

Satellite Radio... Who Wants It, and Why?

**A special extract from
*The National In-Car Study***



How the Study Was Conducted

1,505 telephone interviews were conducted in July 2003

- National U.S. random sample
- Spring 2003 Arbitron diarykeepers age 12+
- 98.4% of the sample had driven or ridden as a passenger in non-public transportation vehicles (car/truck/van, etc.) in the last month



General Findings

- Roughly 40% of those who are interested in the concept of satellite radio have never heard of XM or Sirius.
- Those who plan to get satellite radio in the next year or are very interested in the concept tend to be consumers who are spending the most time in their cars. They have the longest commute times and also spend time in their cars for work purposes.



General Findings *(continued)*

- Consumers interested in satellite are some of radio's biggest listeners.
- Satellite radio has tapped into a need of prospective customers by offering local traffic reports.
- No surprise that those interested in satellite radio tend to be early adopters of new technology and likely to visit new stores.



General Findings *(continued)*

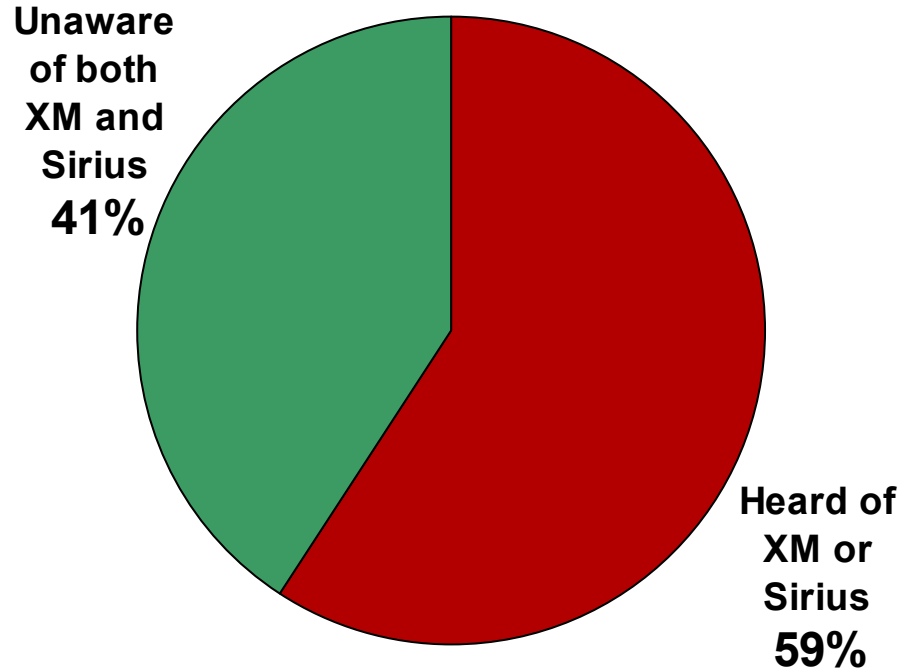
- Those interested in satellite radio might be getting the service with their new vehicle. Roughly a third of those interested are planning a new vehicle purchase in the next twelve months.
- The southern U.S. seems to have more than its share of those interested in satellite radio.



More subscribers on the way?

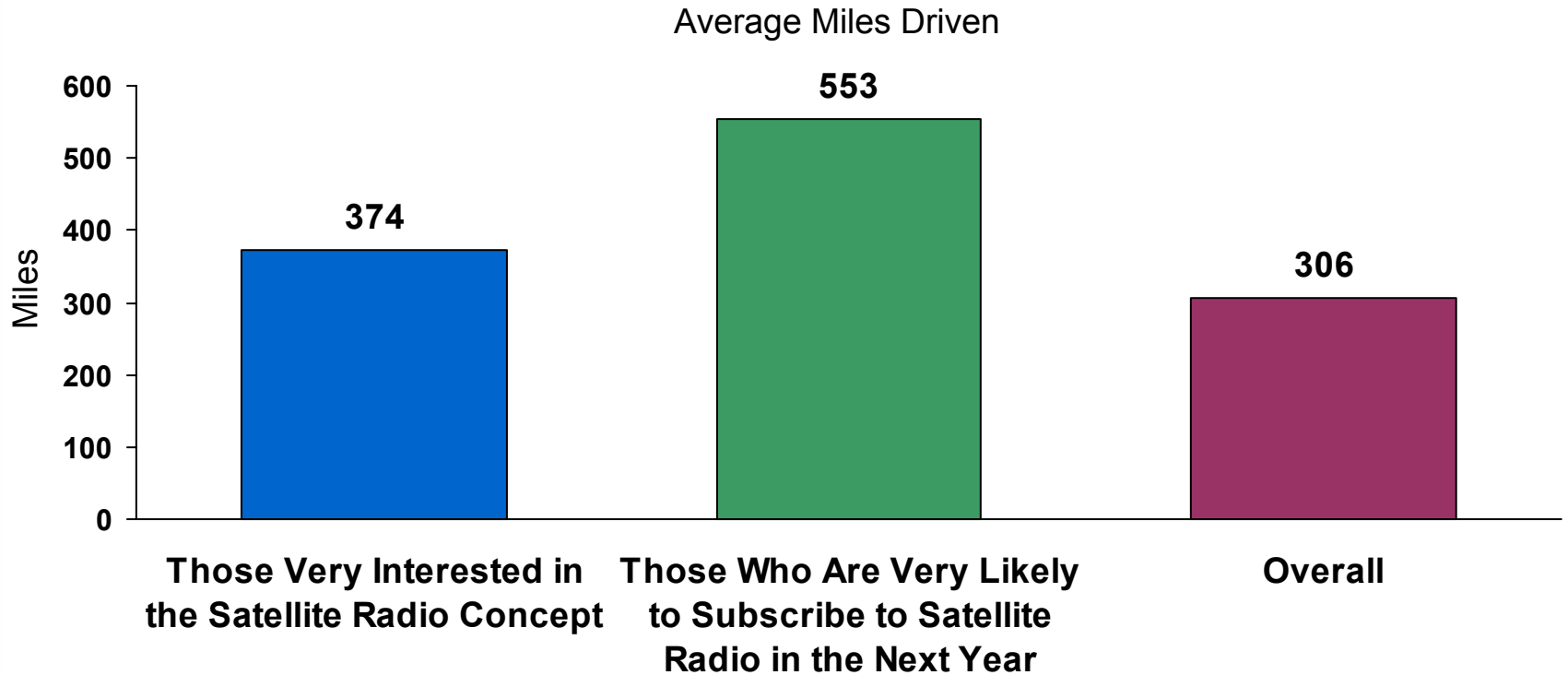
More than 40% of those interested in the satellite radio concept have never heard of XM or Sirius.

