



SATELLITE  
RADIO

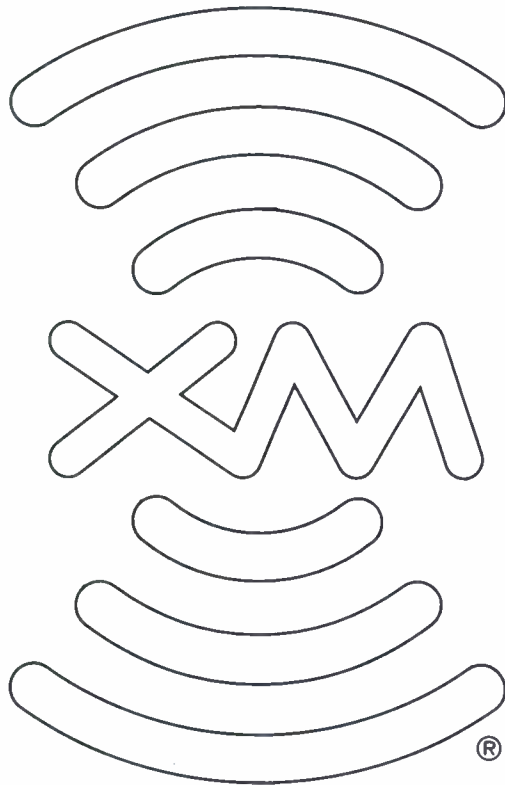
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Custom Listening  
Study from Arbitron

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Fall 2004





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RADIO

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# XM Satellite Radio

## Preface

This report is designed to provide a compilation of radio audience estimates representing Primary Listeners and Additional Listeners of XM Satellite Radio 12 years of age and older. The estimates are based on listening information obtained in telephone interviews completed from November 15, 2004, to December 12, 2004. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition. Arbitron attempts to provide herein a summary description of methodology for Arbitron audience estimates contained later in this report.

## Warning

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## This Service Not Accredited by the MRC

This service is not part of a regular syndicated rating service accredited by the Media Rating Council (MRC). Arbitron has not requested MRC accreditation for this service. Arbitron does provide syndicated services which are accredited by the MRC.

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### Methodology

|                            |    |
|----------------------------|----|
| Description of Methodology | A1 |
|----------------------------|----|



# Primary Listener Profile

## Age

|       | Percent | Number |
|-------|---------|--------|
| 12-17 | 1.3     | 26     |
| 18-24 | 5.6     | 114    |
| 21-34 | 20.6    | 417    |
| 25-34 | 16.8    | 340    |
| 35-44 | 26.7    | 541    |
| 45-54 | 26.4    | 535    |
| 55-64 | 17.3    | 350    |
| 65+   | 6.0     | 122    |

## Highest level of Education Completed\*

|                                 | Percent | Number |
|---------------------------------|---------|--------|
| Less Than 12th Grade            | 1.0     | 18     |
| High School Graduate or GED     | 13.9    | 262    |
| Some College                    | 26.6    | 503    |
| Bachelor's Degree               | 35.3    | 666    |
| Graduate or Postgraduate Degree | 21.9    | 413    |
| Refused/Don't Know              | 1.4     | 26     |

## Gender

|        | Percent | Number |
|--------|---------|--------|
| Male   | 69.7    | 1,413  |
| Female | 30.3    | 615    |

## Annual Household Income

|                      | Percent | Number |
|----------------------|---------|--------|
| Less Than \$25,000   | 1.5     | 30     |
| \$25,000 to \$50,000 | 9.1     | 184    |
| \$50,000 to \$75,000 | 16.8    | 341    |
| \$75,000 to \$99,999 | 19.6    | 397    |
| \$100,000 or More    | 38.1    | 773    |
| Refused/Don't Know   | 14.9    | 303    |

## Hispanic Origin

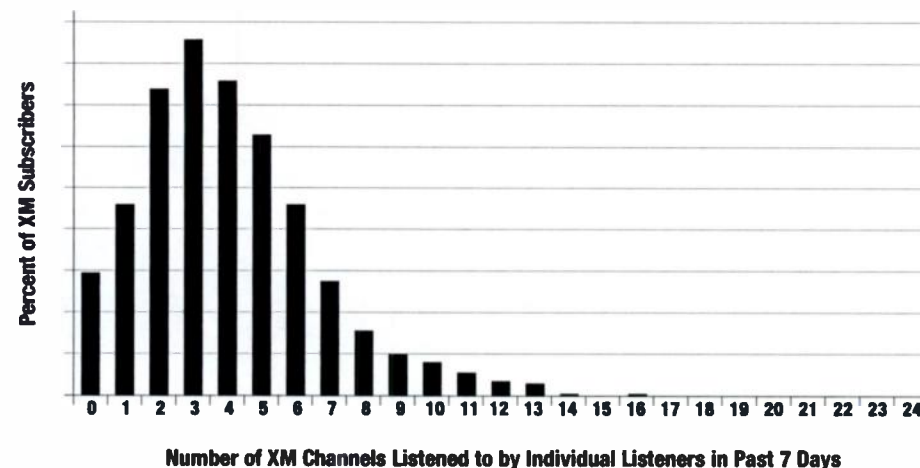
|                    | Percent | Number |
|--------------------|---------|--------|
| Yes                | 4.0     | 82     |
| No                 | 95.3    | 1,933  |
| Refused/Don't Know | 0.6     | 13     |

## Race

|                    | Percent | Number |
|--------------------|---------|--------|
| White              | 89.6    | 1,817  |
| Black              | 3.3     | 67     |
| Asian              | 1.1     | 22     |
| Other              | 4.3     | 87     |
| Refused/Don't Know | 1.7     | 35     |

## Channel Quantity

The average number of XM channels listened to in the past seven days is 4.1.



## Places People Listen to Their XM Radio

|                    | Percent | Number |
|--------------------|---------|--------|
| Car                | 67.3    | 1,878  |
| Home               | 23.6    | 659    |
| Work/Office        | 7.8     | 219    |
| Other              | 1.1     | 32     |
| Refused/Don't Know | 0.1     | 9      |

## Time Spent Listening

Average Time Spent Listening (TSL) per week to XM Satellite Radio:

25 hours and 51 minutes  
(Mon-Sun 6AM-MID, Persons 12+)

All information based on Persons 12+, except Education.

\*Based on Persons 25+

# Additional Listener Profile

## Age

|          | Percent | Number |
|----------|---------|--------|
| Under 12 | 15.3    | 393    |
| 12-17    | 12.4    | 319    |
| 18-24    | 10.0    | 256    |
| 21-34    | 21.4    | 550    |
| 25-34    | 15.6    | 402    |
| 35-44    | 17.5    | 449    |
| 45-54    | 14.5    | 373    |
| 55-64    | 9.1     | 233    |
| 65+      | 5.7     | 147    |

## Gender

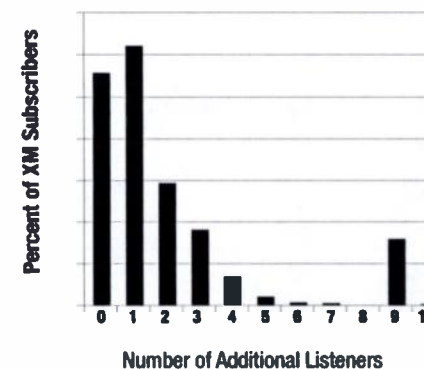
|        | Percent | Number |
|--------|---------|--------|
| Male   | 49.3    | 1,267  |
| Female | 50.7    | 1,305  |

## Household Member Status

|                       | Percent | Number |
|-----------------------|---------|--------|
| Household Members     | 68.4    | 1,760  |
| Not Household Members | 31.6    | 812    |

## Additional Listeners

On average, respondents indicated that there are **1.3 additional people** (age 0+) who listen to their XM Satellite Radio in the past seven days.

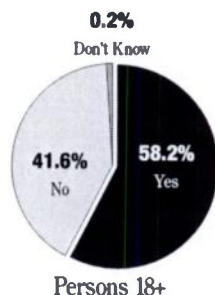


All information based on Persons 0+.

# XM Traffic and Weather

## Have you ever listened to any of XM's traffic and weather channels?

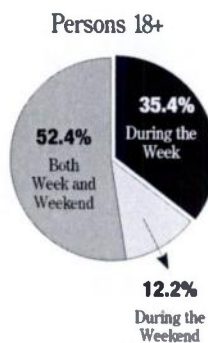
|               | Yes (%) | No (%) | Don't Know (%) | Number |
|---------------|---------|--------|----------------|--------|
| Persons 18+   | 58.2    | 41.6   | 0.2            | 1,842  |
| Persons 18-49 | 58.0    | 41.8   | 0.2            | 1,153  |
| Persons 21-34 | 55.2    | 44.8   | 0.0            | 277    |
| Persons 25-54 | 57.6    | 42.2   | 0.2            | 1,317  |
| Males 18+     | 60.4    | 39.4   | 0.2            | 1,315  |
| Males 18-49   | 60.5    | 39.4   | 0.1            | 803    |
| Males 21-34   | 55.2    | 44.8   | 0.0            | 277    |
| Males 25-54   | 59.9    | 40.0   | 0.1            | 920    |
| Females 18+   | 52.8    | 47.1   | 0.2            | 527    |
| Females 18-49 | 52.3    | 47.4   | 0.3            | 350    |
| Females 21-34 | 45.0    | 55.0   | 0.0            | 109    |
| Females 25-54 | 52.4    | 47.4   | 0.3            | 397    |



Asked of all respondents.

## When do you listen to XM's traffic and weather channels?

|               | During the Week (%) | During the Weekend (%) | Both Week and Weekend (%) | Number |
|---------------|---------------------|------------------------|---------------------------|--------|
| Persons 18+   | 35.4                | 12.2                   | 52.4                      | 1,072  |
| Persons 18-49 | 38.7                | 12.3                   | 49.0                      | 669    |
| Persons 21-34 | 44.4                | 9.8                    | 45.8                      | 153    |
| Persons 25-54 | 37.0                | 12.6                   | 50.3                      | 759    |
| Males 18+     | 38.5                | 11.3                   | 50.1                      | 794    |
| Males 18-49   | 42.2                | 11.7                   | 46.1                      | 486    |
| Males 21-34   | 44.4                | 9.8                    | 45.8                      | 153    |
| Males 25-54   | 40.3                | 11.6                   | 48.1                      | 551    |
| Females 18+   | 26.3                | 14.7                   | 59.0                      | 278    |
| Females 18-49 | 29.5                | 13.7                   | 56.8                      | 183    |
| Females 21-34 | 28.6                | 18.4                   | 53.1                      | 49     |
| Females 25-54 | 28.4                | 15.4                   | 56.3                      | 208    |



## How often do you listen to the traffic and weather channels on XM?

|               | More Than Once Per Week (%) | At Least Once Per Day (%) | Almost Every Day (%) | At Least a Couple Times a Week (%) | Once a Week or Less (%) | Don't Know/Refused (%) | Number |
|---------------|-----------------------------|---------------------------|----------------------|------------------------------------|-------------------------|------------------------|--------|
| Persons 18+   | 26.2                        | 8.2                       | 3.4                  | 14.6                               | 73.2                    | 0.7                    | 1,072  |
| Persons 18-49 | 26.4                        | 8.5                       | 3.3                  | 14.6                               | 73.2                    | 0.3                    | 669    |
| Persons 21-34 | 26.8                        | 7.2                       | 4.6                  | 15.0                               | 73.2                    | 0.0                    | 153    |
| Persons 25-54 | 27.0                        | 8.7                       | 3.7                  | 14.6                               | 72.5                    | 0.5                    | 759    |
| Males 18+     | 27.0                        | 8.7                       | 3.4                  | 14.9                               | 72.3                    | 0.8                    | 794    |
| Males 18-49   | 27.1                        | 8.8                       | 3.3                  | 15.0                               | 72.4                    | 0.4                    | 486    |
| Males 21-34   | 26.8                        | 7.2                       | 4.6                  | 15.0                               | 73.2                    | 0.0                    | 153    |
| Males 25-54   | 27.6                        | 8.9                       | 3.6                  | 15.1                               | 71.7                    | 0.7                    | 551    |
| Females 18+   | 23.7                        | 6.8                       | 3.2                  | 13.7                               | 75.9                    | 0.4                    | 278    |
| Females 18-49 | 24.7                        | 7.7                       | 3.3                  | 13.7                               | 75.4                    | 0.0                    | 183    |
| Females 21-34 | 18.3                        | 6.1                       | 2.0                  | 10.2                               | 81.6                    | 0.0                    | 49     |
| Females 25-54 | 25.5                        | 8.2                       | 3.8                  | 13.5                               | 74.5                    | 0.0                    | 208    |



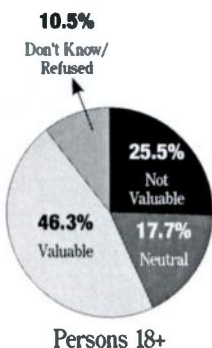
Unless noted otherwise, all items were asked of people who said they had ever listened to any of XM's traffic and weather channels.

# XM Traffic and Weather *(continued)*

## How valuable is the weather and temperature information that is displayed on your XM Satellite Radio?

(1-5 scale, where 1 is "Not at All Valuable" and 5 is "Extremely Valuable")

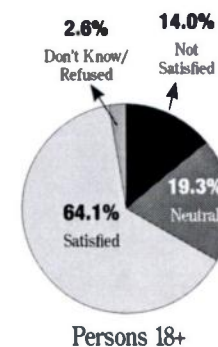
|               | Not Valuable<br>1-2<br>(%) | Neutral<br>3<br>(%) | Valuable<br>4-5<br>(%) | Don't Know/<br>Refused<br>(%) | Number |
|---------------|----------------------------|---------------------|------------------------|-------------------------------|--------|
| Persons 18+   | 25.5                       | 17.7                | 46.3                   | 10.5                          | 1,072  |
| Persons 18-49 | 24.8                       | 19.4                | 47.4                   | 8.4                           | 669    |
| Persons 21-34 | 28.8                       | 14.4                | 49.0                   | 7.8                           | 153    |
| Persons 25-54 | 25.2                       | 18.6                | 46.1                   | 10.1                          | 759    |
| Males 18+     | 27.6                       | 17.9                | 44.3                   | 10.2                          | 794    |
| Males 18-49   | 26.5                       | 20.0                | 46.5                   | 7.0                           | 486    |
| Males 21-34   | 28.8                       | 14.4                | 49.0                   | 7.8                           | 153    |
| Males 25-54   | 27.9                       | 19.1                | 44.1                   | 8.9                           | 551    |
| Females 18+   | 19.4                       | 17.3                | 51.8                   | 11.5                          | 278    |
| Females 18-49 | 20.2                       | 18.0                | 49.7                   | 12.0                          | 183    |
| Females 21-34 | 32.7                       | 20.4                | 44.9                   | 2.0                           | 49     |
| Females 25-54 | 17.8                       | 17.3                | 51.4                   | 13.5                          | 208    |



## How satisfied are you with the traffic and weather information currently available on XM?

(1-5 scale, where 1 is "Not at All Satisfied" and 5 is "Extremely Satisfied")

|               | Not Satisfied<br>1-2<br>(%) | Neutral<br>3<br>(%) | Satisfied<br>4-5<br>(%) | Don't Know/<br>Refused<br>(%) | Number |
|---------------|-----------------------------|---------------------|-------------------------|-------------------------------|--------|
| Persons 18+   | 14.0                        | 19.3                | 64.1                    | 2.6                           | 1,072  |
| Persons 18-49 | 13.3                        | 21.8                | 63.2                    | 1.6                           | 669    |
| Persons 21-34 | 13.7                        | 23.5                | 60.8                    | 2.0                           | 153    |
| Persons 25-54 | 15.5                        | 20.3                | 62.3                    | 1.8                           | 759    |
| Males 18+     | 14.9                        | 20.5                | 62.3                    | 2.3                           | 794    |
| Males 18-49   | 13.6                        | 23.3                | 61.9                    | 1.2                           | 486    |
| Males 21-34   | 13.7                        | 23.5                | 60.8                    | 2.0                           | 153    |
| Males 25-54   | 16.3                        | 21.8                | 60.6                    | 1.3                           | 551    |
| Females 18+   | 11.5                        | 15.8                | 69.1                    | 3.6                           | 278    |
| Females 18-49 | 12.6                        | 18.0                | 66.7                    | 2.7                           | 183    |
| Females 21-34 | 20.4                        | 12.2                | 67.3                    | 0.0                           | 49     |
| Females 25-54 | 13.5                        | 16.3                | 66.8                    | 3.4                           | 208    |



Unless noted otherwise, all items were asked of people who said they had ever listened to any of XM's traffic and weather channels.

# XM Channel Groups

Audience estimates are provided later in the report for XM Channel Groups. Below is a list of the channels that make up each of the groups. Custom Channel Groups are also available. Contact XM Satellite Radio directly for more information.

## XM Complete

ABC News & Talk  
America Left  
America Right  
Ask!  
Bloomberg Radio  
CNBC  
CNN  
CNN en Español  
CNN Headline News  
Discovery Radio  
E! Entertainment Radio  
ESPNEWS  
ESPN Radio  
Extreme XM  
FamilyTalk  
Fox News  
Fox Sports Radio  
Laugh USA  
MSNBC  
MTV Radio  
NASCAR Radio  
Open Road  
The Power  
RadioClassics  
Radio Disney  
Sonic Theater  
Sporting News Radio  
VH1 Radio  
The Weather Channel  
XM Comedy  
XM Kids

## XM Entertainment

Discovery Radio  
E! Entertainment Radio  
Extreme XM  
High Voltage/Opie & Anthony  
Laugh USA  
MTV Radio  
Open Road  
RadioClassics  
Sonic Theater  
VH1 Radio  
XM Comedy

## XM News & Information

ABC News & Talk  
America Left  
America Right  
Ask!  
Bloomberg Radio  
CNBC  
CNN  
CNN en Español  
CNN Headline News  
FamilyTalk  
Fox News  
MSNBC  
The Power  
The Weather Channel  
XM Public Radio

## XM Sports

ACC  
ESPNEWS  
ESPN Radio  
Fox Sports Radio  
NASCAR Radio  
Pacific - 10  
Play By Play Big Ten  
Sporting News Radio



# Determination of Persons Estimates

Persons estimates for the XM Channel Groups were obtained by using the following information:

- Total Number of current subscribers to XM Satellite Radio (as of December 31, 2004 XM Satellite Radio reported a total of 3,229,124 subscribers).
- The percent of completed interviews for Primary Listeners in this study as represented by a given demographic group (see Table 1, "Percent of Completed Interviews").
- The proportion of Primary Listeners within a specific demographic group to the number of Additional Listeners within that same demographic group (see Table 1, "Additional Listener Factor").
- The Average Quarter-Hour Rating\* for an XM Channel Group within a given demographic group for both Primary and Additional Listeners.

Total Persons Estimate =

**Primary Listener** + **Additional Listener**  
**Persons Estimate** + **Persons Estimate**

## EXAMPLE:

XM Channel Group A:

**XM Sample**

Demographic Group/Daypart:

**Persons 18-49 (Mon-Fri 3PM-7PM)**

Additional Listener Factor:

**1.0 for Persons 18-49 (from Table 1)**

Average Quarter-Hour Rating for Primary Listeners:\*

**9.5**

Average Quarter-Hour Rating for Additional Listeners:\*

**2.1**

The percent of completed interviews in this study for Persons 18-49 is:

**61.5%**

Estimate of XM Satellite Radio subscribers age 18-49 (as of December 31, 2004):

**3,229,124 x 0.615 = 1,985,911**

Persons 18-49 Estimate for Primary Listeners:

**0.095 x 1,985,911 = 188,662 persons**

Persons 18-49 Estimate for Additional Listeners:

**0.021 x (1.0 x 1,985,911) = 41,704 persons**

Total Persons 18-49 Estimate:

**188,662 + 41,704 = 230,366**

**Table 1: Additional Listener Factors**

| Demographic   | Number of Completed Interviews for Primary Listeners | Percent of Completed Interviews for Primary Listeners | Number of Additional Listeners | Percent of Additional Listeners | Additional Listener Factor |
|---------------|--|---|--------------------------------|---------------------------------|----------------------------|
| Persons 12+   | 2,028  | 100.0   | 2,179                          | 100.0                           | 1.1                        |
| Persons 18+   | 2,002  | 98.7  | 1,860                          | 85.4                            | 0.9                        |
| Persons 18-34 | 454  | 22.4  | 658                            | 30.2                            | 1.4                        |
| Persons 18-49 | 1,247  | 61.5  | 1,285                          | 59.0                            | 1.0                        |
| Persons 21-34 | 417  | 20.6  | 550                            | 25.2                            | 1.9                        |
| Persons 25-49 | 1,133  | 55.9  | 1,029                          | 47.2                            | 0.9                        |
| Persons 25-54 | 1,416  | 69.8  | 1,224                          | 56.2                            | 0.9                        |
| Persons 35-64 | 1,426  | 70.3  | 1,055                          | 48.4                            | 0.7                        |
| Persons 35+   | 1,548  | 76.3  | 1,202                          | 55.2                            | 0.8                        |
| Males 12+     | 1,413  | 69.7  | 1,075                          | 49.3                            | 0.8                        |
| Males 18+     | 1,398  | 68.9  | 908                            | 41.7                            | 0.6                        |
| Males 18-34   | 325  | 16.0  | 343                            | 15.7                            | 1.1                        |
| Males 18-49   | 851  | 42.0  | 657                            | 30.2                            | 0.8                        |
| Males 21-34   | 297  | 14.6  | 286                            | 13.1                            | 1.0                        |
| Males 25-49   | 766  | 37.8  | 520                            | 23.9                            | 0.7                        |
| Males 25-54   | 967  | 47.7  | 598                            | 27.4                            | 0.6                        |
| Males 35-64   | 972  | 47.9  | 505                            | 23.2                            | 0.5                        |
| Males 35+     | 1,073  | 52.9  | 565                            | 25.9                            | 0.5                        |
| Females 12+   | 615  | 30.3  | 1,104                          | 50.7                            | 1.8                        |
| Females 18+   | 604  | 29.8  | 952                            | 43.7                            | 1.6                        |
| Females 18-34 | 129  | 6.4   | 315                            | 14.5                            | 2.4                        |
| Females 18-49 | 396  | 19.5  | 628                            | 28.8                            | 1.6                        |
| Females 21-34 | 120  | 5.9   | 264                            | 12.1                            | 2.2                        |
| Females 25-49 | 367  | 18.1  | 509                            | 23.4                            | 1.4                        |
| Females 25-54 | 449  | 22.1  | 626                            | 28.7                            | 1.4                        |
| Females 35-64 | 454  | 22.4  | 550                            | 25.2                            | 1.2                        |
| Females 35+   | 475  | 23.4  | 637                            | 29.2                            | 1.3                        |

*Based on Persons 12+*

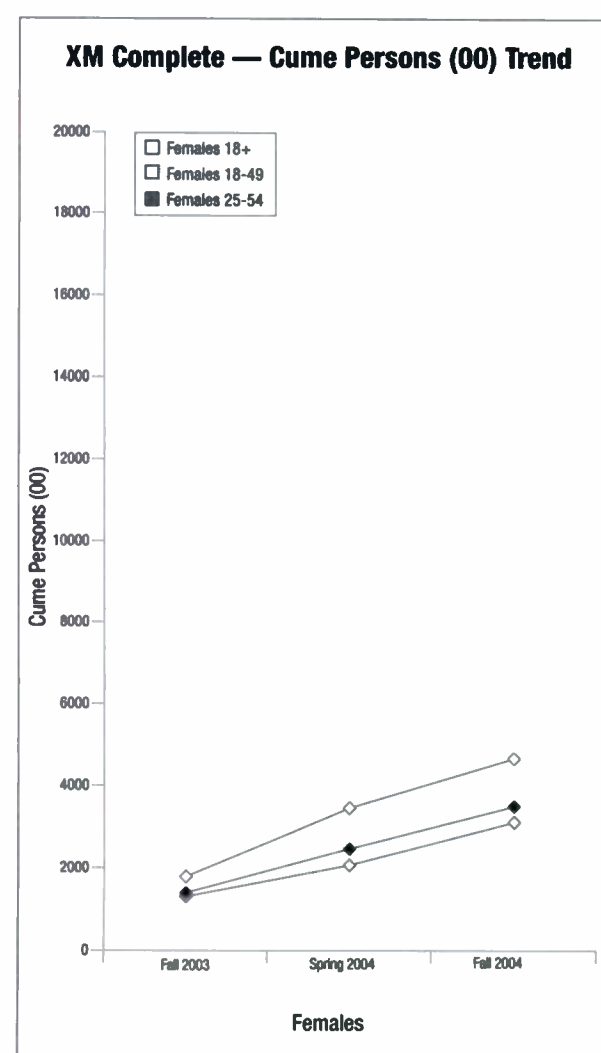
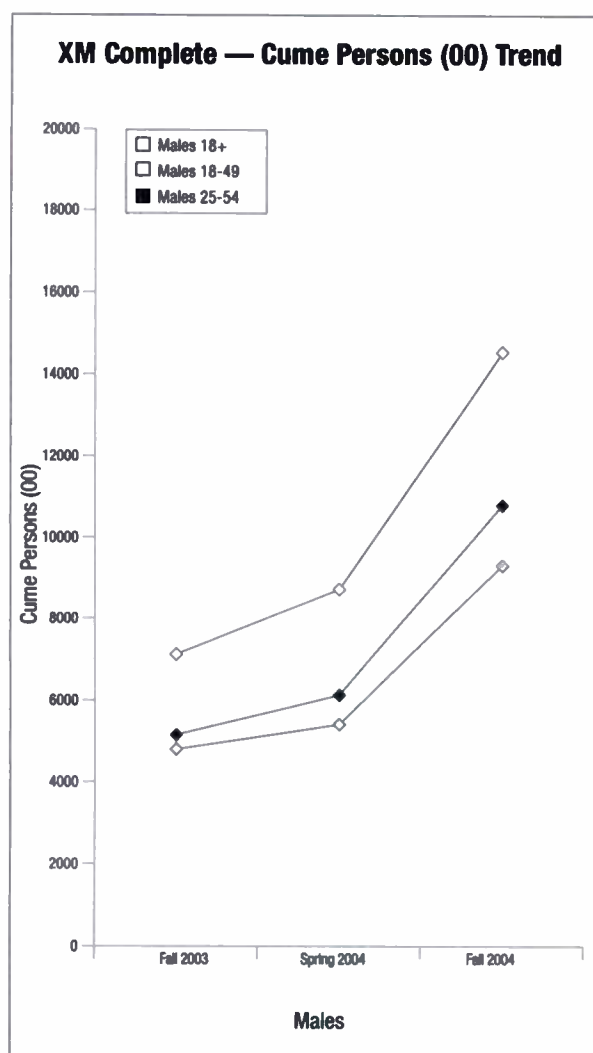
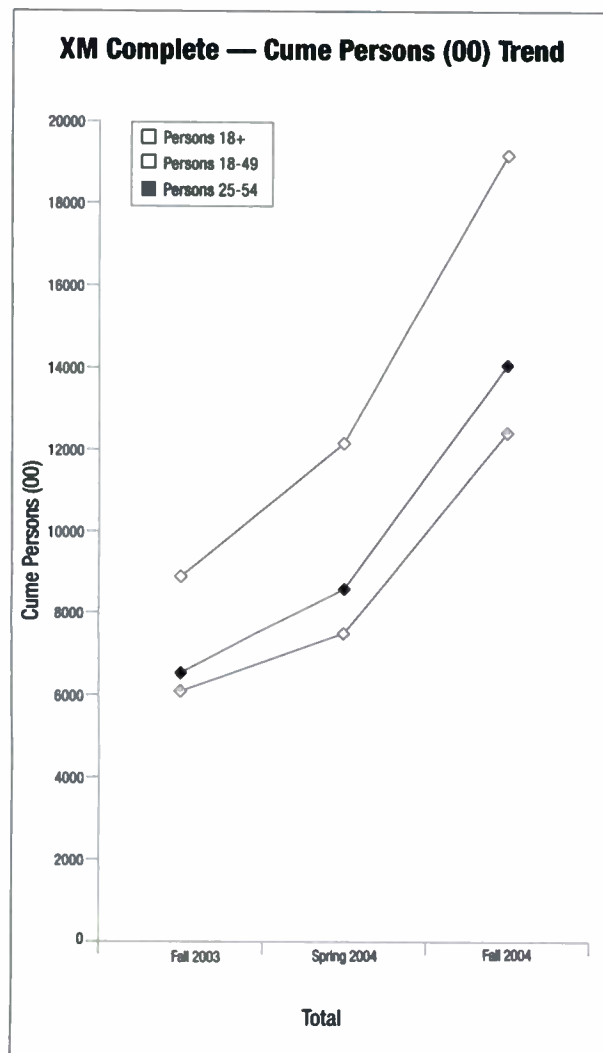
# Custom Listening Study from Arbitron

- Cume Estimates
- AQH Estimates by XM Channel Group





# Seven-Day Cume Persons Trend for XM Complete (Primary Listeners)



\* See page 6 for a listing of the specific channels associated with XM Complete.  
Channels not on the air prior to Fall 2004 are not included in the results for Fall 2003 or Spring 2004.

## XM Complete AQH Rating - Persons

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Persons 12+       | 5.7             | 1.4   | 3.5   | 5.2              | 0.6   | 2.9   | 7.5              | 1.4   | 4.4   | 8.6             | 1.6   | 5.0   | 3.8             | 1.0   | 2.3   | 4.8             | 2.2   | 3.5   | 7.0              | 3.2   | 5.0   |
| Persons 18+       | 5.8             | 1.4   | 3.7   | 5.3              | 0.7   | 3.1   | 7.6              | 1.5   | 4.7   | 8.7             | 1.6   | 5.3   | 3.9             | 0.9   | 2.5   | 4.9             | 2.1   | 3.5   | 7.1              | 3.1   | 5.1   |
| Persons 18-34     | 4.0             | 0.9   | 2.2   | 3.9              | 0.4   | 1.9   | 5.8              | 0.8   | 2.8   | 6.8             | 0.9   | 3.3   | 2.2             | 0.6   | 1.3   | 2.8             | 1.4   | 2.0   | 4.5              | 2.1   | 3.1   |
| Persons 18-49     | 5.8             | 1.2   | 3.5   | 5.6              | 0.9   | 3.2   | 7.7              | 1.4   | 4.5   | 9.2             | 1.5   | 5.3   | 4.0             | 1.0   | 2.5   | 4.4             | 1.4   | 2.9   | 6.3              | 1.9   | 4.1   |
| Persons 21-34     | 4.2             | 1.0   | 2.4   | 4.3              | 0.5   | 2.1   | 6.2              | 0.8   | 3.2   | 7.1             | 0.8   | 3.5   | 2.4             | 0.7   | 1.5   | 2.9             | 1.6   | 2.2   | 4.6              | 2.4   | 3.4   |
| Persons 25-49     | 6.0             | 1.4   | 3.5   | 6.0              | 1.0   | 3.3   | 7.9              | 1.6   | 4.5   | 9.4             | 1.6   | 5.2   | 4.2             | 1.2   | 2.5   | 4.5             | 1.5   | 2.9   | 6.4              | 1.9   | 4.0   |
| Persons 25-54     | 5.9             | 1.5   | 3.8   | 6.0              | 0.9   | 3.5   | 7.6              | 1.5   | 4.7   | 8.8             | 1.5   | 5.4   | 4.2             | 1.0   | 2.7   | 4.7             | 2.2   | 3.5   | 6.6              | 3.2   | 5.0   |
| Persons 35-64     | 6.5             | 1.8   | 4.5   | 5.9              | 0.9   | 3.8   | 8.3              | 2.0   | 5.6   | 9.4             | 1.9   | 6.2   | 4.6             | 1.1   | 3.1   | 5.6             | 2.6   | 4.3   | 8.0              | 3.8   | 6.2   |
| Persons 35+       | 6.3             | 1.7   | 4.3   | 5.7              | 0.8   | 3.6   | 8.1              | 1.9   | 5.4   | 9.3             | 1.9   | 6.1   | 4.4             | 1.1   | 2.9   | 5.5             | 2.4   | 4.1   | 7.8              | 3.6   | 6.0   |

"Primary" refers to Primary Listeners of XM Satellite Radio

"Add'l" refers to Additional Listeners of XM Satellite Radio

"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*

## XM Complete AQH Rating - Males

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Males 12+         | 6.7             | 2.2   | 4.8   | 6.4              | 1.0   | 4.1   | 8.7              | 2.3   | 5.9   | 9.9             | 2.6   | 6.8   | 4.3             | 1.3   | 3.0   | 5.6             | 3.2   | 4.6   | 8.2              | 4.8   | 6.7   |
| Males 18+         | 6.8             | 2.1   | 4.9   | 6.5              | 1.1   | 4.3   | 8.8              | 2.3   | 6.2   | 10.0            | 2.4   | 7.0   | 4.4             | 1.3   | 3.2   | 5.7             | 3.2   | 4.7   | 8.3              | 4.8   | 6.9   |
| Males 18-34       | 4.5             | 1.6   | 3.0   | 4.3              | 0.8   | 2.5   | 6.3              | 1.4   | 3.8   | 7.7             | 1.6   | 4.6   | 2.1             | 1.1   | 1.6   | 3.5             | 2.7   | 3.0   | 5.5              | 3.9   | 4.6   |
| Males 18-49       | 6.9             | 1.8   | 4.7   | 7.0              | 1.4   | 4.5   | 9.1              | 2.1   | 6.0   | 10.8            | 2.2   | 7.0   | 4.5             | 1.4   | 3.1   | 5.1             | 2.0   | 3.8   | 7.2              | 2.6   | 5.2   |
| Males 21-34       | 4.7             | 1.8   | 3.3   | 4.8              | 0.9   | 2.9   | 6.7              | 1.5   | 4.2   | 8.0             | 1.6   | 4.8   | 2.2             | 1.3   | 1.8   | 3.6             | 3.0   | 3.3   | 5.7              | 4.4   | 5.0   |
| Males 25-49       | 7.2             | 2.0   | 5.1   | 7.6              | 1.6   | 5.2   | 9.6              | 2.5   | 6.7   | 11.1            | 2.4   | 7.6   | 4.8             | 1.6   | 3.5   | 5.2             | 2.0   | 3.9   | 7.3              | 2.5   | 5.3   |
| Males 25-54       | 7.1             | 2.3   | 5.3   | 7.5              | 1.5   | 5.2   | 9.3              | 2.4   | 6.6   | 10.6            | 2.3   | 7.4   | 4.9             | 1.4   | 3.6   | 5.4             | 3.4   | 4.6   | 7.6              | 4.9   | 6.5   |
| Males 35-64       | 7.7             | 2.6   | 6.0   | 7.6              | 1.4   | 5.5   | 10.0             | 3.2   | 7.7   | 10.9            | 2.9   | 8.2   | 5.4             | 1.4   | 4.0   | 6.5             | 3.6   | 5.5   | 9.3              | 5.4   | 8.0   |
| Males 35+         | 7.4             | 2.5   | 5.7   | 7.1              | 1.2   | 5.1   | 9.5              | 2.9   | 7.2   | 10.7            | 2.9   | 8.0   | 5.1             | 1.3   | 3.8   | 6.3             | 3.4   | 5.3   | 9.1              | 5.3   | 7.8   |

"Primary" refers to Primary Listeners of XM Satellite Radio

"Add'l" refers to Additional Listeners of XM Satellite Radio

"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*

## XM Complete AQH Rating - Females

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Females 12+       | 3.6             | 0.7   | 1.7   | 2.4              | 0.3   | 1.1   | 4.7              | 0.6   | 2.1   | 5.5             | 0.7   | 2.4   | 2.6             | 0.6   | 1.3   | 3.2             | 1.1   | 1.9   | 4.5              | 1.6   | 2.6   |
| Females 18+       | 3.6             | 0.7   | 1.9   | 2.5              | 0.3   | 1.2   | 4.8              | 0.7   | 2.3   | 5.6             | 0.8   | 2.6   | 2.6             | 0.7   | 1.4   | 3.2             | 1.0   | 1.9   | 4.5              | 1.5   | 2.7   |
| Females 18-34     | 2.9             | 0.1   | 0.9   | 3.0              | 0.0   | 0.9   | 4.6              | 0.1   | 1.4   | 4.4             | 0.0   | 1.3   | 2.6             | 0.1   | 0.8   | 1.2             | 0.2   | 0.5   | 2.0              | 0.3   | 0.8   |
| Females 18-49     | 3.6             | 0.6   | 1.8   | 2.5              | 0.3   | 1.2   | 4.6              | 0.6   | 2.2   | 5.8             | 0.7   | 2.7   | 2.8             | 0.6   | 1.4   | 3.1             | 0.8   | 1.7   | 4.6              | 1.2   | 2.6   |
| Females 21-34     | 3.1             | 0.1   | 1.0   | 3.0              | 0.0   | 1.0   | 5.0              | 0.1   | 1.6   | 4.8             | 0.0   | 1.5   | 2.8             | 0.1   | 0.9   | 1.2             | 0.2   | 0.5   | 2.1              | 0.4   | 0.9   |
| Females 25-49     | 3.5             | 0.7   | 1.9   | 2.3              | 0.4   | 1.2   | 4.2              | 0.8   | 2.2   | 5.7             | 0.9   | 2.9   | 2.9             | 0.7   | 1.6   | 3.2             | 0.9   | 1.9   | 4.8              | 1.4   | 2.8   |
| Females 25-54     | 3.3             | 0.7   | 1.8   | 2.3              | 0.3   | 1.2   | 3.6              | 0.6   | 1.9   | 4.8             | 0.8   | 2.4   | 2.5             | 0.6   | 1.4   | 3.3             | 0.9   | 1.9   | 4.8              | 1.4   | 2.8   |
| Females 35-64     | 3.8             | 1.0   | 2.3   | 2.2              | 0.4   | 1.2   | 4.5              | 0.8   | 2.5   | 5.9             | 1.0   | 3.2   | 2.6             | 0.8   | 1.7   | 3.9             | 1.6   | 2.6   | 5.4              | 2.3   | 3.7   |
| Females 35+       | 3.8             | 1.1   | 2.2   | 2.4              | 0.4   | 1.3   | 4.8              | 1.0   | 2.6   | 6.0             | 1.1   | 3.2   | 2.6             | 0.9   | 1.7   | 3.7             | 1.5   | 2.4   | 5.1              | 2.1   | 3.4   |

*"Primary" refers to Primary Listeners of XM Satellite Radio*

*"Add'l" refers to Additional Listeners of XM Satellite Radio*

*"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio*

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*

## XM Entertainment AQH Rating - Persons

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Persons 12+       | 1.7             | 0.6   | 1.1   | 1.7              | 0.3   | 1.0   | 1.9              | 0.7   | 1.3   | 2.4             | 0.7   | 1.5   | 1.2             | 0.4   | 0.8   | 1.6             | 0.7   | 1.1   | 2.0              | 0.9   | 1.5   |
| Persons 18+       | 1.7             | 0.6   | 1.2   | 1.7              | 0.4   | 1.0   | 2.0              | 0.7   | 1.3   | 2.4             | 0.7   | 1.6   | 1.2             | 0.4   | 0.8   | 1.6             | 0.7   | 1.2   | 2.0              | 0.8   | 1.5   |
| Persons 18-34     | 1.4             | 0.6   | 0.9   | 1.3              | 0.3   | 0.7   | 1.9              | 0.8   | 1.3   | 2.1             | 0.8   | 1.3   | 0.9             | 0.3   | 0.5   | 1.0             | 0.6   | 0.8   | 1.3              | 0.7   | 1.0   |
| Persons 18-49     | 1.8             | 0.7   | 1.2   | 1.8              | 0.5   | 1.1   | 2.1              | 0.8   | 1.4   | 2.6             | 0.9   | 1.7   | 1.1             | 0.5   | 0.8   | 1.8             | 0.7   | 1.2   | 2.2              | 0.8   | 1.5   |
| Persons 21-34     | 1.4             | 0.6   | 0.9   | 1.4              | 0.4   | 0.8   | 2.0              | 0.9   | 1.4   | 2.0             | 0.7   | 1.3   | 0.9             | 0.3   | 0.6   | 1.1             | 0.8   | 0.9   | 1.4              | 0.8   | 1.1   |
| Persons 25-49     | 1.8             | 0.8   | 1.3   | 1.9              | 0.5   | 1.2   | 2.2              | 0.9   | 1.5   | 2.4             | 0.9   | 1.6   | 1.1             | 0.6   | 0.8   | 1.9             | 0.9   | 1.3   | 2.4              | 1.0   | 1.6   |
| Persons 25-54     | 1.9             | 0.7   | 1.3   | 2.0              | 0.5   | 1.3   | 2.0              | 0.8   | 1.5   | 2.4             | 0.8   | 1.6   | 1.4             | 0.5   | 1.0   | 1.8             | 0.9   | 1.4   | 2.3              | 1.1   | 1.7   |
| Persons 35-64     | 1.9             | 0.6   | 1.3   | 1.8              | 0.4   | 1.2   | 1.9              | 0.6   | 1.4   | 2.5             | 0.7   | 1.7   | 1.4             | 0.5   | 1.0   | 1.9             | 0.8   | 1.4   | 2.4              | 1.0   | 1.8   |
| Persons 35+       | 1.8             | 0.6   | 1.3   | 1.8              | 0.4   | 1.2   | 2.0              | 0.6   | 1.4   | 2.5             | 0.7   | 1.7   | 1.3             | 0.5   | 1.0   | 1.8             | 0.7   | 1.3   | 2.3              | 0.9   | 1.7   |

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"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*



## XM Entertainment AQH Rating - Males

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Males 12+         | 1.9             | 0.9   | 1.4   | 1.9              | 0.5   | 1.3   | 2.1              | 1.0   | 1.6   | 2.6             | 1.1   | 1.9   | 1.3             | 0.5   | 1.0   | 1.9             | 1.1   | 1.5   | 2.3              | 1.3   | 1.8   |
| Males 18+         | 1.9             | 0.8   | 1.5   | 1.9              | 0.5   | 1.4   | 2.1              | 1.0   | 1.7   | 2.6             | 1.1   | 2.0   | 1.3             | 0.5   | 1.0   | 1.9             | 0.9   | 1.5   | 2.3              | 1.0   | 1.8   |
| Males 18-34       | 1.5             | 1.0   | 1.3   | 1.5              | 0.6   | 1.0   | 2.1              | 1.4   | 1.7   | 2.5             | 1.5   | 2.0   | 0.8             | 0.5   | 0.6   | 1.3             | 1.3   | 1.3   | 1.6              | 1.4   | 1.5   |
| Males 18-49       | 2.0             | 0.9   | 1.6   | 2.1              | 0.7   | 1.5   | 2.4              | 1.2   | 1.9   | 2.7             | 1.2   | 2.1   | 1.1             | 0.7   | 0.9   | 2.2             | 1.0   | 1.6   | 2.5              | 1.0   | 1.8   |
| Males 21-34       | 1.6             | 1.1   | 1.4   | 1.6              | 0.7   | 1.2   | 2.1              | 1.6   | 1.8   | 2.2             | 1.4   | 1.8   | 0.8             | 0.5   | 0.7   | 1.4             | 1.5   | 1.4   | 1.8              | 1.6   | 1.7   |
| Males 25-49       | 2.1             | 1.0   | 1.7   | 2.2              | 0.8   | 1.7   | 2.6              | 1.3   | 2.1   | 2.6             | 1.2   | 2.0   | 1.1             | 0.7   | 1.0   | 2.3             | 1.2   | 1.9   | 2.7              | 1.2   | 2.1   |
| Males 25-54       | 2.2             | 1.0   | 1.8   | 2.4              | 0.7   | 1.7   | 2.5              | 1.3   | 2.0   | 2.6             | 1.2   | 2.1   | 1.6             | 0.6   | 1.2   | 2.3             | 1.3   | 1.9   | 2.7              | 1.4   | 2.2   |
| Males 35-64       | 2.1             | 0.8   | 1.7   | 2.2              | 0.6   | 1.6   | 2.2              | 0.9   | 1.8   | 2.6             | 0.9   | 2.1   | 1.6             | 0.6   | 1.3   | 2.2             | 0.8   | 1.7   | 2.7              | 0.9   | 2.1   |
| Males 35+         | 2.0             | 0.7   | 1.6   | 2.0              | 0.5   | 1.5   | 2.1              | 0.8   | 1.7   | 2.6             | 0.9   | 2.0   | 1.5             | 0.6   | 1.2   | 2.0             | 0.7   | 1.6   | 2.5              | 0.8   | 1.9   |

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"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*

