PUBLIC VERSION

Before the
COPYRIGHT ROYALTY JUDGES
LIBRARY OF CONGRESS
Washington, D.C.

In the Matter of Adjustment of Rates and Terms for Preexisting Subscription and Satellite Digital Audio Radio Services	)	Docket No. 2006-1 CRB DSTRA

WRITTEN DIRECT TESTIMONY OF

Christine Heye

Vice President, Research,
SIRIUS SATELLITE RADIO INC.

Witness for Sirius Satellite Radio Inc.

FINAL

SIR Ex. 37

Before the
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In the Matter of	)	
	)	**Docket No. 2006-1 CRB DSTRA**
Adjustment of Rates and Terms for Preexisting Subscription and Satellite Digital Audio Radio Services	)	

WRITTEN DIRECT TESTIMONY OF CHRISTINE HEYE

(On behalf of Sirius)

Background and Experience

1. My name is Christine Heye. I am the Vice President, Research for Sirius Satellite Radio Inc. ("Sirius"), a position I have held since July 2002. As Vice President, Research, I am responsible for the research that is undertaken by Sirius concerning its subscribers and their listening habits and preferences.

2. I have spent virtually my entire career in the field of consumer research. I graduated from William Paterson College in New Jersey in 1979 with a Bachelor's Degree in sociology. I later obtained a Master's Degree in social research from the Hunter College of the City University of New York. I have held positions in the consumer research departments of several Fortune 500 companies, including Bristol Myers, Best Foods, and Nabisco. Immediately prior to joining Sirius in 2002, I spent nearly eight years at Viacom, where, among other positions, I was Vice President and Director of Research for Nickelodeon. I am a member of the

American Association of Public Research. I have also spoken on numerous occasions to industry groups regarding research-related issues.

Summary of Testimony

3. The purpose of my testimony is to describe briefly the research that we undertake at Sirius to understand our subscribers and their purchasing decisions and listening preferences. When I joined Sirius in July 2002, Sirius was just going on the air and the subscriber base was small. As Sirius' programming has changed and the company has developed, the subscriber base has increased to over 5.1 million subscribers as of the end of the third quarter of 2006. Accordingly, we now have an extremely large database of subscribers with whom to conduct research. As described below, we presently undertake two major surveys on a semi-annual basis. The first, the Consumer Satisfaction Monitor, covers all aspects of the subscribers' relationship with Sirius. The second, the Listener Survey, focuses on listening habits and interests of subscribers and, in particular, the programming that attracts them to Sirius. In my view, both of these studies are well designed and provide a wealth of information concerning Sirius subscribers, as described below.

Background of Sirius Research

4. Understanding our subscribers is critical to serving them and ensuring that they continue to subscribe to Sirius. My department works closely with Sirius' executive management and our outside vendors to develop comprehensive and accurate data and analysis.

5. From a research perspective, Sirius starts with an advantage because, as a subscription-based business, Sirius has a database of all of its customers. Although the particulars will vary depending upon how a subscriber begins his or her relationship with Sirius

(e.g., through purchase of a vehicle equipped with a Sirius satellite radio, through purchase of a radio at a consumer electronics retailer such as Best Buy, or through a direct purchase of a radio on our website), we will typically obtain certain information regarding that customer at the time of radio activation, including name, address, and telephone contact. Nearly 70% of our subscribers also provide an e-mail address. Because Sirius radios are individually identified and tied in the database to a particular subscriber, we also know what type of radio the subscriber has and the mode of acquisition (e.g., with a new car, from a retailer, etc.). Sirius considers all of this data to be highly proprietary and it is disclosed only on a limited basis for research purposes pursuant to written agreements.

6. There are several steps that we typically undertake prior to drawing a sample from the subscriber database for a research study. Among other things, we typically de-duplicate the subscriber list to eliminate multiple accounts for the same subscriber. We also typically eliminate our commercial and Hertz rent-a-car accounts, as well as accounts where there are billing issues. Consistent with standard industry practice, we also typically exclude subscribers who have been surveyed recently (e.g., within the last year), in order to avoid the theoretical possibility that participating in the first research might skew the results in the second. Finally, we recently have excluded subscribers who are in the prepay period of a subscription that is based on the acquisition of a Sirius radio with a new vehicle. It is my understanding that, at least in some instances, Sirius is contractually limited in its ability to contact these subscribers. The particular exclusions and methodologies may change based on the needs of a particular survey; however, in all situations, our intent is to obtain the most accurate and reliable responses to the survey questions.

7. Sirius typically partners with an outside survey research firm in conducting research. The firms we use for this purpose are always well-known, established companies in the industry. Thus, for example, Sirius has contracted with GfK/Roper Group since late 2003 for the Customer Satisfaction Monitor and with Taylor Nelson Sofres PLC for the most recent Listener Survey.

8. I work closely with Sirius' executive management in formulating goals for each research project. I also work with both the independent research firm and Sirius' executive management in developing the research instrument and with our information technology group in specifying the sample drawn from our subscriber database as described above. After the field research has been conducted, I then work with the research firm in preparing the written report to management on the results of the research.

The Customer Satisfaction Monitor

9. The Customer Satisfaction Monitor is a survey that Sirius has undertaken in various forms since 2002, shortly after I first joined the company. It originally was conceptualized as a quarterly study, but more recently been undertaken on a semi-annual basis. A copy of the report for the most recent Customer Satisfaction Monitor (completed August 28, 2006) is SIR Ex. 20; the questionnaire for that study is SIR Ex. 21.

10. As stated in the report (at 3), the objective of the Customer Satisfaction Monitor is to assess subscribers' overall satisfaction with respect to multiple aspects of the Sirius service, including programming, signal reception, customer service, retail sales, installation of radios, radio hardware, and the Sirius website. Because the survey has been conducted over a period of

time, management can use the survey to examine trends and, in particular, identify areas of decline so that appropriate remedial measures can be instituted.

11. Detailed information regarding the methodology of the Customer Satisfaction Monitor (e.g., sample sizes, exclusions, phone vs. e-mail, etc.) appears at page 4 of the report. With the 2,249 total surveys that were completed, the reported margin of error is +/- 2.3%. Based on my experience in the industry, the 2006 Customer Satisfactory Monitor is a well designed survey that accurately reflects (within the confidence levels noted) the stated data concerning Sirius subscribers. The Customer Satisfaction Monitor is used in the ordinary course of business by Sirius' management in making business decisions.

12. As noted in the report, the most recent Customer Satisfaction Monitor was conducted June 21, 2006 through July 6, 2006. This time period is significant in at least two respects. First, it represents the first Customer Satisfaction Monitor undertaken since Howard Stern programming became available exclusively on Sirius in January 2006. Second, this survey was undertaken in the summer and there was significantly less play-by-play sports available on Sirius. None of our most popular sports properties (the NFL, the NBA, and college football/basketball) was in season during this time.

13. The Customer Satisfaction Monitor contains a wealth of information and I will not attempt to summarize all of the points here; the report data generally speak for themselves. However, a few points are worth noting. First, the effect of the exclusive relationship with Howard Stern is pervasive. **[[**

]]

14. The Listener Study is the second major semi-annual research that my department conducts. A copy of the June 2006 Listener Study Report is SIR Ex. 22; the questionnaire for that survey is SIR Ex. 23.

15. The Listener Study differs in a number of respects from the Customer Satisfaction Monitor. It is intended to focus on the programming aspect of Sirius radio, rather than aspects such as hardware, customer support, and the like. Because the purpose was to gain an understanding of subscriber attitudes towards more than 100 channels of programming, a very large number of completed surveys was necessary. We therefore decided (in conjunction with our research firm) to conduct the Listener Study entirely by e-mail, in contrast to the Customer Satisfaction Monitor, which uses both e-mail and telephone survey techniques. In my view, the use of the e-mail only technique does not have any bearing on the validity of the survey; a substantial majority of subscribers (nearly 70%) provide e-mail addresses to Sirius. In addition, we have not found material differences between subscribers who provide e-mail addresses and those who do not; in most cases, we believe that the difference is not whether that subscriber has

e-mail or access to a computer and the internet, but rather whether our subscriber chooses to provide an e-mail address to Sirius.

16. As reflected in the pages discussed in the methodology (see pages 6-12), 25,702 interviews were conducted for the Listener Study during the period from June 16 – 29, 2006. While a portion of these interviews were not used in the results for various technical reasons, the results stated in the report are based on the responses of 25,702 subscribers. The large size of the sample means that virtually all channel differences in total sample between the Spring 2006 wave of the survey and immediately preceding Fall 2005 wave would be statistically significant. Other methodological aspects are described in the report. I believe that the Listener Study is an accurate representation of the views of Sirius listeners. It is routinely used by Sirius management in making programming decisions in the ordinary course of business.

17. The Listener Survey contains various information regarding respondents, overall satisfaction with Sirius, and overall listening habits. Most of these data are self-explanatory. However, the heart of the Listener Survey is the listening by channel and the subsequent analysis, which I will describe in some detail. Once again, as with the Customer Satisfaction Monitor, I believe that it is important to note that the 2006 Listener Study was (a) the first Listener Study conducted after Howard Stern programming became available exclusively on Sirius, and (b) conducted at a time when the NFL and NBA were not playing, so there would be less seasonal interest in those otherwise popular channels.

18. We examined four key metrics for each channel: (listening past week and frequency), satisfaction, what we term "evangelism" (whether a listener has talked positively to

others about these channels), and willingness to cancel (whether a subscriber would cancel his or her Sirius subscription if this channel were taken off the air).

19. Several points stand out in the data. **[[**

]]

20. Comparing the various metrics also allows a number of observations. **[[**

]]

21. The Listener Study also reports a Grand Total Index or "GTI" that attempts to aggregate the survey results for each channel into a single metric. The methodology for creating the GTI appears at page 79 of the report. In addition to deriving a GTI score for each channel, we sought to group the channels into five "buckets" indicating reasonably similar overall performance.

22. The two Howard Stern channels constitute a bucket unto themselves, as they dominate in every category that we measure. The second bucket, however, is interesting in that it includes both music and non-music stations. The third highest GTI score is for Sirius NFL Radio; this is surprising only insofar as the survey was conducted entirely during the off season and is a testament to the strength of the programming lineups that our sports department has developed. The fourth highest GTI score belongs to Sirius OutQ. Despite relatively low overall listenership, this channel has extremely strong satisfaction, evangelism, and willingness to cancel levels. The same is true with the EWTN Global Catholic Network channel. In contrast, the music channels that appear in bucket 2 are there by virtue of relatively high listenership levels, but much lower evangelism and willingness to cancel scores. Thus, the overall message from the data is that, while subscribers may listen to music channels frequently, they generally make their decisions to subscribe or not subscribe based more on the talk, entertainment and sports programming that Sirius provides.

