Before the
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Washington, D.C.

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

REBUTTAL TESTIMONY OF

GEORGE MANTIS

President, The Mantis Group, Inc.

July 2007

WRITTEN REBUTTAL TESTIMONY OF GEORGE MANTIS

I. INTRODUCTION

My name is George Mantis. I am the President of The Mantis Group, Inc., a marketing research and consulting firm located in Chicago, Illinois. For over 30 years, I have designed, executed, and reported on surveys conducted for consumer and industrial product and service firms. I have conducted surveys designed to address a variety of business issues and have provided survey research for judicial and regulatory proceedings. Throughout my career, I have authored over 1,000 market research studies. I have been qualified as an expert on survey research, and the surveys I have designed and conducted have been introduced in evidence and relied upon by courts of many jurisdictions. I hold a B.S. in economics earned in 1965 from Carroll College, an M.B.A. earned in 1967 from Indiana University, and a J.D. earned in 1974 from IIT-Chicago-Kent College of Law.

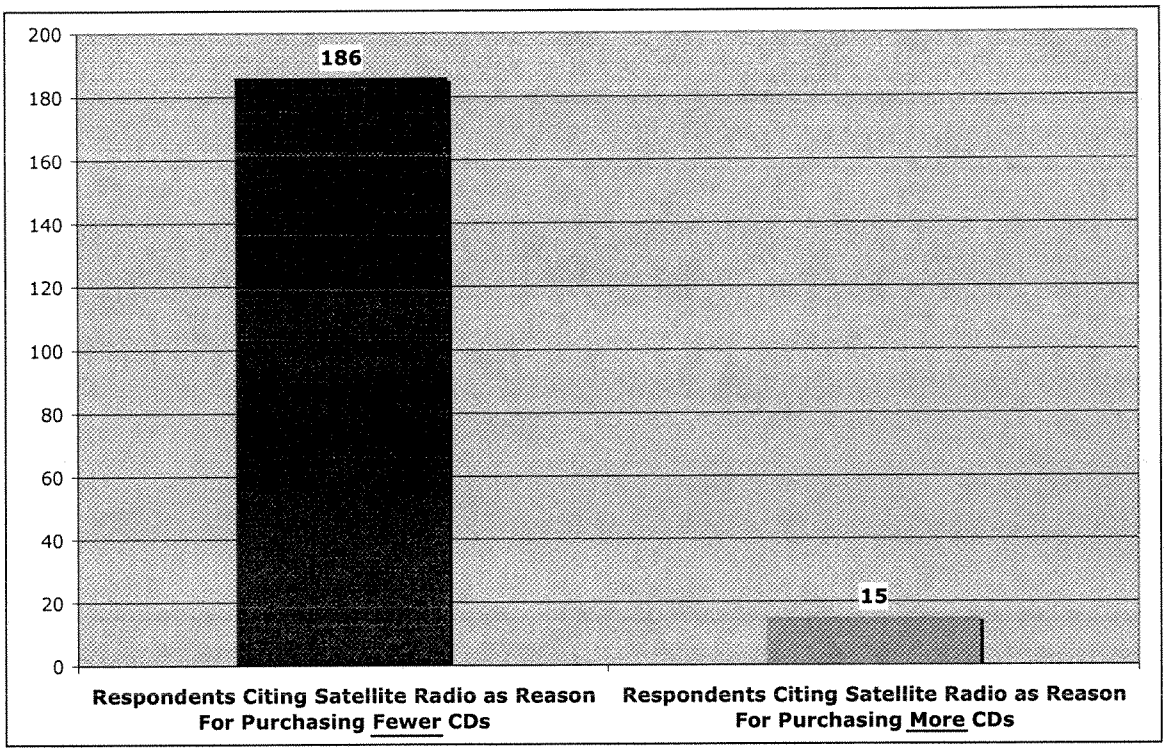
I was retained by counsel for SoundExchange, Inc. ("SoundExchange") to conduct a study to examine what effect, if any, satellite radio has on the purchase of music CDs and music downloads. I designed a double-blind survey to examine this question, and this testimony reports its methodology and results. In the survey, satellite radio listeners were asked a series of questions regarding their purchases of both music CDs and music downloads both *before and after* they began listening to satellite radio. The survey results show that satellite radio is not promotional but rather is clearly substitutional. Specifically, satellite radio has a pronounced substitutional effect on CD purchases of 2.6 CDs per year, and a slight promotional effect on download purchases of 1.0 download per year. Assuming that a CD contains the equivalent of ten download tracks, *this is a net substitutional effect of 2.5 CDs per year.*

II. SUMMARY OF SURVEY RESULTS

The clear result of the survey is that satellite radio has a substitutional effect upon music purchases. The survey required respondents -- all of whom were satellite radio listeners in households that subscribe to satellite radio -- to state the number of CDs and downloads that they purchased in an average three-month period both before and after they began listening to satellite radio. Respondents were then asked through open-ended questions to explain why they believed that they purchased more (or fewer) CDs and downloads.

CDs. The survey results show that satellite radio is responsible for *a net reduction of 2.6 CDs per year among all subscribers*. Of the 690 respondents surveyed, 368 respondents reported purchasing fewer CDs since getting satellite radio. Of that group, 162 respondents cited satellite radio as the *sole* reason for reducing, and an additional 24 cited satellite radio in addition to other reasons. In contrast, only 43 respondents purchased more CDs since getting satellite radio, and only 15 respondents cited satellite radio as a reason for purchasing more. Put another way, as the figure below shows, *more than 12 times as many respondents cited satellite radio as a reason for reducing CD purchases than as a reason for increasing CD purchases.*

Figure 1. Respondents Citing Satellite Radio As A Reason For Reducing CD Purchases vs. A Reason For Increasing CD Purchases

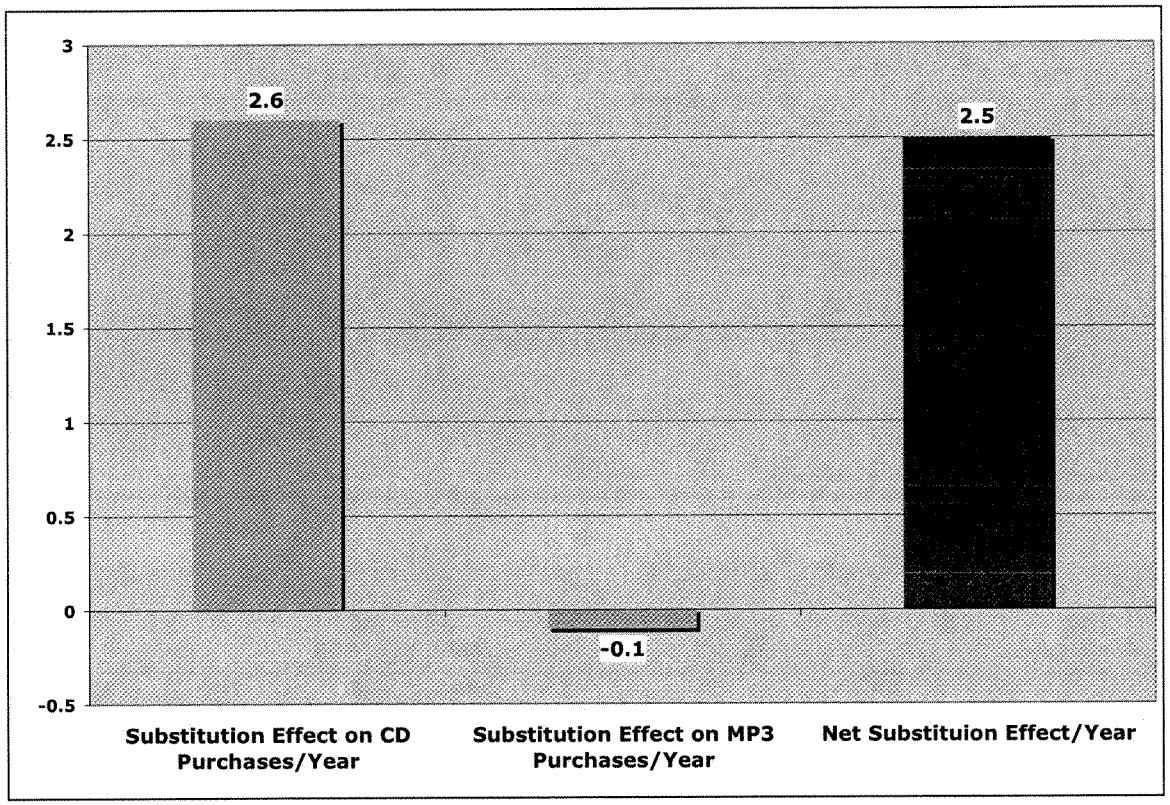


The difference in purchase behavior between these groups reveals that satellite radio, even looking solely (and conservatively) at those respondents who gave satellite radio as their only reason for changing their purchase pattern, is responsible for a net reduction of *2.6 CDs per year among subscribers*. This is a clear and strong substitutional effect.

Downloads. 24 respondents cited satellite radio as a reason for reducing the number of downloads they purchased, while only 19 respondents cited the service as a reason for increased purchases. On net, because the increasing purchasers purchased slightly more than the decreasers decreased, the results show a promotional effect on the order of 1 download per year. Given the small sample size, this result can only be called a rough approximation, and in any case, it is entirely outweighed by the substitutional effect on CDs discussed above. Assuming

that there are ten downloads to a CD, and as shown in the figure below, the net effect of satellite radio works out to be a 2.5 CD (2.6 CDs - .1CDs) substitutional one.

Figure 2. Net Substitutional Effect Per Year



III. SURVEY DESIGN AND METHODOLOGY

A. The Survey Objectives

The study is designed to assess whether, and if so to what extent, satellite radio is a substitute for the purchase of music CDs and music downloads, promotes the sale of music CDs and music downloads, or has no effect on satellite radio listeners' purchase behavior.

B. The Survey Respondents

Included in this study are responses from 690 individuals screened from a random sample of satellite radio subscribers provided by Survey Sampling, Inc.[1] The first step in screening for a qualified respondent was to verify that someone in the contacted household subscribes to satellite radio. Within each satellite radio subscriber household, potential respondents were randomly selected by asking for the satellite radio listener 18 years of age or older, who will have the next birthday. This methodology, which I have used in many surveys, is sound and often used for ensuring generalizability of survey results. Potential respondents were further screened to exclude those who have listened to satellite radio for less than three months. Additionally, following customary practice, individuals who were likely to be highly atypical members of the universe (working for an advertising agency, marketing research firms, etc.) were excluded from study participation. A copy of the screening questionnaire and a summary of the screening results, along with details of the sample composition, are attached as Appendix A.

C. The Survey Questionnaire

If the potential respondent met the survey universe definition and agreed to participate in the study, the questionnaire was administered. I designed two versions of the questionnaire, rotating the order in which parallel questions were asked regarding music CDs and then music downloads. That is, one half of the respondents were asked about music CDs first, followed by music downloads, with the other version reversing the questioning order. This was done to eliminate or minimize "order effects."

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[1] Survey Sampling International LLC is recognized in the survey research community as a premier global supplier of sampling solutions.

Respondents were first asked questions designed to assess whether they purchased more, fewer, or same number of music CDs (music downloads) since they began listening to satellite radio, or have never purchased music CDs (music downloads).

1. "Before you began listening to satellite radio, did you ever purchase any music CDs (music downloads)?" (Questions 1 and 10)

2. "Before you began listening to satellite radio, approximately how many music CDs (music downloads) did you purchase in an average three month period?" (Questions 2 and 11)

3. "Now, since you began listening to satellite radio, have you purchased any music CDs (music downloads)?" (Questions 3 and 12)

4. "Since you began listening to satellite radio, approximately how many music CDs have you purchased in an average three-month period?" (Questions 4 and 13)

Respondents who purchased more or fewer CDs (music downloads) were asked:

5. "Why do you think you purchase fewer (more) music CDs (music downloads) now compared to the number you purchased before you began listening to satellite radio?" "Any other reasons?" (Question series 5, 6, 8 or 9 and 14, 15, 17 and 18).

A copy of the questionnaire and instructions are attached as Appendix B.

D. Data Collection

The respondents in this survey were interviewed between June 28, 2007 and July 10, 2007.[2] Interviews were conducted by telephone at one central location, a telephone interviewing agency. In accordance with customary practice regarding surveys proffered as evidence, the study was administered under double-blind conditions. That is, the respondents, interviewers and supervisors were not informed about the purpose and sponsorship of the study.

[2] Because July 4 was a holiday, no interviewing took place that day.

E. The Pre-Test

To determine whether survey respondents understood the questions or had any difficulty responding, I reviewed the first 100 completed interviews. I concluded that respondents could complete the task properly. Interviewing was then resumed with no changes to the questionnaire.

F. Analysis

Prior to data analysis, I reviewed 700 completed interviews to ensure that each questionnaire was completed properly. Five questionnaires were eliminated during this check-in procedure due to errors in administration. Two additional questionnaires were not included because the two respondents each said they purchased 1,000 or more downloads. Because I did not know if these answers reflected an understanding of the questions asked, I excluded these respondents. Following these steps, the analysis, which I undertook, included coding and tabulating the results for the open-ended and closed-ended questions for 693 completed questionnaires.

