#02/629 Column Assignments :
(Last character of question label = Mention # (1st, 2nd, 3rd etc.)

	Flag	Main 1	Main 2
Q1a1	6311	6411	6412
Q1a2	6312	6413	6414
Q1a3	6313	6415	6416
Q1a4	6314	6417	6418
Q1a5	6314	6419	6420
Q1a6	6314	6421	6422
Q2a1	6321	6423	6424
Q2a2	6322	6425	6426
Q2a3	6323	6427	6428
Q2a4	6324	6429	6430
Q2a5	6324	6431	6432
Q2a6	6324	6433	6434
Q3a1	6331	6435	6436
Q3a2	6332	6437	6438
Q3a3	6333	6439	6440
Q3a4	6334	6441	6442
Q3a5	6334	6443	6444
Q3a6	6334	6445	6446
Q11a1	6341	6447	6448
Q11a2	6342	6449	6450
Q11a3	6342	6451	6452
Q11a4	6344	6453	6454
Q11a5	6344	6455	6456
Q11a6	6344	6457	6458

EXHIBIT
6
TH 4-27-07

FINAL

SDARS Ex. 4

#02/629 Final Codes

Flag	Full Code	
		MUSIC (NET)
1	11	Music n/s
1	12	Specific genres of music (e.g Rock, Country etc.)
1	13	Variety of music
1	14	Praise
Y	15	Commercial free music (note: also in commercials net)
		COMMERCIALS (NET)
8	16	Commmercial free
X	17	Fewer ads/fewer commercials
7	18	Talk
7	19	Howard Stern
		NEWS REALTED (NET)
4	20	Weather
4	21	Traffic
5	22	News
none	23	Business/Money
6	24	Sports
		MISC. ENTERTAINMENT (NET)
2	25	Comedy
7	26	Entertainmet n/s
		CONVENIENCE (NET)
none	27	Convenience
none	28	Always available
none	29	Can be used with cellphone
		MISCELLANEOUS
0	30	Price
3	31	Kids
9	32	Coverage/Reach
none	33	Variety of programming
none	34	The channels/Lots of channels
none	35	Spanish stations
none	36	XM
none	37	Serius
none	38	Internet
none	39	TV
none	40	Clear sound/good reception
none	41	Better than regular radio
none	42	Came with the car
none	43	No talk/Less talk
none	44	It's good/the best n/s
none	45	It's paid/Have my own bill
none	46	Friends/Relative have it/recommended it
none	47	To try it out/to experiment
none	48	Customer service
none	49	It was a gift
none	50	Uncensored/Unedited material
none	65	Better than CDs
none	51	Everything (general)
none	97	Other Miscellaneous (list)
none	98	None/No reason
none	99	Don't know

Additions fo Q.6c:
Column A= 6470
A1 No commercials on music channels
A2 Price
A3 Types of muysic offered
A4 Number of commercials
A5 Sports
A6 Sound quality
A7 Coverage
A9 Other (list)

A9 List Q6c:

20185	Q6c	25
20083	Q6c	blue collar comedy
20187	Q6c	comedy shows
20378	Q6c	convenient
20042	Q6c	ease of moving from vehicle to home
10035	Q6c	i can listen to xm online
20143	Q6c	i guess you could say speak freely
20274	Q6c	improvements on devices to play satellite radio, such as more information on the screen about song playing etc.
20235	Q6c	international music andtalk
20408	Q6c	just to try it out
20018	Q6c	local dealers and service
20403	Q6c	size of unit
10014	Q6c	specificity of sports stations
20338	Q6c	st. paul,mn 6hrs. 8.95
20297	Q6c	the ones listed above are okay
20075	Q6c	type of equiptment used for programming
20092	Q6c	variety of programming
20288	Q6c	whether it comes in my car or i have to buy a unit. because the units detract from the aesthetics. i like being able to control my music with the same dials at all times, whether it be on fm or xm.
20071	Q6c	ypes and # of channels offered

ALL OTHER MENTIONS CODED 97

ID#	Q#	Positiion	Response
20085	Q1a	2	i wanted to trick out my car.
20072	Q2a	1	pandora
20146	Q2a	1	bid pack
20291	Q2a	1	what is on the channel
20286	Q3a	1	octane and faction
20157	Q3a	1	i will not like that i need it
20336	Q3a	1	this thing so i belive i willcontinue with my service
20089	Q2a	1	any type a/m that would be good and no problems a/e no
20062	Q1a	1	i would enjoy it b:because i plan on buying one for my mother
20173	Q11a	1	when you are riding you never have to worry about changing stations
10024	Q3a	1	programming currently is suffifcient,with more content being added continuiously.
20111	Q1a	1	it was part of my phone pack package, i had it for three or four months and didnt know.
20219	Q2a	1	i chose the satellite because of family traditions.
20096	Q2a	1	raw xl
20096	Q2a	2	city
20176	Q2a	1	wlna
20276	Q3a	1	product information
20291	Q3a	1	djs
20180	Q1a	1	its wireless
20221	Q1a	1	advertising campagn was well put together
10054	Q1a	2	gives names of the artist of their songs
20252	Q2a	2	my satelklite radio keeps fading out and it shouldnt it is making me think to dicontiute it
20229	Q1a	2	portibility of the service.
20184	Q1a	2	it looks nice.
20319	Q1a	2	it is wireless.
20137	Q11a	2	less music
20291	Q1a	2	djs annoy me
20329	Q1a	2	thels more out there in the world.
20261	Q11a	2	being able to rewind the songs you want to hear again.
20234	Q11a	2	it keeps you awake.
20371	Q11a	2	can record something (music) and come back and listen to it later
20108	Q1a	2	loved the equipment in which i purchased.
20369	Q1a	2	the radio piece in transferable from the car the house
10006	Q2a	2	prefer style and easy to use and set up plus durability.