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DECLARATION OF CHRISTINE HEYE

I, Christine Heye, declare under penalty of perjury that the statements contained in my Written Direct Testimony in the above-captioned matter are true and correct to the best of my knowledge, information and belief. Executed this 30 day of October 2006 at New York, New York.

Christine Heye

THIS EXHIBIT IS RESTRICTED

SIRIUS SUBSCRIBER LOYALTY SURVEY
SCREENER

(PHONE (NON-CELL PHONE) VERSION)
Hello, I'm _____ from _____. Today we are conducting a survey regarding your SIRIUS Satellite Radio service, and are interested in your opinions. The purpose of this project is for SIRIUS to obtain information from its valued subscribers that will enable them to understand more fully your needs and to continue to improve the quality of service.

(CELL PHONE VERSION, PER SAMPLE 'FLAG')
Hello, I'm _____ from _____. We are conducting a survey regarding your SIRIUS Satellite Radio service and are interested in your opinions.

S1. First, are you driving right now?

(CONTINUE TO S2) *Yes*
(SKIP TO S3) *No*
(THANK AND TERMINATE) *Refused*

S2. I'm sorry Sir/Ma'am, due to safety concerns and recent legislation we would need to call you while you are not driving or are at a different number. Which do you prefer?

[RECORD CALLBACK NUMBER] *Different number*
[RESCHEDULE CALLBACK USING SAME NUMBER AND THANK] *Call back later*

S3. The purpose of this project is for SIRIUS to obtain information from its valued subscribers, enabling them to more fully understand your needs and continuing to improve the quality of service.

(WEB VERSION)
On behalf of SIRIUS Satellite Radio, Roper Public Affairs is conducting a survey regarding your SIRIUS Satellite Radio service, and are interested in your opinions. The purpose of this project is for SIRIUS to obtain information from its valued subscribers, enabling them to more fully understand your needs and continuing to improve the quality of service.

A. **(TELEPHONE VERSION)** We understand someone in your household currently subscribes to SIRIUS Satellite Radio, is that correct?

(WEB VERSION) Does anyone in your household currently subscribe to SIRIUS Satellite Radio?

Yes
No
Refused/DK

If "no/DK" to Q.A, thank respondent and terminate.

SIR Ex. 21

FINAL

B. **(PHONE VERSION)** We would like to speak to the person in your household who is most knowledgeable about the purchase, installation, and use of your SIRIUS Satellite Radio. Is that you?

(CONTINUE) Yes
(TERMINATE) No
(TERMINATE) Refused/DK

If "no/DK" to Q.B, ask to speak to that person and repeat intro.

C. Are you the primary user of your SIRIUS satellite radio?

Yes
No
DK
REF

D. **(WEB VERSION)** Are you the person in your household who is most knowledgeable about the purchase, installation, and use of your satellite radio equipment and SIRIUS Satellite Radio.

(CONTINUE) Yes
(TERMINATE) No
(TERMINATE) Refused/DK

E. Are you the primary user of your SIRIUS satellite radio?

Yes
No
DK
REF

INSERT DATA FROM SUBSCRIBER RECORD
ID (customer ID# - this will be included in the disposition to be sent back to Sirius)
CITY
STATE
ZIP
PHONE
EMAIL
ACT DATE – Activation Date
Purchase location
PLAN PERIOD – Monthly, Quarterly, semiannually, annual – this will be used to determine who gets Question 3)
Sample type (email/phone)
Equipment Brand
Equipment Type
S50 Status

F. How often do you listen to SIRIUS Satellite Radio ...? **(READ LIST. RECORD ONE RESPONSE.)**

Every day
Several times a week
Once a week
Less than once a week

G. How many Sirius Satellite Radio units do you have activated?

H. What type of SIRIUS equipment do you own? **(READ LIST) (CHECK ALL THAT APPLY)**

Main in-dash (head) unit that is an AM/FM radio and SIRIUS all in one unit
FM modulator, a separate stationary SIRIUS tuner that hooks up to your vehicle's AM/FM Radio
Plug and Play unit, transportable to car and home
Portable unit that can be used anywhere
Other (specify) _____

I. Where do you listen to SIRIUS on your SIRIUS Satellite Radio? **(READ LIST; CHECK ALL THAT APPLY).**

Car/Other vehicle
Home
Work
Outdoors
Other (specify)_____

[IF I = CAR THEN RESP IS "VEHICLE OWNER"; IF I = HOME/WORK/OUTDOOR/OTHER THEN RESP = "NON-VEHICLE OWNER";
NOTE: RESP CAN BE BOTH – THIS IS NOT MUTUALLY EXCLUSIVE]

J. Besides English, do you speak any other language at home?

(CONTINUE) Yes
(GO TO Q.1) No

K. IF YES IN Q.J: What language do you speak at home besides English?

LOYALTY MEASURES

(TELEPHONE VERSION) During this interview we will be covering various topics about your experience with SIRIUS.

ASK ALL

T1. Thinking about your overall experience with SIRIUS would you say you are... **(READ LIST. RECORD ONE RESPONSE.)**

Very Satisfied
Somewhat Satisfied
Somewhat Dissatisfied
Or, Very Dissatisfied

T2a. How likely are you to continue to subscribe to SIRIUS service during the next 6 months? Would you say you. . . ? **(READ LIST. RECORD ONE RESPONSE.)**

Definitely Will continue to subscribe
Probably Will continue to subscribe
Might Or Might Not continue to subscribe
Probably Will Not continue to subscribe
Or, Definitely Will Not continue to subscribe

[ASK IF BOTTOM 3 BOX IN Q2A]
T2b. What specifically makes you feel that way?

_____

_____

Skip T3a/b if "Monthly" subscription plan from sample.

T3a. Now, specifically thinking of your subscription plan, how likely are you to continue to subscribe to SIRIUS Satellite Radio when your current subscription ends? Would you say you. . . ? **(READ LIST. RECORD ONE RESPONSE.)**

(SKIP TO Q. 4) Definitely Will continue to subscribe
(SKIP TO Q. 4) Probably Will continue to subscribe
(SKIP TO Q. 4) Might Or Might Not continue to subscribe
(CONTINUE) Probably Will Not continue to subscribe
(CONTINUE) Or, Definitely Will Not continue to subscribe

(ASK QT3b IF BOTTOM 3 BOX IN T3a)
T3b. What specifically makes you feel that way?

_____

_____

ASK ALL
For the following question, I'd like to remind you this survey is for research purposes only and you will not be asked to purchase or subscribe to anything based on your response.

T3c. If your subscription to SIRIUS was up for renewal today, would you renew?

Yes
No

T3d. [IF NO IN T3c] What specifically makes you feel that way?

_____

_____

T3e. [IF YES IN T3c] How long would you extend your subscription for?

1 more month
More than 1 month but less than or equal to 6 months
More than 6 months but less than or equal to 1 year
More than 1 year but less than or equal to 2 years
More than 2 years but less than or equal to 3 years
3 years or more

[ASK EVERYONE]

4. How likely would you be to recommend SIRIUS to a friend, relative, or co-worker? Would you . . . ? **(READ LIST. RECORD ONE RESPONSE.)**

Definitely Recommend
Probably Recommend
Might Or Might Not Recommend
Probably Not Recommend
Or, Definitely Not Recommend

5a. How satisfied are you with the channels and shows on SIRIUS overall? Are you...? **(READ LIST. RECORD ONE RESPONSE.)**

Very Satisfied
Somewhat Satisfied
Somewhat Dissatisfied
Or, Very Dissatisfied

[ASK Q6 IF "VEHICLE OWNER"]

6. Overall, how satisfied are you with the SIRIUS satellite radio reception in your car? Are you...? **(READ LIST. RECORD ONE RESPONSE.)**

Very Satisfied
Somewhat Satisfied
Somewhat Dissatisfied
Or, Very Dissatisfied

[ASK Q7 IF "NON-VEHICLE OWNER"]

7. Overall, how satisfied are you with the SIRIUS satellite radio reception indoors? Are you...? **(READ LIST. RECORD ONE RESPONSE.)**

Very Satisfied
Somewhat Satisfied
Somewhat Dissatisfied
Or, Very Dissatisfied

[ASK EVERYONE]

8. Overall, how satisfied are you with SIRIUS' sound quality? Are you...? **(READ LIST. RECORD ONE RESPONSE.)**

Very Satisfied
Somewhat Satisfied
Somewhat Dissatisfied
Or, Very Dissatisfied

NEED TO SPLIT SAMPLE SO ½ SEE THE PHRASE IN BRACKETS, ½ DO NOT.

9. Overall, how satisfied are you with the hardware design (such as radio size appearance, and mounting options)? Are you...? **(READ LIST. RECORD ONE RESPONSE.)**

Very Satisfied
Somewhat Satisfied
Somewhat Dissatisfied
Or, Very Dissatisfied

NEED TO SPLIT SAMPLE SO ½ SEE THE PHRASE IN BRACKETS, ½ DO NOT.

11. Overall, how satisfied are you with the functionality of your SIRIUS satellite radio (such as using the buttons and menus to find your favorite channels and artists)? Are you...? **(READ LIST. RECORD ONE RESPONSE.)**

Very Satisfied
Somewhat Satisfied
Somewhat Dissatisfied
Or, Very Dissatisfied

ASK EVERYONE

13. Have you ever recommended SIRIUS?

Yes
No
DK

15. What do you like most about SIRIUS Satellite Radio? **(PROBE:)** If you were to recommend SIRIUS, what would you say? **(RECORD VERBATIM)**

16. What, if anything, would be your number one complaint about SIRIUS? **IF NECESSARY: (FOR PHONE) PROBE AND CLARIFY; (FOR WEB)** Please Explain

PERFORMANCE RATINGS – SIRIUS OVERALL

NOTE: RANDOMLY SELECT ATTRIBUTES SO THAT EACH RESPONDENT RATES 9 OF THE 18 ATTRIBUTES.

17. The following are several statements about SIRIUS. How well do you agree that SIRIUS performs on each statement using a scale from 1 to 9 where a "1" means you **do not agree at all** with the statement and "9" means you **agree completely**. Of course you may use any number between 1 and 9. How much do you agree that **[INSERT STATEMENT]**? PROGRAMMER: PLEASE INCLUDE A "NOT APPLICABLE" OPTION.