## XM Entertainment AQH Rating - Females

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Females 12+       | 1.2             | 0.3   | 0.6   | 1.1              | 0.2   | 0.5   | 1.5              | 0.3   | 0.7   | 1.9             | 0.3   | 0.9   | 0.9             | 0.3   | 0.5   | 1.0             | 0.4   | 0.6   | 1.5              | 0.6   | 0.9   |
| Females 18+       | 1.3             | 0.3   | 0.7   | 1.1              | 0.2   | 0.6   | 1.5              | 0.4   | 0.8   | 2.0             | 0.4   | 1.0   | 1.0             | 0.3   | 0.6   | 1.0             | 0.4   | 0.7   | 1.6              | 0.6   | 1.0   |
| Females 18-34     | 0.9             | 0.0   | 0.3   | 0.7              | 0.0   | 0.2   | 1.6              | 0.1   | 0.5   | 1.3             | 0.0   | 0.4   | 1.1             | 0.0   | 0.3   | 0.3             | 0.0   | 0.1   | 0.5              | 0.0   | 0.1   |
| Females 18-49     | 1.3             | 0.4   | 0.7   | 1.0              | 0.2   | 0.5   | 1.4              | 0.4   | 0.8   | 2.4             | 0.5   | 1.2   | 1.1             | 0.3   | 0.6   | 1.1             | 0.4   | 0.7   | 1.8              | 0.6   | 1.1   |
| Females 21-34     | 1.0             | 0.0   | 0.3   | 0.8              | 0.0   | 0.3   | 1.8              | 0.1   | 0.6   | 1.4             | 0.0   | 0.4   | 1.2             | 0.0   | 0.4   | 0.3             | 0.0   | 0.1   | 0.5              | 0.0   | 0.1   |
| Females 25-49     | 1.3             | 0.5   | 0.8   | 1.1              | 0.3   | 0.6   | 1.2              | 0.4   | 0.8   | 2.2             | 0.6   | 1.2   | 1.0             | 0.4   | 0.7   | 1.1             | 0.5   | 0.8   | 1.8              | 0.8   | 1.3   |
| Females 25-54     | 1.1             | 0.4   | 0.7   | 1.1              | 0.2   | 0.6   | 1.1              | 0.4   | 0.7   | 1.8             | 0.5   | 1.0   | 0.9             | 0.3   | 0.6   | 1.0             | 0.5   | 0.7   | 1.6              | 0.7   | 1.1   |
| Females 35-64     | 1.3             | 0.5   | 0.8   | 1.0              | 0.3   | 0.6   | 1.3              | 0.4   | 0.8   | 2.1             | 0.5   | 1.2   | 0.8             | 0.4   | 0.6   | 1.3             | 0.7   | 1.0   | 1.9              | 1.1   | 1.4   |
| Females 35+       | 1.3             | 0.5   | 0.9   | 1.2              | 0.3   | 0.7   | 1.5              | 0.5   | 0.9   | 2.2             | 0.6   | 1.2   | 0.9             | 0.4   | 0.6   | 1.2             | 0.7   | 0.9   | 1.8              | 0.9   | 1.3   |

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"Add'l" refers to Additional Listeners of XM Satellite Radio

"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*

## XM News & Information AQH Rating - Persons

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Persons 12+       | 3.2             | 0.7   | 1.9   | 3.1              | 0.3   | 1.6   | 4.8              | 0.8   | 2.7   | 5.1             | 0.8   | 2.9   | 2.1             | 0.4   | 1.2   | 2.0             | 0.9   | 1.4   | 2.8              | 1.3   | 2.0   |
| Persons 18+       | 3.2             | 0.7   | 2.0   | 3.1              | 0.3   | 1.7   | 4.8              | 0.8   | 2.9   | 5.1             | 0.8   | 3.0   | 2.1             | 0.4   | 1.3   | 2.0             | 0.9   | 1.5   | 2.8              | 1.4   | 2.1   |
| Persons 18-34     | 1.7             | 0.3   | 0.9   | 1.9              | 0.2   | 0.9   | 2.7              | 0.1   | 1.2   | 2.7             | 0.1   | 1.2   | 0.9             | 0.2   | 0.5   | 1.1             | 0.5   | 0.7   | 1.5              | 0.9   | 1.2   |
| Persons 18-49     | 2.9             | 0.4   | 1.7   | 3.1              | 0.4   | 1.7   | 4.4              | 0.6   | 2.5   | 5.0             | 0.5   | 2.7   | 2.0             | 0.3   | 1.2   | 1.4             | 0.4   | 0.9   | 1.9              | 0.6   | 1.3   |
| Persons 21-34     | 1.9             | 0.3   | 1.0   | 2.1              | 0.2   | 1.0   | 3.0              | 0.2   | 1.4   | 3.0             | 0.1   | 1.3   | 1.0             | 0.3   | 0.6   | 1.1             | 0.6   | 0.8   | 1.6              | 1.1   | 1.3   |
| Persons 25-49     | 3.0             | 0.5   | 1.6   | 3.3              | 0.4   | 1.7   | 4.5              | 0.8   | 2.5   | 5.2             | 0.7   | 2.7   | 2.2             | 0.4   | 1.2   | 1.3             | 0.3   | 0.7   | 1.8              | 0.3   | 1.0   |
| Persons 25-54     | 3.0             | 0.5   | 1.8   | 3.3              | 0.4   | 1.9   | 4.5              | 0.7   | 2.7   | 4.9             | 0.6   | 2.9   | 2.0             | 0.3   | 1.2   | 1.5             | 0.6   | 1.1   | 1.9              | 0.9   | 1.5   |
| Persons 35-64     | 3.7             | 0.9   | 2.5   | 3.6              | 0.4   | 2.2   | 5.7              | 1.3   | 3.8   | 5.9             | 1.1   | 3.8   | 2.6             | 0.5   | 1.7   | 2.1             | 1.1   | 1.7   | 3.0              | 1.6   | 2.4   |
| Persons 35+       | 3.6             | 0.9   | 2.4   | 3.4              | 0.3   | 2.1   | 5.4              | 1.2   | 3.6   | 5.9             | 1.2   | 3.8   | 2.5             | 0.5   | 1.6   | 2.3             | 1.1   | 1.8   | 3.2              | 1.7   | 2.5   |

*"Primary" refers to Primary Listeners of XM Satellite Radio*

*"Add'l" refers to Additional Listeners of XM Satellite Radio*

*"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio*

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*



## XM News & Information AQH Rating - Males

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Males 12+         | 3.8             | 1.0   | 2.6   | 3.8              | 0.5   | 2.4   | 5.6              | 1.2   | 3.7   | 6.0             | 1.3   | 4.0   | 2.5             | 0.7   | 1.7   | 2.4             | 1.2   | 1.9   | 3.5              | 2.0   | 2.9   |
| Males 18+         | 3.8             | 1.0   | 2.7   | 3.9              | 0.5   | 2.5   | 5.7              | 1.3   | 4.0   | 6.1             | 1.2   | 4.1   | 2.5             | 0.6   | 1.7   | 2.4             | 1.3   | 2.0   | 3.5              | 2.2   | 3.0   |
| Males 18-34       | 2.1             | 0.4   | 1.2   | 2.1              | 0.3   | 1.2   | 3.3              | 0.2   | 1.7   | 3.4             | 0.1   | 1.7   | 1.0             | 0.4   | 0.7   | 1.5             | 0.9   | 1.2   | 2.1              | 1.5   | 1.8   |
| Males 18-49       | 3.6             | 0.7   | 2.3   | 3.9              | 0.6   | 2.5   | 5.2              | 1.0   | 3.4   | 6.1             | 0.8   | 3.8   | 2.5             | 0.5   | 1.7   | 1.8             | 0.6   | 1.3   | 2.5              | 0.9   | 1.8   |
| Males 21-34       | 2.3             | 0.5   | 1.4   | 2.3              | 0.4   | 1.4   | 3.5              | 0.3   | 1.9   | 3.7             | 0.2   | 2.0   | 1.1             | 0.5   | 0.8   | 1.6             | 1.0   | 1.3   | 2.3              | 1.7   | 2.0   |
| Males 25-49       | 3.7             | 0.7   | 2.5   | 4.2              | 0.8   | 2.8   | 5.4              | 1.2   | 3.7   | 6.4             | 1.0   | 4.2   | 2.7             | 0.6   | 1.9   | 1.7             | 0.3   | 1.1   | 2.3              | 0.4   | 1.5   |
| Males 25-54       | 3.6             | 0.9   | 2.6   | 4.2              | 0.7   | 2.9   | 5.4              | 1.2   | 3.8   | 6.1             | 0.9   | 4.1   | 2.5             | 0.6   | 1.8   | 1.7             | 0.9   | 1.4   | 2.3              | 1.5   | 2.0   |
| Males 35-64       | 4.4             | 1.4   | 3.4   | 4.6              | 0.7   | 3.3   | 6.8              | 2.2   | 5.2   | 6.9             | 1.7   | 5.2   | 3.1             | 0.8   | 2.3   | 2.5             | 1.5   | 2.1   | 3.6              | 2.4   | 3.2   |
| Males 35+         | 4.3             | 1.4   | 3.3   | 4.4              | 0.6   | 3.1   | 6.4              | 2.0   | 4.9   | 6.9             | 1.9   | 5.1   | 3.0             | 0.7   | 2.2   | 2.6             | 1.6   | 2.3   | 3.9              | 2.7   | 3.5   |

"Primary" refers to Primary Listeners of XM Satellite Radio

"Add'l" refers to Additional Listeners of XM Satellite Radio

"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*

## XM News & Information AQH Rating - Females

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Females 12+       | 1.7             | 0.3   | 0.8   | 1.2              | 0.1   | 0.5   | 2.7              | 0.3   | 1.2   | 2.9             | 0.3   | 1.2   | 1.1             | 0.2   | 0.5   | 1.2             | 0.5   | 0.8   | 1.3              | 0.6   | 0.9   |
| Females 18+       | 1.7             | 0.3   | 0.9   | 1.3              | 0.1   | 0.5   | 2.7              | 0.3   | 1.3   | 2.9             | 0.4   | 1.4   | 1.2             | 0.2   | 0.6   | 1.2             | 0.5   | 0.8   | 1.4              | 0.6   | 0.9   |
| Females 18-34     | 0.8             | 0.1   | 0.3   | 1.5              | 0.0   | 0.4   | 1.4              | 0.0   | 0.4   | 1.1             | 0.0   | 0.3   | 0.6             | 0.1   | 0.2   | 0.0             | 0.2   | 0.1   | 0.0              | 0.3   | 0.2   |
| Females 18-49     | 1.4             | 0.2   | 0.7   | 1.3              | 0.1   | 0.5   | 2.5              | 0.3   | 1.1   | 2.4             | 0.2   | 1.1   | 0.9             | 0.1   | 0.4   | 0.6             | 0.3   | 0.4   | 0.7              | 0.4   | 0.5   |
| Females 21-34     | 0.8             | 0.1   | 0.3   | 1.4              | 0.0   | 0.5   | 1.5              | 0.0   | 0.5   | 1.3             | 0.0   | 0.4   | 0.6             | 0.1   | 0.3   | 0.0             | 0.2   | 0.1   | 0.0              | 0.4   | 0.3   |
| Females 25-49     | 1.5             | 0.2   | 0.7   | 1.1              | 0.1   | 0.5   | 2.6              | 0.3   | 1.3   | 2.7             | 0.3   | 1.3   | 1.0             | 0.1   | 0.5   | 0.6             | 0.2   | 0.4   | 0.7              | 0.3   | 0.5   |
| Females 25-54     | 1.5             | 0.2   | 0.7   | 1.2              | 0.1   | 0.5   | 2.3              | 0.3   | 1.1   | 2.3             | 0.3   | 1.1   | 0.9             | 0.1   | 0.4   | 1.1             | 0.3   | 0.6   | 1.2              | 0.4   | 0.7   |
| Females 35-64     | 2.1             | 0.4   | 1.1   | 1.2              | 0.1   | 0.6   | 3.1              | 0.4   | 1.6   | 3.5             | 0.4   | 1.8   | 1.4             | 0.2   | 0.7   | 1.6             | 0.6   | 1.1   | 1.8              | 0.8   | 1.2   |
| Females 35+       | 2.0             | 0.4   | 1.1   | 1.2              | 0.1   | 0.6   | 3.1              | 0.5   | 1.6   | 3.4             | 0.6   | 1.8   | 1.3             | 0.3   | 0.7   | 1.5             | 0.6   | 1.0   | 1.7              | 0.8   | 1.2   |

"Primary" refers to Primary Listeners of XM Satellite Radio

"Add'l" refers to Additional Listeners of XM Satellite Radio

"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*

## XM Sports AQH Rating - Persons

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Persons 12+       | 0.9             | 0.2   | 0.6   | 0.7              | 0.1   | 0.4   | 0.9              | 0.1   | 0.5   | 1.1             | 0.1   | 0.6   | 0.5             | 0.1   | 0.3   | 1.2             | 0.6   | 0.9   | 2.1              | 0.9   | 1.5   |
| Persons 18+       | 0.9             | 0.2   | 0.6   | 0.7              | 0.1   | 0.4   | 0.9              | 0.1   | 0.5   | 1.1             | 0.1   | 0.6   | 0.5             | 0.1   | 0.3   | 1.3             | 0.5   | 0.9   | 2.1              | 0.9   | 1.5   |
| Persons 18-34     | 1.0             | 0.2   | 0.5   | 1.0              | 0.1   | 0.5   | 1.1              | 0.1   | 0.5   | 1.5             | 0.1   | 0.7   | 0.2             | 0.1   | 0.2   | 1.1             | 0.3   | 0.6   | 1.8              | 0.5   | 1.0   |
| Persons 18-49     | 1.1             | 0.2   | 0.6   | 0.9              | 0.1   | 0.5   | 1.2              | 0.1   | 0.6   | 1.5             | 0.1   | 0.8   | 0.7             | 0.2   | 0.4   | 1.2             | 0.3   | 0.8   | 2.0              | 0.5   | 1.2   |
| Persons 21-34     | 1.0             | 0.2   | 0.5   | 1.1              | 0.1   | 0.6   | 1.2              | 0.1   | 0.6   | 1.7             | 0.2   | 0.8   | 0.2             | 0.2   | 0.2   | 1.1             | 0.3   | 0.6   | 1.7              | 0.5   | 1.0   |
| Persons 25-49     | 1.1             | 0.2   | 0.6   | 1.0              | 0.1   | 0.5   | 1.2              | 0.1   | 0.6   | 1.5             | 0.2   | 0.8   | 0.8             | 0.2   | 0.5   | 1.3             | 0.3   | 0.8   | 2.1              | 0.6   | 1.3   |
| Persons 25-54     | 1.1             | 0.3   | 0.7   | 0.9              | 0.1   | 0.5   | 1.1              | 0.1   | 0.6   | 1.3             | 0.2   | 0.8   | 0.7             | 0.2   | 0.4   | 1.3             | 0.7   | 1.0   | 2.1              | 1.2   | 1.7   |
| Persons 35-64     | 0.9             | 0.3   | 0.7   | 0.6              | 0.0   | 0.4   | 0.8              | 0.1   | 0.5   | 1.0             | 0.1   | 0.6   | 0.6             | 0.2   | 0.4   | 1.4             | 0.8   | 1.1   | 2.4              | 1.3   | 1.9   |
| Persons 35+       | 0.9             | 0.3   | 0.6   | 0.6              | 0.0   | 0.3   | 0.8              | 0.1   | 0.5   | 0.9             | 0.1   | 0.6   | 0.6             | 0.1   | 0.4   | 1.3             | 0.7   | 1.0   | 2.2              | 1.2   | 1.8   |

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*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*

## XM Sports AQH Rating - Males

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Males 12+         | 1.1             | 0.4   | 0.8   | 0.9              | 0.1   | 0.6   | 1.1              | 0.2   | 0.7   | 1.4             | 0.3   | 0.9   | 0.6             | 0.2   | 0.4   | 1.5             | 1.0   | 1.3   | 2.5              | 1.7   | 2.2   |
| Males 18+         | 1.1             | 0.4   | 0.8   | 0.9              | 0.1   | 0.6   | 1.1              | 0.1   | 0.7   | 1.4             | 0.2   | 0.9   | 0.6             | 0.2   | 0.4   | 1.5             | 1.0   | 1.3   | 2.6              | 1.7   | 2.2   |
| Males 18-34       | 1.1             | 0.3   | 0.7   | 1.3              | 0.2   | 0.7   | 1.2              | 0.2   | 0.7   | 1.8             | 0.3   | 1.0   | 0.3             | 0.2   | 0.3   | 1.2             | 0.5   | 0.8   | 1.9              | 1.0   | 1.4   |
| Males 18-49       | 1.4             | 0.3   | 0.9   | 1.2              | 0.2   | 0.8   | 1.5              | 0.2   | 1.0   | 1.9             | 0.3   | 1.2   | 0.9             | 0.2   | 0.6   | 1.4             | 0.5   | 1.0   | 2.3              | 0.8   | 1.7   |
| Males 21-34       | 1.1             | 0.4   | 0.8   | 1.4              | 0.2   | 0.8   | 1.3              | 0.2   | 0.8   | 2.0             | 0.3   | 1.2   | 0.3             | 0.3   | 0.3   | 1.1             | 0.6   | 0.8   | 1.8              | 1.0   | 1.4   |
| Males 25-49       | 1.5             | 0.3   | 1.0   | 1.4              | 0.2   | 0.9   | 1.7              | 0.3   | 1.1   | 2.2             | 0.4   | 1.4   | 0.9             | 0.3   | 0.7   | 1.4             | 0.5   | 1.1   | 2.4              | 0.9   | 1.8   |
| Males 25-54       | 1.4             | 0.5   | 1.1   | 1.2              | 0.2   | 0.8   | 1.5              | 0.2   | 1.0   | 1.9             | 0.3   | 1.3   | 0.8             | 0.2   | 0.6   | 1.5             | 1.2   | 1.4   | 2.5              | 2.0   | 2.3   |
| Males 35-64       | 1.2             | 0.5   | 1.0   | 0.9              | 0.1   | 0.6   | 1.1              | 0.1   | 0.8   | 1.4             | 0.2   | 1.0   | 0.7             | 0.1   | 0.5   | 1.8             | 1.4   | 1.7   | 3.1              | 2.4   | 2.8   |
| Males 35+         | 1.1             | 0.4   | 0.9   | 0.8              | 0.1   | 0.5   | 1.1              | 0.1   | 0.7   | 1.3             | 0.2   | 0.9   | 0.7             | 0.1   | 0.5   | 1.6             | 1.2   | 1.5   | 2.8              | 2.1   | 2.5   |

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## XM Sports AQH Rating - Females

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Females 12+       | 0.4             | 0.1   | 0.2   | 0.1              | 0.0   | 0.1   | 0.3              | 0.0   | 0.1   | 0.3             | 0.0   | 0.1   | 0.2             | 0.1   | 0.1   | 0.7             | 0.1   | 0.3   | 1.1              | 0.2   | 0.6   |
| Females 18+       | 0.4             | 0.1   | 0.2   | 0.1              | 0.0   | 0.1   | 0.3              | 0.0   | 0.1   | 0.3             | 0.0   | 0.1   | 0.2             | 0.1   | 0.2   | 0.7             | 0.1   | 0.4   | 1.1              | 0.2   | 0.6   |
| Females 18-34     | 0.6             | 0.0   | 0.2   | 0.5              | 0.0   | 0.1   | 0.9              | 0.0   | 0.3   | 0.7             | 0.0   | 0.2   | 0.0             | 0.0   | 0.0   | 0.9             | 0.0   | 0.3   | 1.5              | 0.0   | 0.4   |
| Females 18-49     | 0.5             | 0.1   | 0.2   | 0.2              | 0.0   | 0.1   | 0.4              | 0.0   | 0.1   | 0.4             | 0.0   | 0.1   | 0.3             | 0.2   | 0.2   | 0.9             | 0.1   | 0.4   | 1.4              | 0.2   | 0.7   |
| Females 21-34     | 0.7             | 0.0   | 0.2   | 0.5              | 0.0   | 0.2   | 1.0              | 0.0   | 0.3   | 0.8             | 0.0   | 0.3   | 0.0             | 0.0   | 0.0   | 1.0             | 0.0   | 0.3   | 1.6              | 0.0   | 0.5   |
| Females 25-49     | 0.4             | 0.1   | 0.2   | 0.0              | 0.0   | 0.0   | 0.1              | 0.0   | 0.0   | 0.1             | 0.0   | 0.1   | 0.4             | 0.2   | 0.3   | 1.0             | 0.1   | 0.5   | 1.5              | 0.2   | 0.8   |
| Females 25-54     | 0.4             | 0.1   | 0.2   | 0.0              | 0.0   | 0.0   | 0.1              | 0.0   | 0.0   | 0.1             | 0.0   | 0.0   | 0.3             | 0.2   | 0.2   | 0.9             | 0.2   | 0.5   | 1.4              | 0.3   | 0.8   |
| Females 35-64     | 0.3             | 0.1   | 0.2   | 0.0              | 0.0   | 0.0   | 0.1              | 0.0   | 0.0   | 0.1             | 0.0   | 0.0   | 0.3             | 0.2   | 0.2   | 0.7             | 0.2   | 0.4   | 1.1              | 0.4   | 0.7   |
| Females 35+       | 0.3             | 0.1   | 0.2   | 0.0              | 0.0   | 0.0   | 0.1              | 0.0   | 0.1   | 0.2             | 0.0   | 0.1   | 0.3             | 0.2   | 0.2   | 0.7             | 0.2   | 0.4   | 1.1              | 0.3   | 0.6   |

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"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio

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*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*



**Seven-Day Cume Rating Estimates – Primary Listeners**  
**Cume Ratings - Persons**

| Demographic Group | XM Complete | XM Entertainment | XM News & Information | XM Sports |
|-------------------|-------------|------------------|-----------------------|-----------|
| Persons 12+       | 59.9        | 30.6             | 36.3                  | 16.1      |
| Persons 18+       | 60.1        | 30.5             | 36.8                  | 16.2      |
| Persons 18-34     | 59.3        | 33.5             | 27.3                  | 18.1      |
| Persons 18-49     | 62.6        | 32.8             | 34.5                  | 19.6      |
| Persons 21-34     | 61.2        | 34.3             | 29.0                  | 18.9      |
| Persons 25-49     | 63.5        | 32.5             | 36.4                  | 20.7      |
| Persons 25-54     | 62.4        | 32.6             | 37.5                  | 19.4      |
| Persons 35-64     | 61.3        | 30.7             | 39.3                  | 16.4      |
| Persons 35+       | 60.4        | 29.7             | 39.5                  | 15.6      |

*Note: These estimates are projectable to the XM Primary Listener universe. Please see the "Description of Methodology" for more information. All data were converted to Eastern Time prior to the determination of audience estimates.*

**Seven-Day Cume Rating Estimates – Primary Listeners**  
**Cume Ratings - Males**

| Demographic Group | XM Complete | XM Entertainment | XM News & Information | XM Sports |
|-------------------|-------------|------------------|-----------------------|-----------|
| Males 12+         | 65.1        | 33.6             | 39.8                  | 19.7      |
| Males 18+         | 65.2        | 33.4             | 40.2                  | 19.7      |
| Males 18-34       | 64.9        | 37.8             | 29.5                  | 22.2      |
| Males 18-49       | 68.7        | 36.3             | 38.9                  | 24.4      |
| Males 21-34       | 67.0        | 38.7             | 31.6                  | 23.2      |
| Males 25-49       | 70.1        | 36.2             | 41.3                  | 26.1      |
| Males 25-54       | 68.7        | 36.5             | 42.2                  | 23.9      |
| Males 35-64       | 66.7        | 33.7             | 43.4                  | 20.3      |
| Males 35+         | 65.3        | 32.1             | 43.4                  | 19.0      |

*Note: These estimates are projectable to the XM Primary Listener universe. Please see the "Description of Methodology" for more information. All data were converted to Eastern Time prior to the determination of audience estimates.*

**Seven-Day Cume Rating Estimates – Primary Listeners**  
**Cume Ratings - Females**

| Demographic Group | XM Complete | XM Entertainment | XM News & Information | XM Sports |
|-------------------|-------------|------------------|-----------------------|-----------|
| Females 12+       | 47.8        | 23.6             | 28.3                  | 7.8       |
| Females 18+       | 48.3        | 23.8             | 28.8                  | 7.9       |
| Females 18-34     | 45.0        | 22.5             | 21.7                  | 7.8       |
| Females 18-49     | 49.2        | 25.3             | 25.0                  | 9.1       |
| Females 21-34     | 46.7        | 23.3             | 22.5                  | 8.3       |
| Females 25-49     | 49.6        | 24.8             | 26.2                  | 9.5       |
| Females 25-54     | 48.8        | 24.3             | 27.4                  | 9.6       |
| Females 35-64     | 49.8        | 24.2             | 30.6                  | 8.1       |
| Females 35+       | 49.3        | 24.2             | 30.7                  | 8.0       |

*Note: These estimates are projectable to the XM Primary Listener universe. Please see the "Description of Methodology" for more information. All data were converted to Eastern Time prior to the determination of audience estimates.*



# Description of Methodology

## Sample Design and Selection

Sample for this study was selected from an initial randomly selected pool of 12,961 XM Satellite Radio consumer subscribers located in the contiguous United States. Names and telephone numbers were provided to Arbitron by XM.

A total of 8,193 records were selected for calling. Of those, 5,689 records were considered usable sample after response rate adjustments. With 2,028 completed interviews, this yielded a response rate of 35.6 percent.

Interviewers made at least eight attempts to reach each sample household during the period from November 15, 2004, to December 12, 2004. To increase the likelihood of establishing contact, calls were made at different hours throughout the morning, afternoon and evening and different days of the week. Interviewers were instructed to leave scripted messages on answering machines for specified calling attempts.

## Definitions of XM Satellite Radio Users for This Study

**Primary Listeners of XM Satellite Radio/** For this questionnaire, a Primary Listener was defined as the person who most often drives the vehicle containing an XM Satellite Radio or the person who uses the XM Satellite Radio most often if it is located at home or some other place. The Primary Listener in this study may not necessarily be the subscriber contact for XM Satellite Radio.

**Additional Listeners to XM Satellite Radio/** At the beginning of the interview, the Primary Listener was asked to enumerate all of the other people who listened to their XM Satellite Radio in the past seven days. Age, gender and household member status were collected for each additional person. These people represented the total pool of Additional Listeners for this study. When collecting specific listening occasions for XM Satellite Radio later in the interview, the Primary Listener was asked if any of the previously mentioned "Additional Listeners" listened at that time. No Additional Listener information was collected for AM/FM stations.

## Respondent Selection and Questionnaire

To qualify for participation in this study, a respondent must have been a resident of the household 12 years of age or older and a Primary Listener of XM Satellite Radio. Neither the respondent nor anyone in his or her household could be affiliated with a satellite radio company, a satellite television company, a radio or television station or network, or a cable system or network.

Respondents were asked a series of questions about their radio listening (AM/FM/XM). This included general questions about listening in the past seven days, as well as specific XM listening in the past 30 hours. While specific channel information was collected for XM listening, specific station information was not collected for AM/FM listening. Demographic information, including age, gender, race, ethnicity, education and income, was also collected during the interview. The interviews were conducted in English and Spanish.

Explicit instructions and training were provided to each interviewer, and validation checks were regularly conducted to help ensure that instructions were followed properly.

## Determination of Audience Estimates

**Average Quarter-Hour/**The smallest unit of time used in tabulation of average audience estimates. Arbitron credits one quarter-hour to a channel/station for a minimum of five minutes of listening during the quarter-hour.

**Average Quarter-Hour Rating (AQH Rating)/** Expressed as a percentage of the quarter-hours for a channel over the total number of possible quarter-hours in a given daypart. For Primary Listeners of XM Satellite Radio, the total number of possible quarter-hours is based on the number of completed interviews within a specific demographic group. For Additional Listeners to XM Satellite Radio, the total number of possible quarter-hours is based on the enumerated list for a demographic group collected at the beginning of the interview.

**7-Day Cume/**The estimated number of different persons in the audience who listened to a channel or channel group. This estimate is expressed as ratings and is reported only for Primary Listeners of XM Satellite Radio.

**Time Spent Listening (TSL)/** An estimate of the amount of time the average listener spent with a channel or channel group during a particular daypart. This estimate is expressed in hours and minutes and is reported only for Primary Listeners of XM Satellite Radio.

## Estimating the Reliability of Audience Ratings Estimates

The reliability of a survey estimate is generally defined in terms of the estimated margin of sampling error around the estimate, or confidence interval. The confidence interval describes the extent to which a survey estimate, based on a random sample of the population, may vary from the result that would be obtained through a complete census of the population. For this study, "population" refers to the total number of XM subscribers (3,229,124 as of 12/31/04). Confidence intervals can be obtained for any Primary Listener persons estimate in this report through two steps: (1) determine an estimated standard error, and (2) use the estimated standard error to construct a confidence interval around the persons estimate. To determine an estimate of standard error for AQH and Cume persons estimates, first note the Primary Listener persons estimate from the report. Next, note the sample size this estimate is based upon. The figures will be used in the formula for the estimated standard error, below:

$$\sqrt{\frac{p \cdot q}{N}}$$

In this equation, **p** equals the rating and **q** equals 100 minus the rating. **N** is the sample size upon which the estimate is based. For example, if Channel 2 has an AQH rating of 4.0 in a specific daypart and the estimate is based on a sample of 500, then the standard error is 0.88, or the square root of 4 times 96 divided by 500.

The confidence interval is the range around the estimate. In the example for Channel 2, the confidence interval is 3.12 to 4.88 around the estimated 4.0 rating.

The estimation above for one standard error will yield a 68 percent confidence interval; in other words, the user can be 68 percent confident that, in the example above, the rating for Channel 2 is within 0.88 rating points around the estimated rating of 4.0. To obtain higher levels of confidence, multipliers must be used. Typical multipliers are 1.65 for a 90 percent confidence interval, 1.96 for a 95 percent confidence interval, and 2.58 for a 99 percent confidence interval.

This discussion does not take into account the concept of Effective Sample Base (ESB). ESB estimates indicate the size of a simple random sample that would be required to provide the same degree of reliability as the sample or completed interviews used to produce the audience estimates in this report. In general, ESBs for Cume estimates will be less than the number of completed interviews, and ESBs for AQH estimates will be larger than the number of completed interviews.

## Sample Balancing

As there are currently not any known population estimates for XM Satellite Radio subscribers, no weighting system was applied for this study.

## Rounding of Estimates

Rounding occurs at various stages in the determination of audience estimates at demographic and daypart summation levels.

## Time Zones

Although calling occurred across various time zones, all daypart data were converted to Eastern Time prior to the determination of audience estimates.

## Limitations

In addition to sources of possible error described elsewhere in this report, the user should be aware of the following limitations:

- a. Estimates provided in this report are based only on Primary Listeners of XM Satellite Radio and Additional Listeners of XM Satellite Radio. Average Quarter-Hour and Cume estimates in this study are not equivalent to estimates used in other Arbitron national studies.
- b. The sample is drawn from a pool of XM Satellite Radio consumer subscribers provided directly by XM. Commercial subscribers were not included in this study.
- c. Effort is made to exclude households with a media affiliation. The inclusion or exclusion of such households from the sample is dependent on information revealed by a subscriber in response to Arbitron's media affiliation question at the beginning of the interview, or at any time thereafter.
- d. There may be instances where Arbitron instructions are not followed by the interviewer. Also, the interviewer may not be under the direct control of Arbitron, as independent market research suppliers are used by Arbitron.
- e. Nonresponding persons may have listening habits that differ from those of respondents.

f. The sample design and/or response patterns may preclude proportional representation of certain groups within the population such as ethnic groups, racial groups, persons in certain income or education groups, Primary Listeners under the age of 12, or persons whose primary language is other than English or Spanish. Such persons may have listening habits that differ from other persons.

g. Response errors resulting from memory failure, transcription by interviewers, misunderstanding of instructions, or other errors in the reporting, editing, coding and keying of data may be present. Arbitron maintains close supervision and controls to minimize these errors.

h. As personal telephone interviewers are used to collect all listening data, it is possible for variations in results by interviewer.

i. Defects and limitations found in data supplied by others are inherent in Arbitron estimates based thereon.

j. Rounding occurs at various stages in the determination of audience estimates, at demographic and daypart summation levels. Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts and/or demographic groups in the report may produce a result that may be incongruent with estimates for broader dayparts and/or demographic groups also contained in the report.

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### **Restrictions on Use**

Users of audience estimates are referred to the current policies of the Federal Trade Commission relating to the use of audience estimates.











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## Limitations

In addition to sources of possible error described elsewhere in this report, the user should be aware of the following limitations:

- a. Estimates provided in this report are based only on primary users of XM Satellite Radio. Average Quarter-Hour and Cume estimates in this study are not equivalent to estimates used in other Arbitron national studies.
- b. The sample is drawn from a pool of XM Consumer Satellite Radio subscribers provided directly by XM. Commercial subscribers were not included in this study.
- c. Effort is made to exclude households with a media affiliation. The inclusion or exclusion of such households from the sample is dependent on information revealed by a subscriber in response to Arbitron's media affiliation question at the beginning of the interview, or at any time thereafter.
- d. There may be instances where Arbitron instructions are not followed by the interviewer. Also, the interviewer may not be under the direct control of Arbitron, because independent market research suppliers are used by Arbitron.
- e. Nonresponding persons may have listening habits that differ from those of respondents.
- f. The sample design and/or response patterns may preclude proportional representation of certain groups within the population such as ethnic groups, racial groups, persons in certain income or education groups, or persons whose primary language is other than English. Such persons may have listening habits that differ from other persons.

g. Response errors resulting from memory failure, transcription by interviewers, misunderstanding of instructions, or other errors in the reporting, editing, coding and keying of data may be present. Arbitron maintains close supervision and controls to minimize these errors.

h. As personal telephone interviewers are used to collect all listening data, it is possible for variations in results by interviewer.

i. Defects and limitations found in data supplied by others are inherent in Arbitron estimates based thereon.

j. Rounding occurs at various stages in the determination of audience estimates, at demographic and daypart summation levels. Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts and/or demographic groups in the report may produce a result that may be incongruent with estimates for broader dayparts and/or demographic groups also contained in the report.

## Reservation of Rights

Arbitron reserves the right to change at any time its policies and procedures, survey dates, survey length, survey frequency, sampling procedures, methodology, method of Study collection, Report content, Report titles, Report

format, or any other aspect of the Study provided hereunder.

Arbitron reserves the right not to produce any Study whenever, in its judgment, insufficient data are available to meet its minimum research standards or any event has jeopardized the reliability of the data.

## Disclaimer of Warranties

ARBITRON MAKES NO WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION ANY WARRANTY OF MERCHANTABILITY OR FITNESS, CONCERNING: DATA GATHERED OR OBTAINED BY ARBITRON FROM ANY SOURCE; THE PRESENT OR FUTURE METHODOLOGY EMPLOYED BY ARBITRON IN PRODUCING ARBITRON DATA, ESTIMATES, AND/OR REPORTS. ALL ARBITRON DATA, ESTIMATES, AND/OR REPORTS REPRESENT ONLY THE OPINION OF ARBITRON AND RELIANCE THEREON AND USE THEREOF SHALL BE AT USER'S OWN RISK. IN NO EVENT SHALL ARBITRON BE LIABLE FOR THE FAILURE OF ANY THIRD PARTY TO PROVIDE ANY DATA OR SERVICES FOR USE IN CONNECTION WITH THE DATA PRODUCED HEREUNDER.

## Restrictions on Use

Users of audience estimates are referred to the current policies of the Federal Trade Commission relating to the use of audience estimates.

# Description of Methodology

## Sample Design and Selection

Sample for this study was selected from an initial randomly selected pool of 4,000 XM Satellite Radio consumer subscribers located in the continental United States. Telephone numbers were provided to Arbitron directly by XM.

A total of 3,219 records were selected for calling. Of these, 2,540 records were considered usable sample. With 1,001 completed interviews, this yielded a response rate of 39.4 percent.

Interviewers made up to eight attempts to reach sample households during the period from April 16, 2002, to May 13, 2002. To increase the likelihood of establishing contact, calls were made at different hours throughout the day and evening and on different days of the week. Interviewers were instructed to leave scripted messages on answering machines for specified calling attempts.

## Respondent Selection and Questionnaire

To qualify for participation in this study, a respondent must have been a resident of the household 16 years of age or older and a primary user of XM Satellite Radio. Neither the respondent nor anyone in his or her household could be affiliated with a satellite radio company, a satellite television company, a radio or television station or network, or a cable system or network.

Respondents were asked a series of questions about their radio listening (AM/FM/XM). This included general questions about listening in the past seven days, as well as specific radio listening in the past 30 hours. While specific channel information was collected for XM listening, specific station information was not collected for AM/FM listening.

Demographic information, including age, gender, race/ethnicity, education and income, was also collected during the interview. There was not a Spanish version of this interview.

Explicit instructions and training were provided to each interviewer, and validation checks were regularly conducted to help ensure that instructions were being followed properly.

## Determination of Audience Estimates

### Average Quarter-Hour Estimates

**Average Quarter-Hour/The smallest unit of time used in tabulation of average audience estimates.** Arbitron credits one quarter-hour to a channel/station for a minimum of five minutes of listening during the quarter-hour.

**Average Quarter-Hour Rating (AQH Rating) /** Expressed as a percentage of the quarter-hours for a channel/station over the total number of possible quarter-hours in a given daypart.

**Average Quarter-Hour Share (AQH Share)/The percentage of those listening to radio who are listening to a particular channel/station.**

### Cume Estimates

**Cume Rating/Expressed as a percentage of those people in the study who are listening to a particular station/channel.**

## Estimating the Reliability of Audience Ratings Estimates

The reliability of a survey estimate is generally defined in terms of the estimated margin of sampling error around the estimate, or *confidence interval*. The confidence interval describes the extent to which a survey estimate, based on a random sample of the population, may vary from the result that would be obtained through a complete census of the population. For this study, "population" refers to XM subscribers.

Confidence intervals can be obtained for any rating in this report through two steps: (1) determine an estimated standard error and (2) use the estimated standard error to construct a confidence interval around the rating.

To determine an estimate of standard error for AQH and Cume ratings, first note the estimated rating from the report. Next, note the sample size this estimate is based upon. The figures will be used in the formula for the estimated standard error below:

$$\sqrt{\frac{p \cdot q}{N}}$$

In this equation, *p* equals the rating and *q* equals 100 minus the rating. *N* is the sample size upon which the estimate is based. For example, if Channel 2 has an AQH rating of 4.0 in a specific daypart and the estimate is based on a sample of 500, then the standard error is 0.88, or the square root of 4 times 96 divided by 500.

The confidence interval is the range around the estimate. In this example for Channel 2, the confidence interval is 3.12 to 4.88 around the estimated 4.0 rating.

The estimation above for one standard error will yield a 68 percent confidence interval; in other words, the user can be 68 percent confident that, in the example above, the rating for Channel 2 is within 0.88 rating points around the estimated rating of 4.0. To obtain higher levels of confidence, multipliers must be used. Typical multipliers are 1.65 for a 90 percent confidence interval, 1.96 for a 95 percent confidence interval, and 2.58 for a 99 percent confidence interval.

This discussion does not take into account the concept of Effective Sample Base (ESB). ESB estimates indicate the size of a simple random sample that would be required to provide the same degree of reliability as the sample or completed interviews used to produce the audience estimates in this report. In general, ESBs for Cume estimates will be less than the number of completed interviews, and ESBs for AQH estimates will be larger than the number of completed interviews.

## Sample Balancing

As there are currently not any known population estimates for XM Satellite Radio subscribers, no weighting system was applied for this study.

## Rounding of Estimates

Rounding occurs at various stages in the determination of audience estimates at demographic and daypart summation levels.

## Time Zones

Although calling occurred across various time zones, all daypart data were converted to Eastern Time prior to the determination of audience estimates.

