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

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: **No**
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: **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: **My fatherinlaw had the service and we were very pleased with the service.**

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 did not chose the service for any particular programing. I chose the satellite because of family traditions.**

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: **Jazz**

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**

FINAL

SDARS Ex. 10

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: **100**
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: **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: **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: **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: **10**
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: **5**
4. Substantially more channels and more variety of sports than currently offered: **0**

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: **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: **5**
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: **5**
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: **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: **7**
2. $10.95 per month: **5**
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: **25**
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: **25**
Kids: **0**
Local Weather and Traffic: **0**
Music: **75**
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: **Yes**
NEWS: **Don't know**
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 17: **10**
Card 18: **0**
Card 19: **8**
Card 20: **0**
Card 21: **10**
Card 22: **0**
Card 23: **0**
Card 24: **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: **NA**

Q11b: Anything else?

Response: **NO**