RANDOMIZE STATEMENTS

1. SIRIUS has a favorable image in the marketplace.
2. SIRIUS is a brand that I identify with.
3. Having satellite radio makes driving a much more pleasurable experience

4b. The functions on the SIRIUS equipment are easy to use

4c. The buttons on the SIRIUS equipment are easy to use.

5. SIRIUS reception is better than FM radio.
6. If the music channels on SIRIUS had commercials, I would seek to end my subscription as soon as possible
7. If my favorite channel was no longer offered, I would seek to end my subscription as soon as possible
8. My subscription with SIRIUS is something I intend to maintain indefinitely
9. The appearance of the radio is attractive
10. **(ASK IF VEHICLE OWNER)** My SIRIUS satellite radio fits well in my car
11. **(ASK IF I=HOME)** My SIRIUS satellite radio fits well with my home stereo/speakers
12. SIRIUS is a great value for the money
13. Now that I have the hardware for SIRIUS, I would find it difficult to switch to another satellite radio service provider
14. Now that I have satellite radio, I can't imagine doing without it
15. The music channels & shows provided by SIRIUS are better than what is available on my local AM/FM stations.
16. I like having commercial-free music channels.
17. Having the same channels without interruption wherever I drive is important to me

TIME SPENT LISTENING

[ASK IF VEHICLE OWNER]

Q. 31 Last week, how many total hours did you spend in your vehicle(s) in which the SIRIUS service has been installed?

_____ (RECORD EXACT)

[ASK IF VEHICLE OWNER]

Q. 32c When you're in any vehicle that has your SIRIUS satellite radio, what percent of that time are you listening to SIRIUS music/talk/news/sports/entertainment programming, as well as AM, FM, CDs, MP3s? And what percent of the time you're listening to nothing?

Listening to SIRIUS music _____%
Listening to SIRIUS talk/entertainment _____%
Listening to SIRIUS news _____%
Listening to SIRIUS sports _____%
Listening to AM radio _____%
Listening to FM radio _____%
Playing CD's, cassettes, or MP3s _____%
Not listening to anything _____%
TOTAL (auto sum
MUST EQUAL 100%

[ASK ALL]

Q. 32a Last week, how many total hours did you spend listening to SIRIUS at home, work, outdoors, or other non-vehicle locations through...?

A satellite radio (not in a vehicle) _____ (RECORD EXACT)
SIRIUS Website _____ (RECORD EXACT)
DISH/Echostar Satellite TV_____ (RECORD EXACT)
TOTAL (auto-sum)

[ASK IF Q.32a TOTAL >0] [PROGRAMMER - SPLIT SAMPLE (50/50) THIS QUESTION USING ALTERNATIVE VERSION ASKING % OF HOURS SIMILAR TO Q32C]

Q. 32b It sounds like you spent Z* hours listening to SIRIUS at home, work, outdoors, or other non-vehicle locations. How many **hours** did you spend ...?

Listening to SIRIUS music _____hours
Listening to SIRIUS talk and entertainment _____ hours
Listening to SIRIUS news _____ hours
Listening to SIRIUS sports _____ hours
TOTAL (auto sum
MUST EQUAL Z* HOURS)

*Z = HOURS LISTENING IN NON-VEHICLE LOCATION Q.32**b** should add up to Q.**32a**

Q. 32b-b. It sounds like you spent Z* hours listening to SIRIUS at home, work, outdoors, or other non-vehicle locations. What percent of that time are you listening to SIRIUS music, talk/entertainment, news, or sports programming?

Listening to SIRIUS music _____%
Listening to SIRIUS talk/entertainment _____%
Listening to SIRIUS news _____%
Listening to SIRIUS sports _____%
TOTAL (auto sum
MUST EQUAL 100%

[ASK ALL]

q. 32d When you are not in your vehicle, how many hours per week do you spend listening to something other than SIRIUS such as AM/FM radio, MP3s, pre-recorded or store bought CD's, CDs you downloaded or burned and Internet radio? (READ LIST.)

_____ (RECORD EXACT)

[ASK IF Q32D IS GREATER THAN 0]

Q32e Of the time you spend listening to something else outside of your vehicle, what percent of time did you spend listening to AM/FM Radio, pre-recorded or store bought CD's, CDs you downloaded or burned, MP3s and what percent did you listen to Internet Radio?

Listened to AM/FM Radio ____%
Listened to pre-recorded/store bought CD's or cassettes ____%
Listened to downloaded or burned CDs ____%
Listened through an MP3 player (e.g. iPod, Rio) ____%
Listened to Internet Radio ____%
TOTAL (auto sum

MUST EQUAL 100%

33. Now, thinking back before you got your SIRIUS satellite radio, approximately what percent of the time in your vehicle was spent listening to AM radio, FM radio, CDs, cassettes, MP3s? And what percent of the time were you listening to nothing?

Listening to AM radio _____%
Listening to FM radio _____%
Playing CD's, cassettes, or MP3s _____%
Not listening to anything _____%
TOTAL (auto sum

MUST EQUAL 100%

SALES EXPERIENCE

- **This section is only asked for Short-Term Subscribers. They are subscribers with less than 3 months of service. This info comes from the sample record.**
- **Long Term subscribers skip to INSTRUCTION PRIOR TO Q50.**

[ASK Q36a1-3 AMONG ALL SHORT-TERM SUBS INCLUDING OEM]
PROGRAMMER: Split sample (50/50) Q36a1 (original version) with Q36a2

36a1. Now, thinking about your sales experience when you purchased your SIRIUS satellite radio(s), overall, how satisfied were you with your sales experience?
Were you . . . ? **(READ LIST. RECORD ONE RESPONSE.)**

Very Satisfied
Somewhat Satisfied
Somewhat Dissatisfied
Or, Very Dissatisfied

36a2. Now, thinking about your shopping experience at the store, car dealership, or other location where you purchased or selected your SIRIUS satellite radio(s), overall, how satisfied were you with your shopping experience or selection process?

Were you . . . ? **(READ LIST. RECORD ONE RESPONSE.)**

Very Satisfied
Somewhat Satisfied
Somewhat Dissatisfied
Or, Very Dissatisfied

36a3. Overall, how satisfied were you with the salesperson's assistance and knowledge about SIRIUS satellite radio? Were you . . . ? **(READ LIST. RECORD ONE RESPONSE.)**

Very Satisfied
Somewhat Satisfied
Somewhat Dissatisfied
Very Dissatisfied
(Skip to Q36b) Or, Did not speak with a salesperson

ASK AMONG RETAIL SHORT-TERM SUBS ONLY

36a4a. Which of the following statements best represents your shopping experience **(READ LIST. RECORD ONE RESPONSE.)**

You went to the store wanting to buy a SIRIUS radio
The salesperson at the store convinced you to get SIRIUS
The salesperson recommended XM, but you decided to get SIRIUS anyway
The salesperson didn't recommend one service over the other
You wanted to get satellite radio and SIRIUS was the only option available

ASK AMONG OEM SHORT-TERM SUBS ONLY

36a4b. Thinking about your shopping experience at the car dealership, which best describes you...***(PROGRAMMER NOTE: READ LIST, RECORD ONE ANSWER ONLY)***

You went to the car dealership wanting SIRIUS in your car
The salesperson at the car dealership convinced you to get a car with SIRIUS
The car you purchased just happened to have SIRIUS

ASK 36b – 36e AMONG RETAIL SHORT-TERM SUBS ONLY

36b. Was there a mail-in rebate offer available for the radio(s) you purchased?

(CONTINUE) Yes
(SKIP TO Q36f) No
(SKIP TO Q36f) DK

36c. **(IF YES IN 36b)** Did you mail in a SIRIUS rebate offer?

(CONTINUE) Yes
(SKIP TO Q36f) No
(SKIP TO Q36f) DK

36d. How satisfied were you with the SIRIUS mail-in rebate process? Were you . . . ? **(READ LIST. RECORD ONE RESPONSE.)**

Very Satisfied
Somewhat Satisfied
Somewhat Dissatisfied
Or, Very Dissatisfied

(ASK IF q36d= SOMEWHAT/VERY DISSATISFIED)

36e. Why were you dissatisfied with the rebate process?

_____

_____

ACTIVATION PROCESS

PROGRAMMER NOTE – the wording of this question and response choices have changed.
ASK AMONG ALL SHORT-TERM SUBS
36f. How did you activate your SIRIUS radio(s)?

(CONTINUE) Called SIRIUS Customer Care
(CONTINUE) Via SIRIUS website
(SKIP TO Q37) Store activated it for you
(SKIP TO Q37) Dealership activated it for you
(SKIP TO Q37) Radio was already activated
(SKIP TO Q37) Other (specify)

36g. How satisfied were you with the activation process?
Were you . . . ? **(READ LIST. RECORD ONE RESPONSE.)**

Very Satisfied
Somewhat Satisfied
Somewhat Dissatisfied
Or, Very Dissatisfied

(ASK IF q36g= SOMEWHAT/VERY DISSATISFIED)
36h. Why **were** you **dissatisfied** with the activation process?

_____

_____

VEHICLE INSTALLATION

Questions 38 to Q39 are only asked for Short-Term Subscribers who are "Vehicle Owners".

38. Overall, how satisfied were you with your satellite radio installation experience?
Were you. . . ? **(READ LIST. RECORD ONE RESPONSE.)**

(SKIP TO INSTRUCTION BEFORE Q40) Very Satisfied
(SKIP TO INSTRUCTION BEFORE Q40) Somewhat Satisfied
(CONTINUE) Somewhat Dissatisfied
(CONTINUE) Or, Very Dissatisfied

[ASK IF SOMEWHAT OR VERY DISSATISFIED IN 38.]
39. What specifically made you dissatisfied with your installation experience? **(RECORD VERBATIM)**.

_____

_____

HOME/WORK/OTHER LOCATION INSTALLATION

PROGRAMMER NOTE – Skip pattern has been modified since Q40 has been deleted.
[ASK Q41 IF Q.I = HOME]

41. Overall, how satisfied were you with your installation experience when setting up your SIRIUS radio at home? Were you. . . ? **(READ LIST. RECORD ONE RESPONSE.)**

(SKIP TO INSTRUCTION BEFORE Q43) Very Satisfied
(SKIP TO INSTRUCTION BEFORE Q43) Somewhat Satisfied
(CONTINUE) Somewhat Dissatisfied
(CONTINUE) Or, Very Dissatisfied

[ASK IF SOMEWHAT OR VERY DISSATISFIED IN 41.]