G. Verification

Survey protocols require there be verification that, in fact, the interview occurred. This was accomplished in two ways. An interviewing specialist, independent of my firm and independent of the interviewing agency, listened to a portion of interviews as they occurred. Of the 693 completed interviews, 387, or 55.8%, were listened to in their entirety.

For the remaining 306 interviews, a second verification procedure was employed. Names and phone numbers were sent to The Wats Room, Inc., an independent marketing research firm located in New Jersey. At least three attempts were made to reach each respondent. One

hundred eighty-one (181) respondents were successfully reached and validated. Three (3) respondents could not recall being interviewed. Following customary practice, these respondents were not included in the analysis, and thus this testimony reports the results of 690 respondents. Of the total number of completed interviews, a total of 568 were validated, representing 81.9% of the total sample.[3]

IV. SURVEY RESULTS

A. Music CDs

Respondents were first asked whether they ever purchased music CDs before they began listening to satellite radio. Respondents who responded in the affirmative were asked how many music CDs they purchased in an average three-month period before they began listening to satellite radio. Respondents were then asked whether they have purchased any music CDs since they began listening to satellite radio. Those answering in the affirmative were asked how many music CDs they have purchased in an average three-month period since they began listening to satellite radio. The figure below summarizes the results of these questions.

[3] This proportion far exceeds the industry norm of 10% to 25%. The Validation Report and Validation Questionnaire are attached as Appendix C.

Figure 3. Changes in CD Purchases Since Subscribing to Satellite Radio

Purchased Fewer	**368** **53.3%**
Purchased More	43 6.2%
Purchased Same Number	204 29.6%
Have Never Purchased	72 10.4%
Don't Know	3 0.4%
RESPONDENTS	**690** **100.0%**

As the table shows, the majority of survey respondents have purchased fewer music CDs since they began listening to satellite radio. Only a relative handful of respondents stated that they purchased more CDs since subscribing. Indeed, there are 8.5 times as many respondents who reported that they purchased less as compared to more.

To determine whether the change in purchase behavior is attributable to satellite radio, respondents were asked why they purchased fewer or more music CDs. This open-ended question requires respondents to provide answers in their own words without any prompting by the interviewer. Answers to this question were recorded verbatim. Respondents then were asked if they had anything else to add, and thus were given an additional opportunity to explain their purchase behavior through use of a neutral prompt. *See generally* Shari Seidman Diamond, *Reference Guide on Survey Research,* in *Federal Judicial Center Reference Manual on Scientific Evidence*, at 246 (2000), available at

http://www.fjc.gov/public/pdf.nsf/lookup/8.sur_res.pdf/$File/8.sur_res.pdf (noting that open-ended questions are well-suited to eliciting answers in a non-leading way).

Shown in the figure below are the coded verbatim reasons given by the 368 respondents who purchased fewer music CDs. Responses are grouped into four categories. Category 1 accounts for 162, or 44.0%, of the 368 respondents. These respondents cite satellite radio *and no other reasons* for purchasing fewer music CDs. Category 2 contains 24 respondents who give a satellite-related reason *as well as a reason that is not related to satellite radio*. Category 3, accounting for 17 respondents, gave *ambiguous reasons* that may or may not be related to satellite radio. In Category 4 are the remaining 165 respondents who clearly *do not attribute fewer purchases to satellite radio*. The verbatim responses for these 368 respondents are attached as Appendix D.

Figure 4. Why Respondents Have Purchased Fewer Music CDs

CATEGORY 1 SATELLITE RADIO-RELATED REASONS ONLY (Net)[4]	**162 44.0%**
Listen to satellite radio/variety of music on satellite radio/continuous and uninterrupted music/satellite radio provides everything I need	154
Convenience (no need to search for something/carry CDs around/change CDs)	5
Record off of satellite/store on satellite radio	4
Already paid for satellite/is less expensive	2
Satellite radio provides same sound as CDs	1

[4] To prevent double-counting, a respondent who mentions more than one satellite-radio related reason is counted only once.

CATEGORY 2 BOTH SATELLITE RADIO-RELATED AND UNRELATED REASONS	24 6.5%
Listen to Satellite Radio and:	
Burn CDs/download/listen to I-Pod/ listen to music on computer/have I-Tunes	10
Not much in CDs I want/have what I want	3
Cutting spending	3
Have many CDs	2
CDs are too expensive	1
Not overseas anymore	1
CD player in car broke	1
Get tired of CDs	1
Also have Direct TV	1
Also listen to TV and radio	1

CATEGORY 3 REASONS THAT MAY OR MAY NOT BE RELATED TO SATELLITE RADIO	17 4.6%
Don't need to buy them (no explanation given)	4
Have satellite radio in my home and car and that's all I need it for/use satellite radio in home and car	4
In the car more now	2
Satellite radio is what we were looking for	1
I listen to satellite radio and CDs in my truck	1
Have satellite radio in my car and buy CDs when we want	1
Don't have to worry about anything cutting out	1

Have found more songs I like/hear more songs	1
More variety/saturated with variety of music	1
Purchase few because of it or anything like it	1

CATEGORY 4 REASONS UNRELATED TO SATELLITE RADIO	**165 44.8%**
Lack of Interest (don't buy any or as many/don't hear music I like/ don't listen to music or as much/ only listen to certain CDs/music tastes have changed	44
Download//purchase on-line/purchase tracks, not albums/have an I-Pod or MP3 player	37
Have all I need	12
Not because of satellite radio	10
Lifestyle changes (husband died/ grandkids older/have kids/retired/ age/work schedule	10
No particular reason	9
Haven't purchased in awhile/no reason to buy	7
Don't have the money/CDs are too expensive/cutting spending/choice of where you spend	6
CDs not available where we live/hard to find	5
No/less time to listen	4
Purchase if we like the artist/what is available	3
Format has changed/CDs are out of date	2
Can get music anywhere	1
Satellite radio blocks the CD player in my car	1

Listen to Elvis station and buy Elvis CDs	1
Buy CDs because don't like commercials	1
Listen to TV	1
Don't know	11
RESPONDENTS	**368** **100.0%**

Typical answers given by the 162 respondents who gave a satellite-related reason only include the following:

> "Because there's more continuous and uninterrupted music."
> (ID 006)
>
> "Because satellite radio provides everything I need."
> (ID 030)
>
> "Because I have the variety on satellite radio that I like."
> (ID 013)
>
> "Because now generally all music and I can choose music I want not a mix of music. I already paid for satellite radio. Might as well spend the money on that rather than the CDs."
> (ID 044)
>
> "Because it's just easier when we are traveling to listen to satellite radio than carry the CDs with us."
> (ID 112)

The figure below summarizes the results of the coded verbatim reasons given by the 43 respondents who have purchased *more* music CDs. There are 15 Category 1 respondents who cite satellite radio and no other reasons for purchasing more music CDs. No respondents were in Category 2 (i.e., who cited satellite radio and a non-satellite radio reason). Category 3 contains one additional respondent who gave an ambiguous reason that may or may not be related to satellite radio. And there were 27 Category 4 respondents who did not cite satellite radio at all as

a reason for increased purchases. The verbatim responses for these 43 respondents are attached as Appendix E.

Figure 5. Why Respondents Have Purchased More Music CDs

CATEGORY 1 **ONLY SATELLITE-RELATED REASONS**	**15** **34.8%**
Hear/exposed to more music	15
CATEGORY 3 **REASONS THAT MAY OR MAY NOT BE RELATED TO SATELLITE RADIO**	**1** **2.3**
Satellite radio has more station, different type of music	1
CATEGORY 4 **REASONS UNRELATED TO SATELLITE RADIO**	**27** **62.8%**
Purchase if we like the artist/what is available	5
Not because of satellite radio	5
No particular reason	4
Lifestyle changes (husband died/ grandkids/older/have kids now/ age/work schedule	3
Bought on sale/found cheaper source	2
Want the whole CD	1
Better sound with CDs	1
CD not played on satellite radio	1
My friend is not buying them anymore	1
Enjoy listening to satellite more	1
Don't know	3
RESPONDENTS	**43** **100.0%**

The above tabulations show that almost 11 times as many respondents cited satellite radio as the *sole* reason for reducing CD purchases than as a reason for increasing CD purchases: that is, there were 162 respondents who reduced as compared to only 15 who increased due solely to satellite radio. These data allow us to calculate the net change in CD purchases over all satellite radio subscribers by subtracting the number of decreased purchases attributed solely to satellite radio from the number of increased purchases attributed solely to satellite radio. As shown in Figure 6, satellite radio causes a net .66 CD reduction per average three months across all subscribers. On an annual basis, this sums to a satellite radio-caused reduction of *2.6 CDs per year*. This estimate was derived by including in my calculations reducers and increasers who solely cited satellite radio (*i.e.*, Category 1). Thus, I have conservatively not included the results from the 24 Category 2 reducers whose verbatim answers indicated that satellite radio along with something else caused their reduction. (No increaser fell into Category 2). Put another way, survey respondents as a whole cited an average reduction of 8.0 CDs per year since getting satellite radio. The survey shows that 2.6 CDs per year of this total reduction is due to satellite radio, the balance possibly due to general background trends of declining CD sales.

Figure 6. Computation Of Average Number Fewer CD Purchases In An Average Three-Month Period Resulting Solely From Satellite Radio

Total number CD purchases made because of the promotional effect of satellite radio (15 Respondents)	43.0
Total number of CD purchases not made because of the substitutional effect of satellite radio (162 Respondents)	495.5
Net reduction in the number of purchases	(452.5)
Average # Lost Purchases per 3 months (690 Satellite Radio Listeners)	**0.66**

I believe that this is both a conservative and reliable estimate for the following reasons. First, I have ignored any reduction effect that could have possibly been attributable to a non-satellite radio reason (e.g., I did not count any respondent who cited a non-satellite radio reason along with a satellite radio reason). Second, respondents were given two opportunities to explain their purchase behavior. I am therefore confident that respondents who gave only a satellite radio-related reason do not attribute their purchase behavior to other unrelated factors as well.

B. Music Downloads

Respondents were first asked whether they ever purchased music download tracks before they began listening to satellite radio. Respondents who responded in the affirmative were asked how many music download tracks they purchased in an average three-month period before they began listening to satellite radio. Respondents were told that if they downloaded an album, they should count that as 10 tracks. Respondents were then asked whether they have purchased any music download tracks since they began listening to satellite radio. Those answering in the affirmative were asked how many music download tracks they have purchased in an average three-month period since they began listening to satellite radio.

The figure below summarizes the results of these questions.

Figure 8. Changes in Download Purchases Since Subscribing to Satellite Radio

Purchased Fewer	**51** **7.4%**
Purchased More	84 12.2%
Purchased Same Number	34 4.9%
Have Never Purchased	520 75.4%
Don't Know	1 0.1%
RESPONDENTS	**690** **100.0%**

Relatively respondents have purchased more or fewer downloads since subscribing to satellite radio. To determine whether this change in purchase behavior is attributable to satellite radio, respondents were asked why they have purchased fewer or more music download tracks.

Figure 9 summarizes the results of the coded verbatim responses for the reasons given by the 51 respondents who have purchased fewer downloads. The verbatim responses for these respondents are attached as Appendix F.

Figure 9. Why Respondents Have Purchased Fewer Music Downloads

CATEGORY 1 **SATELLITE RADIO-RELATED REASONS ONLY**	**23** **45.1**
Listen to satellite radio/variety of music on satellite radio/continuous and uninterrupted music/satellite radio provides everything I need	20
Already paid for satellite/is less expensive	2

Record off of satellite/store on satellite radio	1

CATEGORY 2 **BOTH SATELLITE RADIO-RELATED AND UNRELATED REASONS**	**1** **2.0**
Listen to satellite radio and prefer CDs	1

CATEGORY 3 **REASONS THAT MAY OR MAY NOT BE RELATED TO SATELLITE RADIO**	**2** **3.9**
Don't need to buy them (no explanation given)	1
Satellite radio is in my truck and I download to an MP3 player	1

CATEGORY 4 **REASONS UNRELATED TO SATELLITE RADIO**	**25** **49.0**
Lack of Interest (don't buy any or as many/don't hear music I like/ don't listen to music as much/ only listen to certain CDs/music tastes have changed)	7
Have all I need	3
No/less time to listen	3
Not because of satellite radio	3
Lifestyle changes (husband died/ grandkids older/have kids/retired/ age/work schedule)	2
No particular reason	2
Purchase if we like the artist/what is available	1
Download/purchase on-line/purchase tracks, not albums/have an I-Pod or MP3 player	1
Needed song for special occasion	1
Have more control of what I listen to	1

Don't know	1
TOTAL RESPONDENTS	**51**

Figure 10 summarizes the results of the coded verbatim responses for the reasons given by the 84 respondents who have purchased more music downloads. The verbatim responses for these respondents are attached as Appendix G.