Those Interested in Satellite Radio



Satellite candidates are road warriors.

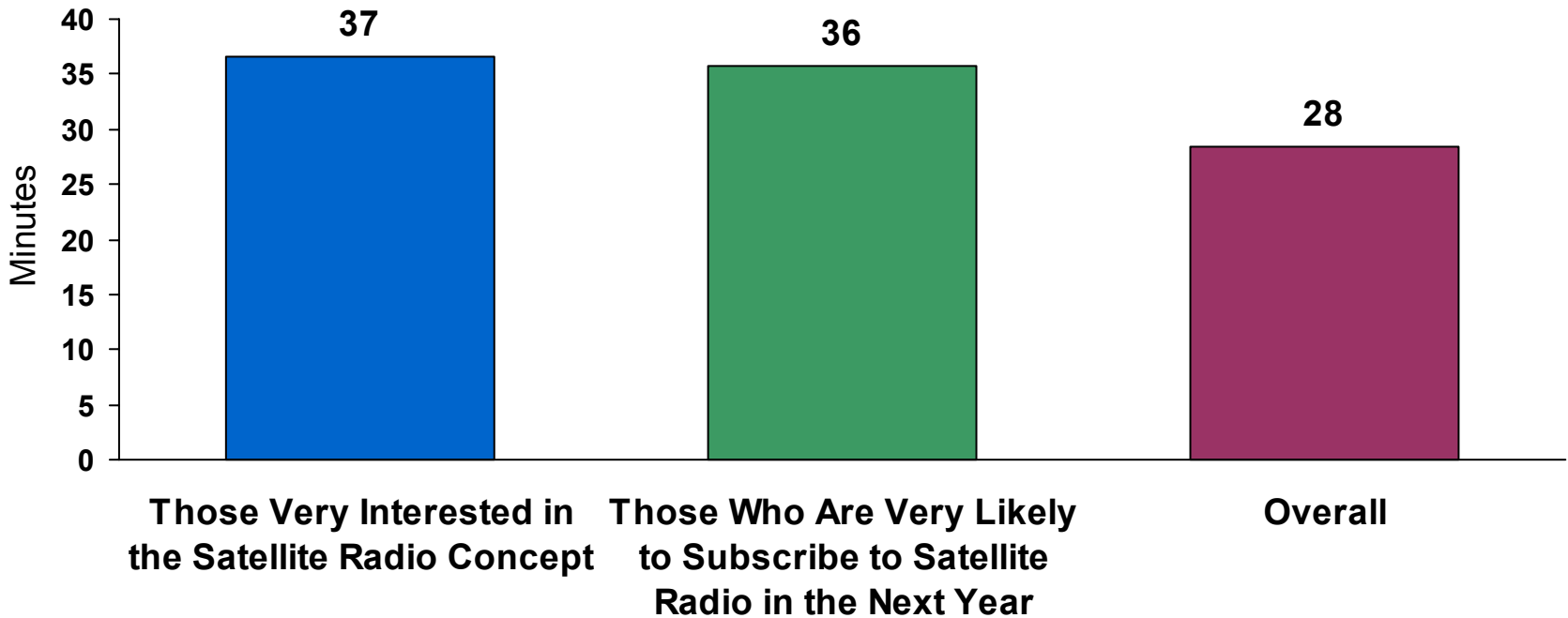
“How many miles combined have you traveled in a car either as a driver or passenger in the last seven days?”



Satellite candidates are big commuters.

“How much time do you usually spend commuting to work one way?”