42. What specifically made you dissatisfied with your installation experience? **(RECORD VERBATIM)**

[ASK Q. 43 IF Q.I = HOME]

43. When you have SIRIUS set up at home, where is the antenna? **(DO NOT READ LIST. RECORD ONE RESPONSE)**

On the roof
By the window (outside)
By the window (inside)
Other outside (specify)
Other Inside (specify)

PROBLEM EXPERIENCE CUSTOMER SERVICE

50. In the past month, have you experienced a problem with SIRIUS service or equipment?

(CONTINUE) Yes
(SKIP TO Q58) No
(SKIP TO Q58) DK

51 What problem or problems have you experienced? **(DO NOT READ LIST.) (DO NOT PROVIDE LIST ONLINE) – CHECK ALL THAT APPLY FOR CATI. OPEN-END ON WEB)**

A delay in hearing music when switching channels
The audio signal intermittently cutting out with no sound
Sound quality issues on Music channels (e.g., distorted, muffled, volume issue)
Sound quality issues on Talk channels (e.g., distorted, muffled, volume issue)
Receiving an inaccurate charge on my credit card
Rebate offer not handled properly
The satellite radio not working and had to be repaired or replaced
Antenna not working properly and had to be reinstalled, repaired, or replaced
The artist and/or song title were wrong on the radio display
Activation related
Can't find sports game
Regular show pre-empted for sports game
Other equipment problem or display error
Other (specify)_____

52. Did you contact SIRIUS customer service to help you with any of the problems you just mentioned?

YES
NO
DK

[ASK Q. 53 IF 52= YES]

53. Overall, how satisfied were you with your experience with SIRIUS Customer Service regarding the problems you just mentioned?
Were you...? **(READ LIST. RECORD ONE RESPONSE.)**

Very Satisfied
Somewhat Satisfied
Somewhat Dissatisfied
Or, Very Dissatisfied

53b Did you try to resolve your problem through other channels before calling SIRIUS customer care such as...?

Visited SIRIUS website
Went back to retailer
Went back to car dealership
Contacted equipment manufacturer
Asked friends/family for assistance
Other (specify)
No other actions taken

53c. Is your issue resolved now?

Yes
No

WEBSITE

ASK EVERYONE

58. During the past week have you visited the SIRIUS website, sirius.com, for any reason?

(CONTINUE) Yes
(SKIP TO Q64) No
(SKIP TO Q64) Don't know

59. **IF "YES" IN Q58:** Overall, how satisfied **were** you with your experience at the SIRIUS website? Were you... **(READ LIST. RECORD ONLY ONE RESPONSE.)**

Very Satisfied
Somewhat Satisfied
Somewhat Dissatisfied
Or, Very Dissatisfied
Don't know

PURCHASE DECISION

ASK EVERYONE

64. Prior to purchasing your satellite radio system and subscribing to SIRIUS, did you consider XM Satellite Radio service?

Yes
No
DK

65. Please tell me all the reasons you were interested in satellite radio. (OPEN-END)

66. More specifically, why did you choose SIRIUS Satellite radio? (**DO NOT READ LIST. CHECK ALL THAT APPLY. OPEN-END FOR WEB.)**

Better equipment/receiver brand
Better than XM
Better Variety/Programming/Channels
Came With Vehicle
College sports
Commercial Free Music
Compatible With Equipment
Howard Stern
Martha Stewart
E Street Radio (Bruce Springsteen)
NBA
NFL
NHL
No Other Option At the Time/In Stock
NPR
Online streaming
OutQ
Price/Better Price
Receiver/Hardware Cost/Offers
Recommendation of Friend/Family
Recommendation of Salesperson
SIRIUS Had Better Music Selection
SIRIUS Had Better News/Talk/Entertainment Selection
Sports programs available
Was a Gift
Other (SPECIFY)_____

PROGRAMMER – Instructions about skip have been deleted before 66n.

66n. In the next 6 months, how likely are you to get another SIRIUS subscription?

Definitely Will
Probably Will
Might Or Might Not
Probably Will Not
Or, Definitely Will Not

66n2. IF DEFINITELY WILL, PROBABLY WILL, MIGHT OR MIGHT NOT IN Q66n, ASK: If so, where do you intend to use the additional radio(s)? (CHECK ALL THAT APPLY)

In a vehicle
At home
At work
Outdoors
Other (specify)

CLASSIFICATION

Now, a few questions for classification purposes.

67. Which category best describes your age?

Under 18
18 - 24
25 - 29
30 - 34
35 - 39
40 - 44
45 - 49
50 - 54
55 - 59
60 or over

68. What is your marital status?

Married
Single
Living with a partner
Widowed
Separated
Divorced

69. In addition to yourself, how many people in your household listen to SIRIUS?

_____ **RECORD EXACT NUMBER**

ASK Q. 70 & 71 FOR EACH PERSON COUNTED IN Q. 69

70. What is the gender of the "first" person in your household who listens to SIRIUS?

Male
Female

71. What is their age?

Under 6
6 - 11
12 - 17
18 - 24
25 - 29
30 – 34
35 – 39
40 – 44
45 – 49
50 – 54
55 – 59
60 or Over

73. In total, how many minutes per day do you spend commuting to and from work using a vehicle in which SIRIUS is available?.

_____ **RECORD MINUTES**

76 Do consider yourself to be ...? **(READ LIST)**

Hispanic
Non-Hispanic
(DO NOT READ) Refused

77. This question is just to ensure proper representation by racial group. In what racial group do you consider yourself? **(READ LIST. RECORD ONE RESPONSE.)**

Caucasian
African American
Asian (Pacific Islander/Oriental)
Asian Indian
Native American (Eskimo/Aleutian)
Mixed Race
Other (SPECIFY)_____

78. What is the last grade of school that you, yourself completed? (**DO NOT READ**)

Grade School (Grades 1-8)
Some High School (Grades 9-11)
Completed High School (Grade 12)
Some College
College Graduate
Post College Graduate
Other Vocational/Technical Education Beyond High School (*E.G.,* Business, Nursing)

79. Are you ...? **(WEB VERSION ONLY)**

(CATI VERSION RECORD GENDER) Male
Female

80. **(TELEPHONE VERSION)** Please stop me when I read the category that best describes your family's total annual household income before taxes. **(READ LIST. RECORD ONE RESPONSE.)**

(WEB VERSION) Which of the following categories best represents your family's total annual household income before taxes?

Less than $20,000
$20,000 but less than $30,000
30,000 but less than $40,000
$40,000 but less than $50,000
$50,000 but less than $60,000
$60,000 but less than $70,000
$70,000 but less than $80,000
$80,000 but less than $90,000
$90,000 but less than $100,000
$100,000 but less than $125,000
$125,000 but less than $150,000
$150,000 or more
(DO NOT READ) Don't Know
(DO NOT READ) Refused

80b. Do you own your home, rent it, or do you have some other living arrangements, such as living in the home of your parents or children?

Own home
Rent home
Live in home of parents
Live in home of children
Other

Thank and close!

THIS EXHIBIT IS RESTRICTED

SIRIUS Listener Study 2006
6-15-06 RENUMBERED A
- Study Details -

Questionnaire sections:

1. Screener (S)	*AVG 3:30 mins*
2. SIRIUS Listening (SL)	*AVG 3:40 mins*
3. Channel Deep Dive (DD)	*AVG 8:40 mins*
4. Profiling (P)	*AVG 7:10 mins*
5. Demographics (DE)	*AVG 4:00 mins*
Total length	*27:00 mins*

SIR Ex. 23

FINAL

SIRIUS Listener Study 2006
6-15-06 RENUMBERED A
- Screener -

SIntro. On behalf of SIRIUS Satellite Radio, TNS is conducting a survey regarding your SIRIUS Satellite Radio service, and we are interested in your opinions. The purpose of this survey is for SIRIUS to understand what you like to listen to and how SIRIUS can make the service even better in the future.

[SP]

S1 (S1) Does anyone in your household currently subscribe to SIRIUS Satellite Radio? 20 SECS

Yes 1
No 2
Don't Know 3

[IF "NO/DK" TO QS1, TERMINATE]

[NUMERIC BOX – RANGE 0-10] 20 SECS

S2 (S2) How many people in your household, including yourself and any children, listened to SIRIUS for at least one hour last week?

[IF S2=0, TERMINATE. IF S2 = 1, GO TO QS5]

[ASK S3 IF S2= 2+. CREATE TWO COLUMNS FOR EACH PERSON IN THE HOUSEHOLD. GENDER SHOULD BE A DROP DOWN LIST (GENDER = M/F), AGE SHOULD BE A NUMERIC (RANGE 1-120). CAPTURE DATA BY PERSON (UP TO 10 PEOPLE). DOES NOT HAVE TO BE A GRID – LAYOUT AS BLOCKS]

S3 (S3) Please indicate the gender and age for each person in the household, including yourself and any children, who listened to SIRIUS for at least one hour in the past week. **40 SECS**

	Gender	Age
Yourself		
Person #2		
Etc.		

PROGRAMMING: LOGIC CHECK WITH QS2

[IF S2=2+, SCRIPT RANDOMLY SELECTS ONE PERSON AGED 13+ TO ANSWER THE SURVEY – IF ALL UNDER 13, TERMINATE]

PROGRAMMING NOTE: CAPTURE PERSON # (1-10) SELECTED TO TAKE THE SURVEY, AND THEIR GENDER/AGE

[SP, ASK IF S2 = 2+ AND SCRIPT DOES NOT SELECT CURRENT RESPONDENT ("YOURSELF") AT S3, ELSE SKIP TO QS5]

S4 (S4a) Since this survey is being conducted among everyone who listens to SIRIUS and not just the main subscriber, we have chosen **[(INSERT PERSON FROM S3)]** as the person we would like to have answer this survey. In order to accurately represent all SIRIUS listeners it's important that this particular person completes the survey. You described this person as **[INSERT GENDER]** and age **[INSERT AGE]**. Is it OK if this person takes over completing the rest of this survey?

They don't have to do this right now – they can always click on the link and restart the survey from the next question later on. You can also forward them the e-mail we sent you with the survey invitation and by clicking on the link, they will resume from the next question.

Yes, **[(PERSON FROM S3)]** is available now.....1
Yes, **[(PERSON FROM S3)]** is/will be available to complete the survey within the next day or two 2
No, **[(PERSON FROM S3)]** cannot complete the survey within the next day or two.....3

IF S4=3 GO TO TERMINATE SCREEN

PROGRAM S4A BUT DO NOT USE UNLESS NEEDED – INCIDENCE WILL BE REVIEWED AFTER FIRST WEEKEND OF INTERVIEWING TO DETERMINE NEED

[ASK IF S4 = 3 (NO) - DISPLAY]

S4A (S4a2) Since the other listener in the household is not able to take the survey, we do appreciate your time to complete the survey. Please answer all questions according to YOUR opinion and listening, not the person in your household who was selected.