Figure 10. Why Respondents Have Purchased More Music Downloads

CATEGORY 1 **SATELLITE RADIO-RELATED REASONS ONLY**	**19** **22.6**
Hear/exposed to more music	18
Listen to satellite radio/variety of music on satellite radio/continuous and uninterrupted music/satellite radio provides everything I needed	1

CATEGORY 3 **REASONS THAT MAY OR MAY NOT BE RELATED TO SATELLITE RADIO**	**6** **7.1**
Broader/more variety	3
Have found more songs I like/heard song I like	2
Satellite radio is better than other radio	1

CATEGORY 4 **REASONS UNRELATED TO SATELLITE RADIO**	**59** **70.4**
Download/purchase on-line/purchase tracks, not albums/have an I-Pod or MP3 player	34
Not because of satellite radio	5
No particular reason	3

More interest in music/more songs I enjoy	2
Got a new phone/phone has music	2
Lifestyle changes (husband died/ grandkids/older/have kids now/ retired/age/work schedule)	1
Purchased better player	1
Had the program	1
Needed song for special occasion	1
Prefer over CDs	1
Got a CD player for my car	1
Don't hear songs on regular radio	1
More websites	1
Recording group sells music downloads, not albums	1
Don't know	4
TOTAL RESPONDENTS	**84**

The above tabulations show that although more respondents as a whole increased download purchases since getting satellite radio, satellite radio was cited as the reason by more *decreasers* than increasers: 24 respondents who reduced as compared to 19 who increased due to satellite radio. These data allow us to calculate the net change in download purchases over all satellite radio subscribers. As shown in the figure below, satellite radio causes a net 0.26 increase in download purchases per average three months across all subscribers. On an annual basis, this sums to a satellite radio-caused increase of 1.0 download per year. This estimate was derived using the same methodology as with the CD calculations: reductions and increases were counted where satellite radio was the sole cited reason for the change in behavior.

Furthermore, the survey reveals a total increase of 3.3 downloads per year since respondents began getting satellite radio but only 1 download per year of that increase can be attributed to satellite radio.

Figure 11. Computation Of Average Number of Additional Download Purchases In An Average Three-Month Period Resulting From Satellite Radio Listenership

Total number download purchases made because of the promotional effect of satellite radio (19 Respondents)	566.0
Total number of download purchases not made because of the substitutional effect of satellite radio (23 Respondents)	383.5
Net increase in the number of purchases	182.5
Average Number of Additional Purchases (690 Satellite Radio Listeners)	**0.26**

In light of the relatively small number of satellite radio subscribers who purchased downloads, the promotional effect of 1.0 download per year must be seen as a rough approximation. Compared to the results regarding CD purchases, which were based on a significantly larger sample size and revealed a far more sizeable effect of 2.6 CDs/year, any promotional effect on downloads is swamped by the larger substitutional effect on CD purchases. Assuming ten download tracks per CD, a 1.0 download promotional effect yields a net substitutional effect of 2.5 CDs/year. Thus, on the whole, it is plain that satellite radio has a net substitutional effect, and not a promotional one, on music purchases.

CONCLUSION

Based on the survey results discussed above, it is my expert opinion that satellite radio has a net substitutional effect on purchases of music in other forms. The results I report show that satellite radio strongly substitutes for CD purchases, reducing them by 2.6 CDs a year. The results regarding downloads are harder to interpret given the smaller sample size of that group. But even assuming that the finding of a promotional effect of 1.0 download tracks per year is meaningful, the result is still a clearly substitutional net effect of 2.5 fewer CD purchases per year attributable exclusively to satellite radio.

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

Date: 7/24/2007

George Mantis

APPENDIX A

Screener and Screening Results

THE MANTIS GROUP

STUDY NO 416

Screener

INTERVIEWER'S SIGNATURE:_____DATE:_____

Hello. May I please speak to (INDIVIDUAL LISTED ON THE SAMPLE).

IF SPEAKING, GO TO INTRODUCTION.

IF TRANSFERRED, ASK: Is this (INDIVIDUAL LISTED ON THE SAMPLE)?

IF NO CONTACT NAME LISTED ON SAMPLE OR IF CONTACT NOT AVAILABLE

May I speak to the individual in your household who will have the next birthday, listens to satellite radio and is 18 or older.

When you reach the potential respondent, GO TO INTRODUCTION.

INTRODUCTION:

My name is ___from___, an independent marketing research firm. We are not a sales organization. We are conducting a nationwide study among consumers and would like to include your opinions.

I need to ask you a few questions to see if you qualify for the study.

S1. Does anyone in your household subscribe to satellite radio?

Yes.....	1	(GO TO S2)
No.....	2	(TERMINATE)
Don't know.....	3	(ASK TO SPEAK TO SOMEONE WHO CAN ANSWER THE QUESTION AND BEGIN AT INTRODUCTION)

S2. Do you listen to satellite radio, and are you the individual in your household 18 or older who will have the next birthday?

Yes.....	1	(GO TO S5)
No, that is someone else....	2	(ASK QUESTION S3)
Don't know.....	3	(ASK QUESTION S3)

S3. Who in your household listens to satellite radio, is 18 or older and will have the next birthday?

_____ (Ask to speak to this individual and ask S4)
(If not available, record call back date and time)

CALLBACK: Date_____Time_____Phone (___)_____.

S4. We are conducting a nationwide study among consumers. I understand that you listen to satellite radio and are the person in your household 18 or older who will have the next birthday. Is that correct?

Yes.....	1	
No, that is someone else.....	2	(Go back to S3)
Don't know.....	3	(Go back to S3)

S5. Does any member of your household work for any of the following types of companies? (READ)

	NO	YES	
An advertising agency, sales promotion firm, public relations firm or marketing research organization?	1	2	(TERMINATE)
A radio station or a company that produces or sells music recordings?	1	2	(TERMINATE)

S6. In the past thirty days, have you participated in a marketing research survey other than a political poll?

Yes..... 1 (TERMINATE) No..... 2

S7. How long have you been listening to satellite radio? Would you say.....READ

Less than 3 months.....	X	(TERMINATE)
Between 3 and 6 months.....	1	
Between 6 and 12 months....	2	
Between 1 and 2 years.....	3	
More than 2 years.....	4	
Don't know.....	X	(TERMINATE)

S8. And, may I ask which of the following groups best describes your age? Are you....READ

Under 18.....	X	(TERMINATE)
18 to 24	1	
25 to 34.....	2	
35 to 44.....	3	
45 to 54.....	4	
55 or older.....	5	
Refused.....	X	(TERMINATE)

RECORD GENDER Male..... 1 Female..... 2

SCREENING RESULTS

	Total Contacts
	6,362
Respondent Not Available	2,559
Business Number	75
Wrong Number	242
Language Barrier	43
Refusal	1,600
Not Satellite Radio Subscriber Household	1,012
Employment Disqualification	29
Past Study Participation	75
Listener for Less Than 3 Month	13
Under 18	4
Terminated Interview	10
Completed Interviews	**700**

APPENDIX B

Main Questionnaire and Instructions

Version 1

QU. NO._____

Now I would like to ask you a few questions about your purchases of music CDs.

1. Before you began listening to satellite radio, did you ever purchase any music CDs?

   Yes..... 1

   No..... 2 (SKIP TO QUESTION 3)

   Don't know..... 3 (SKIP TO QUESTION 10)

2. **(ASK IF "YES" TO QUESTION 1)** Before you began listening to satellite radio, approximately how many music CDs did you purchase in an average three month period? (RECORD BELOW) (ASK FOR SPECIFIC NUMBER IF RANGE INITIALLY GIVEN)

   NUMBER_____

3. Now, since you began listening to satellite radio, have you purchased any music CDs?

   Yes..... 1

   No..... 2

   Don't know..... 3 (SKIP TO QUESTION 10)

(IF "NO" to BOTH Question 1 and Question 3, SKIP TO Question 10)

4. **(ASK IF "YES" TO QUESTION 3)** Since you began listening to satellite radio, approximately how many music CDs have you purchased in an average three month period? (RECORD BELOW) (ASK FOR SPECIFIC NUMBER IF RANGE INITIALLY GIVEN)

   NUMBER_____

(IF "DON'T KNOW" to Question 2 and/or Question 4, SKIP TO Question 7)

(IF SAME NUMBER GIVEN in Question 2 and Question 4, SKIP TO Question 10)

5a. **(ASK IF NUMBER GIVEN IN QUESTION 4 IS LESS THAN NUMBER GIVEN IN QUESTION 2)** Why do you think you purchase fewer music CDs now compared to the number you purchased before you began listening to satellite radio? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

_____

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_____

5b. Any other reasons? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

_____

_____

_____

(SKIP TO QUESTION 10)

6a. **(ASK IF NUMBER GIVEN IN QUESTION 4 IS MORE THAN THE NUMBER GIVEN IN QUESTION 2)** Why do you think you purchase more music CDs now compared to the number you purchased before you began listening to satellite radio? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

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6b. Any other reasons? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

_____

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_____

(SKIP TO QUESTION 10)

7. **(ASK IF "DON'T KNOW" IN QUESTIONS 2 and/or 4)** Do you think you purchase more, fewer, or about the same number of music CDs now compared to the number you purchased before you began listening to satellite radio?

More.....	1	(Ask Questions 8a and 8b)
Same.....	2	(Skip to Question 10)
Fewer.....	3	(Ask Questions 9a and 9b)
Don't know.....	4	(Skip to Question 10)

8a. Why do you think you purchase more music CDs now compared to the number you purchased before you began listening to satellite radio? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

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_____

8b. Any other reasons? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

_____

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_____

(SKIP TO QUESTION 10)

9a. Why do you think you purchase fewer music CDs now compared to the number you purchased before you began listening to satellite radio? (RECORD VERBATIM. DO NOT PROBE OR CLAIRFY.)

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_____

9b. Any other reasons? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

_____

_____

10. Now I would like to ask you a few questions about your purchases of music downloads. By music downloads, I mean downloads of a single track of music or an entire album.

Before you began listening to satellite radio, did you ever purchase any music download tracks?

Yes..... 1

No..... 2 (SKIP TO QUESTION 12)

Don't know..... 3 (SKIP TO END)

11. **(ASK IF "YES" TO QUESTION 10)** Before you began listening to satellite radio, approximately how many music download tracks did you purchase in an average three month period? If you downloaded an album, please count that as 10 tracks. (RECORD BELOW) (ASK FOR SPECIFIC NUMBER IF RANGE INITIALLY GIVEN)

NUMBER_____

12. Now, since you began listening to satellite radio, have you purchased any music download tracks?

Yes..... 1

No..... 2

Don't know..... 3 (SKIP TO END)

(IF "NO" to BOTH Question 10 and Question 12, SKIP TO END)

13. **(ASK IF "YES" TO QUESTION 12)** Since you began listening to satellite radio, approximately how many music download tracks have you purchased in an average three month period? (RECORD BELOW) (ASK FOR SPECIFIC NUMBER IF RANGE INITIALLY GIVEN)

NUMBER_____

(IF "DON'T KNOW" to Question 11 and/or Question 13, SKIP TO Question 16)

(IF SAME NUMBER GIVEN in Question 11 and Question 13, SKIP TO END)

14a. **(ASK IF NUMBER GIVEN IN QUESTION 13 IS LESS THAN NUMBER GIVEN IN QUESTION 11)** Why do you think you purchase fewer music download tracks now compared to the number you purchased before you began listening to satellite radio? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

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_____

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14b. Any other reasons? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

_____

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_____

(SKIP TO END)

15a. **(ASK IF NUMBER GIVEN IN QUESTION 13 IS MORE THAN THE NUMBER GIVEN IN QUESTION 11)** Why do you think you purchase more music download tracks now compared to the number you purchased before you began listening to satellite radio? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

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15b. Any other reasons? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

_____

_____

_____

(SKIP TO END)

16. **(ASK IF "DON'T KNOW" IN QUESTIONS 11 and/or 13** Do you think you purchase more, fewer, or about the same number of music download tracks now compared to the number you purchased before you began listening to satellite radio?

More.....	1	(Ask Questions 17a and 17b)
Same.....	2	(Skip to End)
Fewer.....	3	(Ask Questions 18a and 18b)
Don't know.....	4	(Skip to End)

17a Why do you think you purchase more music download tracks now compared to the number you purchased before you began listening to satellite radio? (RECORD VERBATIM. DO NOT PROBE OR CLAIRFY.)

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17b. Any other reasons? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

_____

_____

_____

(SKIP TO END)

18a. Why do you think you purchase fewer music download tracks now compared to the number you purchased before you began listening to satellite radio? (RECORD VERBATIM. DO NOT PROBE OR CLAIRFY.)

_____

_____

_____

_____

_____

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_____

18b. Any other reasons? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

_____

_____

_____

I hereby state that the information contained on the screener and questionnaire is an accurate record of this respondent's comments as they were given to me.

INTERVIEWER'S SIGNATURE_____

Thank you very much. Now, I need to record your name, and telephone number to verify my interview. We must prove that our research is valid.

NAME OF RESPONDENT_____

TELEPHONE NUMBER(____)_____.

Now I would like to ask you a few questions about your purchases of music downloads. By music downloads, I mean downloads of a single track of music or an entire album.