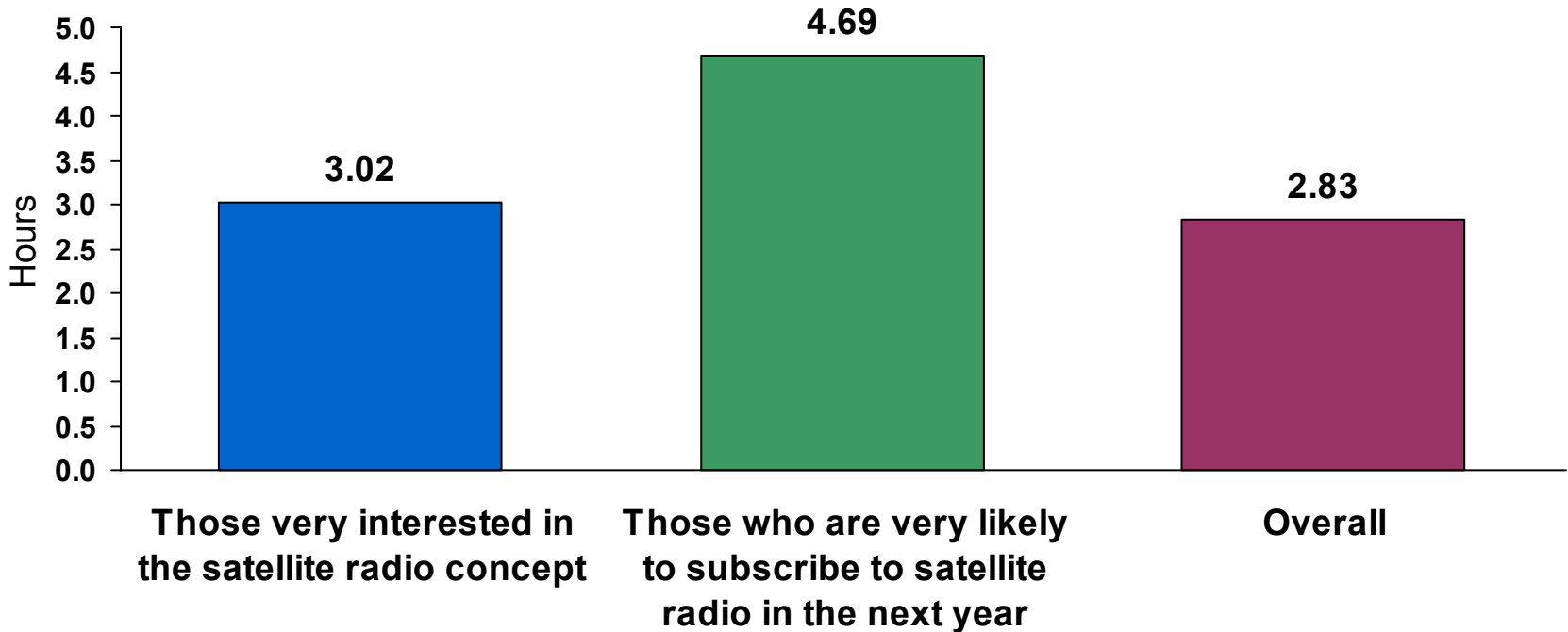
Average Time Spent Commuting



In addition to long commutes, satellite candidates also spend time in their cars for work.

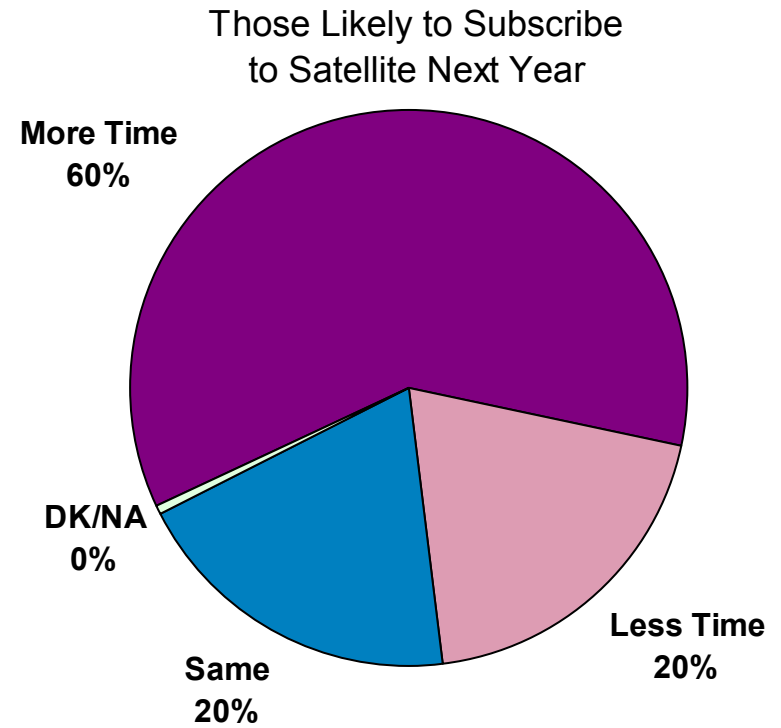
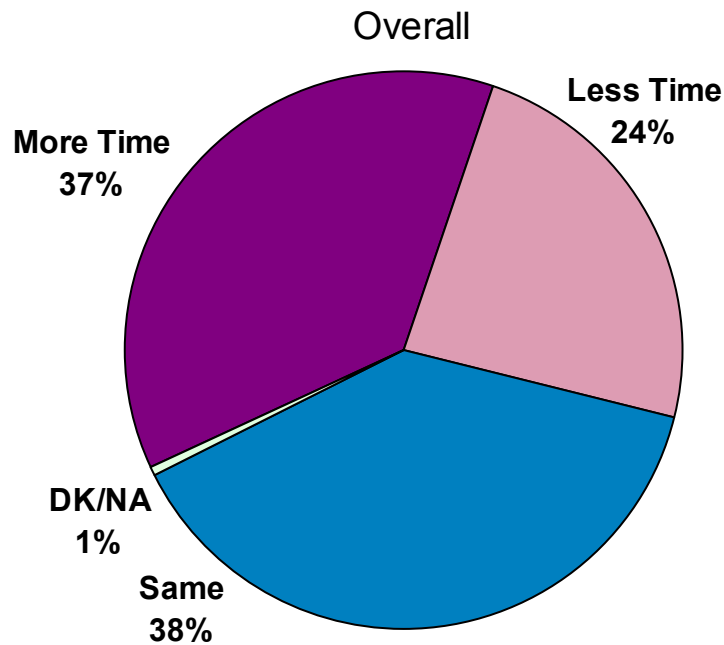
“How much time do you usually spend driving your car for your job during a typical day?”