## Seven Day Cume Rating Estimates

| XM Channel Cluster             | Persons<br>16+ | Persons<br>16-24 | Persons<br>18-34 | Persons<br>18-49 | Persons<br>25-49 | Persons<br>25-54 | Persons<br>35-64 | Males<br>16+ | Females<br>16+ |
|--------------------------------|----------------|------------------|------------------|------------------|------------------|------------------|------------------|--------------|----------------|
| Business, Science & Technology | 19.1           | 3.9              | 9.5              | 16.2             | 18.6             | 19.8             | 24.9             | 19.7         | 16.0           |
| Long Distance                  | 42.0           | 40.2             | 41.7             | 41.7             | 41.9             | 42.7             | 43.0             | 44.0         | 31.3           |
| News                           | 36.9           | 13.4             | 23.2             | 32.9             | 36.4             | 38.0             | 44.9             | 37.4         | 34.4           |
| SpokenTainment                 | 29.8           | 31.5             | 34.5             | 33.4             | 33.2             | 32.1             | 29.0             | 31.4         | 21.5           |
| Sports Pack                    | 19.7           | 17.3             | 19.6             | 19.8             | 20.3             | 20.4             | 19.7             | 21.2         | 11.7           |
| Talk                           | 16.9           | 7.1              | 10.4             | 15.4             | 17.1             | 17.7             | 20.8             | 17.4         | 14.1           |
| XM Info - I                    | 45.0           | 41.7             | 47.6             | 47.1             | 47.6             | 46.7             | 45.4             | 47.3         | 33.1           |
| XM Info - II                   | 31.3           | 19.7             | 23.8             | 29.4             | 31.2             | 32.4             | 35.9             | 32.1         | 27.0           |
| GenerationNow - I              | 29.3           | 75.6             | 59.5             | 38.7             | 31.4             | 27.2             | 13.8             | 30.5         | 22.7           |
| GenerationNow - II             | 25.1           | 67.7             | 51.5             | 33.0             | 25.8             | 22.5             | 11.8             | 26.5         | 17.8           |
| LifeStyles - I                 | 37.7           | 24.4             | 31.8             | 39.3             | 42.0             | 41.3             | 43.0             | 36.4         | 44.2           |
| LifeStyles - II                | 35.5           | 25.2             | 34.2             | 36.6             | 38.6             | 38.5             | 37.9             | 35.4         | 35.6           |
| XM Adult Contemporary          | 33.7           | 26.0             | 34.8             | 37.8             | 40.0             | 37.9             | 35.1             | 32.2         | 41.1           |
| XM Hits                        | 33.3           | 70.1             | 55.4             | 40.0             | 33.7             | 31.1             | 22.5             | 34.1         | 28.8           |
| XM Rock                        | 19.9           | 45.7             | 40.2             | 26.7             | 22.7             | 19.5             | 9.8              | 21.2         | 12.9           |
| XM Urban                       | 15.6           | 44.1             | 26.5             | 18.3             | 12.9             | 12.3             | 10.3             | 16.3         | 11.7           |

*Note: These estimates are projectable to the XM primary user universe only. Please see the description of methodology for more information.*

## XM Urban

| Demographic Group | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|-------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                   | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Persons 16+       | 0.9                | 3.3     | 0.4                 | 2.1     | 0.8                 | 2.2     | 0.6                | 2.8     | 0.7                | 2.3     | 1.5                | 6.0     |
| Persons 16-24     | 2.2                | 8.2     | 0.6                 | 4.5     | 2.2                 | 6.9     | 2.6                | 9.0     | 1.9                | 7.3     | 2.6                | 10.5    |
| Persons 18-34     | 1.4                | 5.4     | 0.4                 | 2.1     | 1.2                 | 3.6     | 1.2                | 4.8     | 1.0                | 3.7     | 2.4                | 10.3    |
| Persons 18-49     | 1.0                | 3.7     | 0.5                 | 2.3     | 0.9                 | 2.6     | 0.8                | 3.5     | 0.8                | 2.7     | 1.6                | 6.7     |
| Persons 25-49     | 0.8                | 3.0     | 0.5                 | 2.1     | 0.7                 | 1.8     | 0.5                | 2.1     | 0.6                | 1.9     | 1.5                | 6.3     |
| Persons 25-54     | 0.8                | 2.8     | 0.5                 | 2.2     | 0.6                 | 1.6     | 0.4                | 1.9     | 0.5                | 1.8     | 1.4                | 6.0     |
| Persons 35-64     | 0.6                | 2.1     | 0.5                 | 2.1     | 0.6                 | 1.6     | 0.3                | 1.5     | 0.5                | 1.7     | 0.9                | 3.6     |
| Males 16+         | 0.9                | 3.5     | 0.5                 | 2.5     | 0.9                 | 2.4     | 0.6                | 2.7     | 0.7                | 2.5     | 1.5                | 6.2     |
| Females 16+       | 0.6                | 2.2     | 0.0                 | 0.0     | 0.4                 | 1.2     | 0.6                | 3.0     | 0.4                | 1.3     | 0.9                | 4.8     |

*Note: These estimates are projectable to the XM primary user universe only. Please see the description of methodology for more information.  
All data was converted to Eastern Time prior to the determination of audience estimates.*

## XM Rock

| Demographic Group | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|-------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                   | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Persons 16+       | 1.0                | 3.8     | 0.7                 | 3.4     | 1.2                 | 3.5     | 1.2                | 5.6     | 1.1                | 3.9     | 0.8                | 3.4     |
| Persons 16-24     | 1.7                | 6.4     | 0.9                 | 6.7     | 1.5                 | 4.9     | 2.6                | 8.8     | 1.7                | 6.3     | 1.7                | 6.8     |
| Persons 18-34     | 2.1                | 7.9     | 1.6                 | 9.0     | 2.6                 | 8.1     | 2.5                | 10.0    | 2.3                | 8.7     | 1.4                | 5.8     |
| Persons 18-49     | 1.4                | 5.2     | 1.0                 | 4.9     | 1.7                 | 4.9     | 1.7                | 7.1     | 1.5                | 5.4     | 1.2                | 4.8     |
| Persons 25-49     | 1.4                | 5.0     | 1.0                 | 4.7     | 1.7                 | 4.9     | 1.6                | 7.1     | 1.5                | 5.3     | 1.0                | 4.2     |
| Persons 25-54     | 1.2                | 4.2     | 0.9                 | 3.9     | 1.5                 | 4.1     | 1.3                | 6.0     | 1.3                | 4.5     | 0.8                | 3.6     |
| Persons 35-64     | 0.5                | 1.8     | 0.3                 | 1.2     | 0.5                 | 1.4     | 0.5                | 2.6     | 0.5                | 1.6     | 0.6                | 2.5     |
| Males 16+         | 1.1                | 4.0     | 0.8                 | 3.9     | 1.4                 | 3.9     | 1.2                | 5.5     | 1.2                | 4.3     | 0.7                | 3.1     |
| Females 16+       | 0.8                | 2.9     | 0.2                 | 1.0     | 0.3                 | 1.0     | 1.2                | 6.1     | 0.6                | 2.1     | 1.0                | 5.5     |

*Note: These estimates are projectable to the XM primary user universe only. Please see the description of methodology for more information. All data was converted to Eastern Time prior to the determination of audience estimates.*

## XM Hits

| Demographic Group | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|-------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                   | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Persons 16+       | 1.6                | 5.9     | 1.2                 | 5.8     | 1.9                 | 5.5     | 1.7                | 7.9     | 1.7                | 6.1     | 1.3                | 5.3     |
| Persons 16-24     | 3.7                | 14.1    | 1.8                 | 14.0    | 4.1                 | 13.1    | 5.1                | 17.6    | 3.9                | 14.5    | 3.3                | 13.0    |
| Persons 18-34     | 2.9                | 11.3    | 1.7                 | 9.8     | 3.4                 | 10.4    | 3.7                | 15.1    | 3.1                | 11.5    | 2.5                | 10.7    |
| Persons 18-49     | 2.0                | 7.2     | 1.3                 | 6.2     | 2.4                 | 6.8     | 2.2                | 9.5     | 2.1                | 7.3     | 1.6                | 6.6     |
| Persons 25-49     | 1.6                | 5.8     | 1.2                 | 5.5     | 2.0                 | 5.7     | 1.6                | 7.4     | 1.7                | 6.0     | 1.2                | 4.9     |
| Persons 25-54     | 1.5                | 5.3     | 1.3                 | 5.9     | 1.8                 | 5.0     | 1.5                | 6.7     | 1.6                | 5.5     | 1.1                | 4.7     |
| Persons 35-64     | 0.9                | 3.2     | 0.9                 | 4.1     | 1.2                 | 3.1     | 0.7                | 3.5     | 1.0                | 3.4     | 0.7                | 2.7     |
| Males 16+         | 1.6                | 5.9     | 1.2                 | 6.0     | 2.0                 | 5.6     | 1.8                | 8.2     | 1.8                | 6.2     | 1.2                | 4.9     |
| Females 16+       | 1.5                | 5.7     | 1.1                 | 4.8     | 1.5                 | 4.8     | 1.2                | 5.9     | 1.3                | 5.0     | 1.5                | 7.8     |

*Note: These estimates are projectable to the XM primary user universe only. Please see the description of methodology for more information.  
All data was converted to Eastern Time prior to the determination of audience estimates.*



## XM Adult Contemporary

| Demographic Group | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|-------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                   | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Persons 16+       | 1.9                | 7.2     | 1.0                 | 5.1     | 2.5                 | 7.1     | 1.4                | 6.3     | 1.9                | 6.6     | 2.1                | 8.8     |
| Persons 16-24     | 0.5                | 1.8     | 0.0                 | 0.0     | 0.8                 | 2.5     | 0.7                | 2.5     | 0.6                | 2.2     | 0.1                | 0.6     |
| Persons 18-34     | 1.7                | 6.4     | 0.7                 | 4.1     | 2.5                 | 7.6     | 1.4                | 5.8     | 1.8                | 6.7     | 1.3                | 5.5     |
| Persons 18-49     | 2.2                | 7.9     | 1.2                 | 5.9     | 2.8                 | 8.0     | 1.6                | 7.0     | 2.1                | 7.4     | 2.3                | 9.4     |
| Persons 25-49     | 2.5                | 9.1     | 1.4                 | 6.5     | 3.2                 | 8.9     | 1.8                | 8.0     | 2.4                | 8.3     | 2.8                | 11.3    |
| Persons 25-54     | 2.3                | 8.5     | 1.3                 | 6.0     | 3.0                 | 8.3     | 1.7                | 7.8     | 2.2                | 7.8     | 2.5                | 10.5    |
| Persons 35-64     | 2.3                | 8.0     | 1.3                 | 5.7     | 2.7                 | 7.2     | 1.5                | 7.0     | 2.1                | 6.9     | 2.8                | 11.3    |
| Males 16+         | 1.9                | 6.8     | 1.1                 | 5.2     | 2.4                 | 6.6     | 1.3                | 5.8     | 1.8                | 6.2     | 2.1                | 8.6     |
| Females 16+       | 2.3                | 9.0     | 1.0                 | 4.3     | 3.2                 | 9.9     | 1.8                | 8.9     | 2.3                | 8.7     | 1.9                | 10.0    |

*Note: These estimates are projectable to the XM primary user universe only. Please see the description of methodology for more information.  
All data was converted to Eastern Time prior to the determination of audience estimates.*

## LifeStyles - II

| Demographic Group | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|-------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                   | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Persons 16+       | 1.6                | 5.9     | 0.8                 | 3.9     | 1.9                 | 5.4     | 1.1                | 5.2     | 1.4                | 5.1     | 2.0                | 8.4     |
| Persons 16-24     | 0.5                | 1.8     | 0.0                 | 0.0     | 0.7                 | 2.1     | 0.9                | 3.1     | 0.6                | 2.2     | 0.2                | 0.8     |
| Persons 18-34     | 1.1                | 4.3     | 0.3                 | 1.9     | 1.6                 | 4.8     | 1.0                | 4.2     | 1.1                | 4.2     | 1.1                | 4.5     |
| Persons 18-49     | 1.4                | 5.2     | 0.9                 | 4.4     | 1.7                 | 4.7     | 1.1                | 4.6     | 1.3                | 4.6     | 1.6                | 6.7     |
| Persons 25-49     | 1.6                | 5.8     | 1.1                 | 4.9     | 1.8                 | 5.2     | 1.1                | 4.9     | 1.5                | 5.1     | 1.9                | 7.9     |
| Persons 25-54     | 1.7                | 6.3     | 1.0                 | 4.7     | 2.0                 | 5.7     | 1.3                | 5.8     | 1.6                | 5.5     | 2.0                | 8.5     |
| Persons 35-64     | 1.9                | 6.9     | 1.1                 | 5.0     | 2.1                 | 5.7     | 1.3                | 6.1     | 1.7                | 5.6     | 2.6                | 10.6    |
| Males 16+         | 1.7                | 6.0     | 0.9                 | 4.4     | 1.9                 | 5.3     | 1.1                | 4.7     | 1.4                | 5.0     | 2.2                | 9.0     |
| Females 16+       | 1.4                | 5.3     | 0.4                 | 1.7     | 1.9                 | 5.8     | 1.6                | 7.8     | 1.5                | 5.5     | 0.9                | 4.7     |

*Note: These estimates are projectable to the XM primary user universe only. Please see the description of methodology for more information.  
All data was converted to Eastern Time prior to the determination of audience estimates.*

## LifeStyles - I

| Demographic Group | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|-------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                   | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Persons 16+       | 1.9                | 6.8     | 1.1                 | 5.3     | 2.3                 | 6.6     | 1.3                | 5.9     | 1.8                | 6.2     | 2.1                | 8.6     |
| Persons 16-24     | 0.5                | 1.9     | 0.1                 | 0.6     | 0.6                 | 1.8     | 1.1                | 3.7     | 0.6                | 2.2     | 0.2                | 1.0     |
| Persons 18-34     | 1.3                | 4.9     | 0.9                 | 5.0     | 1.6                 | 4.8     | 1.4                | 5.6     | 1.4                | 5.0     | 1.0                | 4.4     |
| Persons 18-49     | 1.8                | 6.5     | 1.1                 | 5.2     | 2.3                 | 6.4     | 1.4                | 6.0     | 1.8                | 6.1     | 1.9                | 7.7     |
| Persons 25-49     | 2.0                | 7.4     | 1.2                 | 5.7     | 2.6                 | 7.3     | 1.5                | 6.5     | 2.0                | 6.8     | 2.3                | 9.3     |
| Persons 25-54     | 2.0                | 7.4     | 1.3                 | 6.1     | 2.6                 | 7.2     | 1.5                | 6.7     | 2.0                | 6.9     | 2.1                | 8.7     |
| Persons 35-64     | 2.3                | 8.1     | 1.3                 | 5.7     | 2.8                 | 7.5     | 1.4                | 6.5     | 2.1                | 7.0     | 2.9                | 11.5    |
| Males 16+         | 1.8                | 6.5     | 1.1                 | 5.2     | 2.2                 | 6.2     | 1.3                | 6.0     | 1.7                | 6.0     | 2.0                | 8.1     |
| Females 16+       | 2.2                | 8.5     | 1.3                 | 5.8     | 2.8                 | 8.6     | 1.1                | 5.5     | 2.0                | 7.4     | 2.3                | 11.8    |

*Note: These estimates are projectable to the XM primary user universe only. Please see the description of methodology for more information.  
All data was converted to Eastern Time prior to the determination of audience estimates.*

## GenerationNow - II

| Demographic Group | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|-------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                   | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Persons 16+       | 1.2                | 4.3     | 0.7                 | 3.5     | 1.2                 | 3.5     | 1.4                | 6.2     | 1.2                | 4.1     | 1.2                | 4.9     |
| Persons 16-24     | 3.3                | 12.4    | 1.2                 | 9.5     | 3.6                 | 11.3    | 5.5                | 19.0    | 3.6                | 13.4    | 2.5                | 10.1    |
| Persons 18-34     | 2.5                | 9.7     | 1.6                 | 8.9     | 2.9                 | 8.9     | 3.1                | 12.5    | 2.7                | 9.8     | 2.2                | 9.2     |
| Persons 18-49     | 1.5                | 5.4     | 0.9                 | 4.3     | 1.6                 | 4.6     | 1.7                | 7.3     | 1.5                | 5.1     | 1.5                | 6.2     |
| Persons 25-49     | 1.2                | 4.3     | 0.8                 | 3.7     | 1.2                 | 3.4     | 1.1                | 4.8     | 1.1                | 3.8     | 1.4                | 5.8     |
| Persons 25-54     | 1.1                | 3.8     | 0.8                 | 3.6     | 1.1                 | 3.1     | 1.0                | 4.5     | 1.0                | 3.5     | 1.2                | 4.9     |
| Persons 35-64     | 0.4                | 1.5     | 0.3                 | 1.4     | 0.4                 | 1.0     | 0.4                | 1.8     | 0.4                | 1.2     | 0.6                | 2.4     |
| Males 16+         | 1.2                | 4.5     | 0.8                 | 4.0     | 1.3                 | 3.8     | 1.3                | 5.7     | 1.2                | 4.2     | 1.2                | 5.1     |
| Females 16+       | 0.9                | 3.4     | 0.2                 | 1.0     | 0.7                 | 2.0     | 1.8                | 8.9     | 0.9                | 3.3     | 0.7                | 3.9     |

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All data was converted to Eastern Time prior to the determination of audience estimates.*

## GenerationNow - I

| Demographic Group | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|-------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                   | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Persons 16+       | 1.5                | 5.7     | 0.9                 | 4.3     | 1.8                 | 5.0     | 1.7                | 7.9     | 1.6                | 5.5     | 1.5                | 6.1     |
| Persons 16-24     | 3.9                | 14.8    | 1.9                 | 15.1    | 3.8                 | 11.9    | 4.0                | 13.7    | 3.4                | 12.8    | 4.9                | 19.5    |
| Persons 18-34     | 3.3                | 12.6    | 1.8                 | 10.1    | 3.6                 | 11.1    | 3.7                | 15.0    | 3.2                | 11.9    | 3.4                | 14.4    |
| Persons 18-49     | 2.1                | 7.8     | 1.2                 | 5.7     | 2.4                 | 6.9     | 2.4                | 10.4    | 2.2                | 7.5     | 2.1                | 8.5     |
| Persons 25-49     | 1.7                | 6.4     | 1.1                 | 4.9     | 2.1                 | 6.1     | 2.1                | 9.5     | 1.9                | 6.6     | 1.4                | 5.6     |
| Persons 25-54     | 1.5                | 5.4     | 0.9                 | 4.0     | 1.8                 | 5.1     | 1.8                | 8.1     | 1.6                | 5.5     | 1.1                | 4.8     |
| Persons 35-64     | 0.7                | 2.4     | 0.4                 | 1.7     | 0.9                 | 2.3     | 0.8                | 3.7     | 0.7                | 2.4     | 0.5                | 2.1     |
| Males 16+         | 1.6                | 5.8     | 0.9                 | 4.4     | 1.9                 | 5.4     | 1.9                | 8.4     | 1.7                | 5.9     | 1.3                | 5.5     |
| Females 16+       | 1.2                | 4.8     | 0.8                 | 3.6     | 0.9                 | 2.6     | 0.9                | 4.7     | 0.9                | 3.2     | 1.8                | 9.2     |

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All data was converted to Eastern Time prior to the determination of audience estimates.*

## XM Info - II

| Demographic Group | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|-------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                   | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Persons 16+       | 1.6                | 5.8     | 1.7                 | 8.0     | 2.2                 | 6.3     | 1.3                | 5.7     | 1.8                | 6.4     | 1.0                | 4.0     |
| Persons 16-24     | 0.8                | 3.0     | 0.4                 | 3.4     | 1.0                 | 3.1     | 0.7                | 2.3     | 0.8                | 2.9     | 0.9                | 3.4     |
| Persons 18-34     | 0.9                | 3.5     | 0.7                 | 4.0     | 1.2                 | 3.8     | 0.9                | 3.5     | 1.0                | 3.7     | 0.7                | 2.8     |
| Persons 18-49     | 1.4                | 5.2     | 1.2                 | 6.0     | 2.0                 | 5.6     | 1.1                | 4.9     | 1.6                | 5.5     | 1.0                | 4.2     |
| Persons 25-49     | 1.5                | 5.5     | 1.4                 | 6.2     | 2.1                 | 6.1     | 1.2                | 5.5     | 1.7                | 6.0     | 1.0                | 4.3     |
| Persons 25-54     | 1.8                | 6.5     | 1.9                 | 8.6     | 2.5                 | 7.2     | 1.3                | 6.1     | 2.1                | 7.2     | 1.0                | 4.2     |
| Persons 35-64     | 2.0                | 7.2     | 2.3                 | 10.1    | 2.8                 | 7.6     | 1.5                | 6.9     | 2.3                | 7.9     | 1.2                | 5.0     |
| Males 16+         | 1.5                | 5.7     | 1.7                 | 8.1     | 2.1                 | 6.0     | 1.2                | 5.3     | 1.8                | 6.2     | 1.0                | 4.0     |
| Females 16+       | 1.7                | 6.6     | 1.7                 | 7.5     | 2.4                 | 7.5     | 1.6                | 8.1     | 2.0                | 7.6     | 0.7                | 3.8     |

*Note: These estimates are projectable to the XM primary user universe only. Please see the description of methodology for more information. All data was converted to Eastern Time prior to the determination of audience estimates.*



## XM Info - I

| Demographic Group | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|-------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                   | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Persons 16+       | 2.0                | 7.5     | 1.6                 | 7.9     | 2.7                 | 7.8     | 1.4                | 6.5     | 2.1                | 7.5     | 1.8                | 7.4     |
| Persons 16-24     | 1.9                | 7.4     | 0.6                 | 5.0     | 2.7                 | 8.7     | 2.7                | 9.4     | 2.3                | 8.5     | 1.2                | 4.8     |
| Persons 18-34     | 1.9                | 7.3     | 1.7                 | 9.5     | 2.6                 | 7.8     | 1.8                | 7.4     | 2.2                | 8.0     | 1.3                | 5.5     |
| Persons 18-49     | 2.2                | 8.2     | 1.8                 | 8.7     | 3.0                 | 8.4     | 1.7                | 7.2     | 2.3                | 8.2     | 2.0                | 8.0     |
| Persons 25-49     | 2.2                | 8.2     | 2.0                 | 9.1     | 2.9                 | 8.3     | 1.4                | 6.4     | 2.3                | 8.1     | 2.1                | 8.5     |
| Persons 25-54     | 2.2                | 8.0     | 1.9                 | 8.7     | 2.9                 | 8.2     | 1.3                | 6.1     | 2.3                | 7.9     | 2.0                | 8.4     |
| Persons 35-64     | 2.2                | 7.8     | 1.6                 | 6.9     | 3.0                 | 7.9     | 1.2                | 5.8     | 2.2                | 7.3     | 2.3                | 9.2     |
| Males 16+         | 2.2                | 8.2     | 1.9                 | 9.5     | 3.0                 | 8.4     | 1.5                | 6.6     | 2.3                | 8.2     | 2.0                | 8.2     |
| Females 16+       | 0.9                | 3.5     | 0.2                 | 0.7     | 1.3                 | 4.0     | 1.1                | 5.5     | 1.0                | 3.7     | 0.6                | 3.0     |

*Note: These estimates are projectable to the XM primary user universe only. Please see the description of methodology for more information.  
All data was converted to Eastern Time prior to the determination of audience estimates.*

## Talk

| Demographic Group | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|-------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                   | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Persons 16+       | 1.2                | 4.3     | 1.2                 | 6.0     | 1.6                 | 4.5     | 0.9                | 4.2     | 1.3                | 4.7     | 0.7                | 3.1     |
| Persons 16-24     | 0.4                | 1.4     | 0.1                 | 1.1     | 0.8                 | 2.6     | 0.3                | 1.0     | 0.5                | 2.0     | 0.0                | 0.0     |
| Persons 18-34     | 0.3                | 1.2     | 0.3                 | 1.5     | 0.6                 | 1.9     | 0.2                | 0.8     | 0.4                | 1.5     | 0.0                | 0.1     |
| Persons 18-49     | 1.0                | 3.6     | 0.8                 | 4.2     | 1.3                 | 3.8     | 0.8                | 3.5     | 1.1                | 3.8     | 0.8                | 3.1     |
| Persons 25-49     | 1.1                | 4.0     | 1.0                 | 4.5     | 1.4                 | 4.0     | 0.9                | 4.1     | 1.2                | 4.1     | 0.9                | 3.7     |
| Persons 25-54     | 1.3                | 4.9     | 1.2                 | 5.6     | 1.8                 | 5.2     | 1.2                | 5.5     | 1.5                | 5.3     | 0.9                | 3.8     |
| Persons 35-64     | 1.6                | 5.7     | 1.6                 | 6.9     | 2.1                 | 5.6     | 1.4                | 6.6     | 1.8                | 6.0     | 1.2                | 4.8     |
| Males 16+         | 1.1                | 4.1     | 1.2                 | 5.8     | 1.5                 | 4.1     | 0.8                | 3.5     | 1.2                | 4.2     | 0.9                | 3.5     |
| Females 16+       | 1.4                | 5.3     | 1.6                 | 7.2     | 2.1                 | 6.4     | 1.6                | 8.1     | 1.8                | 6.9     | 0.1                | 0.7     |

*Note: These estimates are projectable to the XM primary user universe only. Please see the description of methodology for more information. All data was converted to Eastern Time prior to the determination of audience estimates.*

## Sports Pack

| Demographic Group | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|-------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                   | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Persons 16+       | 1.0                | 3.7     | 0.8                 | 3.8     | 1.2                 | 3.3     | 0.5                | 2.4     | 0.9                | 3.2     | 1.2                | 5.1     |
| Persons 16-24     | 1.0                | 3.7     | 0.2                 | 1.7     | 1.4                 | 4.3     | 0.8                | 2.7     | 0.9                | 3.5     | 1.0                | 4.1     |
| Persons 18-34     | 0.8                | 3.2     | 0.8                 | 4.3     | 0.9                 | 2.9     | 0.3                | 1.4     | 0.7                | 2.7     | 1.1                | 4.8     |
| Persons 18-49     | 1.0                | 3.7     | 0.9                 | 4.5     | 1.2                 | 3.5     | 0.6                | 2.8     | 1.0                | 3.5     | 1.0                | 4.1     |
| Persons 25-49     | 1.0                | 3.7     | 1.1                 | 4.9     | 1.2                 | 3.3     | 0.6                | 2.7     | 1.0                | 3.5     | 1.1                | 4.5     |
| Persons 25-54     | 1.0                | 3.6     | 1.0                 | 4.7     | 1.2                 | 3.3     | 0.6                | 2.5     | 1.0                | 3.4     | 1.1                | 4.4     |
| Persons 35-64     | 1.0                | 3.7     | 0.9                 | 3.7     | 1.3                 | 3.6     | 0.7                | 3.1     | 1.0                | 3.5     | 1.0                | 4.2     |
| Males 16+         | 1.1                | 4.1     | 0.9                 | 4.6     | 1.4                 | 3.9     | 0.6                | 2.7     | 1.1                | 3.8     | 1.2                | 5.1     |
| Females 16+       | 0.4                | 1.4     | 0.0                 | 0.0     | 0.0                 | 0.0     | 0.1                | 0.4     | 0.0                | 0.1     | 1.0                | 5.3     |

*Note: These estimates are projectable to the XM primary user universe only. Please see the description of methodology for more information.  
All data was converted to Eastern Time prior to the determination of audience estimates.*

## SpokenTainment

| Demographic Group | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|-------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                   | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Persons 16+       | 1.1                | 4.1     | 0.7                 | 3.2     | 1.4                 | 4.1     | 0.9                | 4.0     | 1.1                | 3.9     | 1.1                | 4.6     |
| Persons 16-24     | 1.5                | 5.6     | 0.4                 | 2.8     | 1.8                 | 5.6     | 2.3                | 7.8     | 1.6                | 6.0     | 1.2                | 4.8     |
| Persons 18-34     | 1.3                | 4.9     | 0.7                 | 3.8     | 1.6                 | 4.9     | 1.4                | 5.9     | 1.3                | 5.0     | 1.1                | 4.7     |
| Persons 18-49     | 1.3                | 4.7     | 0.7                 | 3.4     | 1.7                 | 4.8     | 1.1                | 4.8     | 1.3                | 4.6     | 1.2                | 5.0     |
| Persons 25-49     | 1.2                | 4.4     | 0.8                 | 3.5     | 1.6                 | 4.6     | 0.9                | 3.8     | 1.2                | 4.2     | 1.2                | 4.9     |
| Persons 25-54     | 1.1                | 4.1     | 0.8                 | 3.6     | 1.5                 | 4.3     | 0.7                | 3.4     | 1.1                | 4.0     | 1.1                | 4.5     |
| Persons 35-64     | 1.1                | 3.9     | 0.7                 | 3.1     | 1.4                 | 3.8     | 0.6                | 2.7     | 1.0                | 3.5     | 1.3                | 5.1     |
| Males 16+         | 1.2                | 4.3     | 0.8                 | 3.8     | 1.5                 | 4.2     | 0.9                | 3.8     | 1.2                | 4.0     | 1.3                | 5.2     |
| Females 16+       | 0.7                | 2.8     | 0.0                 | 0.0     | 1.2                 | 3.7     | 1.1                | 5.3     | 0.9                | 3.3     | 0.2                | 1.3     |

*Note: These estimates are projectable to the XM primary user universe only. Please see the description of methodology for more information.  
All data was converted to Eastern Time prior to the determination of audience estimates.*

## News

| Demographic Group | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|-------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                   | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Persons 16+       | 2.6                | 9.4     | 2.8                 | 13.7    | 3.8                 | 10.9    | 1.9                | 8.4     | 3.1                | 10.8    | 1.3                | 5.4     |
| Persons 16-24     | 0.9                | 3.5     | 1.1                 | 8.9     | 1.2                 | 3.7     | 0.6                | 2.2     | 1.0                | 3.8     | 0.7                | 2.7     |
| Persons 18-34     | 1.4                | 5.2     | 1.6                 | 9.0     | 1.9                 | 5.8     | 1.3                | 5.3     | 1.7                | 6.1     | 0.7                | 2.8     |
| Persons 18-49     | 2.3                | 8.4     | 2.6                 | 12.8    | 3.2                 | 9.2     | 1.6                | 6.9     | 2.6                | 9.2     | 1.4                | 5.9     |
| Persons 25-49     | 2.5                | 9.3     | 2.9                 | 13.2    | 3.6                 | 10.1    | 1.8                | 8.0     | 2.9                | 10.2    | 1.6                | 6.4     |
| Persons 25-54     | 2.8                | 10.2    | 3.2                 | 14.6    | 4.0                 | 11.4    | 1.9                | 8.9     | 3.3                | 11.4    | 1.5                | 6.4     |
| Persons 35-64     | 3.3                | 11.8    | 3.7                 | 16.1    | 5.0                 | 13.4    | 2.2                | 10.2    | 3.9                | 13.2    | 1.8                | 7.3     |
| Males 16+         | 2.6                | 9.4     | 2.8                 | 13.7    | 3.8                 | 10.7    | 1.9                | 8.5     | 3.1                | 10.7    | 1.3                | 5.5     |
| Females 16+       | 2.5                | 9.9     | 3.0                 | 13.7    | 4.0                 | 12.2    | 1.6                | 7.8     | 3.1                | 11.6    | 0.9                | 4.8     |

*Note: These estimates are projectable to the XM primary user universe only. Please see the description of methodology for more information.  
All data was converted to Eastern Time prior to the determination of audience estimates.*

## Long Distance

| Demographic Group | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|-------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                   | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Persons 16+       | 2.4                | 9.0     | 1.8                 | 8.6     | 2.8                 | 8.0     | 1.8                | 8.0     | 2.3                | 8.1     | 2.8                | 11.5    |
| Persons 16-24     | 2.0                | 7.6     | 0.5                 | 3.9     | 2.4                 | 7.6     | 2.3                | 8.0     | 2.0                | 7.3     | 2.1                | 8.2     |
| Persons 18-34     | 1.7                | 6.6     | 0.8                 | 4.6     | 2.0                 | 6.2     | 1.5                | 6.3     | 1.6                | 6.0     | 2.0                | 8.4     |
| Persons 18-49     | 2.1                | 7.6     | 1.6                 | 7.9     | 2.5                 | 7.0     | 1.6                | 6.8     | 2.0                | 7.1     | 2.2                | 9.1     |
| Persons 25-49     | 2.1                | 7.7     | 1.8                 | 8.4     | 2.4                 | 6.9     | 1.4                | 6.3     | 2.0                | 7.0     | 2.3                | 9.6     |
| Persons 25-54     | 2.4                | 8.8     | 1.9                 | 8.8     | 2.9                 | 8.2     | 1.8                | 8.3     | 2.4                | 8.3     | 2.4                | 10.0    |
| Persons 35-64     | 2.7                | 9.6     | 2.3                 | 10.1    | 3.2                 | 8.6     | 1.9                | 9.2     | 2.7                | 9.0     | 2.9                | 11.7    |
| Males 16+         | 2.5                | 9.1     | 1.8                 | 8.8     | 2.8                 | 7.8     | 1.6                | 7.2     | 2.2                | 7.8     | 3.1                | 12.7    |
| Females 16+       | 2.2                | 8.4     | 1.6                 | 7.2     | 3.0                 | 9.3     | 2.6                | 12.9    | 2.6                | 9.7     | 0.9                | 4.8     |

*Note: These estimates are projectable to the XM primary user universe only. Please see the description of methodology for more information.  
All data was converted to Eastern Time prior to the determination of audience estimates.*



## Business, Science & Technology

| Demographic Group | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|-------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                   | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Persons 16+       | 0.9                | 3.4     | 0.9                 | 4.3     | 1.5                 | 4.3     | 0.6                | 2.9     | 1.1                | 4.0     | 0.4                | 1.6     |
| Persons 16-24     | 0.3                | 1.3     | 0.6                 | 5.0     | 0.5                 | 1.6     | 0.3                | 1.2     | 0.5                | 1.8     | 0.0                | 0.0     |
| Persons 18-34     | 0.4                | 1.4     | 0.5                 | 3.0     | 0.5                 | 1.5     | 0.5                | 2.0     | 0.5                | 1.8     | 0.0                | 0.2     |
| Persons 18-49     | 0.8                | 3.0     | 1.0                 | 4.9     | 1.2                 | 3.3     | 0.6                | 2.6     | 1.0                | 3.4     | 0.5                | 1.9     |
| Persons 25-49     | 0.9                | 3.3     | 1.1                 | 4.9     | 1.3                 | 3.6     | 0.6                | 2.9     | 1.1                | 3.7     | 0.6                | 2.3     |
| Persons 25-54     | 0.9                | 3.3     | 1.0                 | 4.5     | 1.3                 | 3.7     | 0.6                | 2.8     | 1.1                | 3.7     | 0.5                | 2.3     |
| Persons 35-64     | 1.3                | 4.4     | 1.1                 | 4.9     | 2.1                 | 5.6     | 0.7                | 3.5     | 1.5                | 5.0     | 0.6                | 2.5     |
| Males 16+         | 0.9                | 3.3     | 0.8                 | 3.9     | 1.5                 | 4.1     | 0.7                | 3.1     | 1.1                | 3.8     | 0.4                | 1.7     |
| Females 16+       | 1.0                | 3.9     | 1.3                 | 6.0     | 1.8                 | 5.6     | 0.3                | 1.7     | 1.3                | 4.8     | 0.2                | 1.2     |

*Note: These estimates are projectable to the XM primary user universe only. Please see the description of methodology for more information.  
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## Females 16+

| XM Channel Cluster             | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|--------------------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                                | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Business, Science & Technology | 1.0                | 3.9     | 1.3                 | 6.0     | 1.8                 | 5.6     | 0.3                | 1.7     | 1.3                | 4.8     | 0.2                | 1.2     |
| Long Distance                  | 2.2                | 8.4     | 1.6                 | 7.2     | 3.0                 | 9.3     | 2.6                | 12.9    | 2.6                | 9.7     | 0.9                | 4.8     |
| News                           | 2.5                | 9.9     | 3.0                 | 13.7    | 4.0                 | 12.2    | 1.6                | 7.8     | 3.1                | 11.6    | 0.9                | 4.8     |
| SpokenTainment                 | 0.7                | 2.8     | 0.0                 | 0.0     | 1.2                 | 3.7     | 1.1                | 5.3     | 0.9                | 3.3     | 0.2                | 1.3     |
| Sports Pack                    | 0.4                | 1.4     | 0.0                 | 0.0     | 0.0                 | 0.0     | 0.1                | 0.4     | 0.0                | 0.1     | 1.0                | 5.3     |
| Talk                           | 1.4                | 5.3     | 1.6                 | 7.2     | 2.1                 | 6.4     | 1.6                | 8.1     | 1.8                | 6.9     | 0.1                | 0.7     |
| XM Info - I                    | 0.9                | 3.5     | 0.2                 | 0.7     | 1.3                 | 4.0     | 1.1                | 5.5     | 1.0                | 3.7     | 0.6                | 3.0     |
| XM Info - II                   | 1.7                | 6.6     | 1.7                 | 7.5     | 2.4                 | 7.5     | 1.6                | 8.1     | 2.0                | 7.6     | 0.7                | 3.8     |
| GenerationNow - I              | 1.2                | 4.8     | 0.8                 | 3.6     | 0.9                 | 2.6     | 0.9                | 4.7     | 0.9                | 3.2     | 1.8                | 9.2     |
| GenerationNow - II             | 0.9                | 3.4     | 0.2                 | 1.0     | 0.7                 | 2.0     | 1.8                | 8.9     | 0.9                | 3.3     | 0.7                | 3.9     |
| LifeStyles - I                 | 2.2                | 8.5     | 1.3                 | 5.8     | 2.8                 | 8.6     | 1.1                | 5.5     | 2.0                | 7.4     | 2.3                | 11.8    |
| LifeStyles - II                | 1.4                | 5.3     | 0.4                 | 1.7     | 1.9                 | 5.8     | 1.6                | 7.8     | 1.5                | 5.5     | 0.9                | 4.7     |
| XM Adult Contemporary          | 2.3                | 9.0     | 1.0                 | 4.3     | 3.2                 | 9.9     | 1.8                | 8.9     | 2.3                | 8.7     | 1.9                | 10.0    |
| XM Hits                        | 1.5                | 5.7     | 1.1                 | 4.8     | 1.5                 | 4.8     | 1.2                | 5.9     | 1.3                | 5.0     | 1.5                | 7.8     |
| XM Rock                        | 0.8                | 2.9     | 0.2                 | 1.0     | 0.3                 | 1.0     | 1.2                | 6.1     | 0.6                | 2.1     | 1.0                | 5.5     |
| XM Urban                       | 0.6                | 2.2     | 0.0                 | 0.0     | 0.4                 | 1.2     | 0.6                | 3.0     | 0.4                | 1.3     | 0.9                | 4.8     |

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All data was converted to Eastern Time prior to the determination of audience estimates.*

## Males 16+

| XM Channel Cluster             | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|--------------------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                                | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Business, Science & Technology | 0.9                | 3.3     | 0.8                 | 3.9     | 1.5                 | 4.1     | 0.7                | 3.1     | 1.1                | 3.8     | 0.4                | 1.7     |
| Long Distance                  | 2.5                | 9.1     | 1.8                 | 8.8     | 2.8                 | 7.8     | 1.6                | 7.2     | 2.2                | 7.8     | 3.1                | 12.7    |
| News                           | 2.6                | 9.4     | 2.8                 | 13.7    | 3.8                 | 10.7    | 1.9                | 8.5     | 3.1                | 10.7    | 1.3                | 5.5     |
| SpokenTainment                 | 1.2                | 4.3     | 0.8                 | 3.8     | 1.5                 | 4.2     | 0.9                | 3.8     | 1.2                | 4.0     | 1.3                | 5.2     |
| Sports Pack                    | 1.1                | 4.1     | 0.9                 | 4.6     | 1.4                 | 3.9     | 0.6                | 2.7     | 1.1                | 3.8     | 1.2                | 5.1     |
| Talk                           | 1.1                | 4.1     | 1.2                 | 5.8     | 1.5                 | 4.1     | 0.8                | 3.5     | 1.2                | 4.2     | 0.9                | 3.5     |
| XM Info - I                    | 2.2                | 8.2     | 1.9                 | 9.5     | 3.0                 | 8.4     | 1.5                | 6.6     | 2.3                | 8.2     | 2.0                | 8.2     |
| XM Info - II                   | 1.5                | 5.7     | 1.7                 | 8.1     | 2.1                 | 6.0     | 1.2                | 5.3     | 1.8                | 6.2     | 1.0                | 4.0     |
| GenerationNow - I              | 1.6                | 5.8     | 0.9                 | 4.4     | 1.9                 | 5.4     | 1.9                | 8.4     | 1.7                | 5.9     | 1.3                | 5.5     |
| GenerationNow - II             | 1.2                | 4.5     | 0.8                 | 4.0     | 1.3                 | 3.8     | 1.3                | 5.7     | 1.2                | 4.2     | 1.2                | 5.1     |
| LifeStyles - I                 | 1.8                | 6.5     | 1.1                 | 5.2     | 2.2                 | 6.2     | 1.3                | 6.0     | 1.7                | 6.0     | 2.0                | 8.1     |
| LifeStyles - II                | 1.7                | 6.0     | 0.9                 | 4.4     | 1.9                 | 5.3     | 1.1                | 4.7     | 1.4                | 5.0     | 2.2                | 9.0     |
| XM Adult Contemporary          | 1.9                | 6.8     | 1.1                 | 5.2     | 2.4                 | 6.6     | 1.3                | 5.8     | 1.8                | 6.2     | 2.1                | 8.6     |
| XM Hits                        | 1.6                | 5.9     | 1.2                 | 6.0     | 2.0                 | 5.6     | 1.8                | 8.2     | 1.8                | 6.2     | 1.2                | 4.9     |
| XM Rock                        | 1.1                | 4.0     | 0.8                 | 3.9     | 1.4                 | 3.9     | 1.2                | 5.5     | 1.2                | 4.3     | 0.7                | 3.1     |
| XM Urban                       | 0.9                | 3.5     | 0.5                 | 2.5     | 0.9                 | 2.4     | 0.6                | 2.7     | 0.7                | 2.5     | 1.5                | 6.2     |

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## Persons 35-64

| XM Channel Cluster             | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|--------------------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                                | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Business, Science & Technology | 1.3                | 4.4     | 1.1                 | 4.9     | 2.1                 | 5.6     | 0.7                | 3.5     | 1.5                | 5.0     | 0.6                | 2.5     |
| Long Distance                  | 2.7                | 9.6     | 2.3                 | 10.1    | 3.2                 | 8.6     | 1.9                | 9.2     | 2.7                | 9.0     | 2.9                | 11.7    |
| News                           | 3.3                | 11.8    | 3.7                 | 16.1    | 5.0                 | 13.4    | 2.2                | 10.2    | 3.9                | 13.2    | 1.8                | 7.3     |
| SpokenTainment                 | 1.1                | 3.9     | 0.7                 | 3.1     | 1.4                 | 3.8     | 0.6                | 2.7     | 1.0                | 3.5     | 1.3                | 5.1     |
| Sports Pack                    | 1.0                | 3.7     | 0.9                 | 3.7     | 1.3                 | 3.6     | 0.7                | 3.1     | 1.0                | 3.5     | 1.0                | 4.2     |
| Talk                           | 1.6                | 5.7     | 1.6                 | 6.9     | 2.1                 | 5.6     | 1.4                | 6.6     | 1.8                | 6.0     | 1.2                | 4.8     |
| XM Info - I                    | 2.2                | 7.8     | 1.6                 | 6.9     | 3.0                 | 7.9     | 1.2                | 5.8     | 2.2                | 7.3     | 2.3                | 9.2     |
| XM Info - II                   | 2.0                | 7.2     | 2.3                 | 10.1    | 2.8                 | 7.6     | 1.5                | 6.9     | 2.3                | 7.9     | 1.2                | 5.0     |
| GenerationNow - I              | 0.7                | 2.4     | 0.4                 | 1.7     | 0.9                 | 2.3     | 0.8                | 3.7     | 0.7                | 2.4     | 0.5                | 2.1     |
| GenerationNow - II             | 0.4                | 1.5     | 0.3                 | 1.4     | 0.4                 | 1.0     | 0.4                | 1.8     | 0.4                | 1.2     | 0.6                | 2.4     |
| LifeStyles - I                 | 2.3                | 8.1     | 1.3                 | 5.7     | 2.8                 | 7.5     | 1.4                | 6.5     | 2.1                | 7.0     | 2.9                | 11.5    |
| LifeStyles - II                | 1.9                | 6.9     | 1.1                 | 5.0     | 2.1                 | 5.7     | 1.3                | 6.1     | 1.7                | 5.6     | 2.6                | 10.6    |
| XM Adult Contemporary          | 2.3                | 8.0     | 1.3                 | 5.7     | 2.7                 | 7.2     | 1.5                | 7.0     | 2.1                | 6.9     | 2.8                | 11.3    |
| XM Hits                        | 0.9                | 3.2     | 0.9                 | 4.1     | 1.2                 | 3.1     | 0.7                | 3.5     | 1.0                | 3.4     | 0.7                | 2.7     |
| XM Rock                        | 0.5                | 1.8     | 0.3                 | 1.2     | 0.5                 | 1.4     | 0.5                | 2.6     | 0.5                | 1.6     | 0.6                | 2.5     |
| XM Urban                       | 0.6                | 2.1     | 0.5                 | 2.1     | 0.6                 | 1.6     | 0.3                | 1.5     | 0.5                | 1.7     | 0.9                | 3.6     |

*Note: These estimates are projectable to the XM primary user universe only. Please see the description of methodology for more information.  
All data was converted to Eastern Time prior to the determination of audience estimates.*

## Persons 25-54

| XM Channel Cluster             | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|--------------------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                                | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Business, Science & Technology | 0.9                | 3.3     | 1.0                 | 4.5     | 1.3                 | 3.7     | 0.6                | 2.8     | 1.1                | 3.7     | 0.5                | 2.3     |
| Long Distance                  | 2.4                | 8.8     | 1.9                 | 8.8     | 2.9                 | 8.2     | 1.8                | 8.3     | 2.4                | 8.3     | 2.4                | 10.0    |
| News                           | 2.8                | 10.2    | 3.2                 | 14.6    | 4.0                 | 11.4    | 1.9                | 8.9     | 3.3                | 11.4    | 1.5                | 6.4     |
| SpokenTainment                 | 1.1                | 4.1     | 0.8                 | 3.6     | 1.5                 | 4.3     | 0.7                | 3.4     | 1.1                | 4.0     | 1.1                | 4.5     |
| Sports Pack                    | 1.0                | 3.6     | 1.0                 | 4.7     | 1.2                 | 3.3     | 0.6                | 2.5     | 1.0                | 3.4     | 1.1                | 4.4     |
| Talk                           | 1.3                | 4.9     | 1.2                 | 5.6     | 1.8                 | 5.2     | 1.2                | 5.5     | 1.5                | 5.3     | 0.9                | 3.8     |
| XM Info – I                    | 2.2                | 8.0     | 1.9                 | 8.7     | 2.9                 | 8.2     | 1.3                | 6.1     | 2.3                | 7.9     | 2.0                | 8.4     |
| XM Info - II                   | 1.8                | 6.5     | 1.9                 | 8.6     | 2.5                 | 7.2     | 1.3                | 6.1     | 2.1                | 7.2     | 1.0                | 4.2     |
| GenerationNow - I              | 1.5                | 5.4     | 0.9                 | 4.0     | 1.8                 | 5.1     | 1.8                | 8.1     | 1.6                | 5.5     | 1.1                | 4.8     |
| GenerationNow - II             | 1.1                | 3.8     | 0.8                 | 3.6     | 1.1                 | 3.1     | 1.0                | 4.5     | 1.0                | 3.5     | 1.2                | 4.9     |
| LifeStyles - I                 | 2.0                | 7.4     | 1.3                 | 6.1     | 2.6                 | 7.2     | 1.5                | 6.7     | 2.0                | 6.9     | 2.1                | 8.7     |
| LifeStyles - II                | 1.7                | 6.3     | 1.0                 | 4.7     | 2.0                 | 5.7     | 1.3                | 5.8     | 1.6                | 5.5     | 2.0                | 8.5     |
| XM Adult Contemporary          | 2.3                | 8.5     | 1.3                 | 6.0     | 3.0                 | 8.3     | 1.7                | 7.8     | 2.2                | 7.8     | 2.5                | 10.5    |
| XM Hits                        | 1.5                | 5.3     | 1.3                 | 5.9     | 1.8                 | 5.0     | 1.5                | 6.7     | 1.6                | 5.5     | 1.1                | 4.7     |
| XM Rock                        | 1.2                | 4.2     | 0.9                 | 3.9     | 1.5                 | 4.1     | 1.3                | 6.0     | 1.3                | 4.5     | 0.8                | 3.6     |
| XM Urban                       | 0.8                | 2.8     | 0.5                 | 2.2     | 0.6                 | 1.6     | 0.4                | 1.9     | 0.5                | 1.8     | 1.4                | 6.0     |

*Note: These estimates are projectable to the XM primary user universe only. Please see the description of methodology for more information.  
All data was converted to Eastern Time prior to the determination of audience estimates.*