[DISPLAY, SHOW IF S4 =1] 20 SECS

IntroS4B. Now, please hand the survey over to the person selected to take the survey.

[Display, Show if S4 =2]

IntroS4C. Now, please close out of the survey and make sure the email is available for **[(PERSON FROM S3)]** to take the survey, or forward the survey to **[(PERSON FROM S3)]**.

On behalf of SIRIUS Satellite Radio, TNS is conducting a survey regarding your SIRIUS Satellite Radio service, and we are interested in your opinions. The purpose of this survey is for SIRIUS to understand what you like to listen to and how SIRIUS can make the service even better in the future.

S4D (new) First, are you 13 years of age or older?

Yes.....1
No.....2 – **GO TO TERMINATE SCREEN**
Prefer not to answer....3 – **GO TO TERMINATE SCREEN**

S4E (new) Did you listen to SIRIUS for at least one hour last week?

Yes.....1
No.....2 – **GO TO TERMINATE SCREEN**
Prefer not to answer....3 – **GO TO TERMINATE SCREEN**

PROGRAM S4F BUT DO NOT USE UNLESS NEEDED
S4F (new)
[IF QS4D OR S4E = NO/REFUSED, ASK]
Is there anyone else in the household who is 13 years of age or older and listened to SIRIUS for at least one hour last week who can complete the survey?

Yes, **[(PERSON FROM S3)]** is available now.....1
Yes, **[(person from S3)]** is/will be available to complete the survey within the next day or two..... 2
No.....3

IF "NO', TERMINATE. IF 'YES', ASK INTROS4B IF "1" OR INTROS4C IF "2"

S5 (new) Thinking about all of the time you spend in an average week listening to music or talk on any device (SIRIUS, AM/FM radio, CDs, MP3/Ipod, online, etc.), about how often do you listen to SIRIUS Satellite Radio? **(SP)**

Frequently
Occasionally
Rarely

S6 (new) When do you usually listen to SIRIUS? Please select all the hours that you usually listen to Sirius Monday thru Friday, Saturday and Sunday? You do not need to listen to the entire hour to select a time. (Select all that apply)

MONDAY-FRIDAY	SATURDAY	SUNDAY
MORNING	**MORNING**	**MORNING**
5:00 AM - 6:00 AM	5:00 AM - 6:00 AM	5:00 AM - 6:00 AM
6:00 AM - 7:00 AM	6:00 AM - 7:00 AM	6:00 AM - 7:00 AM
7:00 AM - 8:00 AM	7:00 AM - 8:00 AM	7:00 AM - 8:00 AM
8:00 AM - 9:00 AM	8:00 AM - 9:00 AM	8:00 AM - 9:00 AM
9:00 AM - 10:00 AM	9:00 AM - 10:00 AM	9:00 AM - 10:00 AM
MIDDAY	**MIDDAY**	**MIDDAY**
10:00 AM - 11:00 AM	10:00 AM - 11:00 AM	10:00 AM - 11:00 AM
11:00 AM - NOON	11:00 AM - NOON	11:00 AM - NOON
NOON - 1:00 PM	NOON - 1:00 PM	NOON - 1:00 PM
1:00 PM - 2:00 PM	1:00 PM - 2:00 PM	1:00 PM - 2:00 PM
2:00 PM - 3:00 PM	2:00 PM - 3:00 PM	2:00 PM - 3:00 PM
AFTERNOON	**AFTERNOON**	**AFTERNOON**
3:00 PM - 4:00 PM	3:00 PM - 4:00 PM	3:00 PM - 4:00 PM
4:00 PM - 5:00 PM	4:00 PM - 5:00 PM	4:00 PM - 5:00 PM
5:00 PM - 6:00 PM	5:00 PM - 6:00 PM	5:00 PM - 6:00 PM
6:00 PM - 7:00 PM	6:00 PM - 7:00 PM	6:00 PM - 7:00 PM
7:00 PM - 8:00 PM	7:00 PM - 8:00 PM	7:00 PM - 8:00 PM
EVENING	**EVENING**	**EVENING**
8:00 PM - 9:00 PM	8:00 PM - 9:00 PM	8:00 PM - 9:00 PM
9:00 PM - 10:00 PM	9:00 PM - 10:00 PM	9:00 PM - 10:00 PM
10:00 PM - 11:00 PM	10:00 PM - 11:00 PM	10:00 PM - 11:00 PM
11:00 PM - MIDNIGHT	11:00 PM - MIDNIGHT	11:00 PM - MIDNIGHT
LATE NIGHT	**LATE NIGHT**	**LATE NIGHT**
MIDNIGHT - 1:00 AM	MIDNIGHT - 1:00 AM	MIDNIGHT - 1:00 AM
1:00 AM - 2:00 AM	1:00 AM - 2:00 AM	1:00 AM - 2:00 AM
2:00 AM - 3:00 AM	2:00 AM - 3:00 AM	2:00 AM - 3:00 AM
3:00 AM - 4:00 AM	3:00 AM - 4:00 AM	3:00 AM - 4:00 AM
4:00 AM - 5:00 AM	4:00 AM - 5:00 AM	4:00 AM - 5:00 AM

[SP]

S7 (S4b) Taking into account everything about your SIRIUS subscription – music/talk/entertainment programming, price, equipment, customer service, etc. – how do you feel about SIRIUS overall? Please use a scale of 1 to 10 where 10 means I Love It and 1 means I Hate It. You can use any number in between 1 and 10.

I Hate It									I Love It
1	2	3	4	5	6	7	8	9	10

[SP]

S8 (S4c). Overall, how do you feel about the programming on SIRIUS, that is, the channels, shows, hosts and DJs on SIRIUS?

I Hate It									I Love It
1	2	3	4	5	6	7	8	9	10

S9 (S4d) How likely are you to continue to subscribe to SIRIUS Satellite Radio? 20 secs
If "Subscriber" not selected, display (If you are not the main subscriber to SIRIUS Satellite Radio, please tell us what your household is most likely to do.) Programming: "Subscriber" for this question = S2=1 OR S3="YOURSELF" CHOSEN

Please use a scale of 1 to 10, 1 being "I plan to Cancel SIRIUS immediately" and 10 being "I plan to Keep SIRIUS indefinitely"

I plan to Cancel SIRIUS Immediately									I plan to Keep SIRIUS Indefinitely
1	2	3	4	5	6	7	8	9	10

[SP, RANDOMIZE ALL EXCEPT 'NONE'. ASK IF 18+ AT S3 OR S2=1]

S10 (S5) Are you currently employed in any of the following professions? **20 secs**

Ad Agency or Public Relations Firm.....1
Marketing Research Company.....2
Investment or Financial Consulting.....3
Car Dealer or Manufacturer.....4
Consumer Electronics Retail or Manufacturing.....5
Radio or Satellite Radio Company.....6
None of the above.....7

[IF 6 (RADIO OR SATELLITE RADIO) AT S10, TERMINATE]

[SP – ASK ALL] 20 SECS

S11 (S7). Have you participated in any other surveys about SIRIUS Satellite Radio in the past 12 months?

Yes.....1
No.....2

[IF S11 = 1 (YES), TERMINATE]

[SP- ASK ALL]

S12 (S8). Were you involved at all in the decision to subscribe to SIRIUS?

Yes.....1
No.....2

[SHOW TO ALL TERMINATED INTERVIEWS] 20 SECS

Terminate screen: We REALLY appreciate your willingness to participate in this survey and for being a valued subscriber to SIRIUS. Those are all the questions we have. Thank you for your time.

PROGRAMMING NOTE: KEEP TERMINATE DATA

SIRIUS Listener Study 2006
6-15-06 RENUMBERED A
- Main Questionnaire -

SIRIUS LISTENING MODULE

[ASK ALL] (40SEC)

1 (SL1) Please think about what exactly you listened to on SIRIUS within the <yellow>past week</yellow>; that is, what shows, DJs, channels, and hosts do you recall listening to for at least five minutes? Be as specific as possible.

[MP - ASK ALL - SHOW TWO CATEGORIES PER SCREEN, RANDOMIZE CATEGORIES - ADD A "NONE OF THESE ON THIS SCREEN" TO EACH SCREEN – CAPTURE ONE "NONE OF THESE" FOR THE WHOLE QUESTION (NONE TO ALL SCREENS) – SECOND SCREEN, START WITH "AGAIN, WHICH OF…"] (40 SEC AVE) DISPLAY PROGRAMS/HOSTS/DJS AS "MOUSE OVERS" OR CLICK ON BUTTON TO DISPLAY BY CATEGORY WILL BE PRESENTED BY CATEGORY

2 (SL1a) Which of the following SIRIUS Satellite Radio Music channels have you [YELLOW FONT] listened to for at least five minutes in the past week [END YELLOW FONT]? *If you have already mentioned the channel in the previous question, please select that channel again. If you have not listened to any of these, please select "None of these".*

PROGRAMMER NOTE: PLEASE SHOW CHANNEL NUMBER AND NAME, WITH DESCRIPTION IN ( ). DO NOT SHOW GENRE.