1. Before you began listening to satellite radio, did you ever purchase any music download tracks?

   Yes..... 1

   No..... 2 (SKIP TO QUESTION 3)

   Don't know..... 3 (SKIP TO QUESTION 10)

2. **(ASK IF "YES" TO QUESTION 1)** Before you began listening to satellite radio, approximately how many music download tracks did you purchase in an average three month period? If you downloaded an album, please count that as 10 tracks. (RECORD BELOW) (ASK FOR SPECIFIC NUMBER IF RANGE INITIALLY GIVEN)

   NUMBER_____

3. Now, since you began listening to satellite radio, have you purchased any music download tracks?

   Yes..... 1

   No..... 2

   Don't know..... 3 (SKIP TO QUESTION 10)

(IF "NO" to BOTH Question 1 and Question 3, SKIP TO Question 10)

4. **(ASK IF "YES" TO QUESTION 3)** Since you began listening to satellite radio, approximately how many music download tracks have you purchased in an average three month period? (RECORD BELOW) (ASK FOR SPECIFIC NUMBER IF RANGE INITIALLY GIVEN)

   NUMBER_____

(IF "DON'T KNOW" to Question 2 and/or Question 4, SKIP TO Question 7)

(IF SAME NUMBER GIVEN in Question 2 and Question 4, SKIP TO Question 10)

5a. **(ASK IF NUMBER GIVEN IN QUESTION 4 IS LESS THAN NUMBER GIVEN IN QUESTION 2)** Why do you think you purchase fewer music download tracks now compared to the number you purchased before you began listening to satellite radio? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

_____

_____

_____

_____

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_____

_____

_____

5b. Any other reasons? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

_____

_____

_____

(SKIP TO QUESTION 10)

6a. **(ASK IF NUMBER GIVEN IN QUESTION 4 IS MORE THAN THE NUMBER GIVEN IN QUESTION 2)** Why do you think you purchase more music download tracks now compared to the number you purchased before you began listening to satellite radio? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

_____

_____

_____

_____

_____

_____

_____

6b. Any other reasons? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

_____

_____

_____

(SKIP TO QUESTION 10)

7. **(ASK IF "DON'T KNOW" IN QUESTIONS 2 and/or 4** Do you think you purchase more, fewer, or about the same number of music download tracks now compared to the number you purchased before you began listening to satellite radio?

More.....	1	(Ask Questions 8a and 8b)
Same.....	2	(Skip to Question 10)
Fewer.....	3	(Ask Questions 9a and 9b)
Don't know.....	4	(Skip to Question 10)

8a. Why do you think you purchase more music download tracks now compared to the number you purchased before you began listening to satellite radio? (RECORD VERBATIM. DO NOT PROBE OR CLAIRFY.)

_____

_____

_____

_____

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8b. Any other reasons? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

_____

_____

_____

(SKIP TO QUESTION 10)

9a. Why do you think you purchase fewer music download tracks now compared to the number you purchased before you began listening to satellite radio? (RECORD VERBATIM. DO NOT PROBE OR CLAIRFY.)

_____

_____

_____

_____

_____

_____

_____

9b. Any other reasons? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

_____

_____

_____

10. Now I would like to ask you a few questions about your purchases of music CDs.

Before you began listening to satellite radio, did you ever purchase any music CDs?

Yes..... 1

No..... 2 (SKIP TO QUESTION 12)

Don't know..... 3 (SKIP TO END)

11. **(ASK IF "YES" TO QUESTION 10)** Before you began listening to satellite radio, approximately how many music CDs did you purchase in an average three month period? (RECORD BELOW) (ASK FOR SPECIFIC NUMBER IF RANGE INITIALLY GIVEN)

NUMBER_____

12. Now, since you began listening to satellite radio, have you purchased any music CDs?

Yes..... 1

No..... 2

Don't know..... 3 (SKIP TO END)

(IF "NO" to BOTH Question 10 and Question 12, SKIP TO END)

13. **(ASK IF "YES" TO QUESTION 12)** Since you began listening to satellite radio, approximately how many music CDs have you purchased in an average three month period? (RECORD BELOW) (ASK FOR SPECIFIC NUMBER IF RANGE INITIALLY GIVEN)

NUMBER_____

(IF "DON'T KNOW" to Question 11 and/or Question 13, SKIP TO Question 16)

(IF SAME NUMBER GIVEN in Question 11 and Question 13, SKIP TO END)

14a. **(ASK IF NUMBER GIVEN IN QUESTION 13 IS LESS THAN NUMBER GIVEN IN QUESTION 11)** Why do you think you purchase fewer music CDs now compared to the number you purchased before you began listening to satellite radio? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

_____

_____

_____

_____

_____

_____

_____

14b. Any other reasons? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

_____

_____

_____

(SKIP TO END)

15a. **(ASK IF NUMBER GIVEN IN QUESTION 13 IS MORE THAN THE NUMBER GIVEN IN QUESTION 11)** Why do you think you purchase more music CDs now compared to the number you purchased before you began listening to satellite radio? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

_____

_____

_____

_____

_____

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_____

15b. Any other reasons? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

_____

_____

_____

(SKIP TO END)

16. **(ASK IF "DON'T KNOW" IN QUESTIONS 11 and/or 13)** Do you think you purchase more, fewer, or about the same number of music CDs now compared to the number you purchased before you began listening to satellite radio?

More.....	1	(Ask Questions 17a and 17b)
Same.....	2	(Skip to End)
Fewer.....	3	(Ask Questions 18a and 18b)
Don't know.....	4	(Skip to End)

17a. Why do you think you purchase more music CDs now compared to the number you purchased before you began listening to satellite radio? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

_____

_____

_____

_____

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_____

17b. Any other reasons? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

_____

_____

_____

(SKIP TO END)

18a. Why do you think you purchase fewer music CDs now compared to the number you purchased before you began listening to satellite radio? (RECORD VERBATIM. DO NOT PROBE OR CLAIRFY.)

_____

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_____

_____

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_____

18b. Any other reasons? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

_____

_____

I hereby state that the information contained on the screener and questionnaire is an accurate record of this respondent's comments as they were given to me.

INTERVIEWER'S SIGNATURE_____

Thank you very much. Now, I need to record your name, and telephone number to verify my interview. We must prove that our research is valid.

NAME OF RESPONDENT_____

TELEPHONE NUMBER(____)_____.

INTERVIEWER INSTRUCTIONS

OVERVIEW

The purpose of this study is to learn about satellite radio listeners purchases of music CDs and download tracks.

It is imperative that you closely follow these instructions as well as those on the Questionnaire. Each question must be asked verbatim without any variation whatsoever. Additionally, each answer to all open-ended questions must be recorded verbatim in a Respondent's own words. Should you deviate from these instructions, your work will be unacceptable and invalid.

INTERVIEWING GUIDELINES

1. Read all questions verbatim and record answers verbatim to open-ended questions. No paraphrasing is allowed. Be sure you record every word to a response exactly as it is spoken.

2. On any question a Respondent seems unsure of, simply repeat the question exactly as written, without helping or prompting in any way. Repeat a question no more than two (2) times after you initially asked the question. Use (RQ) in the response space to show us that you repeated the question.

3. Your manner must be entirely neutral. Most people will let you know when they are through answering a question and when you can move on to the next question. Do not rush Respondents.

4. Please ask Respondents to spell any names or words given which are not exactly clear to you. Do not guess or assume the correct spelling of any word.

5. Do not talk to or distract a Respondent in any way while he/she is thinking about or considering a response to a question.

6. Never go back and repeat or re-ask a previous question once you have asked a later question. This holds true even if a respondent requests that you do so.

GUIDE TO QUESTIONING

The attached provides a guide to following the questionnaire skip patterns.

OTHER REQUIREMENTS

After completing the interview, you MUST sign the Questionnaire.

No erasures are permitted on the Questionnaire. If you must make a correction, line out the incorrect information and initial it.

You will not be permitted to use the traditional #2 black lead pencil in recording responses to the Questionnaire questions. Instead, we require that you use black ink medium point pens.

Thank you in advance for your attention to detail and quality on this study.

I hereby state that I have read these instructions and those contained on the Questionnaire.

NAME_____
(Please Print)

SIGNATURE_____ DATE_____

GUIDE TO QUESTIONING

Question 1	All Respondents
Question 2	If "YES" to Question 1
Question 3	All if 'YES' or "NO" to Question 1
Question 4	If "YES" to Question 3
Questions 5a/5b	
	If number given in Question 4 is less than number given in Question 2.
	If "NO" to Question 3 and number given in Question 2.
Questions 6a/6b	
	If number given in Question 4 is more than number given in Question 2.
	If "NO" to Question 1 and number given in Question 4.
Questions 7	
	If "DON'T KNOW" to Questions 2 and/or 4
Questions 8a/8b	
	If "More" in Question 7.
Questions 9a/9b	
	If "Fewer" in Question 7.
Question 10	All Respondents
Question 11	If "YES" to Question 10
Question 12	All if 'YES' or "NO" to Question 10
Question 13	If "YES" to Question 12

Questions 14a/14b

If number given in Question 13 is less than number given in Question 11.

If "NO" to Question 12 and number given in Question 11.

Questions 15a/15b

If number given in Question 13 is more than number given in Question 11.

If "NO" to Question 10 and number given in Question 13.

Questions 16

If "DON'T KNOW" to Questions 11 and/or 13

Questions 17a/17b

If "More" in Question 16.

Questions 18a/18b

If "Fewer" in Question 16.

APPENDIX C

Verification Materials

VALIDATION QUESTIONNAIRE

Good morning (afternoon, evening). I'm (INTERVIEWER) from (COMPANY). We have been asked to verify that you recently participated in a marketing research study.

1. Did you recently participate in a telephone survey about satellite radio?

Yes.....	(RECORD VALIDATED). (Thank Respondent)
No.....	(ASK QUESTION 2)
Don't recall.....	(ASK QUESTION 2)

2. The people who participated in the study were asked if they listen to satellite radio and the number of music CDs and music downloads they purchase. Do you recall that interview?

Yes.....	(RECORD VALIDATED). (Thank Respondent)
No.....	(RECORD "No") (Thank Respondent)
Don't know.....	(RECORD "Don't Know") (Thank Respondent)

THANK YOU VERY MUCH FOR YOUR ASSISTANCE.

The Wats Room, Inc.
Telephone & Internet Data Collection Specialists

www.thewatsroom.com

18 Railroad Avenue
Rochelle Park, NJ 07662
Toll Free: (800) 724-0222
Main: (201) 845-3100
Fax: (201) 845-3131

JULY 16, 2007

George Mantis
The Mantis Group
2032 North Kenmore
Chicago, IL 60614

The validation results of the Satellite Radio Vals:

The dispositions of the 310 respondent names you provided for validation are broken down as follows:

181	Successfully reached and validated
5	Wrong number / No Such Person
9	Disconnect/ (dead numbers)
107	Unresolved number
0	Business / Govt
0	Fax
2	No number listed/Not Enough #'s
3	Invalid due to q2 not recalling the interview
3	Initial refusal
0	Language Barrier
0	Privacy Manager
184	Overall completed (valid and invalid)

310 records were attempted three times.

Respectfully,

Joseph Cerneka
Project Manager
The Wats Room, Inc.
JoeC@twri.com
Main (201) 845-3100
Fax (201) 845-3131
1982-2007 25 Years Of Excellence

DICKEY and ASSOCIATES
12256 Forest Drive
St. John, Indiana
Telephone 219-365-3772 Fax 219-365-6313

July 12, 2007

Mr. George Mantis
The Mantis Group, Inc.
2032 North Kenmore Avenue
Chicago, IL 60614

Dear Mr. Mantis:

Regarding The Mantis Group Study Number 416, I briefed the interviewers and supervisors by telephone regarding study protocols. I specifically discussed in detail the respondent screening criteria, interviewer instructions, and the procedure for administering the questionnaire.

Additionally, I monitored the interviewing as it occurred by listening in their entirety to a total of 387 completed interviews.

Cordially,

Joanne M. Dickey

APPENDIX D

Verbatim Answers of Respondents Purchasing Fewer CDs

PURCHASED FEWER CDs
(368 Respondents

CATEGORY 1
Satellite Radio-Related Reasons Only
(162 Respondents)

002

a. I don't listen to CDs as much in the car anymore.

b. No, that's basically it. I get a bigger variety on satellite radio than CDs. I can also listen to them on my computer.

003

a. I just listen to the radio so I just quit buying them.

b. No.

006

a. Because there's more continuous and uninterrupted music.

b. No.

013

a. Because I have the variety on satellite radio that I like.

b. Quality of sound and no commercials. Very few commercials let's put it that way.

014

a. I got all the music I want any time I want.

b. No.

016

a. Well I don't listen to CDs. I turn the radio on there it is. Why spend more.

b. No.

020

a. Well, it's not necessary. I get everything on the radio I need.

b. No.

022

a. Just listen to music all day, music, new releases on satellite radio. I don't need to buy them anymore.

b. No.

029

a. The music selection available.

b. No.

030

a. Because satellite radio provides everything I need.

b. That's it.

