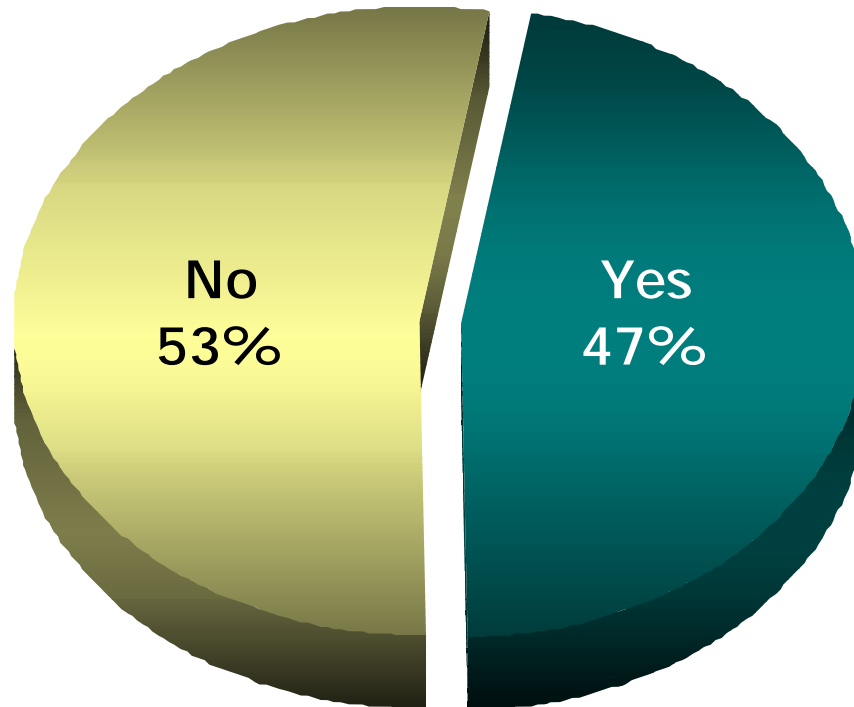


Awareness of Satellite Radio

"Have you ever heard of an emerging technology called Satellite Radio (such as XM or Sirius Satellite Radio)?"