Ch #	Name	Description	Genre
1	SIRIUS Hits 1	Top 40 Hits	Pop
2	StarLite	Lite Pop	Pop
3	SIRIUS Love	Love Songs	Pop
4	Movin' Easy	Easy Listening	Pop
5	SIRIUS Gold	The '50s	Pop
6	'60s Vibrations	The '60s	Pop
7	Totally '70s	The '70s	Pop
8	Big '80s	The '80s	Pop
9	The Pulse	The '90s & Now	Pop
10	The Bridge	Mellow Rock	Pop
11	BBC Radio 1	New Music from the U.K.	Pop
12	Super Shuffle	SIRIUS Super mix	Pop
13	Elvis Radio	Elvis Radio Live From Graceland	Pop
14	Classic Vinyl	Early Classic Rock	Rock
15	Classic Rewind	Later Classic Rock	Rock
16	The Vault	Deeper Classic Rock	Rock
17	Jam_ON	Jam Bands	Rock
18	The Spectrum	Adult Album Rock	Rock
19	Buzzsaw	Classic Hard Rock	Rock

20	Octane	Pure Hard Rock	Rock
21	Alt Nation	Alternative Rock	Rock
22	First Wave	Classic Alternative	Rock
23	Hair Nation	80s Hair Bands	Rock
24	SIRIUS Disorder	Eclectic/Free Form	Rock
25	Underground Garage	Garage Rock	Rock
26	Left Of Center	New/College/Indie Rock	Rock
27	Hard Attack	Heavy Metal	Rock
28	Faction	Punk, Hip-Hop, Hard Rock Mix	Rock
30	The Coffee House	Singer-Songwriters and Acoustic Rock	
31	Radio Margaritaville	Jimmy Buffett's channel	
32	Reggae Rhythms	Reggae	Rock
98	Rolling Stones Radio	All Rolling Stones music	Rock
33	Area 33	Trance & Progressive House	Electronic/Dance
34	Boombox	Breakbeats/Old Skool	Electronic/Dance
35	Chill	Smooth Electronic	Electronic/Dance
36	The Beat	Dance Hits	Electronic/Dance
37	The Strobe	Disco/Classic Dance	Electronic/Dance
40	Hip-Hop Nation	Non-stop Hip-Hop 24/7	Hip-Hop/R&B
43	BackSpin	Old Skool Rap	Hip-Hop/R&B
45	Shade 45	Eminem's Hip-Hop channel	Hip-Hop/R&B
50	Hot Jamz	Hip-Hop and R&B Hits	Hip-Hop/R&B
51	Heart & Soul	R&B Hits	Hip-Hop/R&B
53	Soul Town	Classic Soul & Motown	Hip-Hop/R&B
60	New Country	Today's Country Hits	Country
61	Prime Country	'80s & '90s Country Hits	Country
62	The Roadhouse	Classic Country	Country
63	Outlaw Country	Outlaw Country	Country
65	Bluegrass	Bluegrass	Country
66	Spirit	Christian Hits	Christian
67	Revolution	Christian Rock	Christian
68	Praise	Gospel	Christian
70	Planet Jazz	Contemporary Jazz	Jazz/Blues
71	Jazz Cafe	Smooth Jazz	Jazz/Blues
72	Pure Jazz	Classic Jazz	Jazz/Blues
73	Spa 73	New Age	Jazz/Blues
74	SIRIUS Blues	Blues	Jazz/Blues
75	Standard Time	Standards/Swing	Standards
77	Broadway's Best	Broadway Show Music	Standards
80	Symphony Hall	Symphonic and Chamber music	Classical
85	Classical Voices	Classical Voices	Classical
86	SIRIUS Pops	Classical Pops	Classical
90	Universo Latino	Latin Pop Mix	Latin/ International

92	Rumbon	Reggaeton/Tropical	Latin/ International
93	bande a part	New French-language Music	Latin/ International
94	CBC Radio 3	Canadian Indie Music	Latin/ International
95	Iceberg Radio	Canadian Adult Alternative	Latin/ International

[MP – ASK ALL - SHOW TWO CATEGORIES PER SCREEN, RANDOMIZE CATEGORIES - ADD A "NONE OF THESE ON THIS SCREEN" TO EACH SCREEN – CAPTURE ONE "NONE OF THESE" FOR ALL SCREENS (NONE OF THESE TO ALL) – SECOND SCREEN START WITH "AGAIN, WHICH OF..."] (40 SEC – 2 SCREENS)

3 (SL2) Which of the following SIRIUS Satellite Radio News, Sports, and Entertainment channels have you <yellow>listened to for at least five minutes in the past week **[END YELLOW FONT]**? *If you have already mentioned the channel in the previous questions, please mention that channel again. Please only mention those you have listened to on SIRIUS Satellite Radio rather than on TV or AM/FM radio.*

PROGRAMMER NOTE: PLEASE SHOW CHANNEL NUMBER AND NAME, WITH DESCRIPTION IN ( ). DO NOT SHOW GENRE.

105	Laugh Break	Family Comedy	Comedy
103	Blue Collar Comedy	(Comedy featuring Jeff Foxworthy, Bill Engvall, Larry The Cable Guy and PJ Walsh)	Comedy
104	Raw Dog	(Uncensored comedy including the Jim Breuer Show and the Wiseguys)	Comedy
115	Radio Disney		Family & Kids
116	Kids Stuff		Family & Kids
118	RadioClassics	(Old-time Radio Shows)	Family & Kids
119	Discovery Channel Radio		Family & Kids
111	Cosmo Radio	(with Cosmopolitan Magazine)	Lifestyles
112	Martha Stewart Living Radio	(Martha Stewart, her experts, and Alexis and Jennifer)	Lifestyles
114	LIME	Healthy living with a twist	Lifestyles
129	CNBC		Financial News
130	Bloomberg Radio		Financial News
131	Fox News Channel		US News
132	CNN		US News
133	CNN Headline News		US News
137	CBC Radio One	Canadian National and International News	International News
138	Premiere Plus	Canadian Current Affairs	International News
140	World Radio Network	(News from around the world)	International News
141	BBC World Service News		International News
182	BBC Mundo		International News
183	Radio Korea		International News
159	Christian Talk		Religion
160	EWTN Global Catholic Network		Religion
120	ESPN Radio		Sports Talk & News
121	ESPNEWS		Sports Talk & News

122	Sports Byline USA	Sports Talk and Play-by-Play	Sports Talk & News
123	SIRIUS Sports Action	Sports Talk and Play-by-Play	Sports Talk & News
181	ESPN Deportes		Sports Talk & News
125	Sports Play-by-Play	NFL, college football, soccer, and horse racing	More Sports
124	SIRIUS NFL Radio	(nonstop NFL talk)	NFL
127	NBA Radio on SIRIUS		NBA
100	Howard 100	(Howard Stern)	
101	Howard 101	(Howard Stern, Bubba The Love Sponge, Scott Ferrall)	
102	SIRIUS Stars	(Adam Curry, Jay Thomas, Richard Simmons, Judith Regan, and more)	Talk
106	SIRIUS OutQ	Gay & Lesbian Radio including Larry Flick, Frank DeCaro, Michaelangelo Signorile, Derek & Romaine, John McMullen)	Talk
107	E! Entertainment Radio		Talk
108	Maxim Radio		Talk
110	Court TV Radio		Talk
117	WSM Entertainment	Grand Ole Opry	Talk
143	ABC News & Talk	(including Sean Hannity)	Issues
144	SIRIUS Patriot	(Conservative Values including Bill Bennett, the NRA, G. Gordon Liddy, Mike Church and Michael Reagan)	Issues
145	Fox News Talk Channel	(Bill O'Reilly, Neil Cavuto, John Gibson, Alan Colmes, Brian and the Judge)	Issues
146	SIRIUS Left	(Liberal Talk including Bill Press, Alex Bennett, Lynn Samuels, Ed Schultz, Young Turks, Stephanie Miller, and Thom Hartmann)	Issues
147	Road Dog Trucking	(Including Open Road Café, Free Wheelin' w/ Meredith Ochs and Chris T, Carl P Mayfield)	Issues
198	Playboy Radio		Talk
139	C-SPAN Radio		Public Radio
134	NPR Now		Public Radio
135	NPR Talk		Public Radio
136	PRI Public Radio International		Public Radio
148 - 158	Local traffic and weather		Traffic & Weather
184	SIRIUS Weather & Emergency	SIRIUS Weather & Emergency	Traffic & Weather

[IF "NONE OF THESE" TO ALL CHANNELS IN Q2/3, GO TO Q18]

{SP - GRID. ASK IF 1+ CHANNELS SELECTED IN Q2/3 — SHOW ITEMS SELECTED IN Q2/3– RANDOMIZE]
4 (new). Thinking about your overall SIRIUS listening, how often do you listen to each of the following channels?

Frequently
Occasionally
Rarely

[MP – ASK IF 1+ CHANNELS SELECTED IN Q2/3 — SHOW ITEMS SELECTED IN Q2/3 - RANDOMIZE] (20 SEC)
5 (SL7) Which channels did you listen to for at least five minutes [YELLOW FONT] yesterday [END YELLOW FONT] on SIRIUS?

- I Listened To This Channel For At Least Five Minutes Yesterday
- I Did Not Listen To This Channel For At Least Five Minutes Yesterday

DATA-ONLY: SIRIUS LISTENER YESTERDAY = Q5 NOT "NONE".
DATA-ONLY: NON-SIRIUS LISTENER YESTERDAY = Q5 "NONE"

Channel Deep-Dive Module **[we may need to create a weighted priority for shows/hosts/djs selection in-field – please script so that this change can be made in-field]**
[ASK MODULE TO ALL THOSE WHO HAVE LISTENED TO SIRIUS IN THE PAST WEEK ("ONE OR MORE SELECTED" AT Q2/3)
DATA-ONLY: LISTENED TO SIRIUS IN THE PAST WEEK = Q2/3 1+ SELECTED CHANNEL

[DISPLAY]

6Intro: Now we would like to focus on the SIRIUS channels you've listened to within the past week. **(20 SEC)**

[MP - ASK Q6 IF ANY SPORTS CHANNELS SELECTED AT Q3 - RANDOMIZE CHANNELS AND PEOPLE/SHOWS WITHIN CHANNELS]

6 (DD01). You mentioned that you listened to these sports channels last week. For each of these, which of these shows or hosts did you listen to for at least five minutes last week?

SIRIUS NFL Radio **(SHOW IF Q3 = 124)**
Bob Papa
Randy Cross
Pat Kirwan
Tim Ryan
Adam Schein
Carl Banks
Gil Brandt
Shannon Sharpe
Cris Carter
Tiki & Ronde Barber
Keyshawn Johnson
Solomon Wilcot

None of these/Don't recall

SIRIUS Sports Action **(SHOW IF Q3 = 123)**
SIRIUS Sports Action Newsdesk
SIRIUS Speedway with Dave Moody
Rivals Radio with Bill King
Ian Eagle
Kenny Smith
Phil Jackson
Dave Moody
Bill King
Full Court Press
None of these/Don't recall

Play-by-Play **(SHOW IF Q3 = 125)**
At The Races & Beyond – Talking Horses
World Soccer Daily
None of these/Don't recall

{SP - GRID. INSERT LIST OF ALL FROM Q6– RANDOMIZE]

7 (new). Thinking about your overall SIRIUS listening, how often do you listen to each of the following shows or hosts?

Frequently
Occasionally
Rarely

[MP - ASK Q8 IF LISTENED TO TALK CHANNELS AT Q3 – RANDOMIZE CHANNELS AND DJS/HOSTS/SHOWS WITHIN CHANNELS]

8 (DD02). You mentioned that you listened to these talk/entertainment channels listed below. For each of these, which of these shows or hosts did you listen to for at least five minutes last week?