032

a. Because there is always something new on it.

b. No, that's it.

033

a. There's more variety on satellite radio.

b. That's pretty much the only thing.

034

a. Well I don't really know. There is really no advertising on satellite radio. There's more channels. They're an all around better source.

b. No, we just like it.

037

a. Just the variety of stations maybe.

b. No, that's it.

044

a. Because now generally all music and I can choose music I want and not a mix of music.

b. I already paid for satellite radio. Might as well spend the money on that rather than the CDs.

048

a. I really don't know but you know we bought a lot of CDs and that is what we would listen to. Now I have satellite radio so I have Willy all the time.

b. No, that's probably it.

055

a. I listen to the radio more.

b. No.

061

a. Because we have the music on the satellite radio.

b. No.

071

a. Because I can get them on the satellite.

b. No.

072

a. The selection on the music satellite.

b. Nope, that's it.

081

a. No need to. I can record off my XM.

b. That's it.

084

a. I purchase less because satellite radio is commercial free and I can listen to what I want.

b. No.

095

a. Cause I can get any assortment I want depending on what I listen to on satellite radio.

b. No.

103

a. Because on satellite radio I can hear the music I want to hear.

b. That is it.

110

a. Because I can hear it on the satellite radio.

b. No.

112

a. Because it's just easier when we are traveling to listen to satellite radio than carry the CDs with us.

b. No, that's the main reason.

113

a. I guess I'm getting more from my radio.

b. No.

118

a. Better variety of music at one low price.

b. No, that's pretty much it.

119

a. Well because it's right at my finger tip of what I want to listen to.

b. No interrupted music.

136

a. I listen to the radio whatever is on.

b. No, that's it.

156

a. Because there is a lot more mixed music on satellite, not repeating music.

b. No.

162

a. Because I'm satisfied with the music that's on now uninterrupted.

b. No.

172

a. Because I listen to the radio I don't need to purchase CDs.

b. No.

180

a. More variety of songs on the satellite, not stuck with one artist.

b. No.

183

a. Well I used to buy CDs for the car. Now I just listen to satellite radio.

b. No.

184

a. Because I get music I want over the radio.

b. No.

186

a. Because I like satellite radio and I listen to it.

b. Nope.

187

a. Because I get everything I want on satellite radio.

b. No, not really. I just enjoy satellite.

194

a. The satellite radio caters to my music preference. How about that.

b. No.

202

a. Because now I get more of a variety on satellite radio of what I want to hear. More specialty stations if I want to listen to the blues I can listen to the blues.

b. No.

207

a. I just listen to satellite radio now.

b. Just, I don't mess with it.

210

a. Because I get those needs met by satellite radio.

b. No.

212

a. I really, I guess the radio is a sufficient choice that you have. There is a variety of music and we don't need to purchase CDs.

b. I can't think of anything.

216

a. Well I hear most of the songs on the other one. I listen to the older stuff, 40's, 50's.

b Nope.

225

a. Just because of the available music right through the radio.

b. No.

235

a. I purchase less because I like the music on the satellite radio.

b. No, that's it. No five minutes of advertisements or commercials, just straight music.

238

a. Just for that very reason. There is a better selection on satellite.

b. Nope.

240

a. Non stop commercials. I mean I listen to the music I want.

b. That it's better than CDs. I promise you that and plus it's free. You don't have to pay that much.

242

a. Well I can record off from satellite now.

b. Not really.

244

a. Well cause I can get the same sound on satellite radio as I can on CDs.

b. No, that is good enough.

249

a. I get what I want on satellite.

b. No.

250

a. Because I exclusively listen to satellite radio.

b. No.

255

a. Satellite radio has everything. There's no reason to purchase any.

b. No, it just has such a big variety. I love it.

256

a. Because it is easier to hear when I want to hear it.

b. No.

257

a. I don't need it because satellite has all the music you want.

b. No.

259

a. Because it has the music I like to listen to on XM Radio without the commercials and everything else.

b. No, not really.

265

a. Probably because you can get a wider variety.

b That's all I can think of right now.

268

a. Because there is so many good stations you can find. So many good songs on there. I hate to get up and change the CDs all the time. I would rather change the station. I don't have too many CDs.

b. I think they're a waste of money. Easier to turn the radio on.

269

a. I have no idea. Probably because there are just so many choices when I am driving.

b. That's probably it. We just have satellite radio in our car.

271

a. I would say because there is such a variety on satellite.

b. No, probably not. I guess another reason is because you would have to store the CDs in your vehicle. The plus of having satellite radio is that you don't have to store the CDs in your car.

272

a. Well because I can find anything I want to listen to.

b No.

273

a. Satellite radio gives me the most current music when I want to hear it.

b. Basically satellite radio gives me everything I need.

275

a. Because we listen to the music on the radio instead.

b. No, that's just the main reason.

278

a. I don't know. It just happened. Probably there's more of a variety on the satellite radio.

b. No.

294

a. Because it has the music on the satellite radio.

b. No.

297

a. Convenience you know you can listen to the music once you know the channels.

b. No, that just makes it so convenient for you.

301

a. The same reason. The variety. I can go to any station and get whatever music I want.

b. No, I just listen more to satellite radio than anything else.

302

a. I have more variety.

b. No, just that I have more variety.

311

a. Oh, the music I enjoy is on the radio and I don't have the need to purchase music CDs.

b. Nope.

312

a. Better music selection. Better toned with my interest in music.

b. No, that's probably about it.

315

a. Because you can get just about anything on satellite radio.

b No.

316

a. I don't know. I hear a lot more often on the radio.

b No.

319

a. Because I listen to satellite radio and I can listen to a lot of songs I like.

b. That's about it.

320

a. I have no need to.

b No, I get the music I want on XM radio.

322

a. No commercials on satellite.

b. No, that is it.

323

a. Because they put on the songs I like to listen to more regularly.

b. No.

332

a. Cause I have satellite radio I don't need them. I can find what I want.

b No. I do a lot of driving and I'm in the car all the time and I just listen to satellite radio.

333

a. I like certain stations on the satellite so I just stick to it.

b. No, I like a certain type of music so I just stay on that radio dial.

344

a. Satellite radio has some of the music I like.

b. No, not really.

348

a. Now that I have satellite radio I'm sure that has kept me from purchasing a lot of them.

b. No.

354

a. There's such a wide variety of music being played on satellite radio I don't need to keep CDs in my car.

b. No, that's it.

358

a. The variety the satellite radio offers. There is really no need for CDs.

b. No.

364

a. Because I have very good variety of music on it.

b. No.

372

a. I can listen to whatever I want with multiple things on satellite radio.

b. That's the main reason. I can either listen in the car or at home.

385

a. Don't need them. Get all you want right on the radio.

b. No.

388

a. Because I like satellite radio.

b. No, that's really about it.

390

a. Because of the depth and broad variety I find on satellite radio.

b. No, I don't think so.

397

a. Because I have a better selection on the satellite.

b. Nope.

398

a. Well the thing about satellite radio is you hear more music. There is no commercials and you can get it anywhere, wherever you can get a signal, you can get music.

b. No, my big reason is no commercials. I like that.

403

a. I just have a wider variety of music to listen to.

b. Probably the elimination of commercials so I don't have to put anything else on.

404

a. No particular reason really. Satellite radio offers a good variety.

b. No.

405

a. I don't purchase them now. I did before. I just listen to music. Now with satellite radio all the music in the world is there.

b. No.

410

a. Because I get the music off the satellite radio that I want to hear.

b. No, I get all that want to hear on the satellite.

411

a. Pretty much I'm listening to satellite radio all the time.

b No, that's it.

413

a. No commercials.

b. No.

426

a. I get to listen to all the artists.

b. No.

437

a. I don't have to screw with them. I have everything I need on satellite radio. I don't need to purchase CDs because I have everything on satellite radio. Even at Christmas time in my studio during a show, I just put it on the Christmas station and don't have to mess with CDs.

b. That's it.

451

a. There is just much more of a variety with satellite.

b. Nope.

452

a. Because I got the options on the channels. I can get what I want.

b. No.

457

a. Just because of the different stations, the variety on satellite radio.

b. No.

458

a. Because with satellite radio, I don't need them.

b. No.

459

a. Because I listen more to satellite radio. I travel a lot and listen to it continually.

b. Nope.

464

a. Because the CDs I bought were country CDs and now I listen to that on satellite radio.

b. That's the big reason.

468

a. I have less time to listen.

b. When I'm on the road, I'm listening to satellite radio.

471

a. I just listen to the radio instead.

b. No.

475

a. Cause I hear more of my music on the satellite radio.

b. That's it.

476

a. Well because where I live we don't have a lot of radio stations.

b. I get everything I need from satellite radio.

477

a. Just cause I can pretty much listen to whatever I want.

b. That's probably about it.

481

a. Because I hear all the music I want to on the channel I listen to on satellite radio.

b. No, that's it.

487

a. Because music is more of a variety in satellite radio. I don't have a need to buy any more. I have more choices in satellite radio.

b. No, that's sufficient.

488

a. Because we get what we like off of the satellite radio.

b. There are no other reasons. We like what we listen to on satellite radio.

489

a. Because it don't have commercials.

b. No.

494

a. I don't need them. I got them on my radio.

b. No.

496

a. Because we, one of the main reasons we bought CDs was because we travel a lot and we are always hunting for a radio station and this way we don't have to worry about it.

b. No, that's pretty much the main reason.

502

a. I am able to save the songs off of satellite radio.

b. No. I didn't buy many CDs to begin with.

513

a. Because we can hear it on satellite radio.

b. No.

519

a. Many options on the radio for music.

b. More cost efficiency.

523

a. Because there is more variety on satellite.

b. no.

531

a. I've got a wider variety of music that I can listen to.

b. Probably because I've got it in my vehicle so I am not limited to just one or two radio stations.

539

a. Because there is a larger selection I can listen to on satellite radio.

b. No.

542

a. Because satellite radio is great.

b. No. It's got enough that I want to listen to right there on the radio.

551

a. I have adequate music on the satellite radio.

b. No.

554

a. Because we listen to more satellite radio.

b. No.

557

a. Probably because you can get whatever you want on satellite radio.

b. Not really.

559

a. Cause I have the satellite radio.

b. No I don't.

569

a. I have a big variety of channels.

b. No.

570

a. Probably because I have more of a variety with satellite radio.

b. No.

571

a. Because I can listen to satellite radio.

b. No. It's a matter of I might buy them here or there.

572

a. Cause the music that I would be listening to is being played on satellite radio.

b. No.

573

a. Because you can listen to your era that you want without purchasing your CD.

b. Not that I can think of.

574

a. I don't know. Don't know. Don't know. Don't have an answer. Probably cause I can listen on satellite radio to anything I want whenever I want.

b. No.

575

a. Because I can listen to it on my satellite and I have a variety.

b. No.

576

a. Because we have satellite radio in our house and in our car and that is what we enjoy listening to.

b. No.

578

a. Because I have a satellite radio and I've got so much music. There's just no reason. With a satellite radio you've got whatever you want, talk shows or whatever.

b. No.

581

a. Because I like the satellite.

b. Nope.

583

a. Because I've got satellite radio. I mean I don't listen. Was that a multiple choice question? I just buy satellite radio and I listen instead of CDs.

b. No, that's probably it.

584

a. Because satellite radio plays a lot of the music I listen to.

b. No.

588

a. Satellite radio offers a bigger variety.

b. No.

590

a. Because of the variety of satellite radio.

b. no.

591

a. Well because of the radio I guess.

b. Really nothing else. I haven't really found anything I really wanted to buy.

596

a. Because the satellite radio has music that goes by years, 80s, 90s, 70s, 60s, classic country. It's more fun to listen to their stuff instead of going out and buying it. There's more variety in the satellite radio.

b Money.

600

a. Well it doesn't have commercials and it's unedited and uncensored. You can play it through the car if you have an adapter thing.

b. No, that's about it.

603

a. Because I got music I want from my radio. Don't need to purchase them.

b. No, it's no reason to purchase when you already got it.

606

a. I don't purchase them anymore.

b. I hear all the new music on the satellite.

613

a. I don't need them. I just listen to my oldies station.

b. Nope. I don't listen to CDs anymore. I listen to satellite. Before when we go on trips, we would take CDs. No, I don't bother.

615

a. Because whatever we want to listen to is on the radio.

b. No.

619

a. I don't know. I usually just listen to the radio pretty much I guess.

b. Nope.

630

a. Because I have satellite radio.

b. No, that's why we got the radio.

637

a. Because I hear what I want to hear.

b. No ma'am, variety.

642

a. Just because you can get all sorts of music on satellite radio.

b. No, that's it.

643

a. Probably because I don't have to change CDs. I just put it on satellite radio and away you go.

b. That's probably the main one.

644

a. Because I have more choices on satellite radio.

b. That's really the main thing.

645

a. I guess I can listen to the music I want on satellite radio.

b. No.

646

a. I'm already paying for it.

b. Nope.

648

a. There's no need to. All the music I like is on the satellite.

b. No, that's about it.

649

a. Because I get a station at all times. I live in the middle of nowhere and I don't have to resort to a station to find something to listen to.

b. No.

