



WILLIAMS MULLEN

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April 3, 2008

**BY ELECTRONIC TRANSMISSION**

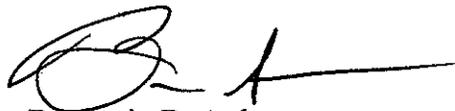
Ms. Marlene H. Dortch, Secretary  
Federal Communications Commission  
Office of the Secretary  
445 12<sup>th</sup> Street, S.W.  
Washington, DC 20554

Re: Written Ex Parte Presentation in Connection With the Consolidated Application for Authority to Transfer Control in Connection With the Sirius/XM Merger, as Amended (MB Docket No. 07-57)

Dear Ms. Dortch:

In response to the request of the FCC staff in the meeting of April 2, 2008,<sup>1</sup> the Consumer Coalition for Competition in Satellite Radio ("C3SR"), by its counsel, hereby submits the attached survey instrument, which accompanies the Executive Summary previously submitted by former Attorney General Dick Thornburgh in a written ex parte submission dated March 28, 2008 in the above-referenced docket. This survey was administered by NRG Research Group ("NRG"), an independent public opinion and market research company.<sup>2</sup>

Respectfully submitted,



Benjamin D. Arden

Attachment

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<sup>1</sup> For a list of the staff members, please refer to the ex parte notice filed by C3SR on April 3, 2008.

<sup>2</sup> NRG's contact information is available at <http://www.nrgresearchgroup.com/contact.html>.

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U.S. NATIONAL SURVEY – RESULTS  
January 22-25, 2008

CONFIDENTIAL DOCUMENT  
N=407 SATELLITE RADIO USERS

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Q1: Do you subscribe to satellite radio?

100%	Yes [GO TO Q2]
0%	No

Q2: To which service do you subscribe?

49.1%	Sirius only [GO TO Q3]
40.3%	XM only [GO TO Q10]
10.6%	Both [GO TO Q3]

Q3: If XM did not increase the amount of commercials on its lineup, but Sirius increased its commercials by five minutes per hour on all channels, would you:

63.0%	remain a Sirius subscriber
23.0%	drop Sirius, buy a new satellite radio receiver, and subscribe to XM
8.6%	drop Sirius and not subscribe to any other subscription radio service
5.3%	other [IF Q3 EQ D, PROBE "What would that be?"]

Q4: If **both** Sirius and XM increased the amount of commercials by five minutes per hour on all channels, would you:

74.5%	remain a Sirius subscriber
8.6%	drop Sirius, buy a new satellite radio receiver, and subscribe to XM
14.8%	drop Sirius and not subscribe to any other subscription radio service
2.1%	other [IF Q4 EQ D, PROBE "What would that be?"]

Q5: If XM did not increase the amount of commercials on its lineup, but Sirius increased its commercials by ten minutes per hour on all channels, would you:

41.6%	remain a Sirius subscriber
37.0%	drop Sirius, buy a new satellite radio receiver, and subscribe to XM
18.5%	drop Sirius and not subscribe to any other subscription radio service
2.9%	other [IF Q5 EQ D, PROBE "What would that be?"]

Q6: If **both** Sirius and XM increased the amount of commercials by ten minutes per hour on all channels, would you:

- 57.2% remain a Sirius subscriber
- 7.0% drop Sirius, buy a new satellite radio receiver, and subscribe to XM
- 34.2% drop Sirius and not subscribe to any other subscription radio service
- 1.6% other [IF Q6 EQ D, PROBE "What would that be?"]

Q7: What type of Sirius channel do you listen to the most? [Based on categories on Sirius website]

- 4.5% Christian, Religion
- 10.3% Classical, Jazz/Blues, Country
- 4.9% Electronic/ Dance
- 2.1% Entertainment (E!, Maxim, CourtTV, Playboy Radio)
- 2.5% Family & Health (Radio Disney, Kids Stuff)
- 2.1% Financial News (CNBC, Bloomberg)
- 11.5% Howard Stern
- 1.2% Latin/ International
- 0.4% Martha Stewart
- 5.8% Live Sports (NASCAR, NBA, NFL)
- 5.3% Political Talk/ Public Radio
- 33.3% Rock, Pop, Hip-Hop/R&B
- 6.2% SIRIUS Comedy
- 6.2% Sports Talk & News
- 3.7% US News (Fox, CNN), International News (World Radio, BBC)

Q8: What type of Sirius channel do you listen to the **second** most?