Howard 100 **(SHOW IF Q3 = 100)**
- Howard Stern Show
- Howard 100 News
- None of these/Don't recall

Howard 101 **(SHOW IF Q3 = 101)**
- Howard Stern Show
- Bubba The Love Sponge
- Scott Ferrall
None of these/Don't recall

SIRIUS Stars **(SHOW IF Q3 =102)**

- The Jay Thomas Show
- Adam Curry's Podshow
- Whatever, with Alexis and Jennifer
- Lighten Up with Richard Simmons
- Judith Regan Show
- Tiki Barber's National Sweep
- Sunday Morning Shootout with Peter Bart, Peter Guber
- Senator Bill Bradley's American Voices
- Dave Marsh's Kick Out The Jams
- Mojo Nixon Show
- Talk Sex with Sue Johanson
- The SIRIUS Starcast

None of these/Don't recall

Raw Dog Comedy **(SHOW IF Q3 =104)**

- All request comedy hour
- The Jim Breuer Show (pronounced "Brewer")
- The Wiseguys Show
- The Comedy Clips from various comedians

None of these/Don't recall

SIRIUS OutQ **(SHOW IF Q3 =106)**

- OutQ In The Morning with Larry Flick
- The Frank DeCaro Show
- The Michaelangelo Signorile Show (pronounced "Seen-your-elly")
- Derek and Romaine
- The John McMullen Show
- Last Call with Jeremy Hovies (latenight music)
- Gay Celebrity guest hosts
- OutQ News
- Weekend gay-friendly music

None of these/Don't recall

Maxim Radio **(SHOW IF Q3 =108)**

- Rich and Covino
- Bower
- Evan and Brian

None of these/Don't recall

Court TV **(SHOW IF Q3 =110)**

- Court TV Morning Radio with Vinnie Politan
- Live daytime Court coverage
- Catherine Crier

None of these/Don't recall

Cosmo Radio **(SHOW IF Q3 =111)**

- Wake Up With COSMO Radio, with Tia and Taylor (morning show)
- Go To Bed With Cosmo Radio, with Victoria and Patrick (night show)
- Cosmo Confessions
- Seven Things You Need To Know Before You Go
- Guy Spy
- Cosmo Beauty Beat

None of these/Don't recall

Martha Stewart **(SHOW IF Q3 =112)**

- Morning Living with Lauren Pressley (weekday mornings)
- Ask Martha – Martha Stewart and your phone calls
- Whatever! With Alexis and Jennifer
- Afternoon Living with Keri Nolan (weekday afternoons)
- EatDrink with Lucinda Scala Quinn (food)
- Everyday Food with Sandy Gluck (food)
- Beauty Talk with Eva Scrivo
- HomeGrown with Margaret Roach and Andrew Beckman (Gardening)
- Ask Mark – The Petkeeper with Mark Marone (Pets)
- Body and Soul Hour – body, mind, spirit and wellness
- The Wedding Planner with Darcy Miller
- Home 101 with Melanio Gomez (homekeeping tips)
- Living With Technology

None of these/Don't recall

Lime Radio **(SHOW IF Q3 =114)**

- Shows about Psychics/Astrologers
- Shows about Green Living
- Shows about Alternative/Holistic Health
- Shows about Personal Growth/Spirituality
- Shows about Relationships

None of these/Don't recall

Radio Classics **(SHOW IF Q3 =118)**

- Comedy shows (such as Jack Benny)
- Adventure shows (such as Green Hornet)
- Suspense shows (such as Whistler)
- Crime shows (such as Dragnet)
- Drama shows (such as Lux Radio Theater)
- Famous speeches and recordings from the early to mid 20th Century
- Excerpts of classic audiobooks (such as Wuthering Heights)
- Excerpts of new audiobooks

None of these/Don't recall

ABC News/Talk **(SHOW IF Q3 =143)**

- Mark Davis
- Sean Hannity
- Larry Elder

None of these/Don't recall

SIRIUS Patriot **(SHOW IF Q3 =144)**

- Bill Bennett's Morning In America
- G Gordon Liddy
- NRA Radio (Cam and Company)
- Mike Church
- Michael Reagan
- Pentagon Radio

None of these/Don't recall

Fox News/Talk **(SHOW IF Q3 =145)**

- Bill O'Reilly
- Neil Cavuto
- John Gibson
- Alan Colmes
- Brian And The Judge
- Fox Across America with Spencer Hughes

None of these/Don't recall

SIRIUS Left **(SHOW IF Q3 = 146)**

- Bill Press
- Alex Bennett
- Thom Hartmann
- Lynn Samuels
- Ed Shultz
- Young Turks
- Stephanie Miller

None of these/Don't recall

Road Dog Trucking (**SHOW IF Q3 =147**)

- Open Road Café
- Freewheelin' with Meredith Ochs and Chris T
- Hammerdown Radio with DJ Rig Rocker
- Carl P Mayfield and the P-Team
- Road Dog Trucking news, interstate weather and interstate alerts

None of these/Don't recall

Playboy Radio (**SHOW IF Q3 =198**)

- Playboy Mornings
- Playmate Hour
- Afternoon Advice
- Sexy Stories
- Night Calls
- Private Calls

None of these/Don't recall

{SP - GRID. INSERT LIST OF ALL FROM Q8– RANDOMIZE]

9 (new).Thinking about your overall SIRIUS listening, how often do you listen to each of the following shows or hosts?

Frequently
Occasionally
Rarely

[MP - ASK Q10 IF LISTENED TO MUSIC CHANNELS AT Q2 – RANDOMIZE CHANNELS AND PEOPLE/SHOWS WITHIN CHANNELS

10 (DD03). You mentioned that you listened to these music channels listed below. For each of these, which of these shows, DJs or hosts did you listen to for at least five minutes last week?

SIRIUS Hits 1 **(SHOW IF Q2=1)**
The Morning Mash-Up
Human Numan
Kid Kelly
None of these/Don't recall

Shade 45 **(SHOW IF Q2=45)**
Cipha Sounds ("SY-fuh Sounds")
Angela Yee
Rude Jude and Lord Sear
Lil' Shawn
Clinton Sparks
G-Unit Radio with Whoo Kid
Kay Slay
The Aphilliates
None of these/Don't recall

Octane **(SHOW IF Q2=20)**
Kayla
None of these/Don't recall

Alt Nation **(SHOW IF Q2=21)**
Demos ["DEE-mos}
Madison
None of these/Don't recall

First Wave **(SHOW IF Q2=22)**
Richard Blade
Freddy Snakeskin
Swedish Egil ("Eagle)
Fred Schneider
None of these/Don't recall

Faction **(SHOW IF Q2=28)**
Jason Ellis.....
Tony Hawk.....
Bam Margera ("marj-AIR-uh").....
Lance Armstrong.....
Kelly Slater.....
Jonny Moseley.....
Kerri Walsh.....
Bode Miller.....
Marky Ramone.....
Tully
Will Pendarvis
Carrie Sheinberg
None of these/Don't recall

Underground Garage **(SHOW IF Q2=25)**
Kid Leo.....
Handsome Dick Manitoba.....
Andrew Loog Oldham.....
Mighty Manfred
Martin Lewis
Joan Jett
None of these/Don't recall

Big 80s **(SHOW IF Q2=8)**
Mark Goodman.....
Nina Blackwood.....
Alan Hunter.....
Martha Quinn.....
None of these/Don't recall

Totally '70s **(SHOW IF Q2=7)**
Barry Williams [aka "Greg Brady"]
None of these/Don't recall

The Strobe **(SHOW IF Q2=37)**
Deney Terrio
None of these/Don't recall

Classic Vinyl **(SHOW IF Q2=14)**
Dennis Elsas.....
Carol Miller.....
Dusty Street.....
None of these/Don't recall

'60s Vibrations **(SHOW IF Q2=6)**
Cousin Brucie.....
Pat St. John.....
None of these/Don't recall

Outlaw Country **(SHOW IF Q2=63)**
Mojo Nixon.....
Shooter Jennings
Hillbilly Jim
Cowboy Jack Clement
Dallas Wayne
None of these/Don't recall

The Vault **(SHOW IF Q2=16)**
Pat St. John.....
None of these

Radio Margaritaville **(SHOW IF Q2=31)**
Carson Cooper
Steve Huntington
Miles Hampton
None of these/Don't recall

SIRIUS Disorder **(SHOW IF Q2=24)**
Vin Scelsa
("skellsuh").....
David Johansen.....
Meg Griffin.....
None of these/Don't recall

BBC Radio 1 **(SHOW IF Q2=11)**
Chris Moyles.....
None of these/Don't recall

{SP - GRID. INSERT LIST OF ALL FROM Q10– RANDOMIZE]

11 (new).Thinking about your overall SIRIUS listening, how often do you listen to each of the following shows or hosts?

Frequently
Occasionally
Rarely

[WE MAY NEED TO CREATE A WEIGHTED PRIORITY FOR SHOWS/HOSTS/DJS SELECTION IN-FIELD – PLEASE SCRIPT SO THAT THIS CHANGE CAN BE MADE IN-FIELD]

[GRID, SP ACROSS, LIST ALL CHANNELS/ SHOWS/HOSTS/DJS SELECTED FROM PAST WEEK AT 2/3/6/8/10 – RANDOMIZE LIST AND RANDOMIZE SHOWS/DJS/HOSTS WITH CHANNELS]

12 (DD1). Using a scale from 1 to 10, where 10 means "Love" and 1 means "Hate", please tell us how you feel about the following channels, shows , hosts or DJs...

Hate									Love
1	2	3	4	5	6	7	8	9	10

[Insert channel name]
[Insert channel name]
[Insert channel name]

[WE MAY NEED TO CREATE A WEIGHTED PRIORITY FOR SHOWS/HOSTS/DJS SELECTION IN-FIELD – PLEASE SCRIPT SO THAT THIS CHANGE CAN BE MADE IN-FIELD]

[GRID, SP ACROSS. INSERT LIST OF ALL CHANNELS/SHOWS/DJS/HOSTS CHOSEN FROM 2/3/6/8/10 – RANDOMIZE LIST AND RANDOMIZE SHOWS/DJS/HOSTS WITH CHANNELS]].