650

a. The quantity of quality music that is available is pretty good to choose so I don't need CDs. Anymore.

b. No.

652

a. No need.

b. No. I can get what I want on satellite radio.

665

a. Because I have the satellite radio. I don't need the CDs anymore.

b. No, not really.

676

a. Because when you get in the pick-up and have XM radio, you don't need them.

b. No.

678

a. Because I am listening to satellite radio.

b. No.

682

a. The music is available on the satellite radio.

b. No.

CATEGORY 2
Both Satellite Radio-Related
and Unrelated Reasons
(24 Respondents)

012

a. Because all the new music is on the radio and I don't have to spend money on CDs.

b. Prices of CDs are more expensive.

018

a. Cause now I can listen to the radio wherever I am, in the car, without having to search for something I like.

b. There hasn't been much in CDs that I would want to spend money on.

025

a. A couple of reasons. Partially because I have so many CDs and there is a select category I tend to listen to and partially because I do listen to satellite radio.

b. No.

026

a. Well I don't know. I just did it to save money. Save money.

b. I'm not overseas anymore. We purchased a lot of CDs overseas. They didn't have satellite radio. When we came home we got satellite radio.

045

a. Probably because I don't lose signal when I am in my car and I download my own music from computer and burn my own CDs.

b. No.

131

a. Well because in my automobile I would listen mostly to CDs but now I listen to satellite radio. I guess it's just around about way of saying I don't listen much to CDs anymore.

b. No, that's basically the only reason. Actually because I download a lot of CDs now too.

155

a. Because I record right off the satellite or I download.

b. Nope.

159

a. Well for one thing everything I like is on satellite radio and pretty much oldies and things I like from the 50's and 60's I have already purchased.

b. No.

182

a. Well we use the satellite radio when we travel. We use that instead of CDs. We very rarely listen to CDs. I also connect it to my pillow speaker so we listen to satellite radio. We also have Direct TV. We listened to XM radio. So we use both XM and Sirius. I like it. They have no commercials.

b. No.

185

a. Probably more variety on the satellite.

b. No. I'm not real big music buff anyway.

203

a. TV or radio stations and satellite radio.

b. Not that I know of.

227

a. For one thing our age. Because we are older and we have our older music that we like to listen to. From the past we still have our LPs and our 8 tracks that still work.

b. The biggest reason you don't have to have a lot of crap in your car. All those boxes.

258

a. Cause I listen to the radio. Sometimes I listen to the talk radio station.

b No, I listen to an I-Pod and I have a bunch of CDs.

270

a. I just don't buy very much music at all and we use satellite radio when we are traveling.

b. No.

357

a. Well because the satellite radio has such a diverse music group and because I can always download specific songs from the Internet if I need to.

b. Nope, that's it.

373

a. More variety on satellite radio.

b. Cutting back on budgets.

380

a. Well I think most of the music I listen to is on satellite.

b. No, I don't think so well because we download a bunch of songs off I-Tunes.

415

a. Because you can download them.

b. And, more choices on satellite radio.

442

a. Because I get the satellite radio. Because the CD player in my car quit.

b. Nope, that's it.

521

a. Well satellite radio is better and well I get Sirius satellite radio on my TV and I get XM that I use in my home and listen to in my vehicle.

b. And, I also listen to music on my computer so I don't buy CDs anymore.

537

a. I don't think it has any bearing on satellite radio. I listen to an I-Pod.

b. I guess I listen to satellite radio instead of CDs.

610

a. I don't really know. Just cause I listen to satellite radio, it's easier.

b. I've just learned you get tired of CDs. The radio is always on. I only listen to CDs in my car.

617

a. First of all I have so many CDs I couldn't begin to play them all anyway. There's no sense in it because if we want to listen to music I have CMT because we're country and XM radio, so I don't need to buy CDs anymore.

b. Nope that's it.

635

a. Because there is a larger range of music on satellite radio and I have I-Tunes.

b. No, not really. I don't want to hear commercials on regular TV.

CATEGORY 3
Reasons That May or May Not
Be Related to Satellite Radio
(17 Respondents)

054

a. I'm saturated with a wide variety of music.

b. No.

059

a. I just have it in my car and my home and that's all I need it for.

b. No.

060

a. Well, don't know. We have satellite in our car and when we want a CD we buy it.

b. No reason, only reason we bought them is for something we hear and like.

077

a. Well I am in the car now more than I used to be.

b No, not that I know of.

167

a. Satellite is what we were looking for.

b. No.

171

a. Before I probably purchased one or two a year. We use satellite in the vehicle and in our home.

b. I just don't bother with them.

264

a. We have it in the house and we have it in the cars.

b. No, just haven't thought about it.

296

a. Cause we are in the car more.

b. No.

331

a. Because I listen to my satellite radio in my truck and that's also where I listen to my CDs.

b. No.

347

a. Well probably because I don't need to buy them.

b. No.

414

a. Well because sometimes when he's in the car wash he can't get the radio so we put a CD in and sometimes your radio goes out if you're in an area with a lot of trees.

b Not that I can think of. We have it is our car and at home.

465

a. I can hear the songs more.

b. No.

505

a. I purchase very few because of it or anything like that.

b. Nope.

563

a. I don't purchase any just because I don't need to.

b. Nope.

579

a. I don't need it.

b. That's enough.

658

a. Because we don't have no need for CDs anymore really.

b. No.

662

a. Because I don't have to worry about anything cutting out.

b. Nope, that's pretty much it.

CATEGORY 4
Reasons Unrelated to Satellite Radio
(165 Respondents)

011

a. I dropped one of my music subscriptions.

b. No, not really. Retired.

017

a. Well I don't hear the popular music I used to have. I don't hear as much new country.

b. No.

027

a. I'm working and don't have any time to listen to them.

b. No, my husband has the satellite radio in his truck.

036

a. It was not due to satellite radio.

b. No.

047

a. Probably because I download off the Internet more.

b No, probably not.

052

a. I don't know. I don't know. I just don't buy anymore.

b. No.

058

a. Personal taste.

b. No.

064

a. Basically I have all I need. I listen to while I sit at the pond. I don't listen to it down the road. We don't use it in the car.

b. Not really.

067

a. Well, I guess I wouldn't say it's less. We don't exactly live close to a big town where we can run out and get a CD.

b. No, not really.

074

a. Because I like classical CDs.

b. No, that's it.

076

a. I have no reason. I just don't buy very many CDs.

b. No. None that I can think of.

087

a. Because I don't like today's music. How do I say this without sounding rude? Well I'm not into some of the music they play now.

b. No.

088

a. Well I don't know other than the reason that I hear something on satellite than I go to I-Tunes and download the song. Or, I look up the artist and look for other albums and songs by them.

b. No.

089

a. It really had nothing to do with satellite radio. I have dish network, satellite television.

b No.

092

a. No real reason that I can think of.

b. No.

093

a. Because my husband just passed away.

b No.

096

a. Because I didn't have as many. I said I didn't buy as many before because my grandkids were younger. I bought more when my grandkids were younger than I do now that they're older.

b. No.

100

a. I guess they can be downloaded off the Internet song by song.

b. No, that' it.

102

a. I never thought about it in terms, has nothing to do with satellite radio.

b. No.

104

a. I don't need any. I have the music that we need and we don't need any more.

b. No.

111

a. Just so much time in the day to listen to stuff.

b. No, that is probably about it.

114

a. Because you can go and still get music anywhere.

b. No.

115

a. Because I have kids now and have other bills.

b. No.

117

a. I don't know. Maybe new stuff comes out and I don't like it.

b No.

120

a. I have no reason. We just buy them when we see one we want.

b. No. I guess no other reason.

121

a. Because by golly, I don't have a paycheck coming in now. Have you tried living on Social Security?

b. No.

123

a. Probably because I download more.

b. No.

127

a. It's more convenient to download I-Tunes or something like that. Instead of buying a whole CD, you just download the songs that you want. When you buy a CD you have 3 or 4 songs that are the most enjoyable.

b. That's about it.

134

a. Because I purchase everything I wanted, not because of the satellite radio. I got everything I wanted.

b. No. Just money.

138

a. Because when I listen to the radio I listen to talk radio or Fox news. I don't really listen to music anymore.

b. No.

139

a. Well I don't know. I don't think it affects it.

b. It's just what's available, you know it's who's putting out a new album, you know, that kind of thing.

148

a. Lack of time and lack of interest.

b. No.

153

a. I would say just simply that we purchase CDs to have in the car and we haven't traveled a lot in the car lately because my husband had back surgery and a hip replacement.

b. I would say we haven't fallen in love with a CD that we wanted to have in our car. That's when we listen to CDs.

154

a. It had nothing to do with satellite radio.

b. Nope.

157

a. I don't know.

b. No.

158

a. It had nothing to do with satellite radio. I don't know.

b. Besides I don't know? No.

166

a. Because I either download them now if I want them.

b. No.

169

a. Satellite radio has nothing to do with it. I purchased CDs for many years before I had satellite radio.

b. No.

170

a. I don't have the money.

b. Nope.

174

a. Cause I don't have to purchase a CD. I can just listen to it on the TV.

b. No.

175

a. I just never listened to CDs, my wife did. I work out of town in heavy construction and I listen to sports channels on XM radio.

b. Not really, just I get good reception wherever I go.

176

a. Probably because I don't listen to them in my truck anymore.

b. Nope.

179

a. Not because of satellite radio. It's not same age anymore. I stopped following music.

b. No.

191

a. I purchase the amount. I just purchase them online.

b. No.

192

a. Because I just download them.

b. No, just easier.

196

a. I haven't really given any thought about that. I just haven't. No particular reason.

b. Nope.

197

a. Just not interested.

b. No.

198

a. I don't know if it has anything to do with satellite radio, but I don't have to buy an album to download songs off my computer.

b. No, no reason.

199

a. I don't think that it has anything to do with satellite radio. It has to do with, I have an I-Pod. With satellite radio I can identify the song or artist and sometimes the song title. I don't have to buy a whole CD to get it. I can just download a song.

b. Cause I can get a better selection on line and by putting it in an I-Pod, I don't need to carry all my CDs. Ultimately I'm going to get rid of all my CDs.

204

a. I download everything now.

b. No.

205

a. Honestly it's a change of work schedule. I work night and sleep during the day.

b. Can't think of nothing else.

217

a. Just timing.

b No, just lack of time to listen to them.

218

a. I just haven't seen anything I particularly care for.

b. No.

220

a. No reason.

b. No reason.

221

a. I don't know if it's because I am less excited about the music or you know now that I've analyzed that, I've noticed that the music is available as a free service.

b No.

226

a. That I don't know.

b. No. Not too may I like out there, I like at the moment.

233

a. Too much money.

b. No, just too expensive.

236

a. We just not. We're older. We don't buy CDs too much anymore.

a. No. I'd say that's it.

243

a. Well we have listened to the Elvis Station, 13 on Sirius.

b. That's it, cause we are buying Elvis CDs.

263

a. I think I've gotten to the point that I am satisfied with what I have and I am not motivated by the new things that come out. I'm happy with what I have and I don't need anything else. If I were to buy something new, it would likely be that I know the person doing the recording.

b. No, I guess not.

266

a. I just don't listen to radio much anymore or anything much anymore.

b. No, I don't think so.

267

a. That's a good question. I don't know. Let's see, let me think. Of the new CDs that are out now, the only ones I'm interested in are El Divo. Lately that's the only music I want to listen to, that and classical.

b. No. I don't believe so. I have about 100 classical. I don't have to buy any new ones for a while.

276

a. No reason.

b. No.

279

a. Probably because we haven't found anybody we like.

b. No.

280

a. Because I have an I-Pod so I do I-Tunes now.

b. No, that was it.

281

a. I'm not interested in CDs. I only bought a few in my life. Even with satellite I don't really listen. I don't really listen to music. I listen to comedy, stories, talk radio and news.

b. No.

284

a. No idea. I like the music but not enough to go out and buy it.

b. Nope.

289

a. Because no stores sell CDs out here.

b. No, that's it.

290

a. I honestly can't answer that. I don't know.

b. No.

291

a. Because we can download the music.

b. No.

295

a. It's hard to find blue's.

b That's it.

298

a. No particular reason. I have a good supply of CDs.

b. No.

305

a. Well I just haven't gotten out and purchased any.

b. No.

307

a. Considering I have purchased very few, there really isn't a reason.

b. Nope.

308

a. Cause I don't listen to music as much anymore.

b. No.

314

a. Because I haven't found any CDs that were of interest to me.

b. No.

321

a. I don't know.

b. No.

325

a. Because of the MP3 player.

b. No, I mean I have everything available of music.

329

a. I don't think, I don't have any desire to purchase any.

b. The only CD player we have is on the vehicle. That's the only time it's played.

336

a. Because I can download more now. That function was not available, that function is more prevalent now than it was before.

b. No.

340

a. I don't know. I guess I just stopped listening. I got involved in other things and I just listen to satellite radio. It's not that satellite radio is any better.

b. No, that's good.

342

a. We really didn't purchase that many before we began listening to it.

b. No.