Average Time Spent Driving for Work



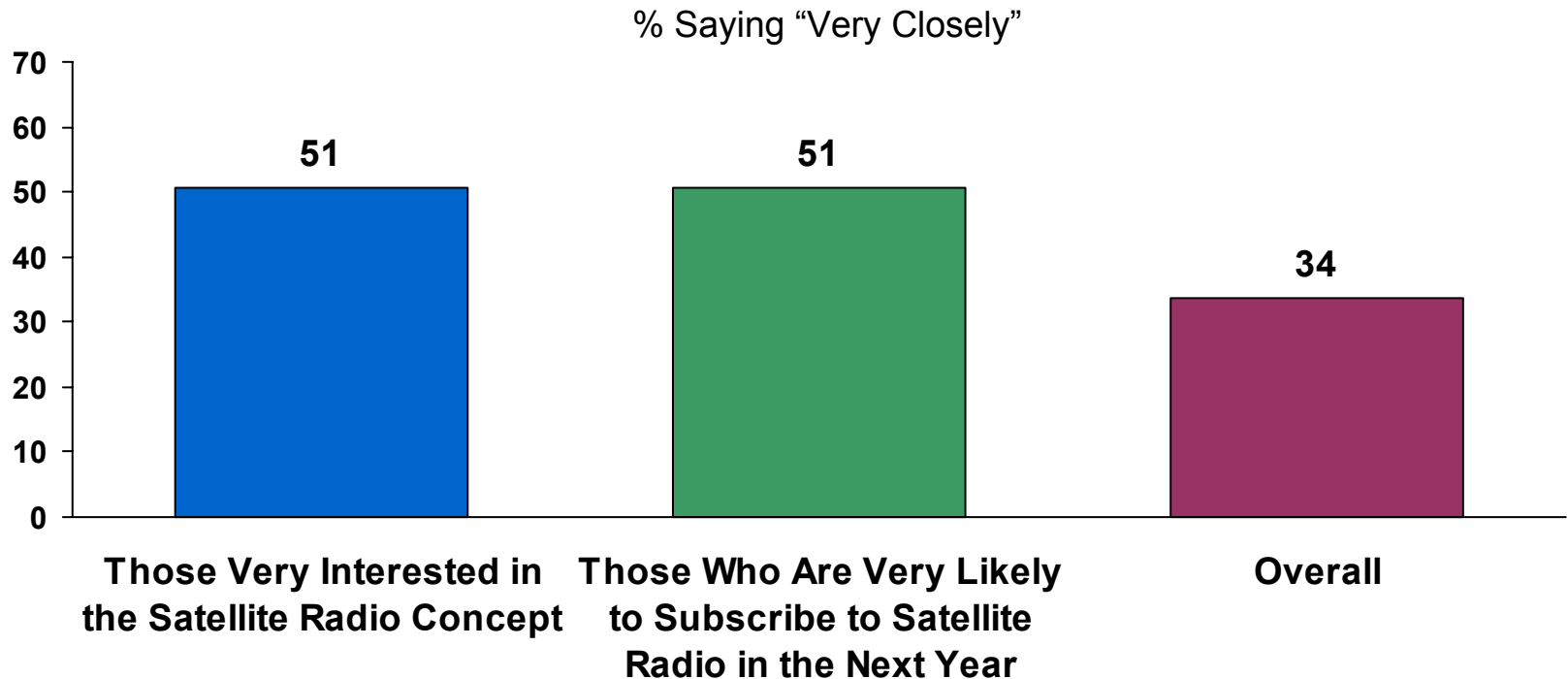
Satellite candidates spend more time in their cars than the general population.