13 (DD2a). And for each of the channels, shows, hosts or DJs you listened to last week, please tell us <yellow> **how frequently you have** talked to friends/people about how good this channel/show/host/DJ is**</yellow>**. Please use the scale below, where 1 means "Never" and 10 means "Frequently"

Never									Frequently
1	2	3	4	5	6	7	8	9	10

[Insert channel name]
[Insert channel name]
[Insert channel name]

14 (new). Taking into account the steps necessary to cancel your subscription to SIRIUS, and the fact that you would no longer be paying for the service, please list any channels, shows, hosts or DJs that would cause you to cancel your subscription if they were no longer available on SIRIUS.

15. [SP. INSERT LIST OF ALL CHANNELS CHOSEN FROM Q2/3 - RANDOMIZE]
If this channel was taken off the air today, which would you be MOST likely to do? (SELECT ONLY ONE)

It wouldn't bother me enough to complain.....1
I'd complain to friends but continue to subscribe to SIRIUS.....2
I'd complain to SIRIUS but continue to subscribe to SIRIUS.....3
I would cancel my subscription to SIRIUS, which would require contacting customer service and possibly having the SIRIUS radio removed from my car.....4

[PICK 4 CHANNELS AT RANDOM FROM ANSWERS AT Q2/3. ASSIGN EACH CHANNEL THE SAME WEIGHT FOR RANDOM SELECTION – WE MAY NEED TO CREATE A WEIGHTED PRIORITY FOR CHANNEL SELECTION IN-FIELD – PLEASE SCRIPT SO THAT THIS CHANGE CAN BE MADE IN-FIELD]

[FOR EACH CHANNEL SELECTED, ASK Q16 IF Q12 = 8/9/10 AND ASK Q17 IF Q12= 1/2/3/4/5/6/7 – IF LESS THAN 4 CHANNELS, USE AS MANY AS SELECTED]. AVE 3 MINS.

ASK ALL

16 (DD3). What do you like most about [INSERT CHANNEL]? Please be as specific as possible.
DATA ONLY: CREATE A CORRESPONDING Q-UNIT CAPTURING EACH CHANNEL ASKED (16_1, 16_2, ETC)

ASK ALL

17 (DD4). What improvements, if any, would you suggest for [INSERT CHANNEL]? Please be as specific as possible.
DATA ONLY: CREATE A CORRESPONDING Q-UNIT CAPTURING EACH CHANNEL ASKED (17_1, 17_2, ETC)

Profiling Module

Thank you for your responses, we have just a few more questions for you.

18 (new). Some people participate in activities related to their SIRIUS subscription. How often do you, personally, do each of the following?

RANDOMIZE
Participate in SIRIUS contest/sweepstakes
Call SIRIUS to request a song
Email SIRIUS a song request
See SIRIUS at an event/festival/game/concert

Never
Less than once a year
Every 6-12 months
Every 3-6 months
Every month or so
A few times a month
A few times a week

[SP]
19 (new). Do you or does any member of your household own and/or lease an automobile?
(Select only one)

Own 1
Lease 2
Both own and lease 3
No one in the household
owns or leases an automobile 4

[ASK ALL - NUMERIC TEXT BOX – RANGE HOURS 0-168 MIN 0-59]
20 (P6a1). How much time do you spend commuting to and from work or school on average **per week** in a car, SUV, or truck? Please include your total round-trip commute time (to and from work/school). Please list answer in hours and minutes. If you don't commute at all, please enter zero.

_____Hours____Minutes

[MP –ASK IF AGE IS 16+ AT QS3 OR S2=1]
21 (P6a). Is it a requirement of your job that you drive a vehicle?

Yes – truck (long-distance trucking) 1
Yes – truck (short-distance trucking) 2
Yes – other vehicle 3
No 4

[NUMERIC TEXT BOX, RANGE HOURS 0-168 MIN 0-59 – ASK IF (Q21 = 1-3) OR Q19 = 1]

22 (P11). How much time do you spend in your vehicle IN TOTAL on average per week? *Please list answer in hours and minutes.*

_____Hours____Minutes

23 (P13). When it comes to new electronic products and services such as cell phone cameras, DVD players, satellite TV, digital cameras, iPods and satellite radio, do you consider yourself to be...? *Please check one response.* **[SP]**

Among the first to buy.....1
Before most, but not first to buy.....2
Same time as most to buy.....3
After most, but not last to buy.....4
Among the last to buy.....5

24 (new). Prior to purchasing your satellite radio system and subscribing to SIRIUS, did you consider XM Satellite Radio service?

Yes.....1
No.....2
Don't Know.....3

25 (new). Thinking about everything related to the programming on SIRIUS, including the type of and quality of the channels, shows, music, DJs, talk programs, hosts etc, what in particular impacted your decision to subscribe to SIRIUS? Please be as specific as possible.

26 (new) How do you find out about new channels, DJs, hosts or special programs on SIRIUS? (SELECT ALL THAT APPLY)

On air announcements
SIRIUS website
SIRIUS DJs/hosts
SIRIUS newsletters/emails
Other websites
TV commercials
Word of mouth
Information that comes with the bill
Surfing around the channels
Other (do not specify)
None of these **(SP)**
I am not interested in new programming information **(SP)**

27 (new) How much do you agree or disagree with the following statement "SIRIUS does a good job informing me of new channels, DJs, hosts and programs" Please use the scale below, where 1 means "Disagree Completely" and 10 means "Agree Completely"

Disagree Completely									Agree Completely
1	2	3	4	5	6	7	8	9	10

28 (new) Have you visited the SIRIUS.com website in the past week?

Yes
No

29 (new) Have you listened to any SIRIUS channels online via the Internet in the past week?

Yes
No

30 (new). If you could add a new channel to the SIRIUS line-up, what would it sound like? Please describe the type of music, talk, hosts, etc. that you would like to hear on a NEW channel that SIRIUS doesn't currently have. **OPEN END**

31 (new). Is there a radio show, host or DJ (AM or FM) not currently on SIRIUS that you would like to have added to SIRIUS? If so, please list them below... **OPEN END**

Q31A What was your PRIMARY reason you subscribed to SIRIUS? Please type in your ONE primary reason. **(OPEN END)**

Demographics module

[DISPLAY]

DEMOIntro: Finally, just a few questions for classification purposes.

[NUMERIC BOX RANGE 13-99]

32 (DE1). How old are you?

[SP – DO NOT ASK IF UNDER 16 AT Q32]

33 (DE2). What is your marital status?

Married 1
Single 2
Living with a partner 3
Widowed 4
Separated 5
Divorced 6
Prefer not to answer

[SP]

34 (DE3). Are you ...?

Male 1
Female 2

[SP]

35 (DE4). Do consider yourself to be ...?

Hispanic 1
Non-Hispanic 2

[SP] ASK ALL

36 (DE5). This question is just to ensure proper representation by racial group. In what racial group do you consider yourself?

Caucasian 1
African American 2
Asian (Pacific Islander/Oriental) 3
Asian Indian 4
Native American (Eskimo/Aleutian) 5
Mixed Race 6
Other (SPECIFY)_____ 7
Prefer not to answer

[SP - DO NOT ASK IF UNDER 18 AT Q32]

37 (DE6). What is the last grade of school that you completed?

Grade School (Grades 1-8) 1
Some High School (Grades 9-11) 2
Completed High School (Grade 12) 3
Some College 4
College Graduate 5
Post College Graduate 6
Other Vocational/Technical Education Beyond High School (*E.G.,* Business, Nursing) 7
Prefer not to answer

[SDO NOT ASK IF UNDER 18 AT Q32]

38 (DE8). Which of the following categories best represents your household's total annual income before taxes?

Less than $20,000 1
$20,000 but less than $30,000 2
$30,000 but less than $40,000 3
$40,000 but less than $50,000 4
$50,000 but less than $60,000 5
$60,000 but less than $70,000 6
$70,000 but less than $80,000 7
$80,000 but less than $90,000 8
$90,000 but less than $100,000 9
$100,000 but less than $125,000 10
$125,000 but less than $150,000 11
$150,000 or more 12
Prefer not to answer

[NUMERIC - AGE RANGE 1-120. – MUST TOTAL TO 1 OR MORE – PROMPT IF 0 OR BLANK AS TOTAL]

39 (DE9). Including yourself, how many people currently live in your household? Please remember to include babies or small children. For each person in the household please include how many people of each age live in your household.

Age	#
18+	_____
13-17	_____
6-12	_____
2-5	_____
0-1	_____
Total (auto-sum)	

[SP – DO NOT ASK IF UNDER 18 AT Q32]

40 (DE11). Do you own or rent your residence?

Own 1
Rent 2
Do not pay for housing 3
Prefer not to answer

[SP – DO NOT ASK IF UNDER 18 AT Q32]

41 (new). What is your employment status? (Select one)

Work part-time (less than 35 hours per week)...1
Work full-time (35 hours or more per week).....2
Not employed/retired 3
Not employed/homemaker.....4
Not employed/student.....5
Temporarily not employed.....6
Prefer not to answer.....7

[ASK ONLY IF EMPLOYED: 1-2 AT Q41]

42 (new). Which of the following best describes your occupation?

Management / business / financial operations.....1
Professional / related occupations.....2
Service.....3
Sales/office.....4
Farming / fishing / forestry.....5
Construction / extraction / maintenance.....6
Production / transportation / material moving.....7
Military.....8
Prefer not to answer

43 (new). How interested are you in politics and/or national/international affairs? (Select one)

Very interested
Somewhat interested
Only slightly interested
Not at all interested
Don't know
Refused

44 (new). Please indicate which of the following best describes you:

Heterosexual
Homosexual
Bisexual
Transgender
Prefer not to answer

ALL RESPONDENTS WHO GET THROUGH Q44 ARE CONSIDERED A COMPLETED INTERVIEW.

45 (new) Please type in your Zip Code below. **(five digits only)**

[SP - ASK ALL]

46 (DE15). Thank you for participating in this important survey. Are you willing to be contacted by Sirius or a Sirius research partner in the future for more questions on topics like this? Your e-mail address will be held in strict confidence by Sirius research partners and they will only contact you at the direction of Sirius.

Yes .....
No.....

47 (QF1). Thinking about SIRIUS Satellite Radio, do you have any additional comments you'd like to share?

Data from sample file:
Will be used in data, not loaded into survey

INSERT DATA FROM SUBSCRIBER RECORD
ID (customer ID# - this will be included in the disposition to be sent back to SIRIUS)
CITY
STATE
ZIP
PHONE
CUST_TYPE: Individual, Truck
ACT DATE – Activation Date

PLAN PERIOD – 1-Year, 2-Year, 3-Year, 5-Year, 6-Year, Monthly, Quarterly, semiannually
EMAIL
Sample type (email/phone)
Equipment Brand
Equipment Type
Purchase Location
OEM flag