343

a. Because I am a talk show junky, not a music junky.

b. When I do listen to music, I listen to a pre jazz station for Duquesne University.

345

a. I don't know. I really don't know.

b. No.

349

a. There really isn't any difference. We listen to it in the car, so there really isn't only difference what so ever.

b. No, not really.

355

a. I just think the format has changed.

b. No, not really.

356

a. It had nothing to do with satellite radio. It had to do with MP3 players really.

b. No.

359

a. There hasn't been one that has come out that I wanted.

b. It has nothing to do with me listening to satellite radio.

371

a. I have no idea.

b. No.

375

a. I just have not been out to buy any, no real reason.

b. No.

384

a. I'm not really sure satellite radio has anything to do with it. It all depends on what's out there that I want to buy.

b. No.

391

a. Probably because I got an I-Pod so I download my music.

b. No.

395

a. Because we seek out one specific song verses, having to load a whole CD of songs you don't want.

b. No.

396

a. Because we have what we like. We only listen to one kind of music and we are satisfied with what we have already.

b. No.

399

a. Well I was never one to purchase them to begin with.

b. No.

406

a. Just the type of music that is out there. If there was good music, I would buy it.

b. Nope.

407

a. Mainly because I don't like CDs that well.

b. No, not really. No. Yes, there is, neither me or my husband like current music. We like music from the 40s and 50s era. The only thing we listen to on satellite radio is Channel 4 which plays the great bands era music. We used to play that era of music but now they play the current music.

408

a. I'm unemployed. I got an MP3 and my daughter burns CDs onto that for me.

b. No.

419

a. Just the way it goes. Haven't found anything interesting to buy. That's' it.

b. No.

420

a. Probably because I purchased an I-Pod so everything is on there.

b. No.

422

a. I listen to what I want.

b. No. I just listen to what I want and find what I want.

428

a. It's because I have my own selection of music. I don't need any others.

b. No, no that's it.

429

a. Well I sort of stopped purchasing CDs a little before I started listening to satellite radio. I haven't purchased any in quite some time.

b. Nope.

433

a. Well it's not because of satellite radio. It's because I can purchase albums on I-Tunes. I really don't think about CDs anymore.

b. No.

434

a. I'm much more picky about music. If I buy I really have to like the CD before I buy it.

b. Cost. That's not really a big reason. Mainly don't like the concept of the CD. If I like a track, no reason to buy a CD for 1 or 2 tracks.

436

a. I'm just not listening to music as much.

b. Nope.

439

a. Just the recording I wanted before, I have them.

b. No.

446

a. Don't know, just don't.

b No.

456

a. Because I have all the music I want.

b. No.

467

a. There is no music I really like.

b No.

473

a. I, well, see, I didn't buy that many to begin with. It's just a coincidence.

b. Ok, I'm going to put this in different words. I'm from back in the 50s and I have the CDs I want and that's why I'm not buying any more.

482

a. Because my music tastes have changed so I don't buy as many CDs as I used to. My music tastes have changed.

b. No, that's enough.

484

a. In words, just because of expense that justifies it.

b. Nope, that's it.

485

a. Because we purchase our music online on the Internet.

b. That's it.

486

a. I don't think I purchase fewer because of the satellite radio. Only matter on the singer and preference of song. If we like an artist, then we will purchase a CD.

b. No.

498

a. Because in order to get all the different varieties, you have to have all your own music.

b. No, not really. I don't even know how much they cost to be honest with you. So I can't use price as a reason.

499

a. Probably because my kids download more.

b. No.

504

a. Well I don't listen to it often. My husband does. I get bad reception.

b. I listen to TV too. I just don't buy them anymore. I have a good supply.

517

a. I don't know. It doesn't have anything to do with each other.

b. No.

518

a. I haven't been shopping that much. That will do it.

b. No. I've just been involved with my three teenagers.

520

a. We just haven't had a reason to buy any.

b. No.

524

a. I bought CDs because I didn't like commercials.

b No.

527

a. Music was better then.

b. Not really.

533

a. There's really no reason. All the CDs you get out there these days are rap and hip hop. I'm 55. I can't really identify.

b. I have a collection of all the classics like rock, classical, blues, reggae out there from my era of music so I don't need to buy.

534

a. I have no idea. Maybe money.

b. Nope.

535

a. Because I don't have the money for it.

b. No, that's it.

536

a. Probably because we got I-Pods and we record everything through I-Tunes. It is not because of satellite radio that we don't buy as many CDs. Plus he is not in college anymore, so we don't have to buy as many.

b. I don't think so.

538

a. Cause I don't listen to music quite as much as I used to.

b. No, that's about it.

545

a. I guess because the CDs I did purchase were used CDs of the LPs I used to have, so I would have the CDs for my vehicle.

b. No. I really don't buy many CDs. Just a few to play in my CD player in my truck.

547

a. No idea. I haven't heard anything lately that I want to listen to.

b. More into musical when I was younger. I have got a lot of albums and CDs here and I don't have a reason to buy them.

548

a. I have enough to listen to.

b. No.

553

a. No need to buy all those songs.

b. Satellite radio…I guess I'll say that I put music CDs on my MP3 player. It's not convenient to purchase CDs.

556

a. More careful obviously I have a greater selection available to me so I don't buy as many.

b. No.

560

a. I rarely ever purchase CDs ever. The reason I have satellite radio is because it came with the car.

b. No.

561

a. I use them for the Walkman when I am walking.

b. For my I-Pod, I download from I-Tunes.

562

a. Because I haven't gotten the opportunity.

b. No.

567

a. Just a choice of where you spend your money.

b. No.

582

a. I'm old and I have a large collection.

b. No. It's not because I listen to the XM. I'm sure that's what they're looking for.

585

a. It has nothing to do with satellite radio.

b. No.

586

a. Well before is a lot more than six months. I've only had this for three to six months.

b. No, but had I owned them the same amount of time, my answer would have been different.

592

a. Because if I want a song I purchase that, not purchase the album.

b. Nope.

593

a. I'd say I don't listen to CDs anymore. I just put them on an I-Pod or download a track. I really don't have the need for CDs anymore.

b. No. I don't think it has to do with the difference of satellite radio radio. It's just the time change, so I really don't have the need for CDs anymore.

594

a. Because CDs are out of date I guess you could say.

b. No.

595

a. Well now you got the new MP3 players and instead of holding CDs you got this block that holds thousand of albums.

b. That's it, just easier.

616

a. Because in this area you can't find the CDs in stores. If it's not in the top ten or twenty, you can't find it.

b. No, that's about it.

618

a. CDs that I purchase now are collections I didn't know exist. The reason I don't purchase CDs, I can basically purchase what I want on downloads. I can get exactly the songs I want without buying the whole CD when what you usually want is one or two songs, not all the tracks.

b. You can scratch CDs and you have to buy them again. With MP3s you don't have to. I can recreate them if I want to and burn a CD if I want a CD from them.

620

a. Probably because my satellite radio blocks my CD player in my car.

b. No.

622

a. Because I download music more.

b No, that's it.

625

a. Has nothing to do with that. Baby sitting small children now. No correlation.

b. No, was just in a new location. Babysitting small grandchildren for 18 months.

627

a. I'm just not interested that much in music anymore.

b. Not much, no money.

633

a. Well I get them now through the I-Tunes.

b. No.

639

a. I just got tired of music CDs.

b. No, that was it.

640

a. I lost all my CDs in a fire and I haven't started to replace them yet.

b. No, that's it. The music I listen to needs to be bought in certain places and we haven't bought any since the fire.

647

a. I'm not sure. I don't have an answer for that.

b. No, No.

661

a. It has nothing to do with satellite radio. It has to do with the computer and downloads.

b. Nope.

663

a. A just age difference I guess.

b. Just don't listen to them much anymore. I listen to downloads or the radio.

668

a. No particular reason.

b. No.

669

a. I-Pods.

b. No, not really.

670

a. Because I am downloading them.

b. No.

672

a. Because I download a song just one song, not a whole album of an artist.

b. I am not a fan of most of the new artists that have come out the past few years.

674

a. No idea.

b. No.

677

a. I have no idea.

b. Not applicable.

681

a. I don't know, my husband deals with all that.

b. No.

687

a. Ability to download music.

b. No.

690

a. Same amount. We purchase music CDs whenever we go to see a group.

b. No.

APPENDIX E

Verbatim Answers of Respondents Purchasing More CDs

PURCHASED MORE CDs
(43 Respondents)

CATEGORY 1
Satellite Radio-Related Reasons Only
(15 Respondents)

143

a. Because you get the songs. You get to listen to the songs on the radio, than you want to buy the CDs.

b. No. You just listen to the radio and you like them.

144

a. Same reason as before about downloads. I hear the music on the radio.

b. Probably not.

173

a. I became more aware of more music, different styles, different likes.

b. No, that's it and also artists that I didn't know existed I now do.

190

a. Probably same. When I hear satellite radio it brings back memories and old songs and I seek out the artist.

b. Personally, because I like them.

304

a. I am exposed to a greater variety of music.

b. No, that is the only reason.

310

a. Because it shows you the name and the artist of the song better on the thing.

b. No.

327

a. I heard what I like.

b. No.

352

a. Satellite gives you a greater variety of genres to listen to.

b. That's it. I hear it and I can find the CD to get it. I don't listen to AM or FM radio since I got satellite radio.

365

a. Probably because I'm hearing more music that is not main stream. I get to hear artists I like and go buy their CDs.

b. No.

450

a. Because I hear more artists, new artists.

b. No.

460

a. Satellite radio has a lot more groups that I forgot about.

b. No.

501

a. Now I know who sings them because I can read them.

b. No, that is it.

522

a. Because I'm exposed to a broad range of music and it's more attractive to go buy some of it.

b. No.

566

a. You hear the songs first.

b. Nope.

621

a. Lack of commercials.

b. Basically I listen to radio because there's no commercials. I'm not flipping through channels like I was before so I hear more music.

CATEGORY 3
Reasons That May or May Not
Be Related to Satellite Radio
(1 Respondent)

605

a. Well satellite radio has more stations, more different types of music.

b. Nope. That's about it.

CATEGORY 4
Reasons Unrelated to
Satellite Radio
(27 Respondents)

065

a. Cause I have a teenage daughter.

b. No.

073

a. They are not connected so I don't know.

b. No.

082

a. Because I just want the whole CD.

b. Nope.

094

a. Because with satellite radio you don't get the sound you get off the CDs. The sound is not as good on the satellite radio.

b. No.

109

a. I don't know. If I like the music I buy it. If I don't like it I don't buy it.

b. That's it. That's pretty much it.

160

a. No particular reason.

b. No.

215

a. I probably just enjoy listening to satellite radio more.

b. We purchase the satellite for sports with no commercials. My husband loves sports so he likes to watch games with no interruptions.

224

a. Because they were best of the old group CDs.

b. No.

237

a. Oh, I don't know.

b. No.

253

a. Because I have a twelve year old and there's a bunch of music out there that she wants.

b. No, that's about it.

277

a. It had nothing to do with satellite radio.

b. Just that I was passing by a display in Wal-Mart and I saw two artists I liked so I purchased them.

293

a. It just depends on what I am listening to, what's out, what I like. It has nothing to do with satellite radio.

b. No.

339

a. I got them on sale.

b No.

341

a. I don't think that I do and I don't buy them because I listen to satellite radio. I buy them when artists come to town and I buy it from them.

b. That's about the only time I buy them. I don't buy them from the TV.

360

a. There is CD from my concert and they were all bunched together in my car and my concert CD that satellite radio wouldn't have.

b. No.

379

a. Because there was a website I buy them from. It's cheaper now then before.

b. Not really, no.

409

a. I have no idea. I just saw something I like.

b. No.

440

a. Because my boyfriend isn't buying them any more.

b. No, I didn't have to buy them before. My boyfriend bought them.

455

a. What was available.

b. No.

495

a. I would be more apt to listen to them at home as opposed to just in the car. Comcast just came out with a music channel We just bought the Comcast package and it has approximately 30 channels you can listen to through the car. If you bought the package for your car, you can get it on your computer. You can take it any where you go.

b. No, I can't think of any.

564

a. I think it's because I got older.

b. I listen to it more. I drive now.

611

a. Well because satellite radio I use because I was confused about what it was. I thought you could get your station all the time. They have Classic and Vinyl, Classic Rewind and Buss, but they have commercials, not like Pepsi commercials, but they play the same songs all the time. They play the same songs everyday.

b. No.

623

a. It all depends on what is being released.

b. No.

636

a. Exposure to other songs.

b. I don't listen to free radio anymore at all.

667

a. I don't think any particular reason. I don't think it has to do with satellite radio.

b. No. I also listen to regular radio.

686

a. Because I just wanted to.

b. No reason. I don't have to have a reason.

688

a. Well because I have a good job, more income. If I like the artist I purchase the music and support the business.

b. No.

APPENDIX F

Verbatim Answers of Respondents Purchasing Fewer Downloads

PURCHASED FEWER DOWNLOADS
(51 Respondents)

CATEGORY 1
Satellite Radio-Related Reasons Only
(23 Respondents)

009

a. I can store them on my satellite radio.

b. No.