## Persons 25-49

| XM Channel Cluster             | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|--------------------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                                | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Business, Science & Technology | 0.9                | 3.3     | 1.1                 | 4.9     | 1.3                 | 3.6     | 0.6                | 2.9     | 1.1                | 3.7     | 0.6                | 2.3     |
| Long Distance                  | 2.1                | 7.7     | 1.8                 | 8.4     | 2.4                 | 6.9     | 1.4                | 6.3     | 2.0                | 7.0     | 2.3                | 9.6     |
| News                           | 2.5                | 9.3     | 2.9                 | 13.2    | 3.6                 | 10.1    | 1.8                | 8.0     | 2.9                | 10.2    | 1.6                | 6.4     |
| SpokenTainment                 | 1.2                | 4.4     | 0.8                 | 3.5     | 1.6                 | 4.6     | 0.9                | 3.8     | 1.2                | 4.2     | 1.2                | 4.9     |
| Sports Pack                    | 1.0                | 3.7     | 1.1                 | 4.9     | 1.2                 | 3.3     | 0.6                | 2.7     | 1.0                | 3.5     | 1.1                | 4.5     |
| Talk                           | 1.1                | 4.0     | 1.0                 | 4.5     | 1.4                 | 4.0     | 0.9                | 4.1     | 1.2                | 4.1     | 0.9                | 3.7     |
| XM Info - I                    | 2.2                | 8.2     | 2.0                 | 9.1     | 2.9                 | 8.3     | 1.4                | 6.4     | 2.3                | 8.1     | 2.1                | 8.5     |
| XM Info - II                   | 1.5                | 5.5     | 1.4                 | 6.2     | 2.1                 | 6.1     | 1.2                | 5.5     | 1.7                | 6.0     | 1.0                | 4.3     |
| GenerationNow - I              | 1.7                | 6.4     | 1.1                 | 4.9     | 2.1                 | 6.1     | 2.1                | 9.5     | 1.9                | 6.6     | 1.4                | 5.6     |
| GenerationNow - II             | 1.2                | 4.3     | 0.8                 | 3.7     | 1.2                 | 3.4     | 1.1                | 4.8     | 1.1                | 3.8     | 1.4                | 5.8     |
| LifeStyles - I                 | 2.0                | 7.4     | 1.2                 | 5.7     | 2.6                 | 7.3     | 1.5                | 6.5     | 2.0                | 6.8     | 2.3                | 9.3     |
| LifeStyles - II                | 1.6                | 5.8     | 1.1                 | 4.9     | 1.8                 | 5.2     | 1.1                | 4.9     | 1.5                | 5.1     | 1.9                | 7.9     |
| XM Adult Contemporary          | 2.5                | 9.1     | 1.4                 | 6.5     | 3.2                 | 8.9     | 1.8                | 8.0     | 2.4                | 8.3     | 2.8                | 11.3    |
| XM Hits                        | 1.6                | 5.8     | 1.2                 | 5.5     | 2.0                 | 5.7     | 1.6                | 7.4     | 1.7                | 6.0     | 1.2                | 4.9     |
| XM Rock                        | 1.4                | 5.0     | 1.0                 | 4.7     | 1.7                 | 4.9     | 1.6                | 7.1     | 1.5                | 5.3     | 1.0                | 4.2     |
| XM Urban                       | 0.8                | 3.0     | 0.5                 | 2.1     | 0.7                 | 1.8     | 0.5                | 2.1     | 0.6                | 1.9     | 1.5                | 6.3     |

*Note: These estimates are projectable to the XM primary user universe only. Please see the description of methodology for more information.  
All data was converted to Eastern Time prior to the determination of audience estimates.*



## Persons 18-49

| XM Channel Cluster             | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|--------------------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                                | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Business, Science & Technology | 0.8                | 3.0     | 1.0                 | 4.9     | 1.2                 | 3.3     | 0.6                | 2.6     | 1.0                | 3.4     | 0.5                | 1.9     |
| Long Distance                  | 2.1                | 7.6     | 1.6                 | 7.9     | 2.5                 | 7.0     | 1.6                | 6.8     | 2.0                | 7.1     | 2.2                | 9.1     |
| News                           | 2.3                | 8.4     | 2.6                 | 12.8    | 3.2                 | 9.2     | 1.6                | 6.9     | 2.6                | 9.2     | 1.4                | 5.9     |
| SpokenTainment                 | 1.3                | 4.7     | 0.7                 | 3.4     | 1.7                 | 4.8     | 1.1                | 4.8     | 1.3                | 4.6     | 1.2                | 5.0     |
| Sports Pack                    | 1.0                | 3.7     | 0.9                 | 4.5     | 1.2                 | 3.5     | 0.6                | 2.8     | 1.0                | 3.5     | 1.0                | 4.1     |
| Talk                           | 1.0                | 3.6     | 0.8                 | 4.2     | 1.3                 | 3.8     | 0.8                | 3.5     | 1.1                | 3.8     | 0.8                | 3.1     |
| XM Info – I                    | 2.2                | 8.2     | 1.8                 | 8.7     | 3.0                 | 8.4     | 1.7                | 7.2     | 2.3                | 8.2     | 2.0                | 8.0     |
| XM Info - II                   | 1.4                | 5.2     | 1.2                 | 6.0     | 2.0                 | 5.6     | 1.1                | 4.9     | 1.6                | 5.5     | 1.0                | 4.2     |
| GenerationNow - I              | 2.1                | 7.8     | 1.2                 | 5.7     | 2.4                 | 6.9     | 2.4                | 10.4    | 2.2                | 7.5     | 2.1                | 8.5     |
| GenerationNow - II             | 1.5                | 5.4     | 0.9                 | 4.3     | 1.6                 | 4.6     | 1.7                | 7.3     | 1.5                | 5.1     | 1.5                | 6.2     |
| LifeStyles - I                 | 1.8                | 6.5     | 1.1                 | 5.2     | 2.3                 | 6.4     | 1.4                | 6.0     | 1.8                | 6.1     | 1.9                | 7.7     |
| LifeStyles - II                | 1.4                | 5.2     | 0.9                 | 4.4     | 1.7                 | 4.7     | 1.1                | 4.6     | 1.3                | 4.6     | 1.6                | 6.7     |
| XM Adult Contemporary          | 2.2                | 7.9     | 1.2                 | 5.9     | 2.8                 | 8.0     | 1.6                | 7.0     | 2.1                | 7.4     | 2.3                | 9.4     |
| XM Hits                        | 2.0                | 7.2     | 1.3                 | 6.2     | 2.4                 | 6.8     | 2.2                | 9.5     | 2.1                | 7.3     | 1.6                | 6.6     |
| XM Rock                        | 1.4                | 5.2     | 1.0                 | 4.9     | 1.7                 | 4.9     | 1.7                | 7.1     | 1.5                | 5.4     | 1.2                | 4.8     |
| XM Urban                       | 1.0                | 3.7     | 0.5                 | 2.3     | 0.9                 | 2.6     | 0.8                | 3.5     | 0.8                | 2.7     | 1.6                | 6.7     |

*Note: These estimates are projectable to the XM primary user universe only. Please see the description of methodology for more information.  
All data was converted to Eastern Time prior to the determination of audience estimates.*

## Persons 18-34

| XM Channel Cluster             | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|--------------------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                                | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Business, Science & Technology | 0.4                | 1.4     | 0.5                 | 3.0     | 0.5                 | 1.5     | 0.5                | 2.0     | 0.5                | 1.8     | 0.0                | 0.2     |
| Long Distance                  | 1.7                | 6.6     | 0.8                 | 4.6     | 2.0                 | 6.2     | 1.5                | 6.3     | 1.6                | 6.0     | 2.0                | 8.4     |
| News                           | 1.4                | 5.2     | 1.6                 | 9.0     | 1.9                 | 5.8     | 1.3                | 5.3     | 1.7                | 6.1     | 0.7                | 2.8     |
| SpokenTainment                 | 1.3                | 4.9     | 0.7                 | 3.8     | 1.6                 | 4.9     | 1.4                | 5.9     | 1.3                | 5.0     | 1.1                | 4.7     |
| Sports Pack                    | 0.8                | 3.2     | 0.8                 | 4.3     | 0.9                 | 2.9     | 0.3                | 1.4     | 0.7                | 2.7     | 1.1                | 4.8     |
| Talk                           | 0.3                | 1.2     | 0.3                 | 1.5     | 0.6                 | 1.9     | 0.2                | 0.8     | 0.4                | 1.5     | 0.0                | 0.1     |
| XM Info - I                    | 1.9                | 7.3     | 1.7                 | 9.5     | 2.6                 | 7.8     | 1.8                | 7.4     | 2.2                | 8.0     | 1.3                | 5.5     |
| XM Info - II                   | 0.9                | 3.5     | 0.7                 | 4.0     | 1.2                 | 3.8     | 0.9                | 3.5     | 1.0                | 3.7     | 0.7                | 2.8     |
| GenerationNow - I              | 3.3                | 12.6    | 1.8                 | 10.1    | 3.6                 | 11.1    | 3.7                | 15.0    | 3.2                | 11.9    | 3.4                | 14.4    |
| GenerationNow - II             | 2.5                | 9.7     | 1.6                 | 8.9     | 2.9                 | 8.9     | 3.1                | 12.5    | 2.7                | 9.8     | 2.2                | 9.2     |
| LifeStyles - I                 | 1.3                | 4.9     | 0.9                 | 5.0     | 1.6                 | 4.8     | 1.4                | 5.6     | 1.4                | 5.0     | 1.0                | 4.4     |
| LifeStyles - II                | 1.1                | 4.3     | 0.3                 | 1.9     | 1.6                 | 4.8     | 1.0                | 4.2     | 1.1                | 4.2     | 1.1                | 4.5     |
| XM Adult Contemporary          | 1.7                | 6.4     | 0.7                 | 4.1     | 2.5                 | 7.6     | 1.4                | 5.8     | 1.8                | 6.7     | 1.3                | 5.5     |
| XM Hits                        | 2.9                | 11.3    | 1.7                 | 9.8     | 3.4                 | 10.4    | 3.7                | 15.1    | 3.1                | 11.5    | 2.5                | 10.7    |
| XM Rock                        | 2.1                | 7.9     | 1.6                 | 9.0     | 2.6                 | 8.1     | 2.5                | 10.0    | 2.3                | 8.7     | 1.4                | 5.8     |
| XM Urban                       | 1.4                | 5.4     | 0.4                 | 2.1     | 1.2                 | 3.6     | 1.2                | 4.8     | 1.0                | 3.7     | 2.4                | 10.3    |

*Note: These estimates are projectable to the XM primary user universe only. Please see the description of methodology for more information.  
All data was converted to Eastern Time prior to the determination of audience estimates.*

## Persons 16-24

| XM Channel Cluster             | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|--------------------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                                | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Business, Science & Technology | 0.3                | 1.3     | 0.6                 | 5.0     | 0.5                 | 1.6     | 0.3                | 1.2     | 0.5                | 1.8     | 0.0                | 0.0     |
| Long Distance                  | 2.0                | 7.6     | 0.5                 | 3.9     | 2.4                 | 7.6     | 2.3                | 8.0     | 2.0                | 7.3     | 2.1                | 8.2     |
| News                           | 0.9                | 3.5     | 1.1                 | 8.9     | 1.2                 | 3.7     | 0.6                | 2.2     | 1.0                | 3.8     | 0.7                | 2.7     |
| SpokenTainment                 | 1.5                | 5.6     | 0.4                 | 2.8     | 1.8                 | 5.6     | 2.3                | 7.8     | 1.6                | 6.0     | 1.2                | 4.8     |
| Sports Pack                    | 1.0                | 3.7     | 0.2                 | 1.7     | 1.4                 | 4.3     | 0.8                | 2.7     | 0.9                | 3.5     | 1.0                | 4.1     |
| Talk                           | 0.4                | 1.4     | 0.1                 | 1.1     | 0.8                 | 2.6     | 0.3                | 1.0     | 0.5                | 2.0     | 0.0                | 0.0     |
| XM Info - I                    | 1.9                | 7.4     | 0.6                 | 5.0     | 2.7                 | 8.7     | 2.7                | 9.4     | 2.3                | 8.5     | 1.2                | 4.8     |
| XM Info - II                   | 0.8                | 3.0     | 0.4                 | 3.4     | 1.0                 | 3.1     | 0.7                | 2.3     | 0.8                | 2.9     | 0.9                | 3.4     |
| GenerationNow - I              | 3.9                | 14.8    | 1.9                 | 15.1    | 3.8                 | 11.9    | 4.0                | 13.7    | 3.4                | 12.8    | 4.9                | 19.5    |
| GenerationNow - II             | 3.3                | 12.4    | 1.2                 | 9.5     | 3.6                 | 11.3    | 5.5                | 19.0    | 3.6                | 13.4    | 2.5                | 10.1    |
| LifeStyles - I                 | 0.5                | 1.9     | 0.1                 | 0.6     | 0.6                 | 1.8     | 1.1                | 3.7     | 0.6                | 2.2     | 0.2                | 1.0     |
| LifeStyles - II                | 0.5                | 1.8     | 0.0                 | 0.0     | 0.7                 | 2.1     | 0.9                | 3.1     | 0.6                | 2.2     | 0.2                | 0.8     |
| XM Adult Contemporary          | 0.5                | 1.8     | 0.0                 | 0.0     | 0.8                 | 2.5     | 0.7                | 2.5     | 0.6                | 2.2     | 0.1                | 0.6     |
| XM Hits                        | 3.7                | 14.1    | 1.8                 | 14.0    | 4.1                 | 13.1    | 5.1                | 17.6    | 3.9                | 14.5    | 3.3                | 13.0    |
| XM Rock                        | 1.7                | 6.4     | 0.9                 | 6.7     | 1.5                 | 4.9     | 2.6                | 8.8     | 1.7                | 6.3     | 1.7                | 6.8     |
| XM Urban                       | 2.2                | 8.2     | 0.6                 | 4.5     | 2.2                 | 6.9     | 2.6                | 9.0     | 1.9                | 7.3     | 2.6                | 10.5    |

*Note: These estimates are projectable to the XM primary user universe only. Please see the description of methodology for more information.  
All data was converted to Eastern Time prior to the determination of audience estimates.*

## Persons 16+

| XM Channel Cluster             | Mon-Sun<br>6AM-MID |         | Mon-Fri<br>6AM-10AM |         | Mon-Fri<br>10AM-7PM |         | Mon-Fri<br>7PM-MID |         | Mon-Fri<br>6AM-MID |         | Weekend<br>6AM-MID |         |
|--------------------------------|--------------------|---------|---------------------|---------|---------------------|---------|--------------------|---------|--------------------|---------|--------------------|---------|
|                                | AQH Rtg            | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg             | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr | AQH Rtg            | AQH Shr |
| Business, Science & Technology | 0.9                | 3.4     | 0.9                 | 4.3     | 1.5                 | 4.3     | 0.6                | 2.9     | 1.1                | 4.0     | 0.4                | 1.6     |
| Long Distance                  | 2.4                | 9.0     | 1.8                 | 8.6     | 2.8                 | 8.0     | 1.8                | 8.0     | 2.3                | 8.1     | 2.8                | 11.5    |
| News                           | 2.6                | 9.4     | 2.8                 | 13.7    | 3.8                 | 10.9    | 1.9                | 8.4     | 3.1                | 10.8    | 1.3                | 5.4     |
| SpokenTainment                 | 1.1                | 4.1     | 0.7                 | 3.2     | 1.4                 | 4.1     | 0.9                | 4.0     | 1.1                | 3.9     | 1.1                | 4.6     |
| Sports Pack                    | 1.0                | 3.7     | 0.8                 | 3.8     | 1.2                 | 3.3     | 0.5                | 2.4     | 0.9                | 3.2     | 1.2                | 5.1     |
| Talk                           | 1.2                | 4.3     | 1.2                 | 6.0     | 1.6                 | 4.5     | 0.9                | 4.2     | 1.3                | 4.7     | 0.7                | 3.1     |
| XM Info - I                    | 2.0                | 7.5     | 1.6                 | 7.9     | 2.7                 | 7.8     | 1.4                | 6.5     | 2.1                | 7.5     | 1.8                | 7.4     |
| XM Info - II                   | 1.6                | 5.8     | 1.7                 | 8.0     | 2.2                 | 6.3     | 1.3                | 5.7     | 1.8                | 6.4     | 1.0                | 4.0     |
| GenerationNow - I              | 1.5                | 5.7     | 0.9                 | 4.3     | 1.8                 | 5.0     | 1.7                | 7.9     | 1.6                | 5.5     | 1.5                | 6.1     |
| GenerationNow - II             | 1.2                | 4.3     | 0.7                 | 3.5     | 1.2                 | 3.5     | 1.4                | 6.2     | 1.2                | 4.1     | 1.2                | 4.9     |
| LifeStyles - I                 | 1.9                | 6.8     | 1.1                 | 5.3     | 2.3                 | 6.6     | 1.3                | 5.9     | 1.8                | 6.2     | 2.1                | 8.6     |
| LifeStyles - II                | 1.6                | 5.9     | 0.8                 | 3.9     | 1.9                 | 5.4     | 1.1                | 5.2     | 1.4                | 5.1     | 2.0                | 8.4     |
| XM Adult Contemporary          | 1.9                | 7.2     | 1.0                 | 5.1     | 2.5                 | 7.1     | 1.4                | 6.3     | 1.9                | 6.6     | 2.1                | 8.8     |
| XM Hits                        | 1.6                | 5.9     | 1.2                 | 5.8     | 1.9                 | 5.5     | 1.7                | 7.9     | 1.7                | 6.1     | 1.3                | 5.3     |
| XM Rock                        | 1.0                | 3.8     | 0.7                 | 3.4     | 1.2                 | 3.5     | 1.2                | 5.6     | 1.1                | 3.9     | 0.8                | 3.4     |
| XM Urban                       | 0.9                | 3.3     | 0.4                 | 2.1     | 0.8                 | 2.2     | 0.6                | 2.8     | 0.7                | 2.3     | 1.5                | 6.0     |

*Note: These estimates are projectable to the XM primary user universe only. Please see the description of methodology for more information.  
All data was converted to Eastern Time prior to the determination of audience estimates.*

# XM Channel Clusters

Audience estimates are provided later in the report for XM Channel Clusters.  
Below is a list of the channels that make up each of the clusters.

## Business, Science & Technology

Bloomberg News  
CNBC  
CNET Radio  
CNNfn  
Discovery Channel Radio  
USA Today

## Long Distance

Hank's Place  
NASCAR Radio  
Open Road  
Sonic Theater  
The Weather Channel  
XM Comedy

## News

Bloomberg News  
CNBC  
CNET Radio  
CNN Headline News  
CNNfn  
Fox News  
USA Today

## SpokenTainment

E! Entertainment Radio  
Laugh USA  
Radio Classics  
Sonic Theater  
XM Comedy

## Sports Pack

ESPN News  
ESPN Radio  
Fox Sports Radio  
NASCAR Radio  
The Sporting News

## Talk

ABC News & Talk  
Discovery Channel Radio  
E! Entertainment Radio  
FamilyTalk  
Open Road  
The Power  
Radio Classics  
The Weather Channel

## XM Info - I

ABC News & Talk  
CNN Headline News  
ESPN Radio  
FamilyTalk  
Fox Sports Radio  
XM Comedy  
XM Kids

## XM Info - II

ESPN News  
Fox News  
Laugh USA  
Radio Disney  
The Sporting News

## GenerationNow - I

BabbleOn  
The City  
The System  
Top 20 on 20  
Unsigned  
VH1 Radio  
XM Liquid Metal  
XMU

## GenerationNow - II

BabbleOn  
Bone Yard  
BPM  
The Flow  
MTV Radio  
RAW  
U-Pop

## LifeStyles - I

The 70s  
Beyond Jazz  
Cinemagic  
The Heart  
Mix  
Nashville  
Radio Disney  
Spirit  
Sunny  
World Zone

## LifeStyles - II

The 80s  
BET Uptown  
Beyond Jazz  
Hank's Place  
Ngoma  
Soul Street  
Sunny  
XM Kids

## XM Adult Contemporary

The 70s  
The 80s  
The Groove  
The Heart  
Mix

## XM Hits

BPM  
Cinemagic  
Nashville  
The System  
Top 20 on 20  
U-Pop  
World Zone

## XM Rock

Bone Yard  
MTV Radio  
Unsigned  
VH1 Radio  
XM Liquid Metal  
XMU

## XM Urban

BET Uptown  
The City  
The Flow  
The Groove  
Ngoma  
The Power  
RAW  
Soul Street  
Spirit

# Qualitative Information

## Additional People Who Listen to XM Satellite Radio

On average, respondents in this study indicated that there are 1.5 additional people who listened to their XM Satellite Radio in the past seven days.

### Of these additional listeners:

|                             |     |
|-----------------------------|-----|
| Household members .....     | 48% |
| Not household members ..... | 52% |
| Female .....                | 48% |
| Male .....                  | 52% |

### The additional listeners fell into these demographic groups:

|                |     |
|----------------|-----|
| Under 12 ..... | 10% |
| 12+ .....      | 90% |
| 12-24 .....    | 28% |
| 18-34 .....    | 40% |
| 18-49 .....    | 65% |
| 25-49 .....    | 46% |
| 25-54 .....    | 53% |
| 35-64 .....    | 38% |

## Time Spent Listening

The average Time Spent Listening (TSL) to XM Satellite Radio in this study was 27 hours and 32 minutes (Mon-Sun 6AM-MID, Persons 16+).

## Other Than in a Car, Places Where People Listen to XM Satellite Radio

|               |               |
|---------------|---------------|
| At Home ..... | 15.7% (N=157) |
| At Work ..... | 6.4% (N=64)   |

## Annual Household Income Before Taxes

|                            |               |
|----------------------------|---------------|
| Less Than \$25,000 .....   | 3.0% (N=30)   |
| \$25,000 to \$49,999 ..... | 13.5% (N=135) |
| \$50,000 to \$74,999 ..... | 20.9% (N=209) |
| \$75,000 to \$99,999 ..... | 13.5% (N=135) |
| \$100,000 or More .....    | 37.3% (N=373) |
| Refused/Don't Know .....   | 11.9% (N=119) |

## Highest Level of Education Completed

|                                       |               |
|---------------------------------------|---------------|
| Less Than 12th Grade .....            | 2.4% (N=24)   |
| High School Graduate or GED .....     | 19.1% (N=191) |
| Some College .....                    | 29.1% (N=291) |
| Bachelor's Degree .....               | 28.0% (N=280) |
| Graduate or Postgraduate Degree ..... | 20.5% (N=205) |
| Refused/Don't Know .....              | 1.0% (N=10)   |

## Hispanic Origin

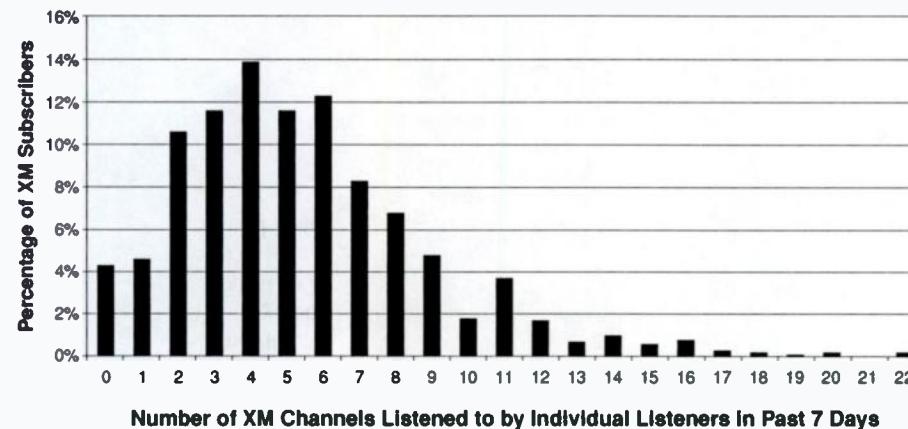
|                          |               |
|--------------------------|---------------|
| Yes .....                | 4.6% (N=46)   |
| No .....                 | 94.9% (N=950) |
| Refused/Don't Know ..... | 0.5% (N=5)    |

## Race/Ethnicity

|                          |               |
|--------------------------|---------------|
| White .....              | 88.2% (N=883) |
| Black .....              | 4.9% (N=49)   |
| Asian .....              | 1.0% (N=10)   |
| Other .....              | 4.2% (N=42)   |
| Refused/Don't Know ..... | 1.7% (N=17)   |

## Channel Quantity

The median number of XM channels listened to in the past seven days is 5.



## Distribution of Completed Interviews by Demographic Group

|               | Number | Percent |
|---------------|--------|---------|
| Persons 16+   | 1001   | 100.0   |
| Persons 16-24 | 127    | 12.7    |
| Persons 18-34 | 336    | 33.6    |
| Persons 18-49 | 703    | 70.2    |
| Persons 25-49 | 590    | 58.9    |
| Persons 25-54 | 707    | 70.6    |
| Persons 35-64 | 610    | 60.9    |
| Males 16+     | 838    | 83.7    |
| Females 16+   | 163    | 16.3    |

All information based on Persons 16+.

# XM Satellite Radio

## **This Service Not Accredited by the MRC**

This service is not part of a regular syndicated rating service accredited by the Media Rating Council (MRC). Arbitron has not requested MRC accreditation for this service. Arbitron does provide syndicated services which are accredited by the MRC.

## **Preface**

This report is designed to provide a compilation of radio audience estimates representing primary listeners of XM Satellite Radio 16 years of age and older. The estimates are based on listening information obtained in telephone interviews completed from April 16, 2002, to May 13, 2002. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition. Arbitron attempts to provide herein a summary description of methodology for Arbitron audience estimates contained later in this report.

## **Warning**

**All Arbitron audience estimates are proprietary and confidential.**

Each Arbitron audience estimate is copyrighted. The unauthorized use of any Arbitron audience estimate constitutes copyright infringement which could subject the infringer to statutory damages of up to \$150,000 and criminal penalties of up to one year imprisonment and a \$25,000 fine pursuant to Chapter 5, Sections 504 and 506 of Title 17 of the U.S. Code. All users of this report are referred to "Restrictions on Use" (Page A2).

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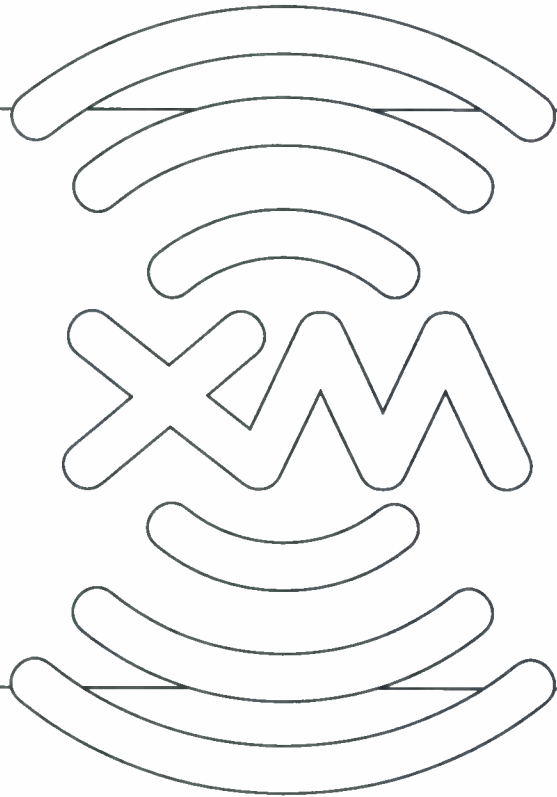
### **Report Pages**

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### **Methodology**

|                            |    |
|----------------------------|----|
| Description of Methodology | A1 |
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# SATELLITE RADIO

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## Custom Listening Study from Arbitron

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Spring 2002





# SATELLITE RADIO

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Custom Listening  
Study from Arbitron

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Spring 2002



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**SATELLITE  
RADIO**











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### **Restrictions on Use**

Users of audience estimates are referred to the current policies of the Federal Trade Commission relating to the use of audience estimates.

## Estimating the Reliability of Audience Ratings Estimates

The reliability of a survey estimate is generally defined in terms of the estimated margin of sampling error around the estimate, or confidence interval. The confidence interval describes the extent to which a survey estimate, based on a random sample of the population, may vary from the result that would be obtained through a complete census of the population. For this study, "population" refers to the total number of XM subscribers (3,229,124 as of 12/31/04). Confidence intervals can be obtained for any Primary Listener persons estimate in this report through two steps: (1) determine an estimated standard error, and (2) use the estimated standard error to construct a confidence interval around the persons estimate. To determine an estimate of standard error for AQH and Cume persons estimates, first note the Primary Listener persons estimate from the report. Next, note the sample size this estimate is based upon. The figures will be used in the formula for the estimated standard error, below:

$$\sqrt{\frac{p \cdot q}{N}}$$

In this equation, **p** equals the rating and **q** equals 100 minus the rating. **N** is the sample size upon which the estimate is based. For example, if Channel 2 has an AQH rating of 4.0 in a specific daypart and the estimate is based on a sample of 500, then the standard error is 0.88, or the square root of 4 times 96 divided by 500.

The confidence interval is the range around the estimate. In the example for Channel 2, the confidence interval is 3.12 to 4.88 around the estimated 4.0 rating.

The estimation above for one standard error will yield a 68 percent confidence interval; in other words, the user can be 68 percent confident that, in the example above, the rating for Channel 2 is within 0.88 rating points around the estimated rating of 4.0. To obtain higher levels of confidence, multipliers must be used. Typical multipliers are 1.65 for a 90 percent confidence interval, 1.96 for a 95 percent confidence interval, and 2.58 for a 99 percent confidence interval.

This discussion does not take into account the concept of Effective Sample Base (ESB). ESB estimates indicate the size of a simple random sample that would be required to provide the same degree of reliability as the sample or completed interviews used to produce the audience estimates in this report. In general, ESBs for Cume estimates will be less than the number of completed interviews, and ESBs for AQH estimates will be larger than the number of completed interviews.

## Sample Balancing

As there are currently not any known population estimates for XM Satellite Radio subscribers, no weighting system was applied for this study.

## Rounding of Estimates

Rounding occurs at various stages in the determination of audience estimates at demographic and daypart summation levels.

## Time Zones

Although calling occurred across various time zones, all daypart data were converted to Eastern Time prior to the determination of audience estimates.

## Limitations

In addition to sources of possible error described elsewhere in this report, the user should be aware of the following limitations:

- a. Estimates provided in this report are based only on Primary Listeners of XM Satellite Radio and Additional Listeners of XM Satellite Radio. Average Quarter-Hour and Cume estimates in this study are not equivalent to estimates used in other Arbitron national studies.
- b. The sample is drawn from a pool of XM Satellite Radio consumer subscribers provided directly by XM. Commercial subscribers were not included in this study.
- c. Effort is made to exclude households with a media affiliation. The inclusion or exclusion of such households from the sample is dependent on information revealed by a subscriber in response to Arbitron's media affiliation question at the beginning of the interview, or at any time thereafter.
- d. There may be instances where Arbitron instructions are not followed by the interviewer. Also, the interviewer may not be under the direct control of Arbitron, as independent market research suppliers are used by Arbitron.
- e. Nonresponding persons may have listening habits that differ from those of respondents.

f. The sample design and/or response patterns may preclude proportional representation of certain groups within the population such as ethnic groups, racial groups, persons in certain income or education groups, Primary Listeners under the age of 12, or persons whose primary language is other than English or Spanish. Such persons may have listening habits that differ from other persons.

g. Response errors resulting from memory failure, transcription by interviewers, misunderstanding of instructions, or other errors in the reporting, editing, coding and keying of data may be present. Arbitron maintains close supervision and controls to minimize these errors.

h. As personal telephone interviewers are used to collect all listening data, it is possible for variations in results by interviewer.

i. Defects and limitations found in data supplied by others are inherent in Arbitron estimates based thereon.

j. Rounding occurs at various stages in the determination of audience estimates, at demographic and daypart summation levels. Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts and/or demographic groups in the report may produce a result that may be incongruent with estimates for broader dayparts and/or demographic groups also contained in the report.

# Description of Methodology

## Sample Design and Selection

Sample for this study was selected from an initial randomly selected pool of 12,961 XM Satellite Radio consumer subscribers located in the contiguous United States. Names and telephone numbers were provided to Arbitron by XM.

A total of 8,193 records were selected for calling. Of those, 5,689 records were considered usable sample after response rate adjustments. With 2,028 completed interviews, this yielded a response rate of 35.6 percent.

Interviewers made at least eight attempts to reach each sample household during the period from November 15, 2004, to December 12, 2004. To increase the likelihood of establishing contact, calls were made at different hours throughout the morning, afternoon and evening and different days of the week. Interviewers were instructed to leave scripted messages on answering machines for specified calling attempts.

## Definitions of XM Satellite Radio Users for This Study

**Primary Listeners of XM Satellite Radio/** For this questionnaire, a Primary Listener was defined as the person who most often drives the vehicle containing an XM Satellite Radio or the person who uses the XM Satellite Radio most often if it is located at home or some other place. The Primary Listener in this study may not necessarily be the subscriber contact for XM Satellite Radio.

**Additional Listeners to XM Satellite Radio/** At the beginning of the interview, the Primary Listener was asked to enumerate all of the other people who listened to their XM Satellite Radio in the past seven days. Age, gender and household member status were collected for each additional person. These people represented the total pool of Additional Listeners for this study. When collecting specific listening occasions for XM Satellite Radio later in the interview, the Primary Listener was asked if any of the previously mentioned "Additional Listeners" listened at that time. No Additional Listener information was collected for AM/FM stations.

## Respondent Selection and Questionnaire

To qualify for participation in this study, a respondent must have been a resident of the household 12 years of age or older and a Primary Listener of XM Satellite Radio. Neither the respondent nor anyone in his or her household could be affiliated with a satellite radio company, a satellite television company, a radio or television station or network, or a cable system or network.

Respondents were asked a series of questions about their radio listening (AM/FM/XM). This included general questions about listening in the past seven days, as well as specific XM listening in the past 30 hours. While specific channel information was collected for XM listening, specific station information was not collected for AM/FM listening. Demographic information, including age, gender, race, ethnicity, education and income, was also collected during the interview. The interviews were conducted in English and Spanish.

Explicit instructions and training were provided to each interviewer, and validation checks were regularly conducted to help ensure that instructions were followed properly.

## Determination of Audience Estimates

**Average Quarter-Hour/**The smallest unit of time used in tabulation of average audience estimates. Arbitron credits one quarter-hour to a channel/station for a minimum of five minutes of listening during the quarter-hour.

**Average Quarter-Hour Rating (AQH Rating)/** Expressed as a percentage of the quarter-hours for a channel over the total number of possible quarter-hours in a given daypart. For Primary Listeners of XM Satellite Radio, the total number of possible quarter-hours is based on the number of completed interviews within a specific demographic group. For Additional Listeners to XM Satellite Radio, the total number of possible quarter-hours is based on the enumerated list for a demographic group collected at the beginning of the interview.

**7-Day Cume/**The estimated number of different persons in the audience who listened to a channel or channel group. This estimate is expressed as ratings and is reported only for Primary Listeners of XM Satellite Radio.

**Time Spent Listening (TSL)/** An estimate of the amount of time the average listener spent with a channel or channel group during a particular daypart. This estimate is expressed in hours and minutes and is reported only for Primary Listeners of XM Satellite Radio.

**Seven-Day Cume Rating Estimates – Primary Listeners**  
**Cume Ratings - Females**

| Demographic Group | XM Complete | XM Entertainment | XM News & Information | XM Sports |
|-------------------|-------------|------------------|-----------------------|-----------|
| Females 12+       | 47.8        | 23.6             | 28.3                  | 7.8       |
| Females 18+       | 48.3        | 23.8             | 28.8                  | 7.9       |
| Females 18-34     | 45.0        | 22.5             | 21.7                  | 7.8       |
| Females 18-49     | 49.2        | 25.3             | 25.0                  | 9.1       |
| Females 21-34     | 46.7        | 23.3             | 22.5                  | 8.3       |
| Females 25-49     | 49.6        | 24.8             | 26.2                  | 9.5       |
| Females 25-54     | 48.8        | 24.3             | 27.4                  | 9.6       |
| Females 35-64     | 49.8        | 24.2             | 30.6                  | 8.1       |
| Females 35+       | 49.3        | 24.2             | 30.7                  | 8.0       |

*Note: These estimates are projectable to the XM Primary Listener universe. Please see the "Description of Methodology" for more information. All data were converted to Eastern Time prior to the determination of audience estimates.*

**Seven-Day Cume Rating Estimates – Primary Listeners**  
**Cume Ratings - Males**

| Demographic Group | XM Complete | XM Entertainment | XM News & Information | XM Sports |
|-------------------|-------------|------------------|-----------------------|-----------|
| Males 12+         | 65.1        | 33.6             | 39.8                  | 19.7      |
| Males 18+         | 65.2        | 33.4             | 40.2                  | 19.7      |
| Males 18-34       | 64.9        | 37.8             | 29.5                  | 22.2      |
| Males 18-49       | 68.7        | 36.3             | 38.9                  | 24.4      |
| Males 21-34       | 67.0        | 38.7             | 31.6                  | 23.2      |
| Males 25-49       | 70.1        | 36.2             | 41.3                  | 26.1      |
| Males 25-54       | 68.7        | 36.5             | 42.2                  | 23.9      |
| Males 35-64       | 66.7        | 33.7             | 43.4                  | 20.3      |
| Males 35+         | 65.3        | 32.1             | 43.4                  | 19.0      |

*Note: These estimates are projectable to the XM Primary Listener universe. Please see the "Description of Methodology" for more information. All data were converted to Eastern Time prior to the determination of audience estimates.*

**Seven-Day Cume Rating Estimates – Primary Listeners**  
**Cume Ratings - Persons**

| Demographic Group | XM Complete | XM Entertainment | XM News & Information | XM Sports |
|-------------------|-------------|------------------|-----------------------|-----------|
| Persons 12+       | 59.9        | 30.6             | 36.3                  | 16.1      |
| Persons 18+       | 60.1        | 30.5             | 36.8                  | 16.2      |
| Persons 18-34     | 59.3        | 33.5             | 27.3                  | 18.1      |
| Persons 18-49     | 62.6        | 32.8             | 34.5                  | 19.6      |
| Persons 21-34     | 61.2        | 34.3             | 29.0                  | 18.9      |
| Persons 25-49     | 63.5        | 32.5             | 36.4                  | 20.7      |
| Persons 25-54     | 62.4        | 32.6             | 37.5                  | 19.4      |
| Persons 35-64     | 61.3        | 30.7             | 39.3                  | 16.4      |
| Persons 35+       | 60.4        | 29.7             | 39.5                  | 15.6      |

*Note: These estimates are projectable to the XM Primary Listener universe. Please see the "Description of Methodology" for more information. All data were converted to Eastern Time prior to the determination of audience estimates.*



## XM Sports AQH Rating - Females

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Females 12+       | 0.4             | 0.1   | 0.2   | 0.1              | 0.0   | 0.1   | 0.3              | 0.0   | 0.1   | 0.3             | 0.0   | 0.1   | 0.2             | 0.1   | 0.1   | 0.7             | 0.1   | 0.3   | 1.1              | 0.2   | 0.6   |
| Females 18+       | 0.4             | 0.1   | 0.2   | 0.1              | 0.0   | 0.1   | 0.3              | 0.0   | 0.1   | 0.3             | 0.0   | 0.1   | 0.2             | 0.1   | 0.2   | 0.7             | 0.1   | 0.4   | 1.1              | 0.2   | 0.6   |
| Females 18-34     | 0.6             | 0.0   | 0.2   | 0.5              | 0.0   | 0.1   | 0.9              | 0.0   | 0.3   | 0.7             | 0.0   | 0.2   | 0.0             | 0.0   | 0.0   | 0.9             | 0.0   | 0.3   | 1.5              | 0.0   | 0.4   |
| Females 18-49     | 0.5             | 0.1   | 0.2   | 0.2              | 0.0   | 0.1   | 0.4              | 0.0   | 0.1   | 0.4             | 0.0   | 0.1   | 0.3             | 0.2   | 0.2   | 0.9             | 0.1   | 0.4   | 1.4              | 0.2   | 0.7   |
| Females 21-34     | 0.7             | 0.0   | 0.2   | 0.5              | 0.0   | 0.2   | 1.0              | 0.0   | 0.3   | 0.8             | 0.0   | 0.3   | 0.0             | 0.0   | 0.0   | 1.0             | 0.0   | 0.3   | 1.6              | 0.0   | 0.5   |
| Females 25-49     | 0.4             | 0.1   | 0.2   | 0.0              | 0.0   | 0.0   | 0.1              | 0.0   | 0.0   | 0.1             | 0.0   | 0.1   | 0.4             | 0.2   | 0.3   | 1.0             | 0.1   | 0.5   | 1.5              | 0.2   | 0.8   |
| Females 25-54     | 0.4             | 0.1   | 0.2   | 0.0              | 0.0   | 0.0   | 0.1              | 0.0   | 0.0   | 0.1             | 0.0   | 0.0   | 0.3             | 0.2   | 0.2   | 0.9             | 0.2   | 0.5   | 1.4              | 0.3   | 0.8   |
| Females 35-64     | 0.3             | 0.1   | 0.2   | 0.0              | 0.0   | 0.0   | 0.1              | 0.0   | 0.0   | 0.1             | 0.0   | 0.0   | 0.3             | 0.2   | 0.2   | 0.7             | 0.2   | 0.4   | 1.1              | 0.4   | 0.7   |
| Females 35+       | 0.3             | 0.1   | 0.2   | 0.0              | 0.0   | 0.0   | 0.1              | 0.0   | 0.1   | 0.2             | 0.0   | 0.1   | 0.3             | 0.2   | 0.2   | 0.7             | 0.2   | 0.4   | 1.1              | 0.3   | 0.6   |

"Primary" refers to Primary Listeners of XM Satellite Radio

"Add'l" refers to Additional Listeners of XM Satellite Radio

"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*

## XM Sports AQH Rating - Males

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Males 12+         | 1.1             | 0.4   | 0.8   | 0.9              | 0.1   | 0.6   | 1.1              | 0.2   | 0.7   | 1.4             | 0.3   | 0.9   | 0.6             | 0.2   | 0.4   | 1.5             | 1.0   | 1.3   | 2.5              | 1.7   | 2.2   |
| Males 18+         | 1.1             | 0.4   | 0.8   | 0.9              | 0.1   | 0.6   | 1.1              | 0.1   | 0.7   | 1.4             | 0.2   | 0.9   | 0.6             | 0.2   | 0.4   | 1.5             | 1.0   | 1.3   | 2.6              | 1.7   | 2.2   |
| Males 18-34       | 1.1             | 0.3   | 0.7   | 1.3              | 0.2   | 0.7   | 1.2              | 0.2   | 0.7   | 1.8             | 0.3   | 1.0   | 0.3             | 0.2   | 0.3   | 1.2             | 0.5   | 0.8   | 1.9              | 1.0   | 1.4   |
| Males 18-49       | 1.4             | 0.3   | 0.9   | 1.2              | 0.2   | 0.8   | 1.5              | 0.2   | 1.0   | 1.9             | 0.3   | 1.2   | 0.9             | 0.2   | 0.6   | 1.4             | 0.5   | 1.0   | 2.3              | 0.8   | 1.7   |
| Males 21-34       | 1.1             | 0.4   | 0.8   | 1.4              | 0.2   | 0.8   | 1.3              | 0.2   | 0.8   | 2.0             | 0.3   | 1.2   | 0.3             | 0.3   | 0.3   | 1.1             | 0.6   | 0.8   | 1.8              | 1.0   | 1.4   |
| Males 25-49       | 1.5             | 0.3   | 1.0   | 1.4              | 0.2   | 0.9   | 1.7              | 0.3   | 1.1   | 2.2             | 0.4   | 1.4   | 0.9             | 0.3   | 0.7   | 1.4             | 0.5   | 1.1   | 2.4              | 0.9   | 1.8   |
| Males 25-54       | 1.4             | 0.5   | 1.1   | 1.2              | 0.2   | 0.8   | 1.5              | 0.2   | 1.0   | 1.9             | 0.3   | 1.3   | 0.8             | 0.2   | 0.6   | 1.5             | 1.2   | 1.4   | 2.5              | 2.0   | 2.3   |
| Males 35-64       | 1.2             | 0.5   | 1.0   | 0.9              | 0.1   | 0.6   | 1.1              | 0.1   | 0.8   | 1.4             | 0.2   | 1.0   | 0.7             | 0.1   | 0.5   | 1.8             | 1.4   | 1.7   | 3.1              | 2.4   | 2.8   |
| Males 35+         | 1.1             | 0.4   | 0.9   | 0.8              | 0.1   | 0.5   | 1.1              | 0.1   | 0.7   | 1.3             | 0.2   | 0.9   | 0.7             | 0.1   | 0.5   | 1.6             | 1.2   | 1.5   | 2.8              | 2.1   | 2.5   |