- 2.9% Christian, Religion
- 11.1% Classical, Jazz/Blues, Country
- 4.5% Electronic/ Dance
- 9.1% Entertainment (E!, Maxim, CourtTV, Playboy Radio)
- 4.5% Family & Health (Radio Disney, Kids Stuff)
- 4.9% Financial News (CNBC, Bloomberg)
- 5.8% Howard Stern
- 0.8% Latin/ International
- 2.5% Martha Stewart
- 8.2% Live Sports (NASCAR, NBA, NFL)
- 4.9% Political Talk/ Public Radio
- 21.4% Rock, Pop, Hip-Hop/R&B
- 7.8% SIRIUS Comedy
- 6.2% Sports Talk & News
- 5.3% US News (Fox, CNN), International News (World Radio, BBC)

Q9: What type of Sirius channel do you listen to the **third** most?

4.9%	Christian, Religion
10.3%	Classical, Jazz/Blues, Country
4.5%	Electronic/ Dance
6.2%	Entertainment (E!, Maxim, CourtTV, Playboy Radio)
4.9%	Family & Health (Radio Disney, Kids Stuff)
6.2%	Financial News (CNBC, Bloomberg)
4.5%	Howard Stern
0.8%	Latin/ International
3.3%	Martha Stewart
8.6%	Live Sports (NASCAR, NBA, NFL)
7.0%	Political Talk/ Public Radio
12.8%	Rock, Pop, Hip-Hop/R&B
7.4%	SIRIUS Comedy
11.5%	Sports Talk & News
7.0%	US News (Fox, CNN), International News (World Radio, BBC)

Q10: If Sirius did not increase the amount of commercials on its lineup, but XM increased its commercials by five minutes per hour on all channels, would you:

59.9%	remain a XM subscriber
217%	drop XM, buy a new satellite radio receiver, and subscribe to Sirius
12.6%	drop XM and not subscribe to any other subscription radio service
5.8%	other [IF Q18 EQ D, PROBE "What would that be?"]

Q11: If **both** Sirius and XM increased the amount of commercials by five minutes per hour on all channels, would you:

69.1%	remain a XM subscriber
6.8%	drop XM, buy a new satellite radio receiver, and subscribe to Sirius
19.8%	drop XM and not subscribe to any other subscription radio service
4.3%	other [IF Q11 EQ D, PROBE "What would that be?"]

Q12: If Sirius did not increase the amount of commercials on its lineup, but XM increased its commercials by ten minutes per hour on all channels, would you:

43.0%	remain a XM subscriber
29.0%	drop XM, buy a new satellite radio receiver, and subscribe to Sirius
22.2%	drop XM and not subscribe to any other subscription radio service
5.8%	other [IF Q12 EQ D, PROBE "What would that be?"]

Q13: If **both** Sirius and XM increased the amount of commercials by ten minutes per hour on all channels, would you:

- 52.7% remain a XM subscriber
- 5.8% drop XM, buy a new satellite radio receiver, and subscribe to Sirius
- 38.6% drop XM and not subscribe to any other subscription radio service
- 2.9% other [IF Q13 EQ D, PROBE "What would that be?"]

Q14: What type of XM channel do you listen to the most? [Based on categories on XM website]

- 4.3% Christian
- 12.6% Classical, Jazz and Blues, Country
- 5.8% Comedy (XM Comedy, Laugh Attack)
- 4.3% Dance
- 2.4% Kids (Radio Disney, XM Kids)
- 0.5% Latin
- 7.7% News (Fox News, CNN, CNBC, Bloomberg, C-SPAN, Traffic & Weather)
- 44.4% Hits, Rock, Decades, Urban (R&B/ Hip-Hop)
- 7.7% Sports News (ESPN, Fox Sports)
- 2.4% Live Sports (MLB, NHL, NCAA)
- 1.4% Oprah
- 3.9% Talk and Variety (American Right, Air America, Open Road)
- 1.4% Opie & Anthony!
- 1.0% Lifestyle (Eclectic, New Age), World (Reggae, Pop Hits in French)

Q15: What type of XM channel do you listen to the **second** most?

- 3.4% Christian
- 14.0% Classical, Jazz and Blues, Country
- 12.6% Comedy (XM Comedy, Laugh Attack)
- 6.3% Dance
- 8.7% Kids (Radio Disney, XM Kids)
- 1.0% Latin
- 11.1% News (Fox News, CNN, CNBC, Bloomberg, C-SPAN, Traffic & Weather)
- 18.8% Hits, Rock, Decades, Urban (R&B/ Hip-Hop)
- 8.2% Sports News (ESPN, Fox Sports)
- 3.9% Live Sports (MLB, NHL, NCAA)
- 1.4% Oprah
- 7.2% Talk and Variety (American Right, Air America, Open Road)
- 1.0% Opie & Anthony!
- 2.4% Lifestyle (Eclectic, New Age), World (Reggae, Pop Hits in French)

Q16: What type of XM channel do you listen to the **third** most?