“In general are you spending more or less time in your car than you were a year ago?”



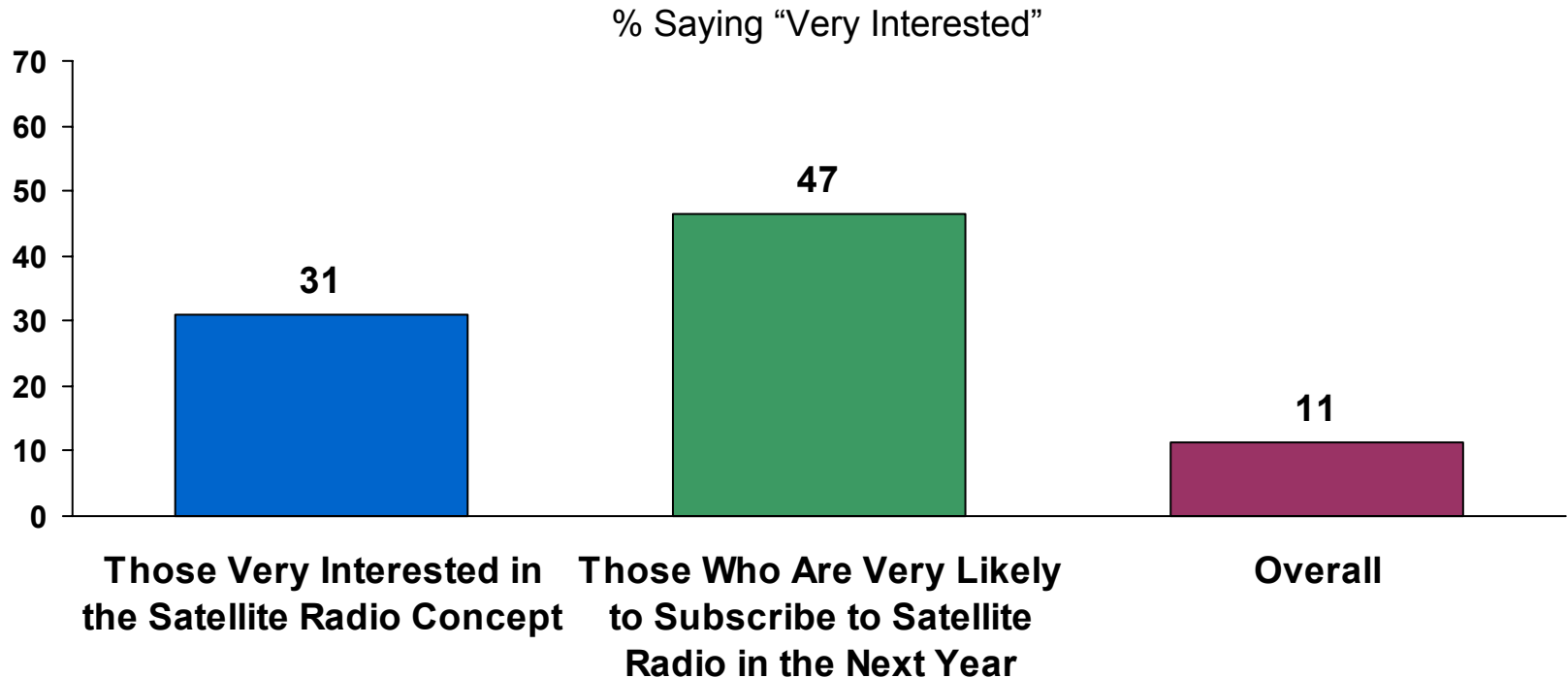
Potential satellite customers are big fans of local traffic reports.

“In general, how closely would you say you pay attention to traffic reports on the radio?”