*"Primary" refers to Primary Listeners of XM Satellite Radio*

*"Add'l" refers to Additional Listeners of XM Satellite Radio*

*"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio*

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*

## XM Sports AQH Rating - Persons

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Persons 12+       | 0.9             | 0.2   | 0.6   | 0.7              | 0.1   | 0.4   | 0.9              | 0.1   | 0.5   | 1.1             | 0.1   | 0.6   | 0.5             | 0.1   | 0.3   | 1.2             | 0.6   | 0.9   | 2.1              | 0.9   | 1.5   |
| Persons 18+       | 0.9             | 0.2   | 0.6   | 0.7              | 0.1   | 0.4   | 0.9              | 0.1   | 0.5   | 1.1             | 0.1   | 0.6   | 0.5             | 0.1   | 0.3   | 1.3             | 0.5   | 0.9   | 2.1              | 0.9   | 1.5   |
| Persons 18-34     | 1.0             | 0.2   | 0.5   | 1.0              | 0.1   | 0.5   | 1.1              | 0.1   | 0.5   | 1.5             | 0.1   | 0.7   | 0.2             | 0.1   | 0.2   | 1.1             | 0.3   | 0.6   | 1.8              | 0.5   | 1.0   |
| Persons 18-49     | 1.1             | 0.2   | 0.6   | 0.9              | 0.1   | 0.5   | 1.2              | 0.1   | 0.6   | 1.5             | 0.1   | 0.8   | 0.7             | 0.2   | 0.4   | 1.2             | 0.3   | 0.8   | 2.0              | 0.5   | 1.2   |
| Persons 21-34     | 1.0             | 0.2   | 0.5   | 1.1              | 0.1   | 0.6   | 1.2              | 0.1   | 0.6   | 1.7             | 0.2   | 0.8   | 0.2             | 0.2   | 0.2   | 1.1             | 0.3   | 0.6   | 1.7              | 0.5   | 1.0   |
| Persons 25-49     | 1.1             | 0.2   | 0.6   | 1.0              | 0.1   | 0.5   | 1.2              | 0.1   | 0.6   | 1.5             | 0.2   | 0.8   | 0.8             | 0.2   | 0.5   | 1.3             | 0.3   | 0.8   | 2.1              | 0.6   | 1.3   |
| Persons 25-54     | 1.1             | 0.3   | 0.7   | 0.9              | 0.1   | 0.5   | 1.1              | 0.1   | 0.6   | 1.3             | 0.2   | 0.8   | 0.7             | 0.2   | 0.4   | 1.3             | 0.7   | 1.0   | 2.1              | 1.2   | 1.7   |
| Persons 35-64     | 0.9             | 0.3   | 0.7   | 0.6              | 0.0   | 0.4   | 0.8              | 0.1   | 0.5   | 1.0             | 0.1   | 0.6   | 0.6             | 0.2   | 0.4   | 1.4             | 0.8   | 1.1   | 2.4              | 1.3   | 1.9   |
| Persons 35+       | 0.9             | 0.3   | 0.6   | 0.6              | 0.0   | 0.3   | 0.8              | 0.1   | 0.5   | 0.9             | 0.1   | 0.6   | 0.6             | 0.1   | 0.4   | 1.3             | 0.7   | 1.0   | 2.2              | 1.2   | 1.8   |

"Primary" refers to Primary Listeners of XM Satellite Radio

"Add'l" refers to Additional Listeners of XM Satellite Radio

"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*

## XM News & Information AQH Rating - Females

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Females 12+       | 1.7             | 0.3   | 0.8   | 1.2              | 0.1   | 0.5   | 2.7              | 0.3   | 1.2   | 2.9             | 0.3   | 1.2   | 1.1             | 0.2   | 0.5   | 1.2             | 0.5   | 0.8   | 1.3              | 0.6   | 0.9   |
| Females 18+       | 1.7             | 0.3   | 0.9   | 1.3              | 0.1   | 0.5   | 2.7              | 0.3   | 1.3   | 2.9             | 0.4   | 1.4   | 1.2             | 0.2   | 0.6   | 1.2             | 0.5   | 0.8   | 1.4              | 0.6   | 0.9   |
| Females 18-34     | 0.8             | 0.1   | 0.3   | 1.5              | 0.0   | 0.4   | 1.4              | 0.0   | 0.4   | 1.1             | 0.0   | 0.3   | 0.6             | 0.1   | 0.2   | 0.0             | 0.2   | 0.1   | 0.0              | 0.3   | 0.2   |
| Females 18-49     | 1.4             | 0.2   | 0.7   | 1.3              | 0.1   | 0.5   | 2.5              | 0.3   | 1.1   | 2.4             | 0.2   | 1.1   | 0.9             | 0.1   | 0.4   | 0.6             | 0.3   | 0.4   | 0.7              | 0.4   | 0.5   |
| Females 21-34     | 0.8             | 0.1   | 0.3   | 1.4              | 0.0   | 0.5   | 1.5              | 0.0   | 0.5   | 1.3             | 0.0   | 0.4   | 0.6             | 0.1   | 0.3   | 0.0             | 0.2   | 0.1   | 0.0              | 0.4   | 0.3   |
| Females 25-49     | 1.5             | 0.2   | 0.7   | 1.1              | 0.1   | 0.5   | 2.6              | 0.3   | 1.3   | 2.7             | 0.3   | 1.3   | 1.0             | 0.1   | 0.5   | 0.6             | 0.2   | 0.4   | 0.7              | 0.3   | 0.5   |
| Females 25-54     | 1.5             | 0.2   | 0.7   | 1.2              | 0.1   | 0.5   | 2.3              | 0.3   | 1.1   | 2.3             | 0.3   | 1.1   | 0.9             | 0.1   | 0.4   | 1.1             | 0.3   | 0.6   | 1.2              | 0.4   | 0.7   |
| Females 35-64     | 2.1             | 0.4   | 1.1   | 1.2              | 0.1   | 0.6   | 3.1              | 0.4   | 1.6   | 3.5             | 0.4   | 1.8   | 1.4             | 0.2   | 0.7   | 1.6             | 0.6   | 1.1   | 1.8              | 0.8   | 1.2   |
| Females 35+       | 2.0             | 0.4   | 1.1   | 1.2              | 0.1   | 0.6   | 3.1              | 0.5   | 1.6   | 3.4             | 0.6   | 1.8   | 1.3             | 0.3   | 0.7   | 1.5             | 0.6   | 1.0   | 1.7              | 0.8   | 1.2   |

*"Primary" refers to Primary Listeners of XM Satellite Radio*

*"Add'l" refers to Additional Listeners of XM Satellite Radio*

*"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio*

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*

## XM News & Information AQH Rating - Males

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Males 12+         | 3.8             | 1.0   | 2.6   | 3.8              | 0.5   | 2.4   | 5.6              | 1.2   | 3.7   | 6.0             | 1.3   | 4.0   | 2.5             | 0.7   | 1.7   | 2.4             | 1.2   | 1.9   | 3.5              | 2.0   | 2.9   |
| Males 18+         | 3.8             | 1.0   | 2.7   | 3.9              | 0.5   | 2.5   | 5.7              | 1.3   | 4.0   | 6.1             | 1.2   | 4.1   | 2.5             | 0.6   | 1.7   | 2.4             | 1.3   | 2.0   | 3.5              | 2.2   | 3.0   |
| Males 18-34       | 2.1             | 0.4   | 1.2   | 2.1              | 0.3   | 1.2   | 3.3              | 0.2   | 1.7   | 3.4             | 0.1   | 1.7   | 1.0             | 0.4   | 0.7   | 1.5             | 0.9   | 1.2   | 2.1              | 1.5   | 1.8   |
| Males 18-49       | 3.6             | 0.7   | 2.3   | 3.9              | 0.6   | 2.5   | 5.2              | 1.0   | 3.4   | 6.1             | 0.8   | 3.8   | 2.5             | 0.5   | 1.7   | 1.8             | 0.6   | 1.3   | 2.5              | 0.9   | 1.8   |
| Males 21-34       | 2.3             | 0.5   | 1.4   | 2.3              | 0.4   | 1.4   | 3.5              | 0.3   | 1.9   | 3.7             | 0.2   | 2.0   | 1.1             | 0.5   | 0.8   | 1.6             | 1.0   | 1.3   | 2.3              | 1.7   | 2.0   |
| Males 25-49       | 3.7             | 0.7   | 2.5   | 4.2              | 0.8   | 2.8   | 5.4              | 1.2   | 3.7   | 6.4             | 1.0   | 4.2   | 2.7             | 0.6   | 1.9   | 1.7             | 0.3   | 1.1   | 2.3              | 0.4   | 1.5   |
| Males 25-54       | 3.6             | 0.9   | 2.6   | 4.2              | 0.7   | 2.9   | 5.4              | 1.2   | 3.8   | 6.1             | 0.9   | 4.1   | 2.5             | 0.6   | 1.8   | 1.7             | 0.9   | 1.4   | 2.3              | 1.5   | 2.0   |
| Males 35-64       | 4.4             | 1.4   | 3.4   | 4.6              | 0.7   | 3.3   | 6.8              | 2.2   | 5.2   | 6.9             | 1.7   | 5.2   | 3.1             | 0.8   | 2.3   | 2.5             | 1.5   | 2.1   | 3.6              | 2.4   | 3.2   |
| Males 35+         | 4.3             | 1.4   | 3.3   | 4.4              | 0.6   | 3.1   | 6.4              | 2.0   | 4.9   | 6.9             | 1.9   | 5.1   | 3.0             | 0.7   | 2.2   | 2.6             | 1.6   | 2.3   | 3.9              | 2.7   | 3.5   |

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"Add'l" refers to Additional Listeners of XM Satellite Radio

"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*



## XM News & Information AQH Rating - Persons

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Persons 12+       | 3.2             | 0.7   | 1.9   | 3.1              | 0.3   | 1.6   | 4.8              | 0.8   | 2.7   | 5.1             | 0.8   | 2.9   | 2.1             | 0.4   | 1.2   | 2.0             | 0.9   | 1.4   | 2.8              | 1.3   | 2.0   |
| Persons 18+       | 3.2             | 0.7   | 2.0   | 3.1              | 0.3   | 1.7   | 4.8              | 0.8   | 2.9   | 5.1             | 0.8   | 3.0   | 2.1             | 0.4   | 1.3   | 2.0             | 0.9   | 1.5   | 2.8              | 1.4   | 2.1   |
| Persons 18-34     | 1.7             | 0.3   | 0.9   | 1.9              | 0.2   | 0.9   | 2.7              | 0.1   | 1.2   | 2.7             | 0.1   | 1.2   | 0.9             | 0.2   | 0.5   | 1.1             | 0.5   | 0.7   | 1.5              | 0.9   | 1.2   |
| Persons 18-49     | 2.9             | 0.4   | 1.7   | 3.1              | 0.4   | 1.7   | 4.4              | 0.6   | 2.5   | 5.0             | 0.5   | 2.7   | 2.0             | 0.3   | 1.2   | 1.4             | 0.4   | 0.9   | 1.9              | 0.6   | 1.3   |
| Persons 21-34     | 1.9             | 0.3   | 1.0   | 2.1              | 0.2   | 1.0   | 3.0              | 0.2   | 1.4   | 3.0             | 0.1   | 1.3   | 1.0             | 0.3   | 0.6   | 1.1             | 0.6   | 0.8   | 1.6              | 1.1   | 1.3   |
| Persons 25-49     | 3.0             | 0.5   | 1.6   | 3.3              | 0.4   | 1.7   | 4.5              | 0.8   | 2.5   | 5.2             | 0.7   | 2.7   | 2.2             | 0.4   | 1.2   | 1.3             | 0.3   | 0.7   | 1.8              | 0.3   | 1.0   |
| Persons 25-54     | 3.0             | 0.5   | 1.8   | 3.3              | 0.4   | 1.9   | 4.5              | 0.7   | 2.7   | 4.9             | 0.6   | 2.9   | 2.0             | 0.3   | 1.2   | 1.5             | 0.6   | 1.1   | 1.9              | 0.9   | 1.5   |
| Persons 35-64     | 3.7             | 0.9   | 2.5   | 3.6              | 0.4   | 2.2   | 5.7              | 1.3   | 3.8   | 5.9             | 1.1   | 3.8   | 2.6             | 0.5   | 1.7   | 2.1             | 1.1   | 1.7   | 3.0              | 1.6   | 2.4   |
| Persons 35+       | 3.6             | 0.9   | 2.4   | 3.4              | 0.3   | 2.1   | 5.4              | 1.2   | 3.6   | 5.9             | 1.2   | 3.8   | 2.5             | 0.5   | 1.6   | 2.3             | 1.1   | 1.8   | 3.2              | 1.7   | 2.5   |

"Primary" refers to Primary Listeners of XM Satellite Radio

"Add'l" refers to Additional Listeners of XM Satellite Radio

"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*

## XM Entertainment AQH Rating - Females

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Females 12+       | 1.2             | 0.3   | 0.6   | 1.1              | 0.2   | 0.5   | 1.5              | 0.3   | 0.7   | 1.9             | 0.3   | 0.9   | 0.9             | 0.3   | 0.5   | 1.0             | 0.4   | 0.6   | 1.5              | 0.6   | 0.9   |
| Females 18+       | 1.3             | 0.3   | 0.7   | 1.1              | 0.2   | 0.6   | 1.5              | 0.4   | 0.8   | 2.0             | 0.4   | 1.0   | 1.0             | 0.3   | 0.6   | 1.0             | 0.4   | 0.7   | 1.6              | 0.6   | 1.0   |
| Females 18-34     | 0.9             | 0.0   | 0.3   | 0.7              | 0.0   | 0.2   | 1.6              | 0.1   | 0.5   | 1.3             | 0.0   | 0.4   | 1.1             | 0.0   | 0.3   | 0.3             | 0.0   | 0.1   | 0.5              | 0.0   | 0.1   |
| Females 18-49     | 1.3             | 0.4   | 0.7   | 1.0              | 0.2   | 0.5   | 1.4              | 0.4   | 0.8   | 2.4             | 0.5   | 1.2   | 1.1             | 0.3   | 0.6   | 1.1             | 0.4   | 0.7   | 1.8              | 0.6   | 1.1   |
| Females 21-34     | 1.0             | 0.0   | 0.3   | 0.8              | 0.0   | 0.3   | 1.8              | 0.1   | 0.6   | 1.4             | 0.0   | 0.4   | 1.2             | 0.0   | 0.4   | 0.3             | 0.0   | 0.1   | 0.5              | 0.0   | 0.1   |
| Females 25-49     | 1.3             | 0.5   | 0.8   | 1.1              | 0.3   | 0.6   | 1.2              | 0.4   | 0.8   | 2.2             | 0.6   | 1.2   | 1.0             | 0.4   | 0.7   | 1.1             | 0.5   | 0.8   | 1.8              | 0.8   | 1.3   |
| Females 25-54     | 1.1             | 0.4   | 0.7   | 1.1              | 0.2   | 0.6   | 1.1              | 0.4   | 0.7   | 1.8             | 0.5   | 1.0   | 0.9             | 0.3   | 0.6   | 1.0             | 0.5   | 0.7   | 1.6              | 0.7   | 1.1   |
| Females 35-64     | 1.3             | 0.5   | 0.8   | 1.0              | 0.3   | 0.6   | 1.3              | 0.4   | 0.8   | 2.1             | 0.5   | 1.2   | 0.8             | 0.4   | 0.6   | 1.3             | 0.7   | 1.0   | 1.9              | 1.1   | 1.4   |
| Females 35+       | 1.3             | 0.5   | 0.9   | 1.2              | 0.3   | 0.7   | 1.5              | 0.5   | 0.9   | 2.2             | 0.6   | 1.2   | 0.9             | 0.4   | 0.6   | 1.2             | 0.7   | 0.9   | 1.8              | 0.9   | 1.3   |

"Primary" refers to Primary Listeners of XM Satellite Radio

"Add'l" refers to Additional Listeners of XM Satellite Radio

"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*



## XM Entertainment AQH Rating - Males

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Males 12+         | 1.9             | 0.9   | 1.4   | 1.9              | 0.5   | 1.3   | 2.1              | 1.0   | 1.6   | 2.6             | 1.1   | 1.9   | 1.3             | 0.5   | 1.0   | 1.9             | 1.1   | 1.5   | 2.3              | 1.3   | 1.8   |
| Males 18+         | 1.9             | 0.8   | 1.5   | 1.9              | 0.5   | 1.4   | 2.1              | 1.0   | 1.7   | 2.6             | 1.1   | 2.0   | 1.3             | 0.5   | 1.0   | 1.9             | 0.9   | 1.5   | 2.3              | 1.0   | 1.8   |
| Males 18-34       | 1.5             | 1.0   | 1.3   | 1.5              | 0.6   | 1.0   | 2.1              | 1.4   | 1.7   | 2.5             | 1.5   | 2.0   | 0.8             | 0.5   | 0.6   | 1.3             | 1.3   | 1.3   | 1.6              | 1.4   | 1.5   |
| Males 18-49       | 2.0             | 0.9   | 1.6   | 2.1              | 0.7   | 1.5   | 2.4              | 1.2   | 1.9   | 2.7             | 1.2   | 2.1   | 1.1             | 0.7   | 0.9   | 2.2             | 1.0   | 1.6   | 2.5              | 1.0   | 1.8   |
| Males 21-34       | 1.6             | 1.1   | 1.4   | 1.6              | 0.7   | 1.2   | 2.1              | 1.6   | 1.8   | 2.2             | 1.4   | 1.8   | 0.8             | 0.5   | 0.7   | 1.4             | 1.5   | 1.4   | 1.8              | 1.6   | 1.7   |
| Males 25-49       | 2.1             | 1.0   | 1.7   | 2.2              | 0.8   | 1.7   | 2.6              | 1.3   | 2.1   | 2.6             | 1.2   | 2.0   | 1.1             | 0.7   | 1.0   | 2.3             | 1.2   | 1.9   | 2.7              | 1.2   | 2.1   |
| Males 25-54       | 2.2             | 1.0   | 1.8   | 2.4              | 0.7   | 1.7   | 2.5              | 1.3   | 2.0   | 2.6             | 1.2   | 2.1   | 1.6             | 0.6   | 1.2   | 2.3             | 1.3   | 1.9   | 2.7              | 1.4   | 2.2   |
| Males 35-64       | 2.1             | 0.8   | 1.7   | 2.2              | 0.6   | 1.6   | 2.2              | 0.9   | 1.8   | 2.6             | 0.9   | 2.1   | 1.6             | 0.6   | 1.3   | 2.2             | 0.8   | 1.7   | 2.7              | 0.9   | 2.1   |
| Males 35+         | 2.0             | 0.7   | 1.6   | 2.0              | 0.5   | 1.5   | 2.1              | 0.8   | 1.7   | 2.6             | 0.9   | 2.0   | 1.5             | 0.6   | 1.2   | 2.0             | 0.7   | 1.6   | 2.5              | 0.8   | 1.9   |

"Primary" refers to Primary Listeners of XM Satellite Radio

"Add'l" refers to Additional Listeners of XM Satellite Radio

"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio

Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.

All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.

## XM Entertainment AQH Rating - Persons

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Persons 12+       | 1.7             | 0.6   | 1.1   | 1.7              | 0.3   | 1.0   | 1.9              | 0.7   | 1.3   | 2.4             | 0.7   | 1.5   | 1.2             | 0.4   | 0.8   | 1.6             | 0.7   | 1.1   | 2.0              | 0.9   | 1.5   |
| Persons 18+       | 1.7             | 0.6   | 1.2   | 1.7              | 0.4   | 1.0   | 2.0              | 0.7   | 1.3   | 2.4             | 0.7   | 1.6   | 1.2             | 0.4   | 0.8   | 1.6             | 0.7   | 1.2   | 2.0              | 0.8   | 1.5   |
| Persons 18-34     | 1.4             | 0.6   | 0.9   | 1.3              | 0.3   | 0.7   | 1.9              | 0.8   | 1.3   | 2.1             | 0.8   | 1.3   | 0.9             | 0.3   | 0.5   | 1.0             | 0.6   | 0.8   | 1.3              | 0.7   | 1.0   |
| Persons 18-49     | 1.8             | 0.7   | 1.2   | 1.8              | 0.5   | 1.1   | 2.1              | 0.8   | 1.4   | 2.6             | 0.9   | 1.7   | 1.1             | 0.5   | 0.8   | 1.8             | 0.7   | 1.2   | 2.2              | 0.8   | 1.5   |
| Persons 21-34     | 1.4             | 0.6   | 0.9   | 1.4              | 0.4   | 0.8   | 2.0              | 0.9   | 1.4   | 2.0             | 0.7   | 1.3   | 0.9             | 0.3   | 0.6   | 1.1             | 0.8   | 0.9   | 1.4              | 0.8   | 1.1   |
| Persons 25-49     | 1.8             | 0.8   | 1.3   | 1.9              | 0.5   | 1.2   | 2.2              | 0.9   | 1.5   | 2.4             | 0.9   | 1.6   | 1.1             | 0.6   | 0.8   | 1.9             | 0.9   | 1.3   | 2.4              | 1.0   | 1.6   |
| Persons 25-54     | 1.9             | 0.7   | 1.3   | 2.0              | 0.5   | 1.3   | 2.0              | 0.8   | 1.5   | 2.4             | 0.8   | 1.6   | 1.4             | 0.5   | 1.0   | 1.8             | 0.9   | 1.4   | 2.3              | 1.1   | 1.7   |
| Persons 35-64     | 1.9             | 0.6   | 1.3   | 1.8              | 0.4   | 1.2   | 1.9              | 0.6   | 1.4   | 2.5             | 0.7   | 1.7   | 1.4             | 0.5   | 1.0   | 1.9             | 0.8   | 1.4   | 2.4              | 1.0   | 1.8   |
| Persons 35+       | 1.8             | 0.6   | 1.3   | 1.8              | 0.4   | 1.2   | 2.0              | 0.6   | 1.4   | 2.5             | 0.7   | 1.7   | 1.3             | 0.5   | 1.0   | 1.8             | 0.7   | 1.3   | 2.3              | 0.9   | 1.7   |

"Primary" refers to Primary Listeners of XM Satellite Radio

"Add'l" refers to Additional Listeners of XM Satellite Radio

"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*

## XM Complete AQH Rating - Females

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Females 12+       | 3.6             | 0.7   | 1.7   | 2.4              | 0.3   | 1.1   | 4.7              | 0.6   | 2.1   | 5.5             | 0.7   | 2.4   | 2.6             | 0.6   | 1.3   | 3.2             | 1.1   | 1.9   | 4.5              | 1.6   | 2.6   |
| Females 18+       | 3.6             | 0.7   | 1.9   | 2.5              | 0.3   | 1.2   | 4.8              | 0.7   | 2.3   | 5.6             | 0.8   | 2.6   | 2.6             | 0.7   | 1.4   | 3.2             | 1.0   | 1.9   | 4.5              | 1.5   | 2.7   |
| Females 18-34     | 2.9             | 0.1   | 0.9   | 3.0              | 0.0   | 0.9   | 4.6              | 0.1   | 1.4   | 4.4             | 0.0   | 1.3   | 2.6             | 0.1   | 0.8   | 1.2             | 0.2   | 0.5   | 2.0              | 0.3   | 0.8   |
| Females 18-49     | 3.6             | 0.6   | 1.8   | 2.5              | 0.3   | 1.2   | 4.6              | 0.6   | 2.2   | 5.8             | 0.7   | 2.7   | 2.8             | 0.6   | 1.4   | 3.1             | 0.8   | 1.7   | 4.6              | 1.2   | 2.6   |
| Females 21-34     | 3.1             | 0.1   | 1.0   | 3.0              | 0.0   | 1.0   | 5.0              | 0.1   | 1.6   | 4.8             | 0.0   | 1.5   | 2.8             | 0.1   | 0.9   | 1.2             | 0.2   | 0.5   | 2.1              | 0.4   | 0.9   |
| Females 25-49     | 3.5             | 0.7   | 1.9   | 2.3              | 0.4   | 1.2   | 4.2              | 0.8   | 2.2   | 5.7             | 0.9   | 2.9   | 2.9             | 0.7   | 1.6   | 3.2             | 0.9   | 1.9   | 4.8              | 1.4   | 2.8   |
| Females 25-54     | 3.3             | 0.7   | 1.8   | 2.3              | 0.3   | 1.2   | 3.6              | 0.6   | 1.9   | 4.8             | 0.8   | 2.4   | 2.5             | 0.6   | 1.4   | 3.3             | 0.9   | 1.9   | 4.8              | 1.4   | 2.8   |
| Females 35-64     | 3.8             | 1.0   | 2.3   | 2.2              | 0.4   | 1.2   | 4.5              | 0.8   | 2.5   | 5.9             | 1.0   | 3.2   | 2.6             | 0.8   | 1.7   | 3.9             | 1.6   | 2.6   | 5.4              | 2.3   | 3.7   |
| Females 35+       | 3.8             | 1.1   | 2.2   | 2.4              | 0.4   | 1.3   | 4.8              | 1.0   | 2.6   | 6.0             | 1.1   | 3.2   | 2.6             | 0.9   | 1.7   | 3.7             | 1.5   | 2.4   | 5.1              | 2.1   | 3.4   |

*"Primary" refers to Primary Listeners of XM Satellite Radio*

*"Add'l" refers to Additional Listeners of XM Satellite Radio*

*"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio*

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*

## XM Complete AQH Rating - Males

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Males 12+         | 6.7             | 2.2   | 4.8   | 6.4              | 1.0   | 4.1   | 8.7              | 2.3   | 5.9   | 9.9             | 2.6   | 6.8   | 4.3             | 1.3   | 3.0   | 5.6             | 3.2   | 4.6   | 8.2              | 4.8   | 6.7   |
| Males 18+         | 6.8             | 2.1   | 4.9   | 6.5              | 1.1   | 4.3   | 8.8              | 2.3   | 6.2   | 10.0            | 2.4   | 7.0   | 4.4             | 1.3   | 3.2   | 5.7             | 3.2   | 4.7   | 8.3              | 4.8   | 6.9   |
| Males 18-34       | 4.5             | 1.6   | 3.0   | 4.3              | 0.8   | 2.5   | 6.3              | 1.4   | 3.8   | 7.7             | 1.6   | 4.6   | 2.1             | 1.1   | 1.6   | 3.5             | 2.7   | 3.0   | 5.5              | 3.9   | 4.6   |
| Males 18-49       | 6.9             | 1.8   | 4.7   | 7.0              | 1.4   | 4.5   | 9.1              | 2.1   | 6.0   | 10.8            | 2.2   | 7.0   | 4.5             | 1.4   | 3.1   | 5.1             | 2.0   | 3.8   | 7.2              | 2.6   | 5.2   |
| Males 21-34       | 4.7             | 1.8   | 3.3   | 4.8              | 0.9   | 2.9   | 6.7              | 1.5   | 4.2   | 8.0             | 1.6   | 4.8   | 2.2             | 1.3   | 1.8   | 3.6             | 3.0   | 3.3   | 5.7              | 4.4   | 5.0   |
| Males 25-49       | 7.2             | 2.0   | 5.1   | 7.6              | 1.6   | 5.2   | 9.6              | 2.5   | 6.7   | 11.1            | 2.4   | 7.6   | 4.8             | 1.6   | 3.5   | 5.2             | 2.0   | 3.9   | 7.3              | 2.5   | 5.3   |
| Males 25-54       | 7.1             | 2.3   | 5.3   | 7.5              | 1.5   | 5.2   | 9.3              | 2.4   | 6.6   | 10.6            | 2.3   | 7.4   | 4.9             | 1.4   | 3.6   | 5.4             | 3.4   | 4.6   | 7.6              | 4.9   | 6.5   |
| Males 35-64       | 7.7             | 2.6   | 6.0   | 7.6              | 1.4   | 5.5   | 10.0             | 3.2   | 7.7   | 10.9            | 2.9   | 8.2   | 5.4             | 1.4   | 4.0   | 6.5             | 3.6   | 5.5   | 9.3              | 5.4   | 8.0   |
| Males 35+         | 7.4             | 2.5   | 5.7   | 7.1              | 1.2   | 5.1   | 9.5              | 2.9   | 7.2   | 10.7            | 2.9   | 8.0   | 5.1             | 1.3   | 3.8   | 6.3             | 3.4   | 5.3   | 9.1              | 5.3   | 7.8   |

*"Primary" refers to Primary Listeners of XM Satellite Radio*

*"Add'l" refers to Additional Listeners of XM Satellite Radio*

*"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio*

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*

## XM Complete AQH Rating - Persons

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Persons 12+       | 5.7             | 1.4   | 3.5   | 5.2              | 0.6   | 2.9   | 7.5              | 1.4   | 4.4   | 8.6             | 1.6   | 5.0   | 3.8             | 1.0   | 2.3   | 4.8             | 2.2   | 3.5   | 7.0              | 3.2   | 5.0   |
| Persons 18+       | 5.8             | 1.4   | 3.7   | 5.3              | 0.7   | 3.1   | 7.6              | 1.5   | 4.7   | 8.7             | 1.6   | 5.3   | 3.9             | 0.9   | 2.5   | 4.9             | 2.1   | 3.5   | 7.1              | 3.1   | 5.1   |
| Persons 18-34     | 4.0             | 0.9   | 2.2   | 3.9              | 0.4   | 1.9   | 5.8              | 0.8   | 2.8   | 6.8             | 0.9   | 3.3   | 2.2             | 0.6   | 1.3   | 2.8             | 1.4   | 2.0   | 4.5              | 2.1   | 3.1   |
| Persons 18-49     | 5.8             | 1.2   | 3.5   | 5.6              | 0.9   | 3.2   | 7.7              | 1.4   | 4.5   | 9.2             | 1.5   | 5.3   | 4.0             | 1.0   | 2.5   | 4.4             | 1.4   | 2.9   | 6.3              | 1.9   | 4.1   |
| Persons 21-34     | 4.2             | 1.0   | 2.4   | 4.3              | 0.5   | 2.1   | 6.2              | 0.8   | 3.2   | 7.1             | 0.8   | 3.5   | 2.4             | 0.7   | 1.5   | 2.9             | 1.6   | 2.2   | 4.6              | 2.4   | 3.4   |
| Persons 25-49     | 6.0             | 1.4   | 3.5   | 6.0              | 1.0   | 3.3   | 7.9              | 1.6   | 4.5   | 9.4             | 1.6   | 5.2   | 4.2             | 1.2   | 2.5   | 4.5             | 1.5   | 2.9   | 6.4              | 1.9   | 4.0   |
| Persons 25-54     | 5.9             | 1.5   | 3.8   | 6.0              | 0.9   | 3.5   | 7.6              | 1.5   | 4.7   | 8.8             | 1.5   | 5.4   | 4.2             | 1.0   | 2.7   | 4.7             | 2.2   | 3.5   | 6.6              | 3.2   | 5.0   |
| Persons 35-64     | 6.5             | 1.8   | 4.5   | 5.9              | 0.9   | 3.8   | 8.3              | 2.0   | 5.6   | 9.4             | 1.9   | 6.2   | 4.6             | 1.1   | 3.1   | 5.6             | 2.6   | 4.3   | 8.0              | 3.8   | 6.2   |
| Persons 35+       | 6.3             | 1.7   | 4.3   | 5.7              | 0.8   | 3.6   | 8.1              | 1.9   | 5.4   | 9.3             | 1.9   | 6.1   | 4.4             | 1.1   | 2.9   | 5.5             | 2.4   | 4.1   | 7.8              | 3.6   | 6.0   |

"Primary" refers to Primary Listeners of XM Satellite Radio

"Add'l" refers to Additional Listeners of XM Satellite Radio

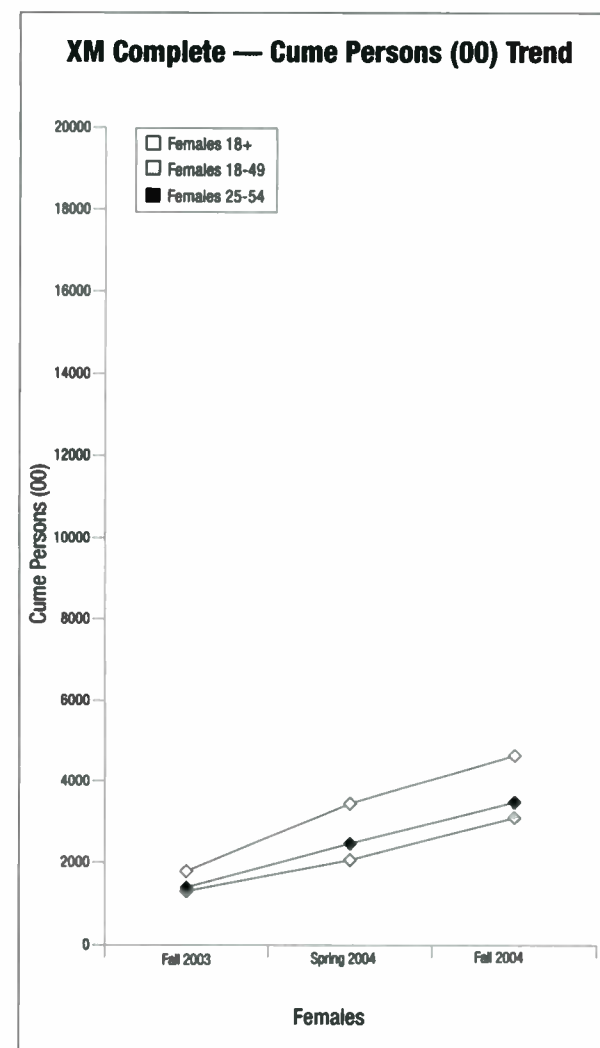
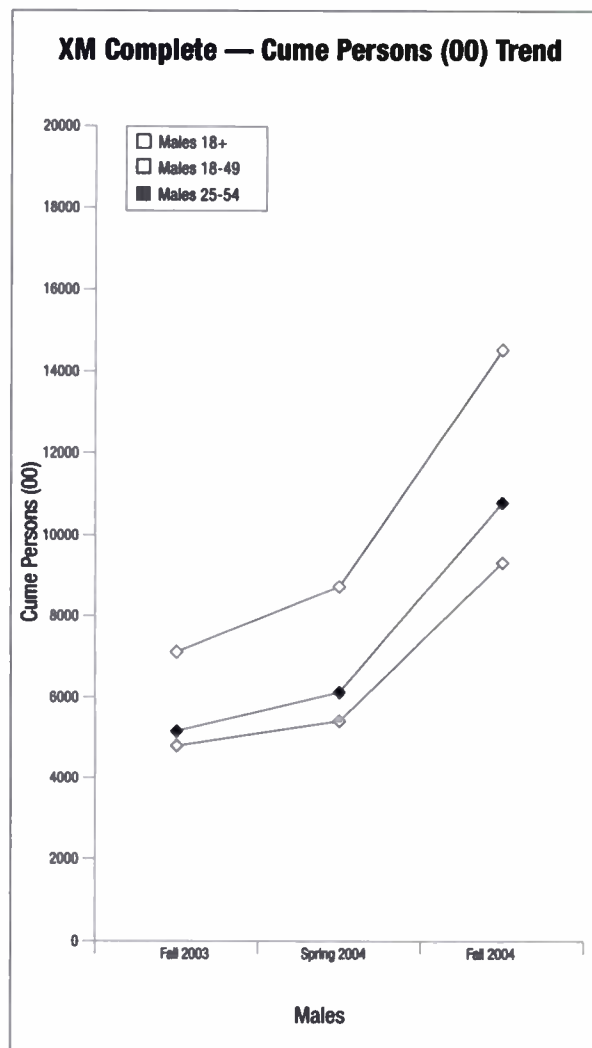
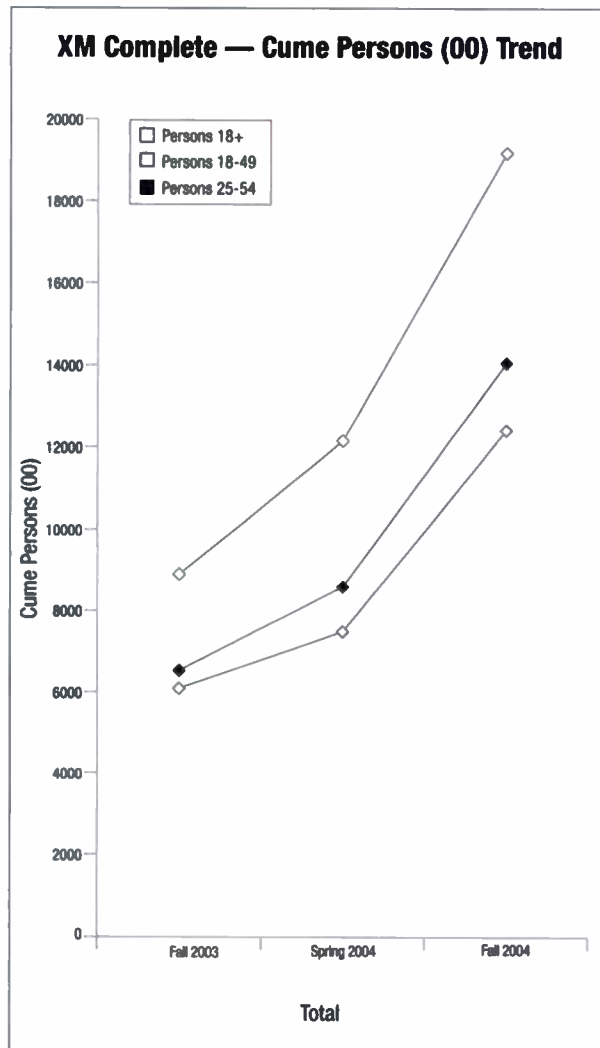
"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*



# Seven-Day Cume Persons Trend for XM Complete (Primary Listeners)



\* See page 6 for a listing of the specific channels associated with XM Complete.  
Channels not on the air prior to Fall 2004 are not included in the results for Fall 2003 or Spring 2004.





# Custom Listening Study from Arbitron

- Cume Estimates
- AQH Estimates by XM Channel Group

# Determination of Persons Estimates

Persons estimates for the XM Channel Groups were obtained by using the following information:

- Total Number of current subscribers to XM Satellite Radio (as of December 31, 2004 XM Satellite Radio reported a total of 3,229,124 subscribers).
- The percent of completed interviews for Primary Listeners in this study as represented by a given demographic group (see Table 1, "Percent of Completed Interviews").
- The proportion of Primary Listeners within a specific demographic group to the number of Additional Listeners within that same demographic group (see Table 1, "Additional Listener Factor").
- The Average Quarter-Hour Rating\* for an XM Channel Group within a given demographic group for both Primary and Additional Listeners.

Total Persons Estimate =

$$\text{Primary Listener Persons Estimate} + \text{Additional Listener Persons Estimate}$$

## EXAMPLE:

XM Channel Group A:

### XM Sample

Demographic Group/Daypart:

**Persons 18-49 (Mon-Fri 3PM-7PM)**

Additional Listener Factor:

**1.0 for Persons 18-49 (from Table 1)**

Average Quarter-Hour Rating for Primary Listeners:\*

**9.5**

Average Quarter-Hour Rating for Additional Listeners:\*

**2.1**

The percent of completed interviews in this study for Persons 18-49 is:

**61.5%**

Estimate of XM Satellite Radio subscribers age 18-49 (as of December 31, 2004):

**3,229,124 x 0.615 = 1,985,911**

Persons 18-49 Estimate for Primary Listeners:

**0.095 x 1,985,911 = 188,662 persons**

Persons 18-49 Estimate for Additional Listeners:

**0.021 x (1.0 x 1,985,911) = 41,704 persons**

Total Persons 18-49 Estimate:

**188,662 + 41,704 = 230,366**

**Table 1: Additional Listener Factors**

| Demographic   | Number of Completed Interviews for Primary Listeners | Percent of Completed Interviews for Primary Listeners | Number of Additional Listeners | Percent of Additional Listeners | Additional Listener Factor |
|---------------|--|---|--------------------------------|---------------------------------|----------------------------|
| Persons 12+   | 2,028  | 100.0   | 2,179                          | 100.0                           | 1.1                        |
| Persons 18+   | 2,002  | 98.7  | 1,860                          | 85.4                            | 0.9                        |
| Persons 18-34 | 454  | 22.4  | 658                            | 30.2                            | 1.4                        |
| Persons 18-49 | 1,247  | 61.5  | 1,285                          | 59.0                            | 1.0                        |
| Persons 21-34 | 417  | 20.6  | 550                            | 25.2                            | 1.9                        |
| Persons 25-49 | 1,133  | 55.9  | 1,029                          | 47.2                            | 0.9                        |
| Persons 25-54 | 1,416  | 69.8  | 1,224                          | 56.2                            | 0.9                        |
| Persons 35-64 | 1,426  | 70.3  | 1,055                          | 48.4                            | 0.7                        |
| Persons 35+   | 1,548  | 76.3  | 1,202                          | 55.2                            | 0.8                        |
| Males 12+     | 1,413  | 69.7  | 1,075                          | 49.3                            | 0.8                        |
| Males 18+     | 1,398  | 68.9  | 908                            | 41.7                            | 0.6                        |
| Males 18-34   | 325  | 16.0  | 343                            | 15.7                            | 1.1                        |
| Males 18-49   | 851  | 42.0  | 657                            | 30.2                            | 0.8                        |
| Males 21-34   | 297  | 14.6  | 286                            | 13.1                            | 1.0                        |
| Males 25-49   | 766  | 37.8  | 520                            | 23.9                            | 0.7                        |
| Males 25-54   | 967  | 47.7  | 598                            | 27.4                            | 0.6                        |
| Males 35-64   | 972  | 47.9  | 505                            | 23.2                            | 0.5                        |
| Males 35+     | 1,073  | 52.9  | 565                            | 25.9                            | 0.5                        |
| Females 12+   | 615  | 30.3  | 1,104                          | 50.7                            | 1.8                        |
| Females 18+   | 604  | 29.8  | 952                            | 43.7                            | 1.6                        |
| Females 18-34 | 129  | 6.4   | 315                            | 14.5                            | 2.4                        |
| Females 18-49 | 396  | 19.5  | 628                            | 28.8                            | 1.6                        |
| Females 21-34 | 120  | 5.9   | 264                            | 12.1                            | 2.2                        |
| Females 25-49 | 367  | 18.1  | 509                            | 23.4                            | 1.4                        |
| Females 25-54 | 449  | 22.1  | 626                            | 28.7                            | 1.4                        |
| Females 35-64 | 454  | 22.4  | 550                            | 25.2                            | 1.2                        |
| Females 35+   | 475  | 23.4  | 637                            | 29.2                            | 1.3                        |

*Based on Persons 12+*

# XM Channel Groups

Audience estimates are provided later in the report for XM Channel Groups. Below is a list of the channels that make up each of the groups. Custom Channel Groups are also available. Contact XM Satellite Radio directly for more information.

## XM Complete

ABC News & Talk  
America Left  
America Right  
Ask!  
Bloomberg Radio  
CNBC  
CNN  
CNN en Español  
CNN Headline News  
Discovery Radio  
E! Entertainment Radio  
ESPNEWS  
ESPN Radio  
Extreme XM  
FamilyTalk  
Fox News  
Fox Sports Radio  
Laugh USA  
MSNBC  
MTV Radio  
NASCAR Radio  
Open Road  
The Power  
RadioClassics  
Radio Disney  
Sonic Theater  
Sporting News Radio  
VH1 Radio  
The Weather Channel  
XM Comedy  
XM Kids

## XM Entertainment

Discovery Radio  
E! Entertainment Radio  
Extreme XM  
High Voltage/Opie & Anthony  
Laugh USA  
MTV Radio  
Open Road  
RadioClassics  
Sonic Theater  
VH1 Radio  
XM Comedy

## XM News & Information

ABC News & Talk  
America Left  
America Right  
Ask!  
Bloomberg Radio  
CNBC  
CNN  
CNN en Español  
CNN Headline News  
FamilyTalk  
Fox News  
MSNBC  
The Power  
The Weather Channel  
XM Public Radio

## XM Sports

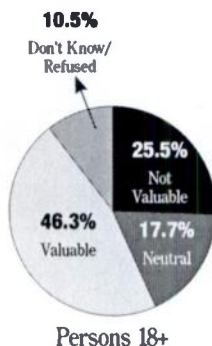
ACC  
ESPNEWS  
ESPN Radio  
Fox Sports Radio  
NASCAR Radio  
Pacific - 10  
Play By Play Big Ten  
Sporting News Radio

## XM Traffic and Weather *(continued)*

### How valuable is the weather and temperature information that is displayed on your XM Satellite Radio?

(1-5 scale, where 1 is "Not at All Valuable" and 5 is "Extremely Valuable")

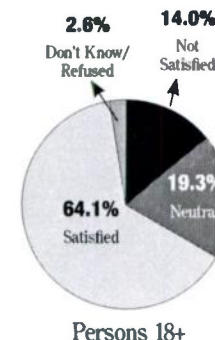
|               | Not Valuable<br>1-2<br>(%) | Neutral<br>3<br>(%) | Valuable<br>4-5<br>(%) | Don't Know/<br>Refused<br>(%) | Number |
|---------------|----------------------------|---------------------|------------------------|-------------------------------|--------|
| Persons 18+   | 25.5                       | 17.7                | 46.3                   | 10.5                          | 1,072  |
| Persons 18-49 | 24.8                       | 19.4                | 47.4                   | 8.4                           | 669    |
| Persons 21-34 | 28.8                       | 14.4                | 49.0                   | 7.8                           | 153    |
| Persons 25-54 | 25.2                       | 18.6                | 46.1                   | 10.1                          | 759    |
| Males 18+     | 27.6                       | 17.9                | 44.3                   | 10.2                          | 794    |
| Males 18-49   | 26.5                       | 20.0                | 46.5                   | 7.0                           | 486    |
| Males 21-34   | 28.8                       | 14.4                | 49.0                   | 7.8                           | 153    |
| Males 25-54   | 27.9                       | 19.1                | 44.1                   | 8.9                           | 551    |
| Females 18+   | 19.4                       | 17.3                | 51.8                   | 11.5                          | 278    |
| Females 18-49 | 20.2                       | 18.0                | 49.7                   | 12.0                          | 183    |
| Females 21-34 | 32.7                       | 20.4                | 44.9                   | 2.0                           | 49     |
| Females 25-54 | 17.8                       | 17.3                | 51.4                   | 13.5                          | 208    |



### How satisfied are you with the traffic and weather information currently available on XM?

(1-5 scale, where 1 is "Not at All Satisfied" and 5 is "Extremely Satisfied")

|               | Not Satisfied<br>1-2<br>(%) | Neutral<br>3<br>(%) | Satisfied<br>4-5<br>(%) | Don't Know/<br>Refused<br>(%) | Number |
|---------------|-----------------------------|---------------------|-------------------------|-------------------------------|--------|
| Persons 18+   | 14.0                        | 19.3                | 64.1                    | 2.6                           | 1,072  |
| Persons 18-49 | 13.3                        | 21.8                | 63.2                    | 1.6                           | 669    |
| Persons 21-34 | 13.7                        | 23.5                | 60.8                    | 2.0                           | 153    |
| Persons 25-54 | 15.5                        | 20.3                | 62.3                    | 1.8                           | 759    |
| Males 18+     | 14.9                        | 20.5                | 62.3                    | 2.3                           | 794    |
| Males 18-49   | 13.6                        | 23.3                | 61.9                    | 1.2                           | 486    |
| Males 21-34   | 13.7                        | 23.5                | 60.8                    | 2.0                           | 153    |
| Males 25-54   | 16.3                        | 21.8                | 60.6                    | 1.3                           | 551    |
| Females 18+   | 11.5                        | 15.8                | 69.1                    | 3.6                           | 278    |
| Females 18-49 | 12.6                        | 18.0                | 66.7                    | 2.7                           | 183    |
| Females 21-34 | 20.4                        | 12.2                | 67.3                    | 0.0                           | 49     |
| Females 25-54 | 13.5                        | 16.3                | 66.8                    | 3.4                           | 208    |

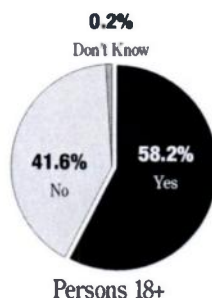


Unless noted otherwise, all items were asked of people who said they had ever listened to any of XM's traffic and weather channels.