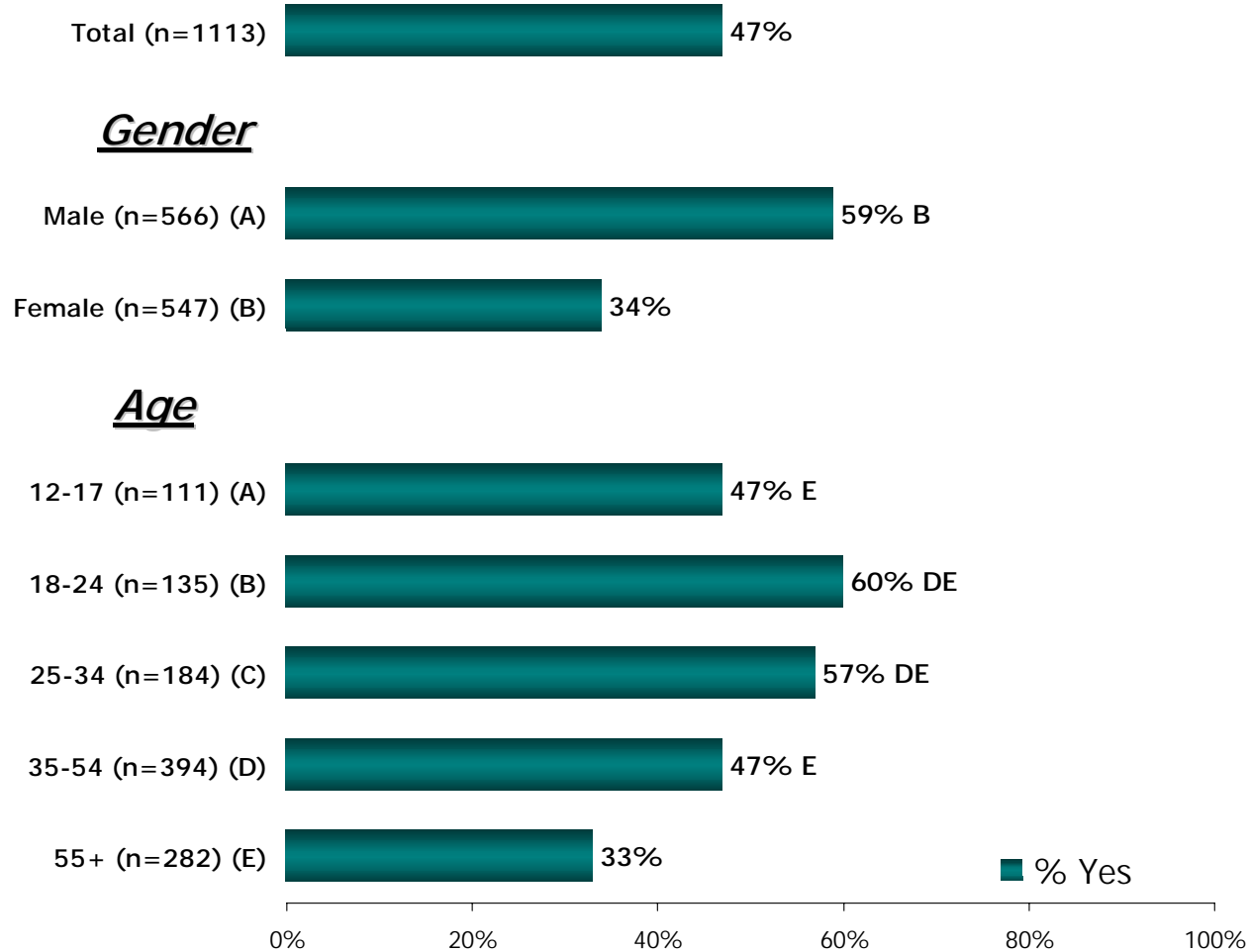


Base: All respondents (n=1113)

Awareness of Satellite Radio

By Age and Gender

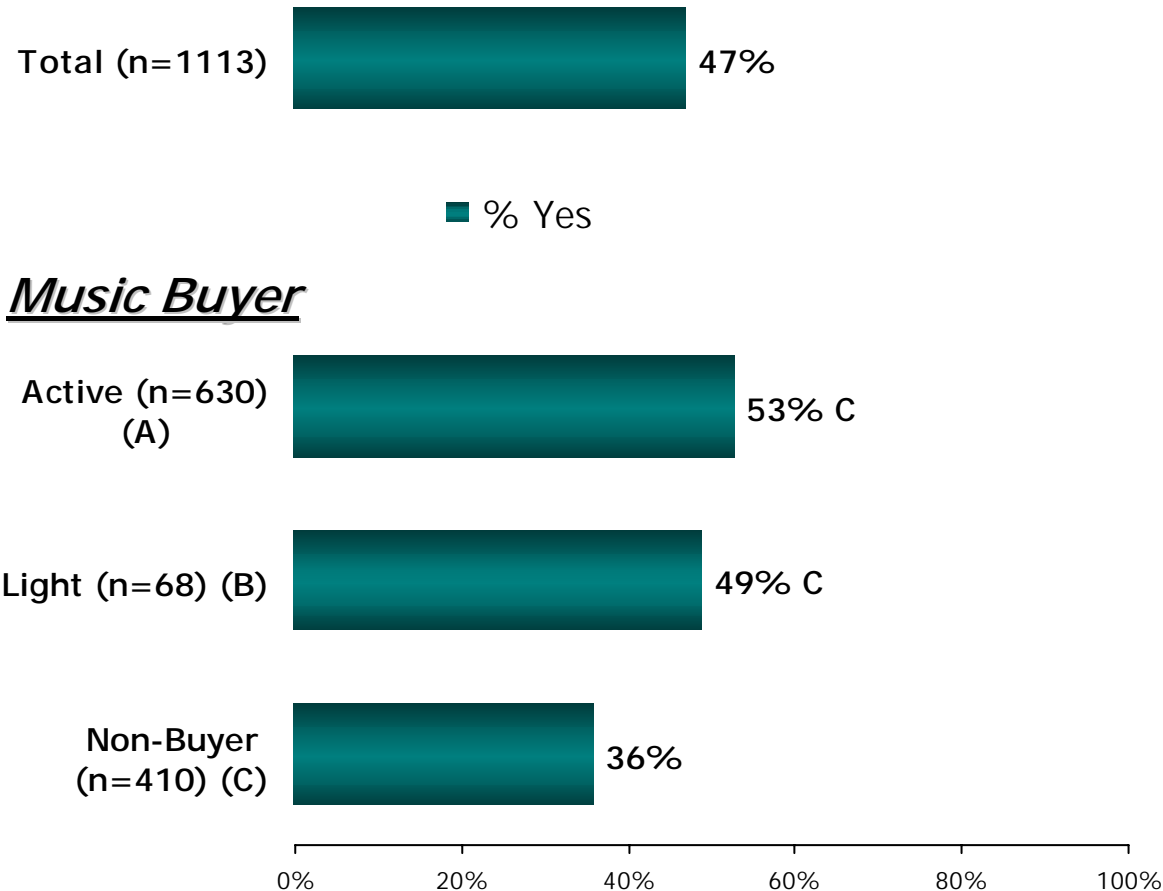
"Have you ever heard of an emerging technology called Satellite Radio (such as XM or Sirius Satellite Radio)?"



Awareness of Satellite Radio

By Traditional Music Purchase Behaviors

"Have you ever heard of an emerging technology called Satellite Radio (such as XM or Sirius Satellite Radio)?"



Music Buyer

Active (n=630)
(A)

53% C

Light (n=68) (B)

49% C

Non-Buyer
(n=410) (C)

36%