programming features we discussed before and a monthly price for a single subscription. Please examine each profile carefully and assign it a number from "0" meaning "definitely would not subscribe" to "10" meaning "definitely would subscribe" that best reflects your likelihood of subscribing to that offering.
If you definitely would not subscribe to the offering, you would give it a 0. If you definitely would subscribe to the offering, you would give it a 10. For any other case, use a number between 0 and 10 that best reflects your likelihood of subscribing to that offering. If at anytime you want to change your answer to a particular offering, please let me know and we will go back and do that.

Response:
Card 25: **0**
Card 26: **5**
Card 27: **0**
Card 28: **3**
Card 29: **8**
Card 30: **6**
Card 31: **1**
Card 32: **0**
Card 65: **0**
Card 66: **0**

Q11a: And finally, reflecting on your experience with satellite radio, if satellite radio was not available what, if anything, would you miss most about it?

Response: **I would miss the whole thing, I never want to go bac to the regualr radio**

Q11b: Anything else?

Response: **no**