# XM Traffic and Weather

## Have you ever listened to any of XM's traffic and weather channels?

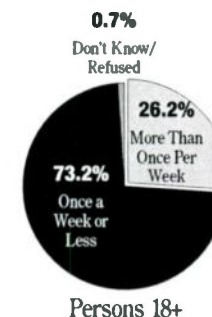
|               | Yes (%) | No (%) | Don't Know (%) | Number |
|---------------|---------|--------|----------------|--------|
| Persons 18+   | 58.2    | 41.6   | 0.2            | 1,842  |
| Persons 18-49 | 58.0    | 41.8   | 0.2            | 1,153  |
| Persons 21-34 | 55.2    | 44.8   | 0.0            | 277    |
| Persons 25-54 | 57.6    | 42.2   | 0.2            | 1,317  |
| Males 18+     | 60.4    | 39.4   | 0.2            | 1,315  |
| Males 18-49   | 60.5    | 39.4   | 0.1            | 803    |
| Males 21-34   | 55.2    | 44.8   | 0.0            | 277    |
| Males 25-54   | 59.9    | 40.0   | 0.1            | 920    |
| Females 18+   | 52.8    | 47.1   | 0.2            | 527    |
| Females 18-49 | 52.3    | 47.4   | 0.3            | 350    |
| Females 21-34 | 45.0    | 55.0   | 0.0            | 109    |
| Females 25-54 | 52.4    | 47.4   | 0.3            | 397    |



Asked of all respondents.

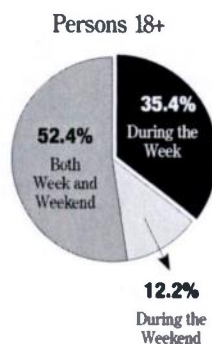
## How often do you listen to the traffic and weather channels on XM?

|               | More Than Once Per Week (%) | At Least Once Per Day (%) | Almost Every Day (%) | At Least a Couple Times a Week (%) | Once a Week or Less (%) | Don't Know/Refused (%) | Number |
|---------------|-----------------------------|---------------------------|----------------------|------------------------------------|-------------------------|------------------------|--------|
| Persons 18+   | 26.2                        | 8.2                       | 3.4                  | 14.6                               | 73.2                    | 0.7                    | 1,072  |
| Persons 18-49 | 26.4                        | 8.5                       | 3.3                  | 14.6                               | 73.2                    | 0.3                    | 669    |
| Persons 21-34 | 26.8                        | 7.2                       | 4.6                  | 15.0                               | 73.2                    | 0.0                    | 153    |
| Persons 25-54 | 27.0                        | 8.7                       | 3.7                  | 14.6                               | 72.5                    | 0.5                    | 759    |
| Males 18+     | 27.0                        | 8.7                       | 3.4                  | 14.9                               | 72.3                    | 0.8                    | 794    |
| Males 18-49   | 27.1                        | 8.8                       | 3.3                  | 15.0                               | 72.4                    | 0.4                    | 486    |
| Males 21-34   | 26.8                        | 7.2                       | 4.6                  | 15.0                               | 73.2                    | 0.0                    | 153    |
| Males 25-54   | 27.6                        | 8.9                       | 3.6                  | 15.1                               | 71.7                    | 0.7                    | 551    |
| Females 18+   | 23.7                        | 6.8                       | 3.2                  | 13.7                               | 75.9                    | 0.4                    | 278    |
| Females 18-49 | 24.7                        | 7.7                       | 3.3                  | 13.7                               | 75.4                    | 0.0                    | 183    |
| Females 21-34 | 18.3                        | 6.1                       | 2.0                  | 10.2                               | 81.6                    | 0.0                    | 49     |
| Females 25-54 | 25.5                        | 8.2                       | 3.8                  | 13.5                               | 74.5                    | 0.0                    | 208    |



## When do you listen to XM's traffic and weather channels?

|               | During the Week (%) | During the Weekend (%) | Both Week and Weekend (%) | Number |
|---------------|---------------------|------------------------|---------------------------|--------|
| Persons 18+   | 35.4                | 12.2                   | 52.4                      | 1,072  |
| Persons 18-49 | 38.7                | 12.3                   | 49.0                      | 669    |
| Persons 21-34 | 44.4                | 9.8                    | 45.8                      | 153    |
| Persons 25-54 | 37.0                | 12.6                   | 50.3                      | 759    |
| Males 18+     | 38.5                | 11.3                   | 50.1                      | 794    |
| Males 18-49   | 42.2                | 11.7                   | 46.1                      | 486    |
| Males 21-34   | 44.4                | 9.8                    | 45.8                      | 153    |
| Males 25-54   | 40.3                | 11.6                   | 48.1                      | 551    |
| Females 18+   | 26.3                | 14.7                   | 59.0                      | 278    |
| Females 18-49 | 29.5                | 13.7                   | 56.8                      | 183    |
| Females 21-34 | 28.6                | 18.4                   | 53.1                      | 49     |
| Females 25-54 | 28.4                | 15.4                   | 56.3                      | 208    |



Unless noted otherwise, all items were asked of people who said they had ever listened to any of XM's traffic and weather channels.

# Additional Listener Profile

## Age

|          | Percent | Number |
|----------|---------|--------|
| Under 12 | 15.3    | 393    |
| 12-17    | 12.4    | 319    |
| 18-24    | 10.0    | 256    |
| 21-34    | 21.4    | 550    |
| 25-34    | 15.6    | 402    |
| 35-44    | 17.5    | 449    |
| 45-54    | 14.5    | 373    |
| 55-64    | 9.1     | 233    |
| 65+      | 5.7     | 147    |

## Gender

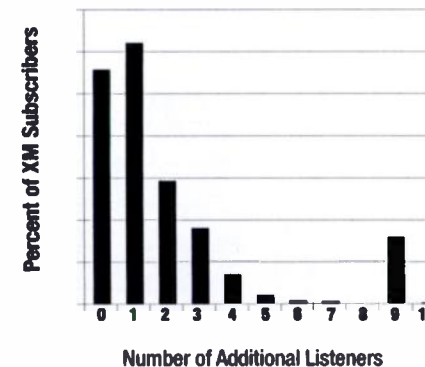
|        | Percent | Number |
|--------|---------|--------|
| Male   | 49.3    | 1,267  |
| Female | 50.7    | 1,305  |

## Household Member Status

|                       | Percent | Number |
|-----------------------|---------|--------|
| Household Members     | 68.4    | 1,760  |
| Not Household Members | 31.6    | 812    |

## Additional Listeners

On average, respondents indicated that there are **1.3 additional people** (age 0+) who listen to their XM Satellite Radio in the past seven days.



All information based on Persons 0+.



# Primary Listener Profile

## Age

|       | Percent | Number |
|-------|---------|--------|
| 12-17 | 1.3     | 26     |
| 18-24 | 5.6     | 114    |
| 21-34 | 20.6    | 417    |
| 25-34 | 16.8    | 340    |
| 35-44 | 26.7    | 541    |
| 45-54 | 26.4    | 535    |
| 55-64 | 17.3    | 350    |
| 65+   | 6.0     | 122    |

## Highest level of Education Completed\*

|                                 | Percent | Number |
|---------------------------------|---------|--------|
| Less Than 12th Grade            | 1.0     | 18     |
| High School Graduate or GED     | 13.9    | 262    |
| Some College                    | 26.6    | 503    |
| Bachelor's Degree               | 35.3    | 666    |
| Graduate or Postgraduate Degree | 21.9    | 413    |
| Refused/Don't Know              | 1.4     | 26     |

## Gender

|        | Percent | Number |
|--------|---------|--------|
| Male   | 69.7    | 1,413  |
| Female | 30.3    | 615    |

## Annual Household Income

|                      | Percent | Number |
|----------------------|---------|--------|
| Less Than \$25,000   | 1.5     | 30     |
| \$25,000 to \$50,000 | 9.1     | 184    |
| \$50,000 to \$75,000 | 16.8    | 341    |
| \$75,000 to \$99,999 | 19.6    | 397    |
| \$100,000 or More    | 38.1    | 773    |
| Refused/Don't Know   | 14.9    | 303    |

## Hispanic Origin

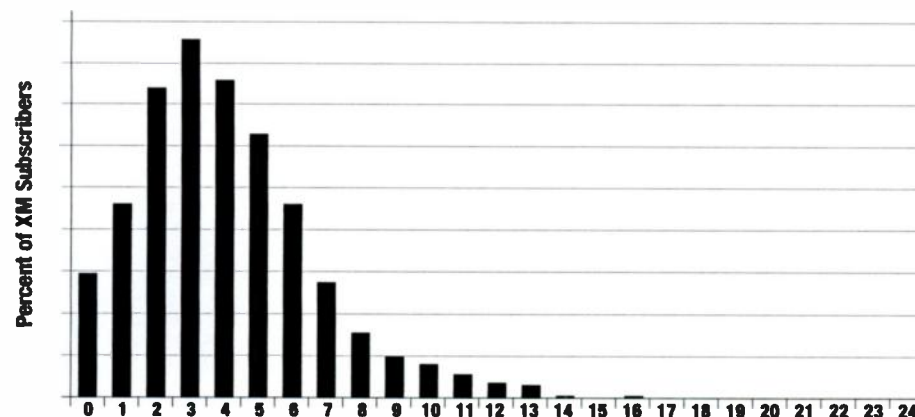
|                    | Percent | Number |
|--------------------|---------|--------|
| Yes                | 4.0     | 82     |
| No                 | 95.3    | 1,933  |
| Refused/Don't Know | 0.6     | 13     |

## Race

|                    | Percent | Number |
|--------------------|---------|--------|
| White              | 89.6    | 1,817  |
| Black              | 3.3     | 67     |
| Asian              | 1.1     | 22     |
| Other              | 4.3     | 87     |
| Refused/Don't Know | 1.7     | 35     |

## Channel Quantity

The average number of XM channels listened to in the past seven days is 4.1.



Number of XM Channels Listened to by Individual Listeners in Past 7 Days

## Places People Listen to Their XM Radio

|                    | Percent | Number |
|--------------------|---------|--------|
| Car                | 67.3    | 1,878  |
| Home               | 23.6    | 659    |
| Work/Office        | 7.8     | 219    |
| Other              | 1.1     | 32     |
| Refused/Don't Know | 0.1     | 9      |

## Time Spent Listening

Average Time Spent Listening (TSL) per week to XM Satellite Radio:

25 hours and 51 minutes  
(Mon-Sun 6AM-MID, Persons 12+)

All information based on Persons 12+, except Education.

\*Based on Persons 25+



# XM Satellite Radio

## Preface

This report is designed to provide a compilation of radio audience estimates representing Primary Listeners and Additional Listeners of XM Satellite Radio 12 years of age and older. The estimates are based on listening information obtained in telephone interviews completed from November 15, 2004, to December 12, 2004. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition. Arbitron attempts to provide herein a summary description of methodology for Arbitron audience estimates contained later in this report.

## Warning

**All Arbitron audience estimates are proprietary and confidential.**

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This service is not part of a regular syndicated rating service accredited by the Media Rating Council (MRC). Arbitron has not requested MRC accreditation for this service. Arbitron does provide syndicated services which are accredited by the MRC.

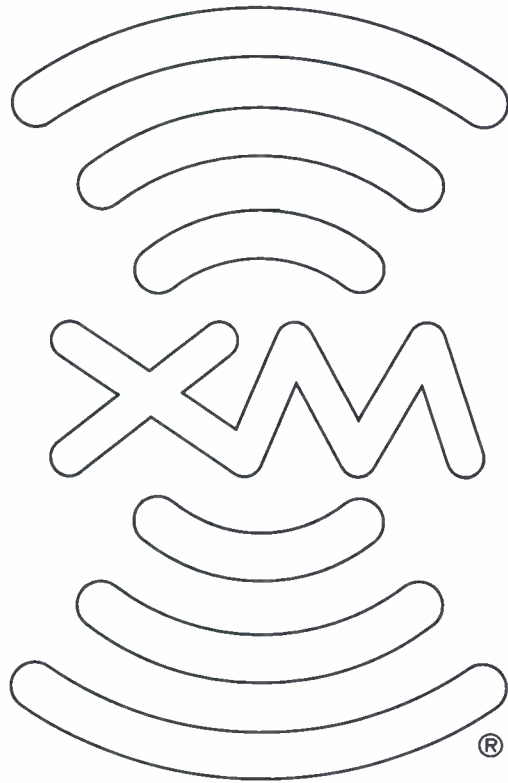
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### Methodology

|                            |    |
|----------------------------|----|
| Description of Methodology | A1 |
|----------------------------|----|



SATELLITE  
RADIO

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## Custom Listening Study from Arbitron

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Fall 2004





SATELLITE  
RADIO

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Custom Listening  
Study from Arbitron

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Fall 2004





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### **Restrictions on Use**

Users of audience estimates are referred to the current policies of the Federal Trade Commission relating to the use of audience estimates.



## Cume Estimates

**Cume Rating**/Expressed as a percentage of those people in the study who are listening to a particular channel or channel group. Cume Ratings are provided only for the Primary Listeners of Sirius Satellite Radio.

## Estimating the Reliability of Audience Ratings Estimates

The reliability of a survey estimate is generally defined in terms of the estimated margin of sampling error around the estimate, or confidence interval. The confidence interval describes the extent to which a survey estimate, based on a random sample of the population, may vary from the result that would be obtained through a complete census of the population. For this study, "population" refers to Sirius Primary Listeners and Additional Listeners. Confidence intervals can be obtained for any rating in this report through two steps: (1) determine an estimated standard error, and (2) use the estimated standard error to construct a confidence interval around the rating. To determine an estimate of standard error for AQH and Cume ratings, first note the estimated rating from the report. Next, note the sample size this estimate is based upon. The figures will be used in the formula for the estimated standard error, below:

$$\sqrt{\frac{p \cdot q}{N}}$$

In this equation, **p** equals the rating and **q** equals 100 minus the rating. **N** is the sample size upon which the estimate is based. For example, if Channel 2 has an AQH rating of 4.0 in a specific daypart and the estimate is based

on a sample of 500, then the standard error is 0.88, or the square root of 4 times 96 divided by 500.

The confidence interval is the range around the estimate. In this example for Channel 2, the confidence interval is 3.12 to 4.88 around the estimated 4.0 rating.

The estimation above for one standard error will yield a 68 percent confidence interval; in other words, the user can be 68 percent confident that, in the example above, the rating for Channel 2 is within 0.88 rating points around the estimated rating of 4.0. To obtain higher levels of confidence, multipliers must be used. Typical multipliers are 1.65 for a 90 percent confidence interval, 1.96 for a 95 percent confidence interval, and 2.58 for a 99 percent confidence interval.

This discussion does not take into account the concept of Effective Sample Base (ESB). ESB estimates indicate the size of a simple random sample that would be required to provide the same degree of reliability as the sample or completed interviews used to produce the audience estimates in this report. In general, ESBs for Cume estimates will be less than the number of completed interviews, and ESBs for AQH estimates will be larger than the number of completed interviews.

## Sample Balancing

As there are currently not any known population estimates for Sirius Satellite Radio subscribers, no weighting system was applied for this study.

## Rounding of Estimates

Rounding occurs at various stages in the determination of audience estimates at demographic and daypart summation levels.

## Time Zones

Although calling occurred across various time zones, all daypart data were converted to Eastern Time prior to the determination of audience estimates.

## Limitations

In addition to sources of possible error described elsewhere in this report, the user should be aware of the following limitations:

**a.** Estimates provided in this report are based only on Primary Listeners of Sirius Satellite Radio and Additional Listeners of Sirius Satellite Radio. Average Quarter-Hour and Cume estimates in this study are not equivalent to estimates used in other Arbitron national studies.

**b.** The sample is drawn from a pool of Sirius Satellite Radio consumer subscribers provided directly by Sirius. Commercial subscribers were not included in this study.

**c.** Effort is made to exclude households with a media affiliation. The inclusion or exclusion of such households from the sample is dependent on information revealed by a subscriber in response to Arbitron's media affiliation question at the beginning of the interview, or at any time thereafter.

**d.** There may be instances where Arbitron instructions are not followed by the interviewer. Also, the interviewer may not be under the direct control of Arbitron, as independent market research suppliers are used by Arbitron.

**e.** Nonresponding persons may have listening habits that differ from those of respondents.

**f.** The sample design and/or response patterns may preclude proportional representation of certain groups within the population such as ethnic groups, racial groups, persons in certain income or education groups, Primary Listeners under the age of 12, or persons whose primary language is other than English. Such persons may have listening habits that differ from other persons.

**g.** Response errors resulting from memory failure, transcription by interviewers, misunderstanding of instructions, or other errors in the reporting, editing, coding and keying of data may be present. Arbitron maintains close supervision and controls to minimize these errors.

**h.** As personal telephone interviewers are used to collect all listening data, it is possible for variations in results by interviewer.

**i.** Defects and limitations found in data supplied by others are inherent in Arbitron estimates based thereon.

**j.** Rounding occurs at various stages in the determination of audience estimates, at demographic and daypart summation levels. Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts and/or demographic groups in the report may produce a result that may be incongruent with estimates for broader dayparts and/or demographic groups also contained in the report.

# Description of Methodology

## Sample Design and Selection

Sample for this study was selected from an initial randomly selected pool of 6,500 Sirius Satellite Radio consumer subscribers located in the contiguous United States. Names and telephone numbers were provided to Arbitron by Sirius.

A total of 4,678 records were needed to complete the desired 1,504 interviews. The remaining records were not used. Of those 4,678 records, 3,169 records were considered usable sample. Unusable sample records for this study included any records with a final call disposition of "disconnected phone," "business," "fax/modem," "media affiliation," "not a current subscriber," "wrong number," "language barrier" and "refusal of the age question." With 1,504 completed interviews, this yielded a response rate of 47.5 percent.

Interviewers made at least eight attempts to reach each sample household during the period from May 29, 2003, to June 25, 2003. To increase the likelihood of establishing contact, calls were made at different hours throughout the morning, afternoon and evening and on different days of the week. Interviewers were instructed to leave scripted messages on answering machines for specified calling attempts.

## Definitions of Sirius Satellite Radio Users for This Study

**Primary Listeners of Sirius Satellite Radio/**For this questionnaire, a Primary Listener was defined as the person who most often drives the vehicle containing a Sirius Satellite Radio. The Primary Listener in this study may not necessarily be the subscriber contact for Sirius Satellite Radio.

## Additional Listeners to Sirius Satellite Radio/

At the beginning of the interview, the Primary Listener was asked to enumerate all of the other people who listened to their Sirius Satellite Radio in the past seven days. Age, gender and household member status were collected for each additional person. These people represented the total pool of Additional Listeners for this study. When collecting specific listening occasions for Sirius Satellite Radio later in the interview, the Primary Listener was asked if any of the previously mentioned "Additional Listeners" listened at that time. No Additional Listener information was collected for AM/FM stations.

## Respondent Selection and Questionnaire

To qualify for participation in this study, a respondent must have been a paying subscriber and Primary Listener of Sirius Satellite Radio, as well as a resident of the household age 12 or older. Neither the respondent nor anyone in his or her household could be affiliated with a satellite radio company, a satellite television company, a radio or television station or network, or a cable system or network.

Respondents were asked a series of questions about their radio listening (AM/FM/Sirius). This included general questions about listening in the past seven days, as well as specific radio listening in the past 30 hours. While specific channel information was collected for Sirius listening, specific station information was not collected for AM/FM listening. Demographic information, including age, gender, race/ethnicity, education and income, was also collected during the interview. The interviews were conducted in English only.

Explicit instructions and training were provided to each interviewer, and validation checks were regularly conducted to help ensure that instructions were followed properly.

## Determination of Audience Estimates

### Average Quarter-Hour Estimates

**Average Quarter-Hour/**The smallest unit of time used in tabulation of average audience estimates. Arbitron credits one quarter-hour to a channel/station for a minimum of five minutes of listening during the quarter-hour.

### Average Quarter-Hour Rating (AQH Rating)/

Expressed as a percentage of the quarter-hours for a channel/station over the total number of possible quarter-hours in a given daypart. For Primary Listeners of Sirius Satellite Radio, the total number of possible quarter-hours is based on the number of completed interviews within a specific demographic group. For Additional Listeners to Sirius Satellite Radio, the total number of possible quarter-hours is based on the enumerated list for a demographic group collected at the beginning of the interview.

**Commercial Units/**The number of broadcasts per channel within a channel group. In this study, the number of quarter-hours for a channel within a group has been multiplied by the number of commercial units associated with that channel. A respondent may be represented in multiple commercial units within a given daypart.

## Seven-Day Cume Rating Estimates – Primary Listeners

### Females

| Sirius Channel Group | Females<br>12+ | Females<br>18+ | Females<br>18-34 | Females<br>18-49 | Females<br>25-49 | Females<br>25-54 | Females<br>35-64 |
|----------------------|----------------|----------------|------------------|------------------|------------------|------------------|------------------|
| Business             | 2.5            | 2.6            | 0.7              | 2.0              | 2.5              | 2.9              | 4.1              |
| Entertainment        | 16.8           | 16.9           | 17.9             | 17.8             | 17.2             | 17.6             | 16.5             |
| News/Talk            | 14.0           | 14.1           | 9.3              | 11.7             | 13.2             | 15.1             | 18.2             |
| Sports               | 2.8            | 2.9            | 4.3              | 2.8              | 2.5              | 2.1              | 1.8              |
| Total Information    | 15.0           | 15.0           | 10.7             | 13.4             | 15.2             | 16.3             | 18.8             |
| Variety              | 20.6           | 21.1           | 20.0             | 20.6             | 19.6             | 20.1             | 22.4             |
| Women                | 20.6           | 20.8           | 15.7             | 19.0             | 21.6             | 23.4             | 25.3             |
| Young Adult          | 14.0           | 14.4           | 15.7             | 14.6             | 12.7             | 13.4             | 13.5             |

**Note:** These estimates are projectable to the Sirius Primary Listener universe. Please see the "Description of Methodology" for more information.

## Seven-Day Cume Rating Estimates – Primary Listeners

### Males

| Sirius Channel Group | Males<br>12+ | Males<br>18+ | Males<br>18-34 | Males<br>18-49 | Males<br>25-49 | Males<br>25-54 | Males<br>35-64 |
|----------------------|--------------|--------------|----------------|----------------|----------------|----------------|----------------|
| Business             | 6.5          | 6.6          | 4.2            | 6.0            | 6.8            | 6.8            | 7.8            |
| Entertainment        | 25.3         | 25.6         | 23.9           | 26.9           | 27.9           | 27.1           | 27.6           |
| News/Talk            | 28.0         | 28.7         | 20.8           | 25.6           | 28.2           | 29.2           | 34.0           |
| Sports               | 11.9         | 12.2         | 13.4           | 13.7           | 14.5           | 13.6           | 11.5           |
| Total Information    | 33.6         | 34.3         | 28.2           | 32.1           | 34.6           | 35.2           | 38.5           |
| Variety              | 39.6         | 40.2         | 38.2           | 40.4           | 41.5           | 41.2           | 42.2           |
| Women                | 27.1         | 27.8         | 19.5           | 25.3           | 28.1           | 28.6           | 33.6           |
| Young Adult          | 34.2         | 34.7         | 34.5           | 36.1           | 37.0           | 36.5           | 35.7           |

**Note:** These estimates are projectable to the Sirius Primary Listener universe. Please see the "Description of Methodology" for more information.

## Seven-Day Cume Rating Estimates – Primary Listeners

### Persons

| Sirius Channel Group | Persons<br>12+ | Persons<br>18+ | Persons<br>18-34 | Persons<br>18-49 | Persons<br>25-49 | Persons<br>25-54 | Persons<br>35-64 |
|----------------------|----------------|----------------|------------------|------------------|------------------|------------------|------------------|
| Business             | 5.7            | 5.7            | 3.4              | 5.1              | 5.9              | 5.9              | 7.0              |
| Entertainment        | 23.5           | 23.7           | 22.6             | 24.9             | 25.5             | 25.0             | 25.2             |
| News/Talk            | 25.0           | 25.6           | 18.2             | 22.5             | 24.9             | 26.0             | 30.7             |
| Sports               | 10.0           | 10.2           | 11.4             | 11.3             | 11.8             | 11.0             | 9.5              |
| Total Information    | 29.7           | 30.2           | 24.2             | 27.9             | 30.3             | 31.0             | 34.4             |
| Variety              | 35.5           | 36.1           | 34.1             | 36.0             | 36.6             | 36.5             | 38.1             |
| Women                | 25.7           | 26.3           | 18.7             | 23.9             | 26.6             | 27.4             | 31.9             |
| Young Adult          | 29.9           | 30.3           | 30.2             | 31.3             | 31.6             | 31.4             | 31.0             |

**Note:** These estimates are projectable to the Sirius Primary Listener universe. Please see the "Description of Methodology" for more information.

## Females 35-64

|                         | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         |
|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                         | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
| Sirius Channel<br>Group | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Business                | 0.3                  | 0.0                     | 0.1                  | 0.0                     | 0.1                  | 0.0                     | 0.2                  | 0.0                     | 0.1                  | 0.0                     | 0.2                  | 0.0                     | 0.5                  | 0.0                     |
| Entertainment           | 0.4                  | 0.0                     | 0.6                  | 0.0                     | 0.0                  | 0.0                     | 1.3                  | 0.0                     | 0.7                  | 0.0                     | 0.5                  | 0.1                     | 0.0                  | 0.0                     |
| News/Talk               | 1.8                  | 0.1                     | 1.9                  | 0.1                     | 1.2                  | 0.0                     | 2.1                  | 0.2                     | 2.9                  | 0.2                     | 1.8                  | 0.1                     | 1.5                  | 0.2                     |
| Sports                  | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     |
| Total Information       | 2.3                  | 0.2                     | 2.6                  | 0.2                     | 1.5                  | 0.1                     | 3.1                  | 0.4                     | 3.9                  | 0.4                     | 2.1                  | 0.1                     | 1.7                  | 0.1                     |
| Variety                 | 1.1                  | 0.0                     | 1.3                  | 0.0                     | 0.5                  | 0.0                     | 1.7                  | 0.0                     | 1.6                  | 0.0                     | 1.3                  | 0.1                     | 0.8                  | 0.0                     |
| Women                   | 1.8                  | 0.2                     | 1.9                  | 0.1                     | 0.7                  | 0.0                     | 2.4                  | 0.2                     | 2.7                  | 0.2                     | 1.8                  | 0.1                     | 1.5                  | 0.2                     |
| Young Adult             | 0.2                  | 0.0                     | 0.3                  | 0.0                     | 0.3                  | 0.0                     | 0.3                  | 0.0                     | 0.4                  | 0.0                     | 0.3                  | 0.0                     | 0.0                  | 0.0                     |

**Note:** Estimates represent multiple commercial units across multiple channels. Please refer to page 4 (Sirius Channel Groups) for a listing of the number of commercial units represented by each Channel Group.

**These estimates are projectable to the Sirius Primary Listener and Additional Listener universe. All data were converted to Eastern Time prior to the determination of audience estimates. Please see the "Description of Methodology" for more information.**



## Females 25-54

|                         | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         |
|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                         | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
| Sirius Channel<br>Group | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Business                | 0.2                  | 0.0                     | 0.1                  | 0.0                     | 0.0                  | 0.0                     | 0.1                  | 0.0                     | 0.1                  | 0.0                     | 0.1                  | 0.0                     | 0.4                  | 0.0                     |
| Entertainment           | 0.5                  | 0.0                     | 0.5                  | 0.0                     | 0.0                  | 0.0                     | 1.1                  | 0.0                     | 0.6                  | 0.0                     | 0.3                  | 0.1                     | 0.5                  | 0.0                     |
| News/Talk               | 1.3                  | 0.1                     | 1.4                  | 0.1                     | 0.9                  | 0.0                     | 1.5                  | 0.1                     | 2.1                  | 0.2                     | 1.4                  | 0.1                     | 1.1                  | 0.1                     |
| Sports                  | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     |
| Total Information       | 1.7                  | 0.2                     | 1.9                  | 0.2                     | 1.2                  | 0.1                     | 2.2                  | 0.3                     | 2.8                  | 0.4                     | 1.6                  | 0.2                     | 1.3                  | 0.1                     |
| Variety                 | 0.8                  | 0.0                     | 1.0                  | 0.0                     | 0.4                  | 0.0                     | 1.3                  | 0.0                     | 1.2                  | 0.1                     | 1.0                  | 0.1                     | 0.6                  | 0.0                     |
| Women                   | 1.7                  | 0.1                     | 1.5                  | 0.1                     | 0.6                  | 0.0                     | 2.1                  | 0.1                     | 1.9                  | 0.2                     | 1.4                  | 0.1                     | 2.1                  | 0.1                     |
| Young Adult             | 0.2                  | 0.0                     | 0.3                  | 0.0                     | 0.2                  | 0.0                     | 0.4                  | 0.0                     | 0.4                  | 0.0                     | 0.2                  | 0.0                     | 0.0                  | 0.0                     |

**Note:** Estimates represent multiple commercial units across multiple channels. Please refer to page 4 (Sirius Channel Groups) for a listing of the number of commercial units represented by each Channel Group.

**These estimates are projectable to the Sirius Primary Listener and Additional Listener universe. All data were converted to Eastern Time prior to the determination of audience estimates. Please see the "Description of Methodology" for more information.**



## Females 25-49

|                         | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         |
|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                         | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
| Sirius Channel<br>Group | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Business                | 0.2                  | 0.0                     | 0.1                  | 0.0                     | 0.0                  | 0.0                     | 0.1                  | 0.0                     | 0.1                  | 0.0                     | 0.1                  | 0.0                     | 0.5                  | 0.0                     |
| Entertainment           | 0.6                  | 0.0                     | 0.6                  | 0.0                     | 0.0                  | 0.0                     | 1.3                  | 0.0                     | 0.7                  | 0.0                     | 0.4                  | 0.1                     | 0.6                  | 0.0                     |
| News/Talk               | 0.9                  | 0.1                     | 1.1                  | 0.1                     | 0.9                  | 0.0                     | 1.2                  | 0.2                     | 1.8                  | 0.2                     | 0.8                  | 0.1                     | 0.2                  | 0.1                     |
| Sports                  | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     |
| Total Information       | 1.4                  | 0.2                     | 1.6                  | 0.3                     | 1.1                  | 0.1                     | 1.8                  | 0.3                     | 2.4                  | 0.5                     | 1.4                  | 0.2                     | 0.7                  | 0.1                     |
| Variety                 | 1.0                  | 0.0                     | 1.1                  | 0.1                     | 0.4                  | 0.0                     | 1.5                  | 0.0                     | 1.4                  | 0.1                     | 1.1                  | 0.1                     | 0.7                  | 0.0                     |
| Women                   | 1.3                  | 0.1                     | 1.2                  | 0.1                     | 0.5                  | 0.0                     | 1.9                  | 0.2                     | 1.6                  | 0.2                     | 0.9                  | 0.2                     | 1.4                  | 0.1                     |
| Young Adult             | 0.2                  | 0.0                     | 0.3                  | 0.0                     | 0.1                  | 0.0                     | 0.5                  | 0.0                     | 0.5                  | 0.0                     | 0.3                  | 0.0                     | 0.0                  | 0.0                     |

**Note:** Estimates represent multiple commercial units across multiple channels. Please refer to page 4 (Sirius Channel Groups) for a listing of the number of commercial units represented by each Channel Group.

These estimates are projectable to the Sirius Primary Listener and Additional Listener universe. All data were converted to Eastern Time prior to the determination of audience estimates. Please see the "Description of Methodology" for more information.

## Females 18-49

|                         | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         |
|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                         | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
| Sirius Channel<br>Group | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Business                | 0.2                  | 0.0                     | 0.1                  | 0.0                     | 0.0                  | 0.0                     | 0.1                  | 0.0                     | 0.1                  | 0.0                     | 0.1                  | 0.0                     | 0.4                  | 0.0                     |
| Entertainment           | 0.5                  | 0.0                     | 0.5                  | 0.0                     | 0.0                  | 0.0                     | 1.1                  | 0.0                     | 0.6                  | 0.0                     | 0.3                  | 0.1                     | 0.6                  | 0.0                     |
| News/Talk               | 0.7                  | 0.1                     | 0.9                  | 0.1                     | 0.8                  | 0.0                     | 1.0                  | 0.1                     | 1.5                  | 0.2                     | 0.7                  | 0.1                     | 0.2                  | 0.1                     |
| Sports                  | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     |
| Total Information       | 1.1                  | 0.2                     | 1.4                  | 0.2                     | 0.9                  | 0.1                     | 1.5                  | 0.2                     | 2.0                  | 0.4                     | 1.2                  | 0.2                     | 0.6                  | 0.1                     |
| Variety                 | 0.8                  | 0.0                     | 0.9                  | 0.1                     | 0.4                  | 0.0                     | 1.3                  | 0.0                     | 1.2                  | 0.1                     | 0.9                  | 0.1                     | 0.7                  | 0.0                     |
| Women                   | 1.1                  | 0.1                     | 1.0                  | 0.1                     | 0.5                  | 0.0                     | 1.6                  | 0.1                     | 1.3                  | 0.2                     | 0.7                  | 0.2                     | 1.1                  | 0.1                     |
| Young Adult             | 0.2                  | 0.0                     | 0.3                  | 0.0                     | 0.1                  | 0.0                     | 0.4                  | 0.0                     | 0.4                  | 0.0                     | 0.2                  | 0.0                     | 0.1                  | 0.0                     |

**Note:** Estimates represent multiple commercial units across multiple channels. Please refer to page 4 (Sirius Channel Groups) for a listing of the number of commercial units represented by each Channel Group.

**These estimates are projectable to the Sirius Primary Listener and Additional Listener universe. All data were converted to Eastern Time prior to the determination of audience estimates. Please see the "Description of Methodology" for more information.**

## Females 18-34

| Sirius Channel Group | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         |
|----------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                      | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
|                      | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Business             | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     |
| Entertainment        | 0.4                  | 0.0                     | 0.2                  | 0.0                     | 0.0                  | 0.0                     | 0.4                  | 0.0                     | 0.2                  | 0.1                     | 0.0                  | 0.0                     | 0.9                  | 0.0                     |
| News/Talk            | 0.2                  | 0.1                     | 0.2                  | 0.1                     | 0.3                  | 0.0                     | 0.0                  | 0.0                     | 0.3                  | 0.2                     | 0.2                  | 0.2                     | 0.3                  | 0.1                     |
| Sports               | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     |
| Total Information    | 0.2                  | 0.1                     | 0.2                  | 0.1                     | 0.3                  | 0.0                     | 0.0                  | 0.0                     | 0.3                  | 0.3                     | 0.2                  | 0.2                     | 0.3                  | 0.1                     |
| Variety              | 0.1                  | 0.1                     | 0.1                  | 0.1                     | 0.0                  | 0.0                     | 0.3                  | 0.0                     | 0.2                  | 0.1                     | 0.0                  | 0.1                     | 0.1                  | 0.0                     |
| Women                | 0.8                  | 0.1                     | 0.4                  | 0.1                     | 0.3                  | 0.0                     | 0.7                  | 0.1                     | 0.3                  | 0.2                     | 0.2                  | 0.2                     | 1.9                  | 0.1                     |
| Young Adult          | 0.1                  | 0.0                     | 0.2                  | 0.0                     | 0.0                  | 0.0                     | 0.4                  | 0.0                     | 0.2                  | 0.1                     | 0.0                  | 0.0                     | 0.1                  | 0.0                     |

**Note: Estimates represent multiple commercial units across multiple channels. Please refer to page 4 (Sirius Channel Groups) for a listing of the number of commercial units represented by each Channel Group.**

**These estimates are projectable to the Sirius Primary Listener and Additional Listener universe. All data were converted to Eastern Time prior to the determination of audience estimates. Please see the "Description of Methodology" for more information.**

## Females 18+

|                         | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         |
|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                         | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
| Sirius Channel<br>Group | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Business                | 0.1                  | 0.0                     | 0.1                  | 0.0                     | 0.0                  | 0.0                     | 0.1                  | 0.0                     | 0.1                  | 0.0                     | 0.1                  | 0.0                     | 0.3                  | 0.0                     |
| Entertainment           | 0.4                  | 0.0                     | 0.4                  | 0.0                     | 0.0                  | 0.0                     | 0.9                  | 0.0                     | 0.5                  | 0.0                     | 0.3                  | 0.1                     | 0.4                  | 0.0                     |
| News/Talk               | 1.1                  | 0.1                     | 1.1                  | 0.1                     | 0.8                  | 0.0                     | 1.1                  | 0.1                     | 1.7                  | 0.2                     | 1.1                  | 0.1                     | 0.9                  | 0.2                     |
| Sports                  | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     |
| Total Information       | 1.3                  | 0.2                     | 1.5                  | 0.2                     | 0.9                  | 0.0                     | 1.7                  | 0.2                     | 2.2                  | 0.3                     | 1.2                  | 0.2                     | 1.1                  | 0.1                     |
| Variety                 | 0.7                  | 0.0                     | 0.7                  | 0.0                     | 0.3                  | 0.0                     | 1.0                  | 0.0                     | 0.9                  | 0.1                     | 0.7                  | 0.1                     | 0.5                  | 0.0                     |
| Women                   | 1.3                  | 0.1                     | 1.2                  | 0.1                     | 0.5                  | 0.0                     | 1.6                  | 0.1                     | 1.6                  | 0.2                     | 1.1                  | 0.1                     | 1.6                  | 0.2                     |
| Young Adult             | 0.2                  | 0.0                     | 0.2                  | 0.0                     | 0.2                  | 0.0                     | 0.3                  | 0.0                     | 0.3                  | 0.0                     | 0.2                  | 0.0                     | 0.1                  | 0.0                     |

**Note:** Estimates represent multiple commercial units across multiple channels. Please refer to page 4 (Sirius Channel Groups) for a listing of the number of commercial units represented by each Channel Group.

These estimates are projectable to the Sirius Primary Listener and Additional Listener universe. All data were converted to Eastern Time prior to the determination of audience estimates. Please see the "Description of Methodology" for more information.

## Females 12+

| Sirius Channel Group | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         |
|----------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                      | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
|                      | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Business             | 0.1                  | 0.0                     | 0.1                  | 0.0                     | 0.0                  | 0.0                     | 0.1                  | 0.0                     | 0.1                  | 0.0                     | 0.1                  | 0.0                     | 0.3                  | 0.0                     |
| Entertainment        | 0.4                  | 0.0                     | 0.4                  | 0.0                     | 0.0                  | 0.0                     | 0.8                  | 0.0                     | 0.4                  | 0.0                     | 0.2                  | 0.0                     | 0.4                  | 0.0                     |
| News/Talk            | 1.0                  | 0.1                     | 1.1                  | 0.1                     | 0.8                  | 0.0                     | 1.1                  | 0.1                     | 1.7                  | 0.2                     | 1.0                  | 0.1                     | 0.9                  | 0.2                     |
| Sports               | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     | 0.0                  | 0.0                     |
| Total Information    | 1.3                  | 0.1                     | 1.4                  | 0.2                     | 0.9                  | 0.0                     | 1.6                  | 0.2                     | 2.2                  | 0.3                     | 1.2                  | 0.2                     | 1.0                  | 0.1                     |
| Variety              | 0.6                  | 0.0                     | 0.7                  | 0.0                     | 0.3                  | 0.0                     | 1.0                  | 0.0                     | 0.9                  | 0.1                     | 0.7                  | 0.1                     | 0.5                  | 0.0                     |
| Women                | 1.3                  | 0.1                     | 1.2                  | 0.1                     | 0.5                  | 0.0                     | 1.6                  | 0.1                     | 1.6                  | 0.2                     | 1.0                  | 0.1                     | 1.6                  | 0.2                     |
| Young Adult          | 0.2                  | 0.0                     | 0.2                  | 0.0                     | 0.2                  | 0.0                     | 0.3                  | 0.0                     | 0.3                  | 0.0                     | 0.2                  | 0.0                     | 0.1                  | 0.0                     |

**Note:** Estimates represent multiple commercial units across multiple channels. Please refer to page 4 (Sirius Channel Groups) for a listing of the number of commercial units represented by each Channel Group.

**These estimates are projectable to the Sirius Primary Listener and Additional Listener universe. All data were converted to Eastern Time prior to the determination of audience estimates. Please see the "Description of Methodology" for more information.**

## Males 35-64

|                         | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         |
|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                         | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
| Sirius Channel<br>Group | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Business                | 0.5                  | 0.2                     | 0.6                  | 0.2                     | 0.7                  | 0.4                     | 0.9                  | 0.1                     | 0.8                  | 0.3                     | 0.2                  | 0.2                     | 0.2                  | 0.0                     |
| Entertainment           | 1.9                  | 0.7                     | 2.1                  | 0.6                     | 1.5                  | 0.1                     | 3.3                  | 1.1                     | 2.2                  | 0.8                     | 1.2                  | 0.3                     | 1.7                  | 1.1                     |
| News/Talk               | 1.9                  | 0.8                     | 2.3                  | 1.1                     | 2.6                  | 0.5                     | 2.3                  | 1.0                     | 3.6                  | 1.6                     | 1.3                  | 1.3                     | 1.0                  | 0.2                     |
| Sports                  | 1.2                  | 0.0                     | 1.5                  | 0.0                     | 2.2                  | 0.1                     | 1.7                  | 0.0                     | 1.8                  | 0.0                     | 0.6                  | 0.0                     | 0.5                  | 0.0                     |
| Total Information       | 3.3                  | 1.0                     | 4.0                  | 1.4                     | 5.2                  | 1.0                     | 4.8                  | 1.2                     | 5.2                  | 2.0                     | 1.7                  | 1.5                     | 1.6                  | 0.1                     |
| Variety                 | 3.0                  | 0.9                     | 3.3                  | 0.8                     | 3.7                  | 0.1                     | 4.1                  | 1.1                     | 4.1                  | 1.3                     | 1.7                  | 0.6                     | 2.5                  | 1.0                     |
| Women                   | 2.2                  | 0.7                     | 2.4                  | 0.8                     | 2.6                  | 0.3                     | 3.1                  | 1.2                     | 2.7                  | 1.2                     | 1.4                  | 0.7                     | 1.6                  | 0.6                     |
| Young Adult             | 2.4                  | 0.8                     | 2.5                  | 0.5                     | 3.3                  | 0.2                     | 3.0                  | 0.8                     | 3.3                  | 0.8                     | 1.0                  | 0.3                     | 1.9                  | 1.4                     |

**Note:** Estimates represent multiple commercial units across multiple channels. Please refer to page 4 (Sirius Channel Groups) for a listing of the number of commercial units represented by each Channel Group.