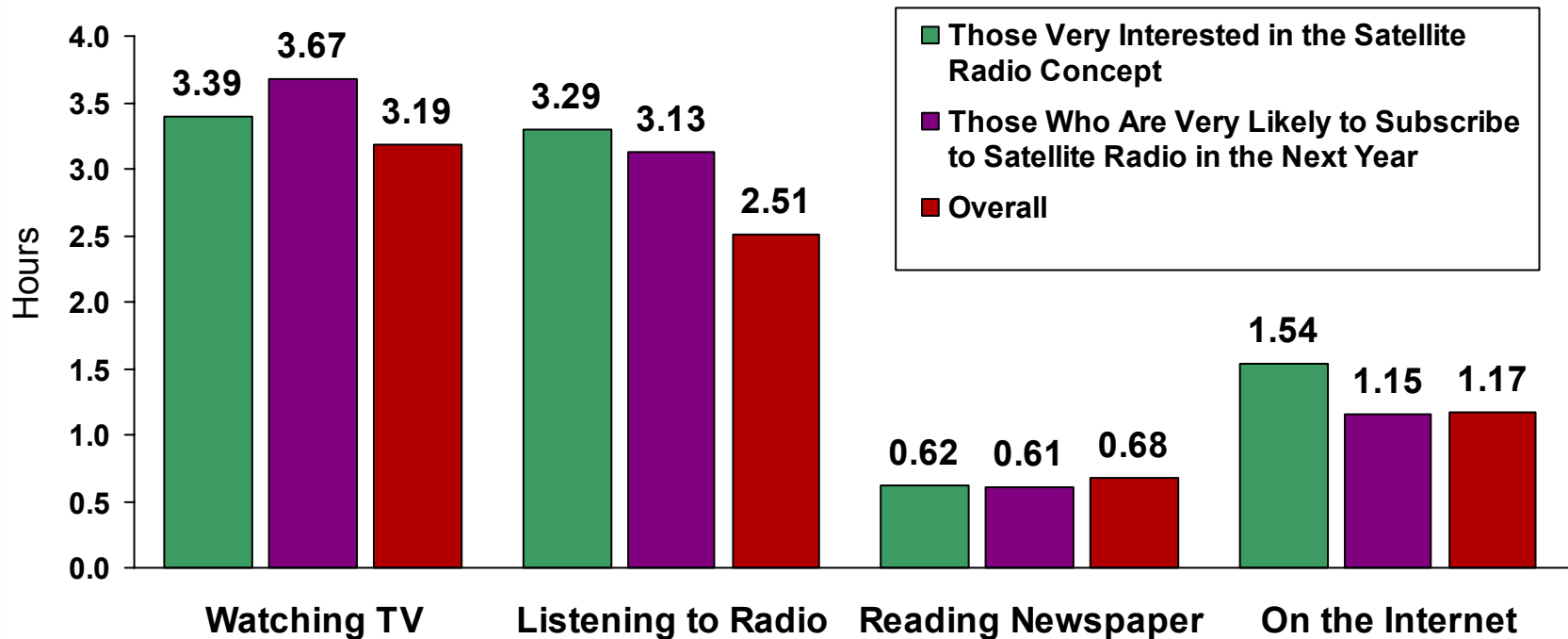
Potential satellite customers are big fans of local traffic reports. *(Continued)*

“How interested are you in hearing traffic reports in times other than rush hour?”



Those interested in satellite radio tend to be heavy radio listeners and TV watchers.

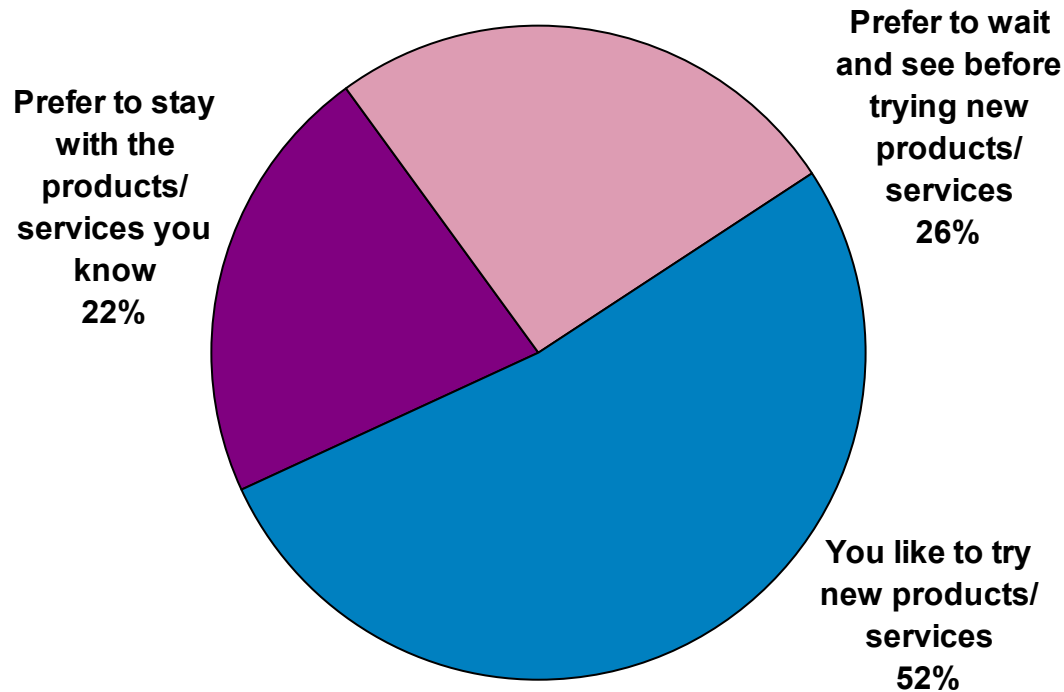
“In the past 24 hours, approximately how much time did you spend.....”



No surprise that those interested in satellite radio are quick to take the plunge into new products and services.

“Which of the following best describes you?”