3.4%	Christian
8.2%	Classical, Jazz and Blues, Country
12.6%	Comedy (XM Comedy, Laugh Attack)
5.8%	Dance
4.8%	Kids (Radio Disney, XM Kids)
1.9%	Latin
20.8%	News (Fox News, CNN, CNBC, Bloomberg, C-SPAN, Traffic & Weather)
9.2%	Hits, Rock, Decades, Urban (R&B/ Hip-Hop)
10.6%	Sports News (ESPN, Fox Sports)
8.2%	Live Sports (MLB, NHL, NCAA)
4.3%	Oprah
5.3%	Talk and Variety (American Right, Air America, Open Road)
1.4%	Opie & Anthony!
3.4%	Lifestyle (Eclectic, New Age), World (Reggae, Pop Hits in French)

Q17: What percentage of the time do you listen to satellite radio in your automobile (versus at home or somewhere else)?

14.0%	0-20%
6.1%	21-40%
14.7%	41-60%
17.0%	61-80%
36.1%	81-100%
11.5%	NA/Ref/Missing

Q18: When you listen to satellite radio in your car, what form of audio connection do you use?

36.1%	Factory installed by automobile maker
10.3%	Professionally installed by automobile dealership
23.3%	Professionally installed in after-market (e.g. BestBuy, Circuit City, etc.)
25.3%	Installed myself using FM transmitter
4.9%	Other

Q19a: How many minutes on average do you spend in your car during your morning commute to work (or to a train/subway/bus station en route to work)?

8.6%	Less than 10 minutes
19.7%	Between 10 and 20 minutes
31.4%	Between 20 and 40 minutes
16.2%	Between 40 and 60 minutes
5.4%	Between 60 and 80 minutes
4.2%	Over 80 minutes
4.2%	No part of my commute involves a car
10.3%	I don't work [GO TO Q19c]

Q19b: How many minutes on average do you spend in your car during the workday (not including commuting time)?

14.8%	Less than 10 minutes
17.0%	Between 10 and 20 minutes
25.5%	Between 20 and 40 minutes
13.7%	Between 40 and 60 minutes
7.1%	Between 60 and 80 minutes
9.0%	Over 80 minutes
12.9%	I don't drive my car during the workday

[SKIP to Q19d]

Q19c: How much time per day do you spend in your car?

9.5%	Less than 10 minutes
21.4%	Between 10 and 20 minutes
28.6%	Between 20 and 40 minutes
14.3%	Between 40 and 60 minutes
4.8%	Between 60 and 80 minutes
4.8%	Over 80 minutes
16.7%	I don't own/use a car

Q19d: How many times per year do you take a car trip that exceeds 100 miles?

5.7%	0
27.3%	1 to 2
30.0%	3 to 5
16.7%	5 to 8
20.4%	9 or more

Q20: Have you ever heard of an audio service called Slacker?

9.1%	Yes
90.9%	No

Q21: How many satellite radio receivers do you own?

64.6%	1
30.0%	2
5.4%	More than 2

[SKIP TO Demographic questions]

Q22: Which satellite radio provider are you most likely to consider?

- a. ~~Sirius~~
- b. ~~XM~~
- c. ~~Indifferent~~

AGE. In what year were you born?

36.9%	18-34 years old
47.4%	35-54 years old
14.3%	55+ years old
1.5%	NA/Ref/Missing

EDOFR. What is your highest level of formal education?

0.5%	Less than high school.
15.2%	High school.
29.7%	Some college.
38.1%	College graduate.
16.0%	Post-graduate degree.
0.5%	Don't know/Refused/NA.

RESIDE. Would you say that you live in an urban, suburban, or rural community?

28.7%	Urban/City.
51.1%	Suburban.
19.4%	Rural.
0.7%	Don't know/Refused/NA.

ZIP. What is the zip code of your current residence?

23.6%	Northeast
35.4%	South
21.4%	Midwest
19.7%	West

OCCUPY. What is your occupation? [[These are the major occupation groups according to BLS]]

14.7%	Management, business, financial
20.6%	Professional and related
5.7%	Service
6.4%	Sales and Related
8.6%	Office and Administrative Support
2.7%	Construction and Extraction
2.5%	Installation, Maintenance, and Repair
3.4%	Production
2.5%	Transportation and Material Moving
0.2%	Military
11.8%	Other
7.6%	Student.
11.5%	Homemaker.
1.7%	Don't know/Refused/NA.

RACE. What is your racial background?

80.1%	White.
5.4%	African American.
6.4%	Hispanic.
4.9%	Asian
1.0%	Native American
1.5%	Other.
0.7%	Don't know/Refused/NA.

INCOME. What was your combined household income last year?

5.2%	Less than \$20K.
18.2%	\$20-\$40K.
30.2%	\$40K-\$75K.
21.6%	\$75K-\$100K
15.7%	\$100K-\$200K.
3.7%	Over \$200K
5.4%	Don't know/Refused/NA.

GENDER.

49.6%	Male
50.4%	Female