**These estimates are projectable to the Sirius Primary Listener and Additional Listener universe. All data were converted to Eastern Time prior to the determination of audience estimates. Please see the "Description of Methodology" for more information.**

## Males 25-54

|                         | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         |
|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                         | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
| Sirius Channel<br>Group | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Business                | 0.4                  | 0.2                     | 0.6                  | 0.3                     | 0.7                  | 0.3                     | 0.9                  | 0.3                     | 0.7                  | 0.4                     | 0.2                  | 0.1                     | 0.0                  | 0.0                     |
| Entertainment           | 1.4                  | 0.6                     | 1.5                  | 0.5                     | 1.0                  | 0.1                     | 2.3                  | 0.7                     | 2.0                  | 0.8                     | 0.6                  | 0.3                     | 1.3                  | 0.8                     |
| News/Talk               | 1.8                  | 0.7                     | 2.0                  | 0.7                     | 1.8                  | 0.7                     | 2.1                  | 0.6                     | 3.3                  | 1.0                     | 1.3                  | 0.8                     | 1.3                  | 0.5                     |
| Sports                  | 1.2                  | 0.1                     | 1.6                  | 0.1                     | 2.4                  | 0.2                     | 1.5                  | 0.0                     | 1.7                  | 0.0                     | 1.0                  | 0.0                     | 0.4                  | 0.1                     |
| Total Information       | 3.1                  | 0.9                     | 3.7                  | 1.1                     | 4.7                  | 1.2                     | 4.1                  | 1.0                     | 4.6                  | 1.4                     | 2.2                  | 1.0                     | 1.6                  | 0.5                     |
| Variety                 | 2.6                  | 0.7                     | 2.8                  | 0.6                     | 3.0                  | 0.2                     | 3.1                  | 0.8                     | 3.8                  | 1.2                     | 1.6                  | 0.5                     | 2.3                  | 0.8                     |
| Women                   | 1.5                  | 0.7                     | 1.6                  | 0.6                     | 1.6                  | 0.6                     | 2.0                  | 0.7                     | 2.1                  | 0.7                     | 0.8                  | 0.4                     | 1.3                  | 0.9                     |
| Young Adult             | 2.3                  | 0.6                     | 2.6                  | 0.5                     | 3.3                  | 0.2                     | 2.8                  | 0.5                     | 3.2                  | 0.8                     | 1.5                  | 0.3                     | 1.7                  | 0.9                     |

**Note:** Estimates represent multiple commercial units across multiple channels. Please refer to page 4 (Sirius Channel Groups) for a listing of the number of commercial units represented by each Channel Group.

These estimates are projectable to the Sirius Primary Listener and Additional Listener universe. All data were converted to Eastern Time prior to the determination of audience estimates. Please see the "Description of Methodology" for more information.



## Males 25-49

|                         | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         |
|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                         | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
| Sirius Channel<br>Group | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Business                | 0.4                  | 0.2                     | 0.6                  | 0.3                     | 0.6                  | 0.3                     | 0.8                  | 0.3                     | 0.7                  | 0.3                     | 0.3                  | 0.1                     | 0.0                  | 0.0                     |
| Entertainment           | 1.4                  | 0.5                     | 1.4                  | 0.4                     | 1.0                  | 0.1                     | 2.0                  | 0.6                     | 2.0                  | 0.7                     | 0.7                  | 0.2                     | 1.3                  | 0.6                     |
| News/Talk               | 1.7                  | 0.7                     | 1.9                  | 0.7                     | 1.7                  | 0.8                     | 1.8                  | 0.6                     | 3.1                  | 0.8                     | 1.4                  | 0.9                     | 1.3                  | 0.5                     |
| Sports                  | 1.3                  | 0.1                     | 1.6                  | 0.1                     | 2.3                  | 0.2                     | 1.4                  | 0.0                     | 1.8                  | 0.1                     | 1.1                  | 0.0                     | 0.5                  | 0.2                     |
| Total Information       | 3.0                  | 0.9                     | 3.5                  | 1.0                     | 4.4                  | 1.2                     | 3.6                  | 1.0                     | 4.2                  | 1.2                     | 2.4                  | 1.0                     | 1.6                  | 0.6                     |
| Variety                 | 2.7                  | 0.6                     | 2.8                  | 0.5                     | 3.0                  | 0.2                     | 3.0                  | 0.6                     | 3.8                  | 1.0                     | 1.7                  | 0.5                     | 2.4                  | 0.6                     |
| Women                   | 1.4                  | 0.6                     | 1.4                  | 0.5                     | 1.6                  | 0.6                     | 1.8                  | 0.7                     | 1.7                  | 0.5                     | 0.8                  | 0.4                     | 1.2                  | 0.7                     |
| Young Adult             | 2.4                  | 0.4                     | 2.6                  | 0.4                     | 3.1                  | 0.2                     | 2.7                  | 0.4                     | 3.3                  | 0.8                     | 1.6                  | 0.3                     | 1.8                  | 0.5                     |

**Note:** Estimates represent multiple commercial units across multiple channels. Please refer to page 4 (Sirius Channel Groups) for a listing of the number of commercial units represented by each Channel Group.

**These estimates are projectable to the Sirius Primary Listener and Additional Listener universe. All data were converted to Eastern Time prior to the determination of audience estimates. Please see the "Description of Methodology" for more information.**

## Males 18-49

| Sirius Channel Group | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         |
|----------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                      | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
|                      | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Business             | 0.3                  | 0.1                     | 0.5                  | 0.2                     | 0.5                  | 0.2                     | 0.7                  | 0.2                     | 0.6                  | 0.2                     | 0.2                  | 0.1                     | 0.0                  | 0.0                     |
| Entertainment        | 1.3                  | 0.4                     | 1.4                  | 0.4                     | 1.0                  | 0.1                     | 1.9                  | 0.5                     | 1.9                  | 0.6                     | 0.8                  | 0.2                     | 1.3                  | 0.7                     |
| News/Talk            | 1.5                  | 0.4                     | 1.6                  | 0.5                     | 1.4                  | 0.5                     | 1.5                  | 0.4                     | 2.6                  | 0.5                     | 1.2                  | 0.6                     | 1.2                  | 0.4                     |
| Sports               | 1.1                  | 0.1                     | 1.4                  | 0.0                     | 2.0                  | 0.1                     | 1.3                  | 0.0                     | 1.5                  | 0.0                     | 0.9                  | 0.0                     | 0.4                  | 0.1                     |
| Total Information    | 2.6                  | 0.6                     | 3.0                  | 0.7                     | 3.8                  | 0.8                     | 3.1                  | 0.6                     | 3.5                  | 0.8                     | 2.0                  | 0.7                     | 1.5                  | 0.4                     |
| Variety              | 2.5                  | 0.5                     | 2.5                  | 0.4                     | 2.6                  | 0.2                     | 2.8                  | 0.5                     | 3.4                  | 0.8                     | 1.6                  | 0.4                     | 2.3                  | 0.7                     |
| Women                | 1.2                  | 0.4                     | 1.2                  | 0.4                     | 1.4                  | 0.4                     | 1.5                  | 0.5                     | 1.5                  | 0.3                     | 0.7                  | 0.3                     | 1.0                  | 0.5                     |
| Young Adult          | 2.3                  | 0.4                     | 2.5                  | 0.3                     | 2.8                  | 0.2                     | 2.7                  | 0.4                     | 3.1                  | 0.6                     | 1.6                  | 0.3                     | 1.8                  | 0.6                     |

**Note:** Estimates represent multiple commercial units across multiple channels. Please refer to page 4 (Sirius Channel Groups) for a listing of the number of commercial units represented by each Channel Group.

These estimates are projectable to the Sirius Primary Listener and Additional Listener universe. All data were converted to Eastern Time prior to the determination of audience estimates. Please see the "Description of Methodology" for more information.

## Males 18-34

|                         | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         |
|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                         | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
| Sirius Channel<br>Group | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Business                | 0.2                  | 0.1                     | 0.2                  | 0.1                     | 0.3                  | 0.0                     | 0.3                  | 0.3                     | 0.2                  | 0.2                     | 0.2                  | 0.0                     | 0.0                  | 0.0                     |
| Entertainment           | 0.9                  | 0.4                     | 1.0                  | 0.2                     | 0.6                  | 0.1                     | 1.1                  | 0.2                     | 1.5                  | 0.5                     | 0.8                  | 0.2                     | 0.8                  | 0.8                     |
| News/Talk               | 1.2                  | 0.2                     | 1.1                  | 0.1                     | 0.9                  | 0.5                     | 1.3                  | 0.1                     | 1.7                  | 0.1                     | 0.8                  | 0.0                     | 1.5                  | 0.4                     |
| Sports                  | 0.9                  | 0.1                     | 1.1                  | 0.0                     | 1.6                  | 0.1                     | 0.9                  | 0.0                     | 1.3                  | 0.1                     | 0.9                  | 0.0                     | 0.2                  | 0.2                     |
| Total Information       | 2.1                  | 0.4                     | 2.1                  | 0.3                     | 2.6                  | 0.6                     | 2.1                  | 0.4                     | 2.6                  | 0.3                     | 1.6                  | 0.0                     | 1.9                  | 0.6                     |
| Variety                 | 2.0                  | 0.4                     | 1.8                  | 0.3                     | 1.6                  | 0.2                     | 1.7                  | 0.2                     | 2.8                  | 0.6                     | 1.4                  | 0.3                     | 2.4                  | 0.8                     |
| Women                   | 0.7                  | 0.3                     | 0.6                  | 0.1                     | 0.8                  | 0.5                     | 0.8                  | 0.1                     | 0.7                  | 0.1                     | 0.3                  | 0.0                     | 0.8                  | 0.6                     |
| Young Adult             | 2.2                  | 0.4                     | 2.4                  | 0.3                     | 2.4                  | 0.2                     | 2.4                  | 0.2                     | 3.2                  | 0.5                     | 1.9                  | 0.3                     | 1.6                  | 0.7                     |

**Note:** Estimates represent multiple commercial units across multiple channels. Please refer to page 4 (Sirius Channel Groups) for a listing of the number of commercial units represented by each Channel Group.

**These estimates are projectable to the Sirius Primary Listener and Additional Listener universe. All data were converted to Eastern Time prior to the determination of audience estimates. Please see the "Description of Methodology" for more information.**

## Males 18+

| Sirius Channel Group | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         |
|----------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                      | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
|                      | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Business             | 0.5                  | 0.1                     | 0.6                  | 0.2                     | 0.6                  | 0.2                     | 0.9                  | 0.2                     | 0.7                  | 0.2                     | 0.2                  | 0.1                     | 0.1                  | 0.0                     |
| Entertainment        | 1.5                  | 0.5                     | 1.5                  | 0.4                     | 1.1                  | 0.1                     | 2.3                  | 0.5                     | 1.8                  | 0.6                     | 1.0                  | 0.2                     | 1.2                  | 0.9                     |
| News/Talk            | 1.6                  | 0.5                     | 1.8                  | 0.5                     | 1.9                  | 0.5                     | 1.9                  | 0.4                     | 2.8                  | 0.7                     | 1.0                  | 0.5                     | 1.2                  | 0.3                     |
| Sports               | 1.1                  | 0.1                     | 1.3                  | 0.1                     | 1.9                  | 0.2                     | 1.4                  | 0.0                     | 1.6                  | 0.0                     | 0.8                  | 0.0                     | 0.3                  | 0.1                     |
| Total Information    | 2.9                  | 0.6                     | 3.4                  | 0.7                     | 4.2                  | 0.9                     | 3.9                  | 0.7                     | 4.2                  | 0.9                     | 1.7                  | 0.6                     | 1.7                  | 0.4                     |
| Variety              | 2.7                  | 0.6                     | 2.8                  | 0.5                     | 2.9                  | 0.2                     | 3.4                  | 0.5                     | 3.8                  | 0.8                     | 1.5                  | 0.4                     | 2.4                  | 0.9                     |
| Women                | 1.5                  | 0.5                     | 1.6                  | 0.4                     | 1.8                  | 0.4                     | 2.2                  | 0.5                     | 1.8                  | 0.5                     | 0.9                  | 0.3                     | 1.2                  | 0.6                     |
| Young Adult          | 2.2                  | 0.5                     | 2.4                  | 0.4                     | 2.9                  | 0.2                     | 2.7                  | 0.4                     | 3.2                  | 0.6                     | 1.4                  | 0.3                     | 1.7                  | 1.0                     |

**Note: Estimates represent multiple commercial units across multiple channels. Please refer to page 4 (Sirius Channel Groups) for a listing of the number of commercial units represented by each Channel Group.**

**These estimates are projectable to the Sirius Primary Listener and Additional Listener universe. All data were converted to Eastern Time prior to the determination of audience estimates. Please see the "Description of Methodology" for more information.**

## Males 12+

|                         | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         |
|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                         | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
| Sirius Channel<br>Group | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Business                | 0.4                  | 0.1                     | 0.6                  | 0.1                     | 0.6                  | 0.1                     | 0.9                  | 0.2                     | 0.7                  | 0.2                     | 0.2                  | 0.1                     | 0.1                  | 0.0                     |
| Entertainment           | 1.4                  | 0.5                     | 1.5                  | 0.4                     | 1.1                  | 0.1                     | 2.2                  | 0.5                     | 1.8                  | 0.6                     | 1.0                  | 0.3                     | 1.2                  | 0.9                     |
| News/Talk               | 1.6                  | 0.4                     | 1.8                  | 0.4                     | 1.8                  | 0.5                     | 1.9                  | 0.4                     | 2.7                  | 0.6                     | 1.0                  | 0.4                     | 1.2                  | 0.3                     |
| Sports                  | 1.0                  | 0.1                     | 1.3                  | 0.1                     | 1.9                  | 0.2                     | 1.3                  | 0.0                     | 1.5                  | 0.0                     | 0.7                  | 0.1                     | 0.3                  | 0.1                     |
| Total Information       | 2.8                  | 0.5                     | 3.3                  | 0.6                     | 4.0                  | 0.8                     | 3.9                  | 0.6                     | 4.1                  | 0.8                     | 1.6                  | 0.6                     | 1.7                  | 0.3                     |
| Variety                 | 2.6                  | 0.6                     | 2.7                  | 0.5                     | 2.8                  | 0.3                     | 3.3                  | 0.5                     | 3.7                  | 0.8                     | 1.5                  | 0.5                     | 2.3                  | 0.9                     |
| Women                   | 1.5                  | 0.4                     | 1.6                  | 0.3                     | 1.7                  | 0.4                     | 2.2                  | 0.4                     | 1.8                  | 0.4                     | 0.9                  | 0.2                     | 1.2                  | 0.5                     |
| Young Adult             | 2.2                  | 0.6                     | 2.4                  | 0.4                     | 2.8                  | 0.3                     | 2.6                  | 0.4                     | 3.1                  | 0.6                     | 1.3                  | 0.4                     | 1.7                  | 1.0                     |

**Note:** Estimates represent multiple commercial units across multiple channels. Please refer to page 4 (Sirius Channel Groups) for a listing of the number of commercial units represented by each Channel Group.

These estimates are projectable to the Sirius Primary Listener and Additional Listener universe. All data were converted to Eastern Time prior to the determination of audience estimates. Please see the "Description of Methodology" for more information.

## Persons 35-64

|                         | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         |
|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                         | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
| Sirius Channel<br>Group | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Business                | 0.5                  | 0.1                     | 0.5                  | 0.1                     | 0.5                  | 0.2                     | 0.8                  | 0.0                     | 0.7                  | 0.1                     | 0.2                  | 0.1                     | 0.3                  | 0.0                     |
| Entertainment           | 1.6                  | 0.4                     | 1.8                  | 0.3                     | 1.2                  | 0.0                     | 2.9                  | 0.5                     | 1.9                  | 0.4                     | 1.0                  | 0.2                     | 1.3                  | 0.5                     |
| News/Talk               | 1.9                  | 0.5                     | 2.2                  | 0.6                     | 2.3                  | 0.3                     | 2.2                  | 0.6                     | 3.5                  | 0.8                     | 1.4                  | 0.7                     | 1.1                  | 0.2                     |
| Sports                  | 1.0                  | 0.0                     | 1.2                  | 0.0                     | 1.8                  | 0.0                     | 1.4                  | 0.0                     | 1.5                  | 0.0                     | 0.5                  | 0.0                     | 0.4                  | 0.0                     |
| Total Information       | 3.1                  | 0.6                     | 3.7                  | 0.8                     | 4.4                  | 0.5                     | 4.4                  | 0.7                     | 4.9                  | 1.1                     | 1.8                  | 0.8                     | 1.6                  | 0.1                     |
| Variety                 | 2.6                  | 0.4                     | 2.8                  | 0.4                     | 3.0                  | 0.1                     | 3.6                  | 0.5                     | 3.6                  | 0.6                     | 1.6                  | 0.3                     | 2.1                  | 0.5                     |
| Women                   | 2.1                  | 0.4                     | 2.3                  | 0.5                     | 2.2                  | 0.2                     | 3.0                  | 0.6                     | 2.7                  | 0.7                     | 1.5                  | 0.4                     | 1.5                  | 0.4                     |
| Young Adult             | 1.9                  | 0.4                     | 2.1                  | 0.2                     | 2.7                  | 0.1                     | 2.4                  | 0.4                     | 2.7                  | 0.4                     | 0.9                  | 0.1                     | 1.5                  | 0.7                     |

**Note:** Estimates represent multiple commercial units across multiple channels. Please refer to page 4 (Sirius Channel Groups) for a listing of the number of commercial units represented by each Channel Group.

**These estimates are projectable to the Sirius Primary Listener and Additional Listener universe. All data were converted to Eastern Time prior to the determination of audience estimates. Please see the "Description of Methodology" for more information.**

## Persons 25-54

|                         | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         |
|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                         | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
| Sirius Channel<br>Group | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Business                | 0.4                  | 0.1                     | 0.5                  | 0.1                     | 0.5                  | 0.1                     | 0.7                  | 0.2                     | 0.5                  | 0.2                     | 0.2                  | 0.1                     | 0.1                  | 0.0                     |
| Entertainment           | 1.2                  | 0.3                     | 1.3                  | 0.2                     | 0.8                  | 0.0                     | 2.0                  | 0.4                     | 1.7                  | 0.4                     | 0.6                  | 0.2                     | 1.1                  | 0.4                     |
| News/Talk               | 1.7                  | 0.4                     | 1.9                  | 0.4                     | 1.6                  | 0.4                     | 1.9                  | 0.4                     | 3.0                  | 0.6                     | 1.3                  | 0.5                     | 1.2                  | 0.3                     |
| Sports                  | 1.0                  | 0.0                     | 1.2                  | 0.0                     | 1.8                  | 0.1                     | 1.2                  | 0.0                     | 1.3                  | 0.0                     | 0.8                  | 0.0                     | 0.3                  | 0.1                     |
| Total Information       | 2.8                  | 0.6                     | 3.3                  | 0.7                     | 3.9                  | 0.6                     | 3.7                  | 0.7                     | 4.2                  | 0.9                     | 2.0                  | 0.6                     | 1.6                  | 0.3                     |
| Variety                 | 2.2                  | 0.4                     | 2.4                  | 0.3                     | 2.5                  | 0.1                     | 2.7                  | 0.4                     | 3.3                  | 0.6                     | 1.4                  | 0.3                     | 1.9                  | 0.4                     |
| Women                   | 1.5                  | 0.4                     | 1.6                  | 0.3                     | 1.4                  | 0.3                     | 2.0                  | 0.4                     | 2.1                  | 0.5                     | 0.9                  | 0.3                     | 1.5                  | 0.5                     |
| Young Adult             | 1.9                  | 0.3                     | 2.1                  | 0.2                     | 2.6                  | 0.1                     | 2.3                  | 0.3                     | 2.6                  | 0.4                     | 1.2                  | 0.2                     | 1.3                  | 0.5                     |

**Note:** Estimates represent multiple commercial units across multiple channels. Please refer to page 4 (Sirius Channel Groups) for a listing of the number of commercial units represented by each Channel Group.

**These estimates are projectable to the Sirius Primary Listener and Additional Listener universe. All data were converted to Eastern Time prior to the determination of audience estimates. Please see the "Description of Methodology" for more information.**



## Persons 25-49

|                         | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         |
|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                         | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
| Sirius Channel<br>Group | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Business                | 0.4                  | 0.1                     | 0.5                  | 0.1                     | 0.5                  | 0.2                     | 0.7                  | 0.2                     | 0.5                  | 0.2                     | 0.2                  | 0.1                     | 0.1                  | 0.0                     |
| Entertainment           | 1.2                  | 0.3                     | 1.2                  | 0.2                     | 0.8                  | 0.0                     | 1.8                  | 0.3                     | 1.7                  | 0.4                     | 0.6                  | 0.2                     | 1.2                  | 0.3                     |
| News/Talk               | 1.5                  | 0.4                     | 1.7                  | 0.4                     | 1.5                  | 0.4                     | 1.7                  | 0.4                     | 2.8                  | 0.5                     | 1.3                  | 0.5                     | 1.1                  | 0.3                     |
| Sports                  | 1.0                  | 0.0                     | 1.2                  | 0.0                     | 1.8                  | 0.1                     | 1.1                  | 0.0                     | 1.4                  | 0.0                     | 0.8                  | 0.0                     | 0.4                  | 0.1                     |
| Total Information       | 2.6                  | 0.6                     | 3.1                  | 0.7                     | 3.7                  | 0.7                     | 3.2                  | 0.7                     | 3.8                  | 0.8                     | 2.1                  | 0.7                     | 1.5                  | 0.4                     |
| Variety                 | 2.3                  | 0.3                     | 2.4                  | 0.3                     | 2.4                  | 0.1                     | 2.6                  | 0.3                     | 3.3                  | 0.6                     | 1.5                  | 0.3                     | 2.0                  | 0.3                     |
| Women                   | 1.3                  | 0.4                     | 1.4                  | 0.4                     | 1.4                  | 0.3                     | 1.8                  | 0.4                     | 1.7                  | 0.4                     | 0.8                  | 0.3                     | 1.2                  | 0.4                     |
| Young Adult             | 1.9                  | 0.2                     | 2.1                  | 0.2                     | 2.4                  | 0.1                     | 2.2                  | 0.2                     | 2.7                  | 0.4                     | 1.3                  | 0.2                     | 1.5                  | 0.3                     |

**Note:** Estimates represent multiple commercial units across multiple channels. Please refer to page 4 (Sirius Channel Groups) for a listing of the number of commercial units represented by each Channel Group.

**These estimates are projectable to the Sirius Primary Listener and Additional Listener universe. All data were converted to Eastern Time prior to the determination of audience estimates. Please see the "Description of Methodology" for more information.**

## Persons 18-49

|                         | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         |
|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                         | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
| Sirius Channel<br>Group | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Business                | 0.3                  | 0.1                     | 0.4                  | 0.1                     | 0.4                  | 0.1                     | 0.5                  | 0.1                     | 0.4                  | 0.1                     | 0.2                  | 0.0                     | 0.1                  | 0.0                     |
| Entertainment           | 1.2                  | 0.3                     | 1.2                  | 0.2                     | 0.7                  | 0.1                     | 1.7                  | 0.3                     | 1.6                  | 0.3                     | 0.7                  | 0.2                     | 1.1                  | 0.4                     |
| News/Talk               | 1.3                  | 0.3                     | 1.5                  | 0.3                     | 1.3                  | 0.3                     | 1.4                  | 0.3                     | 2.4                  | 0.4                     | 1.1                  | 0.4                     | 1.0                  | 0.2                     |
| Sports                  | 0.9                  | 0.0                     | 1.1                  | 0.0                     | 1.5                  | 0.1                     | 1.0                  | 0.0                     | 1.2                  | 0.0                     | 0.7                  | 0.0                     | 0.3                  | 0.1                     |
| Total Information       | 2.2                  | 0.4                     | 2.6                  | 0.5                     | 3.1                  | 0.5                     | 2.7                  | 0.5                     | 3.2                  | 0.6                     | 1.8                  | 0.5                     | 1.3                  | 0.3                     |
| Variety                 | 2.1                  | 0.3                     | 2.2                  | 0.3                     | 2.1                  | 0.1                     | 2.4                  | 0.3                     | 2.9                  | 0.5                     | 1.5                  | 0.2                     | 1.9                  | 0.4                     |
| Women                   | 1.1                  | 0.3                     | 1.2                  | 0.3                     | 1.2                  | 0.2                     | 1.5                  | 0.3                     | 1.5                  | 0.3                     | 0.7                  | 0.2                     | 1.0                  | 0.3                     |
| Young Adult             | 1.8                  | 0.2                     | 2.0                  | 0.2                     | 2.2                  | 0.1                     | 2.2                  | 0.2                     | 2.5                  | 0.4                     | 1.3                  | 0.1                     | 1.4                  | 0.3                     |

**Note:** Estimates represent multiple commercial units across multiple channels. Please refer to page 4 (Sirius Channel Groups) for a listing of the number of commercial units represented by each Channel Group.

**These estimates are projectable to the Sirius Primary Listener and Additional Listener universe. All data were converted to Eastern Time prior to the determination of audience estimates. Please see the "Description of Methodology" for more information.**

## Persons 18-34

|                         | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         |
|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                         | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
| Sirius Channel<br>Group | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Business                | 0.1                  | 0.0                     | 0.2                  | 0.1                     | 0.2                  | 0.0                     | 0.2                  | 0.2                     | 0.2                  | 0.1                     | 0.1                  | 0.0                     | 0.0                  | 0.0                     |
| Entertainment           | 0.8                  | 0.2                     | 0.8                  | 0.1                     | 0.5                  | 0.0                     | 0.9                  | 0.1                     | 1.2                  | 0.3                     | 0.6                  | 0.1                     | 0.8                  | 0.5                     |
| News/Talk               | 1.0                  | 0.2                     | 0.9                  | 0.1                     | 0.8                  | 0.3                     | 1.0                  | 0.0                     | 1.4                  | 0.1                     | 0.6                  | 0.1                     | 1.2                  | 0.3                     |
| Sports                  | 0.7                  | 0.0                     | 0.9                  | 0.0                     | 1.2                  | 0.1                     | 0.7                  | 0.0                     | 1.0                  | 0.0                     | 0.7                  | 0.0                     | 0.1                  | 0.1                     |
| Total Information       | 1.7                  | 0.3                     | 1.7                  | 0.2                     | 2.1                  | 0.4                     | 1.6                  | 0.2                     | 2.1                  | 0.3                     | 1.3                  | 0.1                     | 1.5                  | 0.4                     |
| Variety                 | 1.6                  | 0.3                     | 1.4                  | 0.2                     | 1.3                  | 0.1                     | 1.4                  | 0.1                     | 2.2                  | 0.4                     | 1.1                  | 0.2                     | 1.9                  | 0.5                     |
| Women                   | 0.7                  | 0.2                     | 0.5                  | 0.1                     | 0.7                  | 0.3                     | 0.8                  | 0.1                     | 0.6                  | 0.1                     | 0.2                  | 0.1                     | 1.1                  | 0.4                     |
| Young Adult             | 1.7                  | 0.2                     | 1.9                  | 0.1                     | 1.9                  | 0.1                     | 1.9                  | 0.1                     | 2.5                  | 0.3                     | 1.5                  | 0.1                     | 1.2                  | 0.4                     |

**Note:** Estimates represent multiple commercial units across multiple channels. Please refer to page 4 (Sirius Channel Groups) for a listing of the number of commercial units represented by each Channel Group.

**These estimates are projectable to the Sirius Primary Listener and Additional Listener universe. All data were converted to Eastern Time prior to the determination of audience estimates. Please see the "Description of Methodology" for more information.**

## Persons 18+

|                         | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         |
|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                         | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
| Sirius Channel<br>Group | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Business                | 0.4                  | 0.1                     | 0.5                  | 0.1                     | 0.5                  | 0.1                     | 0.7                  | 0.1                     | 0.6                  | 0.1                     | 0.2                  | 0.0                     | 0.2                  | 0.0                     |
| Entertainment           | 1.2                  | 0.3                     | 1.3                  | 0.2                     | 0.9                  | 0.0                     | 2.0                  | 0.3                     | 1.6                  | 0.3                     | 0.9                  | 0.2                     | 1.1                  | 0.5                     |
| News/Talk               | 1.5                  | 0.3                     | 1.7                  | 0.3                     | 1.6                  | 0.3                     | 1.8                  | 0.3                     | 2.5                  | 0.4                     | 1.0                  | 0.3                     | 1.1                  | 0.3                     |
| Sports                  | 0.8                  | 0.0                     | 1.1                  | 0.0                     | 1.5                  | 0.1                     | 1.1                  | 0.0                     | 1.2                  | 0.0                     | 0.6                  | 0.0                     | 0.3                  | 0.1                     |
| Total Information       | 2.6                  | 0.4                     | 3.0                  | 0.5                     | 3.5                  | 0.5                     | 3.5                  | 0.5                     | 3.8                  | 0.6                     | 1.6                  | 0.4                     | 1.6                  | 0.2                     |
| Variety                 | 2.2                  | 0.3                     | 2.4                  | 0.3                     | 2.4                  | 0.1                     | 2.9                  | 0.3                     | 3.2                  | 0.5                     | 1.4                  | 0.2                     | 1.9                  | 0.5                     |
| Women                   | 1.5                  | 0.3                     | 1.5                  | 0.3                     | 1.5                  | 0.2                     | 2.1                  | 0.3                     | 1.8                  | 0.4                     | 0.9                  | 0.2                     | 1.3                  | 0.4                     |
| Young Adult             | 1.8                  | 0.3                     | 2.0                  | 0.2                     | 2.3                  | 0.1                     | 2.2                  | 0.2                     | 2.6                  | 0.3                     | 1.1                  | 0.1                     | 1.3                  | 0.5                     |

**Note: Estimates represent multiple commercial units across multiple channels. Please refer to page 4 (Sirius Channel Groups) for a listing of the number of commercial units represented by each Channel Group.**

**These estimates are projectable to the Sirius Primary Listener and Additional Listener universe. All data were converted to Eastern Time prior to the determination of audience estimates. Please see the "Description of Methodology" for more information.**

## Persons 12+

|                         | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         |
|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                         | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
| Sirius Channel<br>Group | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Business                | 0.4                  | 0.1                     | 0.5                  | 0.1                     | 0.5                  | 0.1                     | 0.7                  | 0.1                     | 0.6                  | 0.1                     | 0.1                  | 0.0                     | 0.2                  | 0.0                     |
| Entertainment           | 1.2                  | 0.3                     | 1.3                  | 0.2                     | 0.8                  | 0.1                     | 1.9                  | 0.3                     | 1.5                  | 0.3                     | 0.8                  | 0.2                     | 1.0                  | 0.5                     |
| News/Talk               | 1.5                  | 0.3                     | 1.6                  | 0.3                     | 1.6                  | 0.2                     | 1.7                  | 0.2                     | 2.5                  | 0.4                     | 1.0                  | 0.3                     | 1.1                  | 0.2                     |
| Sports                  | 0.8                  | 0.0                     | 1.0                  | 0.0                     | 1.5                  | 0.1                     | 1.0                  | 0.0                     | 1.2                  | 0.0                     | 0.6                  | 0.0                     | 0.3                  | 0.0                     |
| Total Information       | 2.5                  | 0.4                     | 2.9                  | 0.4                     | 3.4                  | 0.4                     | 3.4                  | 0.4                     | 3.7                  | 0.6                     | 1.5                  | 0.4                     | 1.5                  | 0.2                     |
| Variety                 | 2.2                  | 0.3                     | 2.3                  | 0.3                     | 2.3                  | 0.1                     | 2.8                  | 0.3                     | 3.1                  | 0.5                     | 1.3                  | 0.3                     | 1.9                  | 0.5                     |
| Women                   | 1.5                  | 0.3                     | 1.5                  | 0.2                     | 1.5                  | 0.2                     | 2.0                  | 0.3                     | 1.8                  | 0.3                     | 0.9                  | 0.2                     | 1.3                  | 0.4                     |
| Young Adult             | 1.8                  | 0.3                     | 1.9                  | 0.2                     | 2.2                  | 0.2                     | 2.1                  | 0.2                     | 2.5                  | 0.3                     | 1.1                  | 0.2                     | 1.3                  | 0.5                     |

**Note:** Estimates represent multiple commercial units across multiple channels. Please refer to page 4 (Sirius Channel Groups) for a listing of the number of commercial units represented by each Channel Group.

**These estimates are projectable to the Sirius Primary Listener and Additional Listener universe. All data were converted to Eastern Time prior to the determination of audience estimates. Please see the "Description of Methodology" for more information.**

# Custom Listening Study from Arbitron

- AQH Estimates
- Cume Estimates

# Determination of Persons Estimates

Persons estimates for any Sirius Channel Group can be obtained by using the following information:

- Total Number of current subscribers to Sirius Satellite Radio. (As of September 30, 2003, Sirius Satellite Radio reported a total of 149,612 subscribers.)
- The percent of Primary Listeners in this study as represented by a given demographic group (see Table 1, "Percent of Primary Listeners").
- The proportion of Primary Listeners within a specific demographic group to the number of Additional Listeners within that same demographic group (see Table 1, "Additional Listener Factor").
- The Average Quarter-Hour Rating for a Sirius Channel Group within a given demographic group for both Primary and Additional Listeners (see pages 7-27).

Total Persons Estimate:

Primary Listener      Additional Listener  
Persons Estimate + Persons Estimate

## Example:

Sirius Channel Group:

Total Information

Demographic Group/Daypart:

Persons 18-49 (Mon-Fri 3PM-7PM)

Additional Listener Factor:

1.3 for Persons 18-49 (from Table 1)

Average Quarter-Hour Rating for Primary Listeners:

3.2 (from page 10)

Average Quarter-Hour Rating for Additional Listeners:

0.6 (from page 10)

The percent of Primary Listeners in this study for Persons 18-49 is 74.1 (Table 1).

Estimate of Sirius Satellite Radio subscribers age 18-49 (as of September 30, 2003):

$149,612 \times 0.741 = 110,862$

Persons 18-49 Estimate for Primary Listeners:

$0.032 \times 110,862 = 3,548$  persons

Persons 18-49 Estimate for Additional Listeners:

$0.006 \times (1.3 \times 110,862) = 865$  persons

Total Persons 18-49 Estimate:

$3,548 + 865 = 4,413$

Table 1

| Demographic   | Primary Listeners | Percent of Primary Listeners | Additional Listeners | Percent of Additional Listeners | Additional Listener Factor |
|---------------|-------------------|------------------------------|----------------------|---------------------------------|----------------------------|
| Persons 12+   | 1504              | 100.0%                       | 1987                 | 100.0%                          | 1.3                        |
| Persons 18+   | 1463              | 97.3%                        | 1679                 | 84.5%                           | 1.1                        |
| Persons 18-34 | 616               | 41.0%                        | 927                  | 46.7%                           | 1.5                        |
| Persons 18-49 | 1114              | 74.1%                        | 1401                 | 70.5%                           | 1.3                        |
| Persons 25-49 | 920               | 61.2%                        | 968                  | 48.7%                           | 1.1                        |
| Persons 25-54 | 1079              | 71.7%                        | 1096                 | 55.2%                           | 1.0                        |
| Persons 35-64 | 812               | 54.0%                        | 717                  | 36.1%                           | 0.9                        |
| Males 12+     | 1183              | 78.7%                        | 1060                 | 53.3%                           | 0.9                        |
| Males 18+     | 1150              | 76.5%                        | 884                  | 44.5%                           | 0.8                        |
| Males 18-34   | 476               | 31.6%                        | 521                  | 26.2%                           | 1.1                        |
| Males 18-49   | 867               | 57.6%                        | 760                  | 38.2%                           | 0.9                        |
| Males 25-49   | 716               | 47.6%                        | 517                  | 26.0%                           | 0.7                        |
| Males 25-54   | 840               | 55.9%                        | 563                  | 28.3%                           | 0.7                        |
| Males 35-64   | 642               | 42.7%                        | 344                  | 17.3%                           | 0.5                        |
| Females 12+   | 321               | 21.3%                        | 927                  | 46.7%                           | 2.9                        |
| Females 18+   | 313               | 20.8%                        | 795                  | 40.0%                           | 2.5                        |
| Females 18-34 | 140               | 9.3%                         | 406                  | 20.4%                           | 2.9                        |
| Females 18-49 | 247               | 16.4%                        | 641                  | 32.3%                           | 2.6                        |
| Females 25-49 | 204               | 13.6%                        | 451                  | 22.7%                           | 2.2                        |
| Females 25-54 | 239               | 15.9%                        | 533                  | 26.8%                           | 2.2                        |
| Females 35-64 | 170               | 11.3%                        | 373                  | 18.8%                           | 2.2                        |

Based on Persons 12+



# Sirius Channel Groups

Below is a list of the channels that make up each of the groups and the number of units per channel.  
Audience estimates provided in the report represent commercial units per channel as noted.

## Business

Bloomberg Radio (2x)  
CNBC (1x)

## Entertainment

Court TV, Plus (2x)  
Discovery Channel Radio (2x)  
E! Entertainment Radio (1x)  
Radio Disney (1x)  
RadioClassics (2x)  
Sirius Comedy (1x)  
Sirius Entertainment (2x)  
Sirius Talk (1x)  
WSM Entertainment (2x)

## News/Talk

ABC News & Talk (1x)  
CNN Headline News (1x)  
Fox News Channel (1x)  
OutQ (3x)  
Sirius Left (2x)  
Sirius Right (2x)  
Sirius Talk (2x)  
Sports Byline USA (1x)  
Weather Channel Central (2x)  
Weather Channel East (2x)  
Weather Channel National (1x)  
Weather Channel West (2x)  
WISDOM Radio (1x)

## Sports

ESPN Radio (2x)  
ESPNEWS (1x)  
Speed Channel Radio (2x)\*  
Sports Byline USA (1x)

## Total Information

ABC News & Talk (2x)  
Bloomberg Radio (2x)  
CNBC (1x)  
CNN Headline News (2x)  
ESPN Radio (2x)  
ESPNEWS (1x)  
Fox News Channel (1x)  
Weather Channel Central (2x)  
Weather Channel East (2x)  
Weather Channel National (2x)  
Weather Channel West (2x)

## Variety

ABC News & Talk (3x)  
Bloomberg Radio (3x)  
CNN Headline News (1x)  
Court TV, Plus (1x)  
Discovery Channel Radio (2x)  
E! Entertainment Radio (1x)  
ESPN Radio (1x)  
ESPNEWS (1x)  
RadioClassics (1x)  
Sirius Comedy (1x)  
Sirius Entertainment (2x)  
Sirius Left (1x)  
Sirius Right (2x)  
Speed Channel Radio (1x)\*  
WSM Entertainment (1x)

## Women

CNN Headline News (1x)  
Court TV, Plus (1x)  
Discovery Channel Radio (2x)  
E! Entertainment Radio (2x)  
Fox News Channel (1x)  
Radio Disney (2x)  
RadioClassics (1x)  
Sirius Entertainment (2x)  
Weather Channel National (1x)  
WISDOM Radio (1x)  
WSM Entertainment (2x)

## Young Adult

ABC News & Talk (1x)  
BBC Worldwide Service News (1x)  
E! Entertainment Radio (2x)  
ESPN Radio (2x)  
Sirius Comedy (1x)  
Sirius Left (1x)  
Sirius Right (1x)  
Sirius Talk (1x)  
Speed Channel Radio (2x)\*  
Sports Byline USA (3x)  
World Radio Network (1x)

\* Currently Sirius Sports Action

# Additional Listener Profile

## Demographic Profile of Additional Listeners

|               | Percent<br>(N=1987)** | Index to<br>U.S. Pop* |
|---------------|-----------------------|-----------------------|
| Persons 12+   | 100.0                 | 100                   |
| Persons 18+   | 84.5                  | 94                    |
| Persons 18-34 | 46.7                  | 165                   |
| Persons 18-49 | 70.5                  | 127                   |
| Persons 25-49 | 48.7                  | 112                   |
| Persons 25-54 | 55.2                  | 107                   |
| Persons 35-64 | 36.1                  | 78                    |

|             | Percent | Index* |
|-------------|---------|--------|
| Males 12+   | 53.3    | 110    |
| Males 18+   | 44.5    | 103    |
| Males 18-34 | 26.2    | 183    |
| Males 18-49 | 38.2    | 137    |
| Males 25-49 | 26.0    | 119    |
| Males 25-54 | 28.3    | 111    |
| Males 35-64 | 17.3    | 76     |

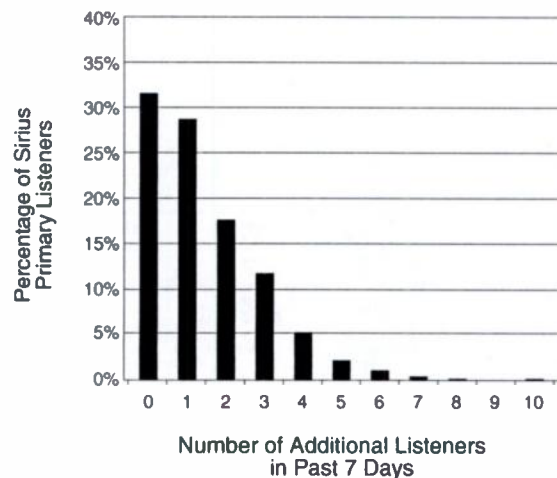
|               | Percent | Index* |
|---------------|---------|--------|
| Females 12+   | 46.7    | 91     |
| Females 18+   | 40.0    | 86     |
| Females 18-34 | 20.4    | 146    |
| Females 18-49 | 32.3    | 117    |
| Females 25-49 | 22.7    | 104    |
| Females 25-54 | 26.8    | 103    |
| Females 35-64 | 18.8    | 79     |

\* Population estimates are based on Census 2000 data updated and projected by Claritas, Inc.

\*\* Based on Persons 12+

## Additional Listeners

On average, respondents indicated that there are **1.5 additional people** (age 0+) who listened to their Sirius Satellite Radio in the past seven days.



Of these additional listeners:

|                       |       |
|-----------------------|-------|
| Household Members     | 51.7% |
| Not Household Members | 48.3% |

\*\* Based on Persons 0+

# Primary Listener Profile

## Demographic Profile of Primary Listeners

|               | Percent of Respondents<br>(N=1504) | Index to<br>U.S. Pop* |
|---------------|------------------------------------|-----------------------|
| Persons 12+   | 100.0                              | 100                   |
| Persons 18+   | 97.3                               | 109                   |
| Persons 18-34 | 41.0                               | 145                   |
| Persons 18-49 | 74.1                               | 134                   |
| Persons 25-49 | 61.2                               | 140                   |
| Persons 25-54 | 71.7                               | 139                   |
| Persons 35-64 | 54.0                               | 116                   |
|               | Percent                            | Index*                |
| Males 12+     | 78.7                               | 162                   |
| Males 18+     | 76.5                               | 177                   |
| Males 18-34   | 31.6                               | 221                   |
| Males 18-49   | 57.6                               | 207                   |
| Males 25-49   | 47.6                               | 219                   |
| Males 25-54   | 55.9                               | 218                   |
| Males 35-64   | 42.7                               | 187                   |
|               | Percent                            | Index*                |
| Females 12+   | 21.3                               | 41                    |
| Females 18+   | 20.8                               | 45                    |
| Females 18-34 | 9.3                                | 67                    |
| Females 18-49 | 16.4                               | 59                    |
| Females 25-49 | 13.6                               | 62                    |
| Females 25-54 | 15.9                               | 61                    |
| Females 35-64 | 11.3                               | 48                    |

\* Population estimates are based on Census 2000 data updated and projected by Claritas, Inc.

## Annual Household Income Before Taxes

|                                 | Percent of Respondents<br>(N=1309)** | Index to<br>U.S. Pop* |
|---------------------------------|--------------------------------------|-----------------------|
| Less than \$25,000              | 4.9                                  | 17                    |
| \$25,000 to less than \$50,000  | 19.9                                 | 68                    |
| \$50,000 to less than \$75,000  | 24.7                                 | 127                   |
| \$75,000 to less than \$100,000 | 19.1                                 | 187                   |
| \$100,000 or more               | 31.4                                 | 255                   |

\* Source: Census 2000

\*\* Based on Persons 12+ answering the question

## Highest Level of Education

|                                  | Percent of Respondents<br>(N=1255)** | Index to<br>U.S. Pop* |
|----------------------------------|--------------------------------------|-----------------------|
| Less than 12 <sup>th</sup> Grade | 2.2                                  | 11                    |
| High School Graduate or GED      | 22.7                                 | 79                    |
| Some College                     | 22.4                                 | 82                    |
| Bachelor's Degree                | 35.5                                 | 229                   |
| Graduate or Postgraduate Degree  | 17.3                                 | 194                   |

\* Source: Census 2000

\*\* Based on Persons 25+ answering the question

## Hispanic Origin

|     | Percent of Respondents<br>(N=1486)** | Index to<br>U.S. Pop* |
|-----|--------------------------------------|-----------------------|
| Yes | 7.9                                  | 69                    |
| No  | 92.1                                 | 104                   |

\* Source: Census 2000

\*\* Based on Persons 12+ answering the question

## Race

|       | Percent of Respondents<br>(N=1474)** | Index to<br>U.S. Pop* |
|-------|--------------------------------------|-----------------------|
| White | 83.9                                 | 110                   |
| Black | 6.4                                  | 55                    |
| Asian | 0.9                                  | 24                    |
| Other | 8.7                                  | 102                   |

\* Source: Census 2000

\*\* Based on Persons 12+ answering the question

# Sirius Satellite Radio

## Preface

This report is designed to provide a compilation of radio audience estimates representing Primary Listeners and Additional Listeners of Sirius Satellite Radio 12 years of age and older. The estimates are based on listening information obtained in telephone interviews completed from May 29, 2003, to June 25, 2003. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition. Arbitron attempts to provide herein a summary description of methodology for Arbitron audience estimates contained later in this report.