053

a. Well I just like satellite radio. I just don't purchase tracks online, just for my son, 2 or 3.

b. No I mean I pay for satellite entertainment dollars. That's where the music is.

166

a. Because I listen to the satellite radio more than my I-Pod.

b. Nope.

180

a. Because the channel I listen to has all the songs I like.

b. No.

181

a. Because they had the music I wanted.

b. No.

202

a. Because now I get more of a variety on satellite radio of what I want to hear. More special stations. If I want to listen to the blues, I can listen to the blues.

b. No.

208

a. Variety of satellite radio.

b. No.

220

a. Well no reason. I guess satellite is cheaper from when I was downloading it then and I have it to myself.

b. No.

297

a. Because I like the satellite radio. You get hooked on it.

b. Only reason I don't download any music is because I have satellite radio.

301

a. The variety of satellite radio.

b. No, pretty much that's it.

315

a. Because you can get it all on satellite.

b. No, not really.

357

a. Again, the satellite radio has a lot of diverse stuff. I don't have to worry about sticking it in the CD player.

b. No.

394

a. I don't know. I'm not sure.

b. Just I guess I get more variety of music now so just more variety.

415

a. Because they have more of a choice.

b. No.

434

a. I have no idea. Pretty much the track I like to listen to is on the radio. If I listen long they will be on there.

b. No.

454

a. Well because satellite radio is more convenient.

b. It's bigger variety, take any kind of music you want.

496

a. Because you can get satellite radio through the computer.

b. No.

519

a. Mainly because no time and I already have plenty of music choices with satellite.

b. No.

572

a. Because I don't listen to recorded music as much as I did before.

b. No, that would be it. I spend more time listing to the XM radio, so I don't spend much time listening to recorded music anymore.

618

a. Satellite radio is basically, it is a niche radio. I can download and I can listen to a song on satellite radio. The device I have I can download to an MP3.

b. I just don't need to download music as much anymore. Just like I don't need to purchase CDs as much any longer.

628

a. Because we have more of a variety on satellite radio.

b. Cost of downloading.

672

a. Because of the variety on satellite radio and there is no commercials I find myself listening to that.

b. No, that's about it. I listen to satellite radio 12 hours a day at least.

682

a. Able to enjoy the music continuously.

b. Great selection.

CATEGORY 2
Both Satellite Radio-Related and
Unrelated Reasons
(1 Respondent)

390

a. I guess it's not really my style. I prefer to buy CDs.

b. I get a lot of variety on satellite radio. I guess that's partially a factor.

CATEGORY 3
Reasons That May or May Not
Be Related to Satellite Radio
(2 Respondents)

331

a. Because my satellite radio is in my truck and I download to put on my MP3 player.

b. No.

559

a. Cause I don't need them.

b. That's the main reason.

CATEGORY 4
Reasons Unrelated to Satellite Radio
(25 Respondents)

034

a. Well I don't think it has anything to do with satellite radio. I think it has to do with work or I would download more. My husband and I have an I-Pod and my husband does too.

b. No. I don't think so.

102

a. I purchase less because the more I get the less I need.

b. No.

146

a. Because I've downloaded most of what I wanted.

b. No.

148

a. Probably lack of time spent at home. More time spent in the car.

b No.

179

a. Not because of satellite radio. It's not same age anymore. I stopped following music.

b. No.

184

a. I haven't purchased any.

b. No. I pretty much listen to bluegrass.

194

a. I used to download to an I-Pod device or MP3 player and I don't do that anymore. I listen to FM radio.

b. No.

198

a. We have a child and so I don't get to sit and listen to music that much. It's not the radio.

b. No, no other reason.

217

a. I have no idea. It was a very small desire before and it is even smaller now. Just the way it worked out.

b. No.

254

a. My husband listens to satellite radio and my son downloads tracks.

b. No.

277

a. I didn't. I just purchase them as I see them and as I want them.

b. Nope.

290

a. I don't have the time.

b No.

295

a. The garbage that you can download. It's hard to find the music I like.

b. Too expensive.

346

a. Probably because I have more control of what I listen to.

b. No.

360

a. I don't know. It doesn't have anything to do with satellite radio.

b. Nope.

379

a. Just I guess taste in music maybe.

b. No.

423

a. Because of the music that is coming out. I'm not that crazy about it.

b. No, just that the artists that are popular now are not popular in my mind.

433

a. I purchase less. Not because of satellite radio but because I have already purchased the music I like.

b. No.

464

a. No particular reason

b No.

550

a. I didn't have an MP3 player before.

b. No.

611

a. Just coincidence I guess.

b. No, I specifically downloaded specific songs for a memorial service I did.

626

a. It really had nothing to do with satellite radio. I would rather have the album.

b. No.

649

a. Like I said before, I would listen to my MP3 player so I download them. Now I don't listen to it as much.

b. No.

688

a. I just don't need to. I have no time.

b. No.

691

a. Just life changes. My wife had a baby and was diagnosed with a brain tumor, just life changes.

b. No.

APPENDIX G

Verbatim Answers of Respondents Purchasing More Downloads

PURCHASED MORE DOWNLOADS
(84 Respondents)

CATEGORY 1
Satellite Radio-Related Reasons Only
(19 Respondents)

088

a. Well I think it has something to do with when you listen to satellite radio you hear more music. You know on satellite they don't play commercials. I think it's a couple of reasons. It's easier to find new music than with traditional radio. It's that they don't play more music. They tend to play the same five tracks all day long. Just more to choose from.

b. You have different genres that you like and you can look them up on satellite radio.

115

a. I hear songs on satellite radio. I write it down and download it.

b. No.

144

a. I just hear them. I hear them and I like them. I hear them on the radio and I like them so I buy them.

b. I have an I-Pod now so that's why I download music.

192

a. Because I hear songs I like and I can read on the dial what they are I guess.

b. No.

204

a. You hear more now. Obviously more variety. You're exposed to it more.

b. No.

273

a. Because I hear more artists and better selection.

b. We like to record them to our cell phones for our ring tones.

305

a. Because I was able to listen to them on satellite radio to see if I like them or not.

b. No.

374

a Probably more exposure to music.

b No.

461

a. Probably because I'm able to identify the music through the satellite radio.

b. No.

525

a. Maybe cause I've heard the songs. With satellite radio you hear the song, you see the name of the song and you can go find it.

b. No.

530

a. Because it tells me who the artist is.

b. Nope.

558

a. Because it tells me who sings the song and the name of it on the radio and I can go get it instead of like public radio where you don't know who it is.

b. Nope.

589

a. I've been introduced to a lot more music I haven't heard.

b. No.

593

a. Because whenever I listen to satellite radio I know what the song is because it gives me the title of the song.

b. No, that's primarily it. Because I know what I am listening to. You can also add that there's a lot more variety on satellite radio.

595

a. Because you can listen to what's hot and what's not. You get a variety. You listen to an artist you never heard before. You can look at digital display gives you song and the artist and you can go online and see what else they have and see if you like it.

b. Just that I can do it.

643

a. Probably because I hear the song I like and it tells me the name so I go download it. I don't have to go anywhere or anything.

b. No. that would be it, just convenience.

646

a. I hear more of what I like.

b. Nope.

661

a. Because I listen to satellite radio and hear them.

b. Nope.

669

a. Because I-Tunes is one reason. Because there is song I hear on satellite radio that I hunt for on I-Tunes.

b. Songs that I've listened to on satellite radio I search them out on I-Tunes music and download them.

CATEGORY 3
Reasons That May or May Not Be
Related to Satellite Radio
(6 Respondents)

215

a. I think because the satellite radio is better than the other radio.

b. No. We just like the satellite radio. We use it when we travel. We bring it inside.

345

a. Probably heard a song that I wanted to hear on my I-Pod.

b. No.

355

a. Probably just a broader variety.

b. No, that's probably it.

465

a. I have found more songs I like.

b. No.

616

a. Well because with normal radio I only had a limited amount of music but with satellite radio you have a variety. They have different types of music. I can go and only get the one song compared to a whole album.

b. No, that's it.

670

a. More variety.

b. No.

CATEGORY 4
Reasons Unrelated to Satellite Radio
(59 Respondents)

001

a. I would because I purchased a better music player.

b. No.

013

a. Probably because I have and I-Pod and I didn't before.

b. No, not really.

021

a. It probably doesn't have anything to do with satellite radio. It's an I-Pod.

b. None that I can think of.

037

a. Just cause I had the program. That's the only reason.

b. No, that' it.

041

a. More songs I enjoy listening too.

b. No.

051

a. Before I subscribed to satellite radio I didn't own an I-Pod.

b. No.

065

a. Because we have I-Pods.

b. No.

090

a. Because my kids all have I-Pods now.

b. Nope.

091

a. Because I got an I-Pod.

b No.

113

a. It's just not something I typically do. I just got a new phone and that's what I needed to do.

b. No.

131

a. Because I bought an MP3 player and I listen while I bike ride.

b. Not, that's basically it.

154

a. I have no choices. I don't know. I have no idea why I do.

b. Nope.

155

a. Just more into music now.

b. Nope.

193

a. It's not directly related to me hearing a tune on XM or satellite radio. My daughter seems to require more and more music for her I-Pod.

b. My daughter wants music on her I-Pod and she is wanting more and more music.

199

a. Well I don't buy any CDs any longer.

b. No, that's primarily it. And, I got a new I-Pod That's probably another big reason.

219

a. I was interested in purchasing one piece of music.

b. No.

280

a. Convenience.

b No, that's about it.

285

a. I got a larger capacity I-Pod.

b Nope.

286

a. Because I didn't have an I-Mac computer. Until I bought that computer, I didn't have the I-Tunes store. I don't know how this is going to fit into the question about satellite radio because I downloaded song tracks for the first time three night ago.

b. No.

291

a. We have I-Pods so I think it has to do with using I-Tunes and I-Pods.

b. No, well I guess convenience.

293

a. MP3 players. I use more MP3 players.

b. No.

321

a. For my granddaughter.

b. No.

336

a. Because it stimulates you to listen to more music on the satellite radio and it provokes me to listen to satellite radio.

b. No, I-Pod are more popular.

366

a. I own an I-Pod now and I didn't before satellite radio.

b No.

378

a. Didn't know it was really available.

b. No.

380

a. Because we also bought an I-Pod.

b. No.

382

a. It has nothing to do with it.

b It's not related to satellite radio. It's just because I wanted to.

384

a. I needed a song for my son's wedding.

b No.

388

a. Because I purchase them more than CDs.

b. Nope.

395

a. Because we bought I-Pods and they're mobile. They go in the car and we don't have satellite in the car.

b. No.

398

a. Because I wanted to.

b No.

413

a. Timing. I don't think it has anything to do with satellite.

b. No.

431

a. Because you can purchase an individual track.

b. Before I listened to satellite radio there was no downloads of music.

441

a. I don't know. Because I have an I-Pod.

b. No, that's all right.

459

a. I don't think it has anything to do with satellite radio. The technology is just better now.

b. No.

469

a. I didn't have a device to play them on like an I-Pod.

b. No.

472

a. Cause I didn't have an I-Pod then.

b. No.

497

a. I really don't know. Maybe because we listen to Bill Mack.

b. I don't think so.

510

a. Cause I got a CD player in my new car.

b. No, that's basically it, to make CDs for the car.

511

a. I can purchase them individually and not pay for songs I don't want. It's easy to pick the songs we want to listen to rather than say for songs we don't listen to.

b. It's more accessible.

513

a. Because I got I-Pods for my little girls.

b. No.

522

a. I think it's coincidence. It has nothing to do with satellite radio. Things I found on the Web.

b. No.

527

a. I started using I-Tunes, completely unrelated.

b. Not really.

543

a. My husband wanted me to make some CDs for him.

b. Nope.

553

a. That's really because I bought an I-Pod and I wanted to take it to workout.

b. I downloaded to it because I didn't want to buy the CDs I guess.

568

a. Well we have the satellite radio in the car and the downloads were for I-Pods.

b. No.

590

a. Well I think it's I-Tunes instead of satellite radio. It's on a computer.

b. No.

592

a. Because we have three I-Pods in the house.

b. Nope.

609

a. Because I purchased an I-Pod.

b. Nope.

622

a. One Christmas an I-Pod was given to me. The second reason is that I started working from home and it is easier to listen to music from my computer.

b. No.

633

a. Because I got an Apple Computer, the I-Pod.

b. No.

645

a. My kids bought I-Pods.

b. No.

655

a. I think life ceased at that time period. I don't think satellite radio had anything to do with it.

b. No.

656

a. Because Pearl Jam started selling their music as downloads instead of albums. The format they went to after selling their bootleg records basically.

b Nope.

678

a. Because my telephone has music on it.

b. No.

684

a. When you listen to tired old radio stations, they play the same songs over and over again. When you start playing something from the 80s or other kinds of music, you end up downloading them because you don't hear them on regular radio.

b. No.

685

a. A good question. I don't have a clue.

b. No. I don't have any special reason, availability.

687

a. Different websites.

b. No.

689

a. Because I bought an I-Pod.

b. No.