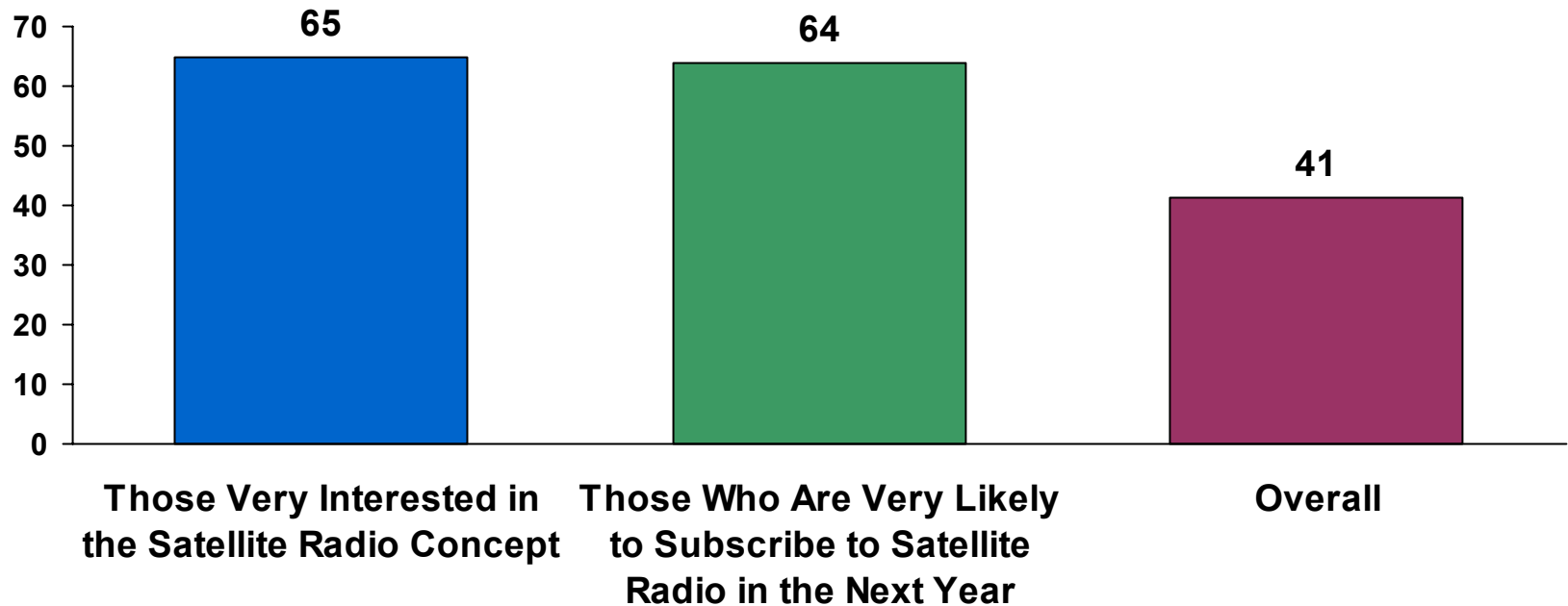
% of Those Who are Interested in Satellite Radio



The shopping habits of satellite candidates also reflect a desire to try stores.

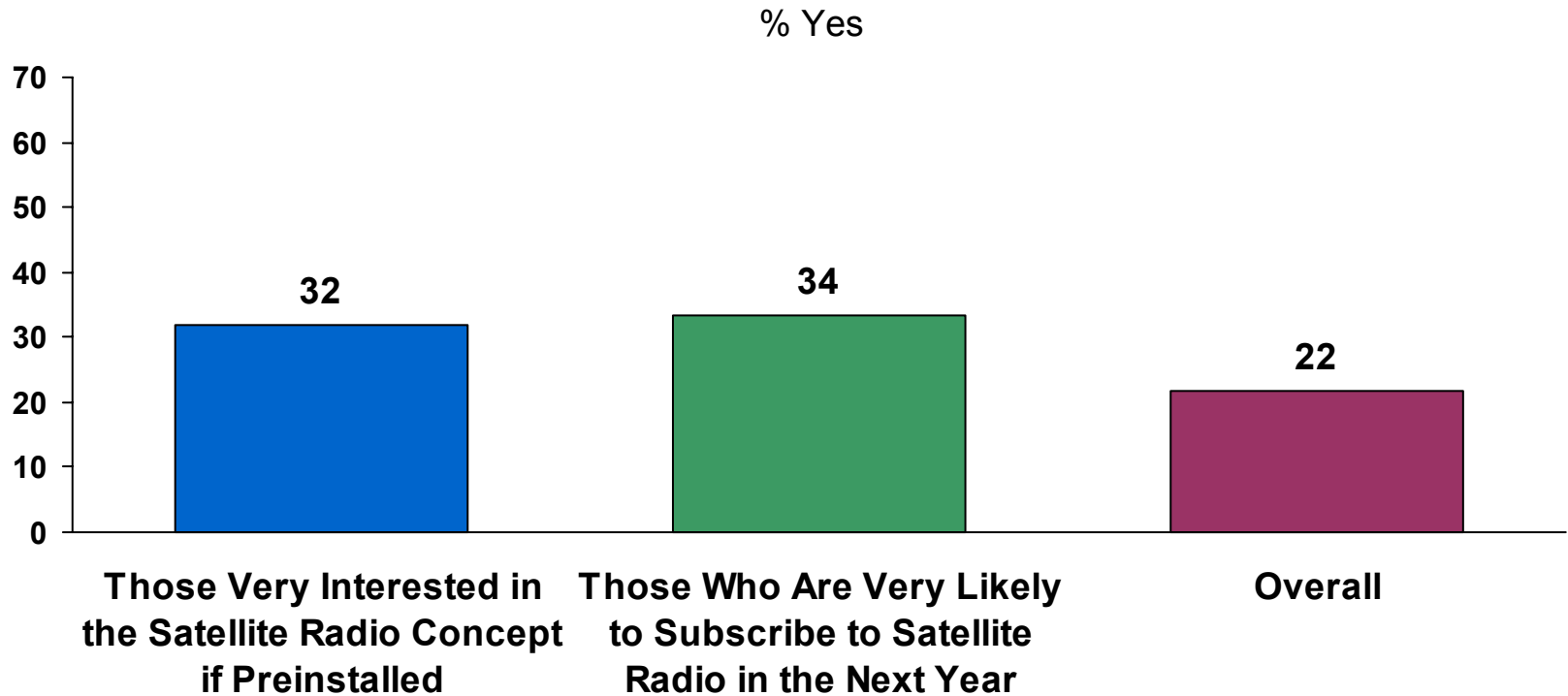
“Thinking about all the shopping you do overall, would you say that compared to two years ago, you are shopping in a greater number of stores or smaller number of stores?”

% Shopping in Greater Number of Stores



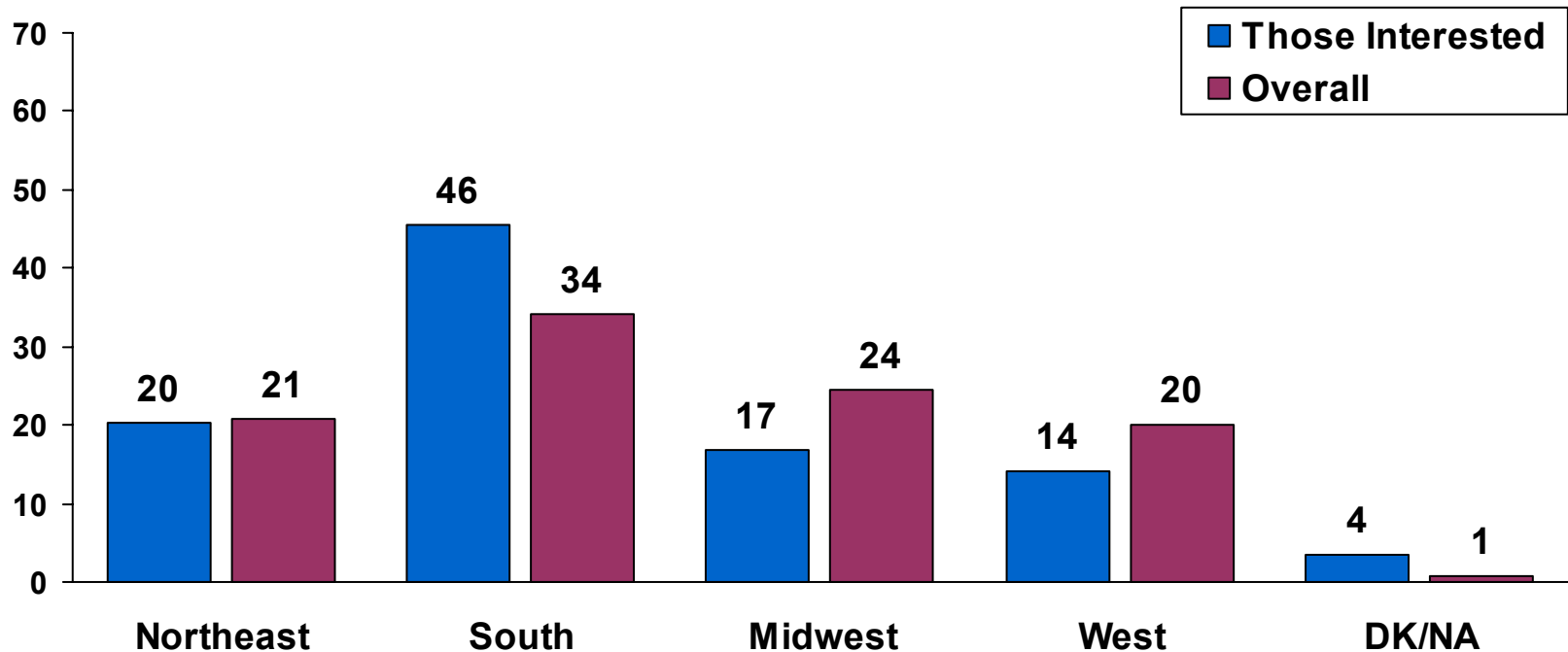
Looks as if those interested in satellite radio may have the opportunity to receive the service with their new vehicle purchase.

“Do you or does anyone in your household plan to buy or lease a vehicle in the next twelve months?”



The south leads the way for satellite interest.

% Interested in Satellite Radio by Region



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John Snyder
Manager
National Radio Sales