## Warning

All Arbitron audience estimates are proprietary and confidential. Each Arbitron audience estimate is copyrighted. The unauthorized use of any Arbitron audience estimate constitutes copyright infringement which could subject the infringer to statutory damages of up to \$150,000 and criminal penalties of up to five years imprisonment and a \$250,000 fine pursuant to Chapter 5, Sections 504 and 506 of Title 17 of the U.S. Code. All users of this report are referred to "Restrictions on Use" (Page A3).

## This Service Not Accredited by the MRC

This service is not part of a regular syndicated rating service accredited by the Media Rating Council (MRC). Arbitron has not requested MRC accreditation for this service. Arbitron does provide syndicated services which are accredited by the MRC.

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### Methodology

|                            |    |
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## Custom Listening Study from Arbitron

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Survey 2003

Based on surveys conducted  
May 29, 2003 - June 25, 2003





# SIRIUS

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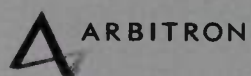
## Custom Listening Study from Arbitron

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Survey 2003

Based on surveys conducted  
May 29, 2003 - June 25, 2003





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### **Restrictions on Use**

Users of audience estimates are referred to the current policies of the Federal Trade Commission relating to the use of audience estimates.

**Time Spent Listening (TSL)/** An estimate of the amount of time the average listener spent with a channel or channel group during a particular daypart. This estimate is expressed in hours and minutes and is reported only for Primary Listeners of XM Satellite Radio.

### Estimating the Reliability of Audience Persons Estimates

The reliability of a survey estimate is generally defined in terms of the estimated margin of sampling error around the estimate, or confidence interval. The confidence interval describes the extent to which a survey estimate, based on a random sample of the population, may vary from the result that would be obtained through a complete census of the population. For this study, "population" refers to the total number of XM subscribers (2,100,352 as of 6/30/04). Confidence intervals can be obtained for any Primary Listener persons estimate in this report through two steps: (1) determine an estimated standard error, and (2) use the estimated standard error to construct a confidence interval around the persons estimate. To determine an estimate of standard error for AQH and Cume persons estimates, first note the Primary Listener persons estimate from the report. Next, note the sample size this estimate is based upon. The figures will be used in the formula for the estimated standard error, below:

$$\sqrt{\frac{p \cdot q}{N}}$$

In this equation, **p** equals the persons estimate and **q** equals the XM subscriber base minus the persons estimate. **N** is the sample size upon which the estimate is based. For example, if

Channel Group A has an AQH persons estimate of 30,000 in a specific daypart and the estimate is based on a Persons 12+ sample of 3,513, then the standard error is 4,235, or the square root of 30,000 times 2,100,352 divided by 3,513.

The confidence interval is the range around the estimate. In this example for Channel Group A, the confidence interval is 25,765 to 34,235 around the AQH persons estimate of 30,000. The estimation above for one standard error will yield a 68 percent confidence interval; in other words, the user can be 68 percent confident that, in the example above, the AQH persons estimate for Channel Group A is within 4,235 persons of the original AQH persons estimate of 30,000. To obtain higher levels of confidence, multipliers must be used. Typical multipliers are 1.65 for a 90 percent confidence interval, 1.96 for a 95 percent confidence interval, and 2.58 for a 99 percent confidence interval.

This discussion does not take into account the concept of Effective Sample Base (ESB). ESB estimates indicate the size of a simple random sample that would be required to provide the same degree of reliability as the sample or completed interviews used to produce the audience estimates in this report. In general, ESBs for Cume estimates will be less than the number of completed interviews, and ESBs for AQH estimates will be larger than the number of completed interviews.

### Sample Balancing

As there are currently not any known population estimates for XM Satellite Radio subscribers, no weighting system was applied for this study.

### Rounding of Estimates

Rounding occurs at various stages in the determination of audience estimates at demographic and daypart summation levels.

### Time Zones

Although calling occurred across various time zones, all daypart data were converted to Eastern Time prior to the determination of audience estimates.

### Limitations

In addition to sources of possible error described elsewhere in this report, the user should be aware of the following limitations:

**a.** Estimates provided in this report are based only on Primary Listeners of XM Satellite Radio and Additional Listeners of XM Satellite Radio. Average Quarter-Hour and Cume estimates in this study are not equivalent to estimates used in other Arbitron national studies.

**b.** The sample is drawn from a pool of XM Satellite Radio consumer subscribers provided directly by XM. Commercial subscribers were not included in this study.

**c.** Effort is made to exclude households with a media affiliation. The inclusion or exclusion of such households from the sample is dependent on information revealed by a subscriber in response to Arbitron's media affiliation question at the beginning of the interview, or at any time thereafter.

**d.** There may be instances where Arbitron instructions are not followed by the interviewer. Also, the interviewer may not be under the direct control of Arbitron, as independent market research suppliers are used by Arbitron.

**e.** Nonresponding persons may have listening habits that differ from those of respondents.

**f.** The sample design and/or response patterns may preclude proportional representation of certain groups within the population such as ethnic groups, racial groups, persons in certain income or education groups, Primary Listeners under the age of 12, or persons whose primary language is other than English. Such persons may have listening habits that differ from other persons.

**g.** Response errors resulting from memory failure, transcription by interviewers, misunderstanding of instructions, or other errors in the reporting, editing, coding and keying of data may be present. Arbitron maintains close supervision and controls to minimize these errors.

**h.** As personal telephone interviewers are used to collect all listening data, it is possible for variations in results by interviewer.

**i.** Defects and limitations found in data supplied by others are inherent in Arbitron estimates based thereon.

**j.** Rounding occurs at various stages in the determination of audience estimates, at demographic and daypart summation levels. Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts and/or demographic groups in the report may produce a result that may be incongruent with estimates for broader dayparts and/or demographic groups also contained in the report.



# Description of Methodology

## Sample Design and Selection

Sample for this study was selected from an initial randomly selected pool of 21,778 XM Satellite Radio consumer subscribers located in the contiguous United States. Names and telephone numbers were provided to Arbitron by XM.

A total of 12,560 records were selected for calling. Of those, 9,452 records were considered usable sample. With 3,513 completed interviews, this yielded a response rate of 37.2 percent.

Interviewers made at least eight attempts to reach each sample household during the period from April 19, 2004, to June 15, 2004. To increase the likelihood of establishing contact, calls were made at different hours throughout the morning, afternoon and evening and different days of the week. Interviewers were instructed to leave scripted messages on answering machines for specified calling attempts.

## Definitions of XM Satellite Radio Users for This Study

**Primary Listeners of XM Satellite Radio/**For this questionnaire, a Primary Listener was defined as the person who most often drives the vehicle containing an XM Satellite Radio or the person who uses the XM Satellite Radio most often if it is located at home. The Primary Listener in this study may not necessarily be the subscriber contact for XM Satellite Radio.

**Additional Listeners to XM Satellite Radio/**At the beginning of the interview, the Primary Listener was asked to enumerate all of the other people who listened to their XM Satellite Radio in the past seven days. Age, gender and household member status were collected for each additional person. These people represented the total pool of Additional Listeners for this study. When collecting specific listening occasions for XM Satellite Radio later in the interview, the Primary Listener was asked if any of the previously mentioned "Additional Listeners" listened at that time. No Additional Listener information was collected for AM/FM stations.

## Respondent Selection and Questionnaire

To qualify for participation in this study, a respondent must have been a resident of the household 12 years of age or older and a Primary Listener of XM Satellite Radio. Neither the respondent nor anyone in his or her household could be affiliated with a satellite radio company, a satellite television company, a radio or television station or network, or a cable system or network.

Respondents were asked a series of questions about their radio listening (AM/FM/XM). This included general questions about listening in the past seven days, as well as specific radio listening in the past 30 hours. While specific channel information was collected for XM listening, specific station information was not collected for AM/FM listening. Demographic information, including age, gender, race/ethnicity, education and income, was also collected during the interview. The interviews were conducted in English only.

Explicit instructions and training were provided to each interviewer, and validation checks were regularly conducted to help ensure that instructions were followed properly.

## Determination of Audience Estimates

**Average Quarter-Hour/**The smallest unit of time used in tabulation of average audience estimates. Arbitron credits one quarter-hour to a channel/station for a minimum of five minutes of listening during the quarter-hour.

**Average Quarter-Hour Rating (AQH Rating)/**Expressed as a percentage of the quarter-hours for a channel over the total number of possible quarter-hours in a given daypart. For Primary Listeners of XM Satellite Radio, the total number of possible quarter-hours is based on the number of completed interviews within a specific demographic group. For Additional Listeners to XM Satellite Radio, the total number of possible quarter-hours is based on the enumerated list for a demographic group collected at the beginning of the interview.

**Average Quarter-Hour Persons/**The estimated average number of persons who listened to a channel or channel group for a minimum of five minutes within a reported daypart. This estimate is expressed in hundreds (00).

**7-Day Cume/**The estimated number of different persons in the audience who listened to a channel or channel group. This estimate is expressed in hundreds (00) and is reported only for Primary Listeners of XM Satellite Radio.

## XM Sports

### AQH Persons (00) - Females

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Females 12+       | 18                 | 17    | 35    | 7                   | 1     | 8     | 13                  | 1     | 15    | 13                 | 3     | 17    | 8                  | 3     | 10    | 38                 | 54    | 92    | 55                  | 71    | 126   |
| Females 18+       | 18                 | 7     | 25    | 7                   | 1     | 8     | 13                  | 1     | 15    | 13                 | 3     | 17    | 8                  | 3     | 10    | 38                 | 20    | 58    | 55                  | 28    | 82    |
| Females 18-34     | 9                  | 5     | 13    | 1                   | —     | 1     | 3                   | —     | 3     | 4                  | —     | 4     | 4                  | —     | 4     | 24                 | 17    | 42    | 35                  | 22    | 57    |
| Females 18-49     | 12                 | 6     | 18    | 6                   | 1     | 6     | 10                  | 1     | 11    | 9                  | 1     | 10    | 6                  | 1     | 7     | 25                 | 19    | 44    | 37                  | 25    | 62    |
| Females 25-49     | 12                 | 6     | 18    | 6                   | 1     | 6     | 10                  | 1     | 11    | 9                  | 1     | 10    | 6                  | 1     | 7     | 25                 | 19    | 43    | 36                  | 25    | 61    |
| Females 25-54     | 13                 | 7     | 20    | 6                   | 1     | 6     | 12                  | 1     | 14    | 11                 | 3     | 15    | 8                  | 3     | 10    | 25                 | 19    | 43    | 36                  | 25    | 61    |
| Females 35-64     | 6                  | 2     | 8     | 6                   | 1     | 7     | 10                  | 1     | 11    | 10                 | 3     | 13    | 4                  | 3     | 7     | 3                  | 4     | 7     | 5                   | 7     | 12    |
| Females 35+       | 9                  | 2     | 11    | 6                   | 1     | 7     | 10                  | 1     | 11    | 10                 | 3     | 13    | 4                  | 3     | 7     | 14                 | 4     | 18    | 21                  | 7     | 28    |

*"Primary" refers to Primary Listeners of XM Satellite Radio*

*"Add'l" refers to Additional Listeners of XM Satellite Radio*

*"Total" refers to the combined total of Primary and Additional Listeners of XM Satellite Radio*

*"AQH (00)" refers to Average Quarter-Hour Persons and is expressed in hundreds*

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.*

## XM Sports

### AQH Persons (00) - Males

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Males 12+         | 172                | 40    | 211   | 159                 | 15    | 175   | 249                 | 30    | 279   | 263                | 21    | 284   | 124                | 10    | 134   | 120                | 94    | 214   | 165                 | 125   | 290   |
| Males 18+         | 171                | 39    | 210   | 158                 | 14    | 173   | 249                 | 30    | 279   | 262                | 21    | 283   | 124                | 10    | 134   | 120                | 91    | 211   | 166                 | 121   | 287   |
| Males 18-34       | 59                 | 26    | 85    | 59                  | 1     | 60    | 87                  | 11    | 99    | 93                 | 8     | 101   | 38                 | 2     | 40    | 35                 | 82    | 117   | 47                  | 106   | 152   |
| Males 18-49       | 119                | 34    | 153   | 117                 | 13    | 130   | 172                 | 25    | 197   | 188                | 14    | 202   | 88                 | 2     | 90    | 75                 | 85    | 160   | 105                 | 112   | 218   |
| Males 25-49       | 106                | 29    | 136   | 107                 | 12    | 120   | 160                 | 17    | 177   | 170                | 8     | 179   | 79                 | —     | 79    | 61                 | 80    | 141   | 87                  | 105   | 192   |
| Males 25-54       | 128                | 30    | 158   | 126                 | 12    | 139   | 193                 | 18    | 211   | 195                | 10    | 205   | 89                 | 1     | 90    | 85                 | 81    | 166   | 120                 | 105   | 225   |
| Males 35-64       | 109                | 10    | 118   | 98                  | 12    | 110   | 155                 | 15    | 170   | 162                | 8     | 170   | 81                 | —     | 82    | 85                 | 11    | 96    | 118                 | 19    | 138   |
| Males 35+         | 112                | 12    | 125   | 98                  | 14    | 112   | 160                 | 18    | 178   | 167                | 13    | 179   | 86                 | 8     | 94    | 87                 | 11    | 98    | 120                 | 19    | 140   |

*"Primary" refers to Primary Listeners of XM Satellite Radio*

*"Add'l" refers to Additional Listeners of XM Satellite Radio*

*"Total" refers to the combined total of Primary and Additional Listeners of XM Satellite Radio*

*"AQH (00)" refers to Average Quarter-Hour Persons and is expressed in hundreds*

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.*

## XM Sports

### AQH Persons (00) - Persons

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Persons 12+       | 189                | 57    | 246   | 166                 | 16    | 182   | 262                 | 31    | 293   | 275                | 25    | 300   | 131                | 13    | 144   | 159                | 146   | 305   | 221                 | 195   | 415   |
| Persons 18+       | 189                | 46    | 235   | 165                 | 15    | 180   | 261                 | 31    | 293   | 275                | 24    | 299   | 131                | 13    | 144   | 159                | 108   | 267   | 221                 | 146   | 367   |
| Persons 18-34     | 68                 | 31    | 99    | 60                  | 1     | 61    | 91                  | 11    | 102   | 97                 | 8     | 105   | 41                 | 2     | 44    | 60                 | 99    | 158   | 83                  | 127   | 209   |
| Persons 18-49     | 131                | 40    | 171   | 123                 | 14    | 137   | 182                 | 26    | 208   | 196                | 16    | 212   | 94                 | 3     | 97    | 100                | 102   | 203   | 142                 | 135   | 277   |
| Persons 25-49     | 118                | 35    | 154   | 113                 | 13    | 126   | 170                 | 18    | 188   | 179                | 9     | 188   | 85                 | 1     | 86    | 86                 | 98    | 183   | 123                 | 129   | 252   |
| Persons 25-54     | 141                | 37    | 178   | 131                 | 13    | 144   | 205                 | 20    | 224   | 205                | 14    | 219   | 96                 | 3     | 100   | 110                | 99    | 209   | 156                 | 129   | 286   |
| Persons 35-64     | 115                | 12    | 127   | 103                 | 13    | 116   | 163                 | 17    | 180   | 170                | 12    | 182   | 85                 | 3     | 88    | 89                 | 15    | 104   | 126                 | 26    | 151   |
| Persons 35+       | 121                | 15    | 136   | 104                 | 14    | 118   | 169                 | 20    | 189   | 176                | 16    | 192   | 89                 | 11    | 100   | 102                | 15    | 117   | 143                 | 26    | 168   |

*"Primary" refers to Primary Listeners of XM Satellite Radio*

*"Add'l" refers to Additional Listeners of XM Satellite Radio*

*"Total" refers to the combined total of Primary and Additional Listeners of XM Satellite Radio*

*"AQH (00)" refers to Average Quarter-Hour Persons and is expressed in hundreds*

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.*



## XM News & Information

### AQH Persons (00) - Females

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Females 12+       | 123                | 60    | 183   | 128                 | 53    | 181   | 164                 | 65    | 229   | 202                | 111   | 313   | 89                 | 40    | 129   | 79                 | 52    | 131   | 117                 | 77    | 193   |
| Females 18+       | 123                | 49    | 172   | 129                 | 49    | 178   | 164                 | 57    | 222   | 202                | 83    | 285   | 89                 | 39    | 128   | 79                 | 37    | 116   | 116                 | 58    | 174   |
| Females 18-34     | 16                 | 6     | 22    | 8                   | 1     | 9     | 21                  | 2     | 23    | 30                 | 12    | 42    | 11                 | 10    | 20    | 13                 | 5     | 18    | 20                  | 9     | 29    |
| Females 18-49     | 57                 | 24    | 81    | 64                  | 35    | 99    | 73                  | 35    | 108   | 91                 | 44    | 136   | 37                 | 17    | 54    | 42                 | 7     | 50    | 65                  | 13    | 78    |
| Females 25-49     | 57                 | 20    | 77    | 64                  | 35    | 99    | 74                  | 35    | 109   | 92                 | 36    | 128   | 37                 | 9     | 46    | 41                 | 7     | 48    | 63                  | 12    | 75    |
| Females 25-54     | 79                 | 23    | 102   | 94                  | 37    | 131   | 110                 | 39    | 149   | 124                | 42    | 165   | 42                 | 9     | 51    | 58                 | 7     | 65    | 88                  | 13    | 100   |
| Females 35-64     | 95                 | 33    | 128   | 113                 | 45    | 158   | 131                 | 44    | 175   | 152                | 50    | 202   | 61                 | 19    | 80    | 60                 | 23    | 84    | 89                  | 35    | 124   |
| Females 35+       | 107                | 44    | 151   | 121                 | 49    | 170   | 143                 | 57    | 200   | 172                | 72    | 244   | 79                 | 29    | 108   | 65                 | 32    | 97    | 96                  | 48    | 144   |

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*"Total" refers to the combined total of Primary and Additional Listeners of XM Satellite Radio*

*"AQH (00)" refers to Average Quarter-Hour Persons and is expressed in hundreds*

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.*

## XM News & Information

### AQH Persons (00) - Males

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Males 12+         | 444                | 98    | 542   | 443                 | 61    | 504   | 640                 | 115   | 755   | 687                | 153   | 840   | 310                | 72    | 382   | 292                | 98    | 390   | 389                 | 134   | 523   |
| Males 18+         | 95                 | 383   | 378   | 131                 | 509   | 95    | 383                 | 378   | 131   | 509                | 95    | 383   | 378                | 131   | 509   | 95                 | 383   | 378   | 131                 | 509   | 95    |
| Males 18-34       | 62                 | 30    | 92    | 57                  | 16    | 73    | 98                  | 44    | 143   | 120                | 52    | 172   | 42                 | 19    | 61    | 21                 | 22    | 43    | 34                  | 30    | 65    |
| Males 18-49       | 216                | 54    | 270   | 196                 | 43    | 240   | 329                 | 88    | 417   | 360                | 87    | 447   | 157                | 33    | 190   | 121                | 35    | 156   | 149                 | 55    | 203   |
| Males 25-49       | 212                | 48    | 260   | 192                 | 41    | 232   | 324                 | 80    | 404   | 357                | 77    | 434   | 157                | 27    | 185   | 117                | 31    | 148   | 143                 | 51    | 194   |
| Males 25-54       | 296                | 56    | 352   | 265                 | 44    | 309   | 433                 | 83    | 516   | 450                | 85    | 535   | 211                | 37    | 248   | 211                | 44    | 255   | 273                 | 68    | 341   |
| Males 35-64       | 346                | 60    | 406   | 365                 | 41    | 406   | 493                 | 62    | 555   | 512                | 81    | 592   | 252                | 40    | 292   | 235                | 72    | 307   | 302                 | 98    | 400   |
| Males 35+         | 380                | 64    | 443   | 389                 | 42    | 431   | 544                 | 69    | 613   | 569                | 86    | 655   | 270                | 48    | 318   | 259                | 73    | 332   | 336                 | 99    | 435   |

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*"Total" refers to the combined total of Primary and Additional Listeners of XM Satellite Radio*

*"AQH (00)" refers to Average Quarter-Hour Persons and is expressed in hundreds*

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.*

## XM News & Information

### AQH Persons (00) - Persons

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Persons 12+       | 567                | 158   | 725   | 570                 | 114   | 684   | 802                 | 180   | 983   | 887                | 265   | 1152  | 398                | 112   | 510   | 372                | 149   | 521   | 507                 | 209   | 716   |
| Persons 18+       | 565                | 143   | 708   | 570                 | 107   | 677   | 802                 | 171   | 973   | 886                | 222   | 1108  | 398                | 106   | 505   | 367                | 131   | 498   | 496                 | 186   | 683   |
| Persons 18-34     | 78                 | 35    | 114   | 65                  | 17    | 82    | 120                 | 46    | 166   | 150                | 64    | 214   | 53                 | 29    | 81    | 34                 | 27    | 61    | 54                  | 39    | 94    |
| Persons 18-49     | 274                | 77    | 351   | 261                 | 78    | 339   | 402                 | 123   | 526   | 451                | 131   | 583   | 194                | 50    | 244   | 164                | 41    | 205   | 214                 | 66    | 280   |
| Persons 25-49     | 269                | 69    | 338   | 255                 | 76    | 331   | 397                 | 116   | 513   | 449                | 113   | 562   | 194                | 37    | 231   | 158                | 38    | 196   | 207                 | 62    | 269   |
| Persons 25-54     | 375                | 78    | 454   | 359                 | 81    | 440   | 541                 | 122   | 664   | 572                | 127   | 699   | 252                | 46    | 298   | 270                | 50    | 320   | 362                 | 79    | 441   |
| Persons 35-64     | 441                | 92    | 534   | 477                 | 86    | 563   | 621                 | 107   | 729   | 662                | 131   | 793   | 312                | 59    | 371   | 298                | 93    | 391   | 394                 | 129   | 523   |
| Persons 35+       | 487                | 107   | 594   | 508                 | 91    | 599   | 685                 | 126   | 811   | 739                | 158   | 897   | 347                | 78    | 426   | 327                | 102   | 429   | 435                 | 145   | 580   |

*"Primary" refers to Primary Listeners of XM Satellite Radio*

*"Add'l" refers to Additional Listeners of XM Satellite Radio*

*"Total" refers to the combined total of Primary and Additional Listeners of XM Satellite Radio*

*"AQH (00)" refers to Average Quarter-Hour Persons and is expressed in hundreds*

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.*



## XM Entertainment

### AQH Persons (00) - Females

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Females 12+       | 57                 | 24    | 80    | 45                  | 14    | 59    | 69                  | 16    | 86    | 96                 | 42    | 138   | 64                 | 29    | 93    | 29                 | 21    | 50    | 38                  | 28    | 66    |
| Females 18+       | 56                 | 21    | 77    | 45                  | 13    | 58    | 69                  | 14    | 83    | 95                 | 33    | 128   | 64                 | 28    | 92    | 29                 | 18    | 47    | 37                  | 24    | 61    |
| Females 18-34     | 8                  | 4     | 13    | 7                   | 1     | 7     | 6                   | 3     | 9     | 13                 | 6     | 19    | 16                 | 12    | 28    | 3                  | --    | 3     | 4                   | --    | 4     |
| Females 18-49     | 35                 | 8     | 43    | 28                  | 4     | 32    | 47                  | 7     | 54    | 60                 | 16    | 76    | 38                 | 19    | 57    | 15                 | 1     | 16    | 19                  | --    | 19    |
| Females 25-49     | 33                 | 8     | 41    | 27                  | 4     | 31    | 44                  | 5     | 49    | 61                 | 16    | 77    | 35                 | 19    | 54    | 15                 | 1     | 16    | 18                  | --    | 18    |
| Females 25-54     | 45                 | 13    | 58    | 37                  | 5     | 43    | 58                  | 8     | 66    | 79                 | 27    | 106   | 45                 | 22    | 67    | 22                 | 7     | 29    | 30                  | 6     | 35    |
| Females 35-64     | 46                 | 15    | 60    | 38                  | 12    | 50    | 63                  | 10    | 73    | 81                 | 25    | 106   | 41                 | 16    | 57    | 25                 | 13    | 39    | 33                  | 16    | 49    |
| Females 35+       | 48                 | 17    | 64    | 39                  | 13    | 51    | 64                  | 11    | 75    | 82                 | 27    | 109   | 48                 | 16    | 64    | 26                 | 18    | 43    | 33                  | 23    | 56    |

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*"Total" refers to the combined total of Primary and Additional Listeners of XM Satellite Radio*

*"AQH (00)" refers to Average Quarter-Hour Persons and is expressed in hundreds*

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.*

## XM Entertainment AQH Persons (00) - Males

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Males 12+         | 286                | 59    | 344   | 269                 | 26    | 294   | 394                 | 55    | 449   | 426                | 81    | 507   | 259                | 45    | 303   | 181                | 83    | 264   | 245                 | 107   | 352   |
| Males 18+         | 283                | 51    | 334   | 268                 | 24    | 292   | 389                 | 51    | 440   | 422                | 71    | 494   | 257                | 41    | 298   | 178                | 68    | 246   | 241                 | 91    | 333   |
| Males 18-34       | 70                 | 22    | 92    | 38                  | 9     | 47    | 98                  | 22    | 120   | 117                | 39    | 156   | 57                 | 20    | 76    | 51                 | 25    | 75    | 65                  | 33    | 98    |
| Males 18-49       | 183                | 37    | 220   | 158                 | 21    | 179   | 244                 | 36    | 280   | 291                | 58    | 349   | 157                | 28    | 184   | 124                | 46    | 170   | 170                 | 60    | 230   |
| Males 25-49       | 174                | 30    | 205   | 153                 | 18    | 171   | 231                 | 30    | 261   | 276                | 46    | 322   | 151                | 22    | 173   | 118                | 37    | 155   | 160                 | 48    | 209   |
| Males 25-54       | 203                | 39    | 242   | 199                 | 21    | 219   | 263                 | 42    | 305   | 318                | 57    | 375   | 178                | 26    | 205   | 132                | 51    | 183   | 180                 | 65    | 245   |
| Males 35-64       | 193                | 27    | 220   | 218                 | 15    | 232   | 260                 | 29    | 289   | 295                | 32    | 326   | 169                | 13    | 182   | 114                | 41    | 155   | 163                 | 53    | 216   |
| Males 35+         | 213                | 29    | 243   | 231                 | 15    | 247   | 291                 | 29    | 320   | 305                | 32    | 336   | 201                | 21    | 222   | 128                | 43    | 172   | 177                 | 59    | 236   |

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*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.*

## XM Entertainment AQH Persons (00) - Persons

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Persons 12+       | 342                | 83    | 425   | 313                 | 40    | 353   | 462                 | 72    | 534   | 521                | 123   | 644   | 322                | 74    | 396   | 211                | 102   | 313   | 285                 | 133   | 417   |
| Persons 18+       | 339                | 72    | 411   | 312                 | 37    | 349   | 457                 | 65    | 523   | 516                | 105   | 621   | 321                | 69    | 390   | 208                | 85    | 293   | 280                 | 113   | 393   |
| Persons 18-34     | 78                 | 26    | 104   | 45                  | 9     | 54    | 104                 | 25    | 129   | 130                | 46    | 175   | 73                 | 32    | 105   | 53                 | 25    | 77    | 68                  | 33    | 100   |
| Persons 18-49     | 218                | 45    | 263   | 186                 | 25    | 211   | 291                 | 43    | 334   | 351                | 74    | 425   | 194                | 46    | 241   | 140                | 45    | 185   | 189                 | 59    | 247   |
| Persons 25-49     | 208                | 38    | 246   | 180                 | 22    | 202   | 275                 | 35    | 310   | 336                | 62    | 398   | 186                | 41    | 227   | 133                | 37    | 170   | 180                 | 47    | 227   |
| Persons 25-54     | 248                | 52    | 300   | 235                 | 26    | 262   | 320                 | 51    | 371   | 396                | 84    | 480   | 223                | 49    | 271   | 156                | 57    | 212   | 211                 | 70    | 281   |
| Persons 35-64     | 239                | 41    | 280   | 254                 | 27    | 281   | 321                 | 39    | 360   | 374                | 57    | 432   | 209                | 29    | 238   | 141                | 53    | 193   | 198                 | 67    | 266   |
| Persons 35+       | 261                | 46    | 307   | 269                 | 28    | 297   | 353                 | 41    | 394   | 386                | 59    | 445   | 248                | 37    | 285   | 156                | 60    | 215   | 213                 | 80    | 293   |

*"Primary" refers to Primary Listeners of XM Satellite Radio*

*"Add'l" refers to Additional Listeners of XM Satellite Radio*

*"Total" refers to the combined total of Primary and Additional Listeners of XM Satellite Radio*

*"AQH (00)" refers to Average Quarter-Hour Persons and is expressed in hundreds*

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.*

## XM Complete AQH Persons (00) - Females

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Females 12+       | 219                | 107   | 326   | 187                 | 68    | 255   | 279                 | 89    | 368   | 357                | 162   | 519   | 181                | 81    | 262   | 159                | 134   | 292   | 231                 | 188   | 419   |
| Females 18+       | 219                | 80    | 299   | 187                 | 63    | 250   | 279                 | 73    | 352   | 356                | 119   | 475   | 181                | 75    | 256   | 158                | 81    | 240   | 230                 | 120   | 350   |
| Females 18-34     | 41                 | 15    | 55    | 16                  | 2     | 17    | 40                  | 5     | 45    | 62                 | 19    | 81    | 36                 | 22    | 58    | 48                 | 22    | 70    | 71                  | 31    | 102   |
| Females 18-49     | 125                | 40    | 164   | 104                 | 40    | 144   | 161                 | 43    | 204   | 204                | 61    | 265   | 101                | 42    | 143   | 93                 | 30    | 123   | 139                 | 45    | 184   |
| Females 25-49     | 122                | 36    | 159   | 103                 | 39    | 142   | 159                 | 42    | 201   | 203                | 53    | 256   | 97                 | 33    | 130   | 91                 | 30    | 121   | 136                 | 45    | 181   |
| Females 25-54     | 158                | 44    | 202   | 143                 | 43    | 187   | 212                 | 49    | 261   | 258                | 72    | 330   | 113                | 39    | 152   | 115                | 36    | 151   | 172                 | 51    | 222   |
| Females 35-64     | 161                | 52    | 213   | 163                 | 58    | 221   | 226                 | 56    | 282   | 272                | 78    | 351   | 121                | 43    | 164   | 95                 | 46    | 141   | 138                 | 68    | 206   |
| Females 35+       | 178                | 65    | 244   | 172                 | 63    | 235   | 240                 | 69    | 309   | 294                | 102   | 396   | 145                | 53    | 198   | 111                | 59    | 170   | 161                 | 88    | 248   |

*"Primary" refers to Primary Listeners of XM Satellite Radio*

*"Add'l" refers to Additional Listeners of XM Satellite Radio*

*"Total" refers to the combined total of Primary and Additional Listeners of XM Satellite Radio*

*"AQH (00)" refers to Average Quarter-Hour Persons and is expressed in hundreds*

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.*



## XM Complete AQH Persons (00) - Males

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Males 12+         | 924                | 208   | 1131  | 880                 | 102   | 982   | 1316                | 203   | 1519  | 1403               | 268   | 1671  | 703                | 136   | 840   | 623                | 298   | 920   | 841                 | 393   | 1234  |
| Males 18+         | 919                | 190   | 1109  | 877                 | 96    | 973   | 1310                | 195   | 1504  | 1397               | 232   | 1629  | 701                | 119   | 820   | 615                | 274   | 890   | 828                 | 368   | 1196  |
| Males 18-34       | 194                | 82    | 276   | 155                 | 26    | 181   | 284                 | 77    | 361   | 330                | 99    | 430   | 136                | 41    | 177   | 115                | 144   | 259   | 163                 | 187   | 350   |
| Males 18-49       | 540                | 130   | 670   | 477                 | 77    | 555   | 773                 | 149   | 923   | 863                | 161   | 1024  | 410                | 64    | 474   | 352                | 183   | 535   | 467                 | 248   | 715   |
| Males 25-49       | 514                | 113   | 626   | 458                 | 71    | 530   | 743                 | 127   | 871   | 828                | 133   | 961   | 396                | 51    | 447   | 326                | 163   | 489   | 433                 | 222   | 656   |
| Males 25-54       | 648                | 130   | 778   | 596                 | 77    | 674   | 918                 | 145   | 1062  | 986                | 155   | 1142  | 488                | 65    | 553   | 458                | 189   | 647   | 614                 | 257   | 870   |
| Males 35-64       | 668                | 98    | 767   | 688                 | 68    | 756   | 940                 | 107   | 1047  | 995                | 122   | 1117  | 512                | 54    | 566   | 455                | 130   | 585   | 608                 | 177   | 786   |
| Males 35+         | 726                | 108   | 834   | 726                 | 70    | 796   | 1028                | 117   | 1145  | 1067               | 132   | 1199  | 567                | 78    | 645   | 496                | 133   | 629   | 659                 | 184   | 844   |

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*"Add'l" refers to Additional Listeners of XM Satellite Radio*

*"Total" refers to the combined total of Primary and Additional Listeners of XM Satellite Radio*

*"AQH (00)" refers to Average Quarter-Hour Persons and is expressed in hundreds*

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.*

## XM Complete AQH Persons (00) - Persons

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Persons 12+       | 1143               | 314   | 1457  | 1064                | 171   | 1235  | 1591                | 294   | 1885  | 1756               | 431   | 2188  | 883                | 218   | 1101  | 785                | 426   | 1212  | 1077                | 575   | 1652  |
| Persons 18+       | 1138               | 269   | 1408  | 1062                | 160   | 1222  | 1586                | 269   | 1855  | 1750               | 353   | 2103  | 881                | 194   | 1076  | 777                | 350   | 1127  | 1062                | 480   | 1542  |
| Persons 18-34     | 234                | 96    | 331   | 171                 | 28    | 199   | 325                 | 82    | 407   | 394                | 118   | 512   | 173                | 63    | 236   | 162                | 165   | 327   | 233                 | 216   | 450   |
| Persons 18-49     | 665                | 170   | 834   | 581                 | 117   | 698   | 934                 | 194   | 1128  | 1067               | 223   | 1290  | 511                | 106   | 617   | 445                | 209   | 654   | 607                 | 288   | 894   |
| Persons 25-49     | 636                | 149   | 785   | 561                 | 111   | 671   | 901                 | 170   | 1071  | 1030               | 187   | 1217  | 493                | 84    | 577   | 418                | 190   | 608   | 570                 | 264   | 834   |
| Persons 25-54     | 806                | 175   | 980   | 738                 | 121   | 859   | 1127                | 194   | 1321  | 1242               | 227   | 1469  | 600                | 104   | 704   | 576                | 223   | 799   | 789                 | 304   | 1093  |
| Persons 35-64     | 830                | 150   | 980   | 848                 | 126   | 974   | 1162                | 164   | 1326  | 1263               | 202   | 1465  | 631                | 97    | 728   | 555                | 172   | 727   | 754                 | 240   | 994   |
| Persons 35+       | 904                | 173   | 1077  | 895                 | 133   | 1028  | 1263                | 187   | 1450  | 1357               | 235   | 1592  | 709                | 132   | 841   | 612                | 189   | 801   | 827                 | 268   | 1095  |

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*"Total" refers to the combined total of Primary and Additional Listeners of XM Satellite Radio*

*"AQH (00)" refers to Average Quarter-Hour Persons and is expressed in hundreds*

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.*

## Seven-Day Cume for Primary Listeners

### Cume Persons (00) - Females

| Demographic Group | XM Complete | XM Entertainment | XM News & Information | XM Sports |
|-------------------|-------------|------------------|-----------------------|-----------|
| Females 12+       | 3478        | 1545             | 1997                  | 550       |
| Females 18+       | 3446        | 1535             | 1987                  | 549       |
| Females 18-34     | 646         | 312              | 257                   | 131       |
| Females 18-49     | 2062        | 977              | 1010                  | 337       |
| Females 25-49     | 1979        | 922              | 993                   | 329       |
| Females 25-54     | 2461        | 1126             | 1311                  | 413       |
| Females 35-64     | 2554        | 1122             | 1550                  | 379       |
| Females 35+       | 2798        | 1225             | 1727                  | 419       |

*Note: These estimates are projectable to the XM Primary Listener universe. Please see the "Description of Methodology" for more information. Estimates for Seven-Day Cume Persons are expressed in hundreds.*



## Seven-Day Cume for Primary Listeners

### Cume Persons (00) - Males

| Demographic Group | XM Complete | XM Entertainment | XM News & Information | XM Sports |
|-------------------|-------------|------------------|-----------------------|-----------|
| Males 12+         | 8788        | 4631             | 5273                  | 2887      |
| Males 18+         | 8716        | 4585             | 5274                  | 2864      |
| Males 18-34       | 2073        | 1233             | 962                   | 777       |
| Males 18-49       | 5411        | 3137             | 2938                  | 1909      |
| Males 25-49       | 5010        | 2878             | 2825                  | 1755      |
| Males 25-54       | 6131        | 3384             | 3619                  | 2119      |
| Males 35-64       | 6053        | 3087             | 3871                  | 1996      |
| Males 35+         | 6633        | 3348             | 4300                  | 2082      |

*Note: These estimates are projectable to the XM Primary Listener universe. Please see the "Description of Methodology" for more information. Estimates for Seven-Day Cume Persons are expressed in hundreds.*

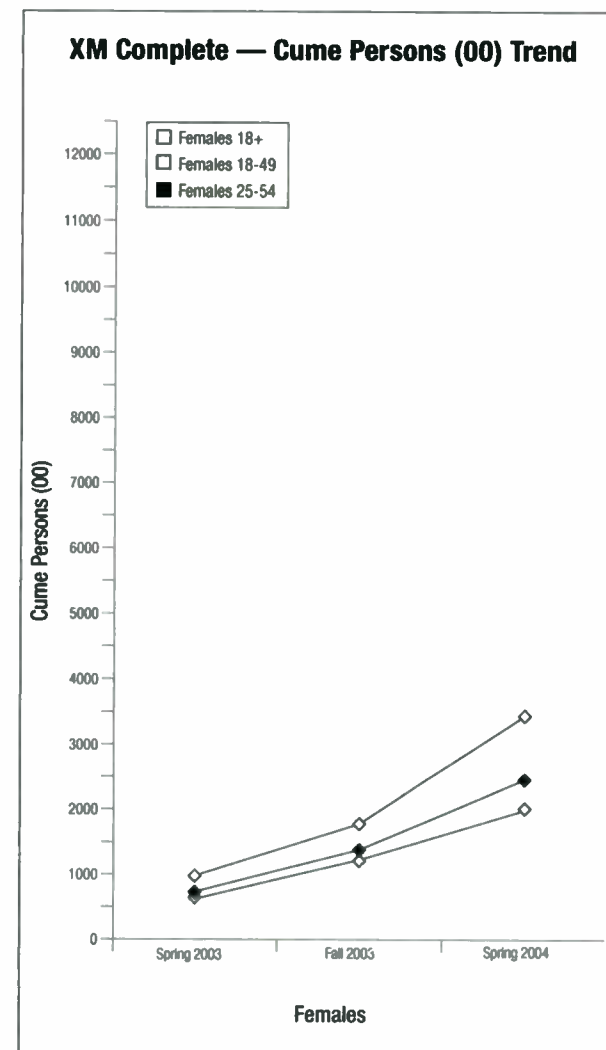
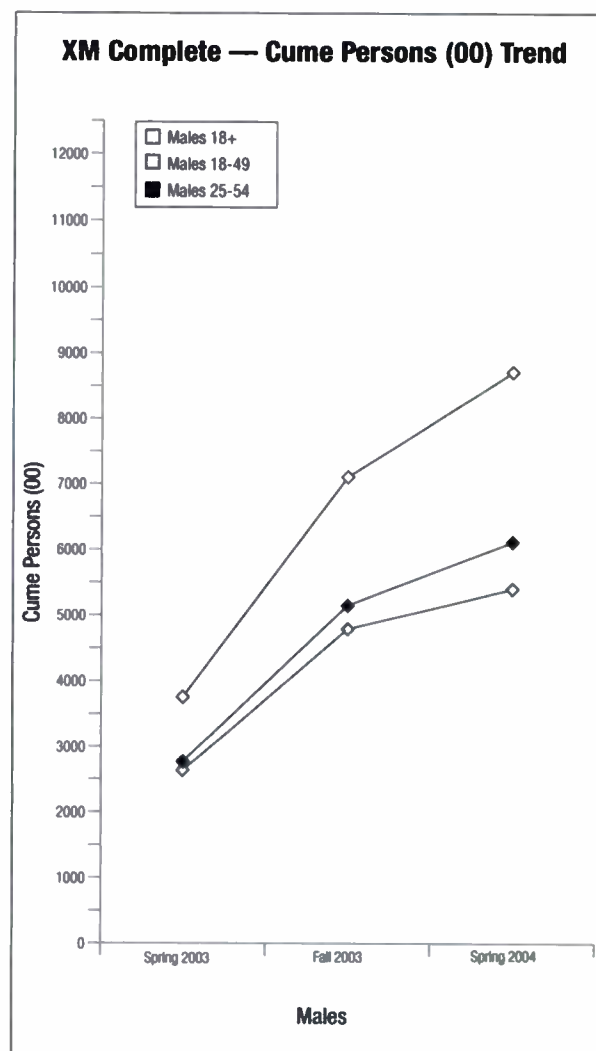
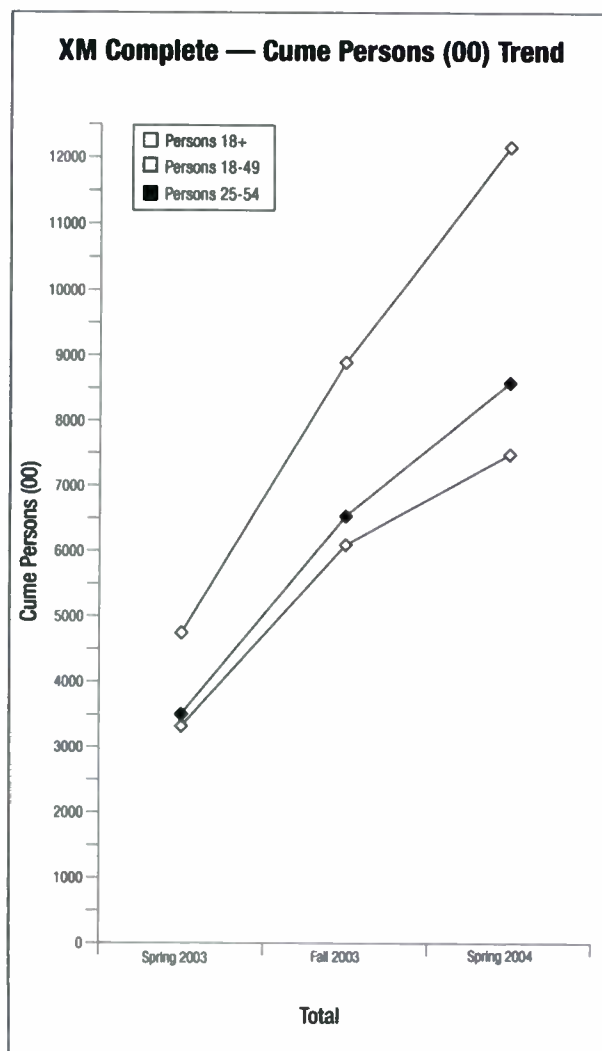
## Seven-Day Cume for Primary Listeners

### Cume Persons (00)

| Demographic Group | XM Complete | XM Entertainment | XM News & Information | XM Sports |
|-------------------|-------------|------------------|-----------------------|-----------|
| Persons 12+       | 12266       | 6175             | 7267                  | 3424      |
| Persons 18+       | 12161       | 6111             | 7251                  | 3418      |
| Persons 18-34     | 2718        | 1544             | 1222                  | 909       |
| Persons 18-49     | 7480        | 4103             | 3940                  | 2239      |
| Persons 25-49     | 6987        | 3792             | 3815                  | 2091      |
| Persons 25-54     | 8595        | 4511             | 4923                  | 2533      |
| Persons 35-64     | 8605        | 4217             | 5428                  | 2379      |
| Persons 35+       | 9429        | 4571             | 6025                  | 2493      |

*Note: These estimates are projectable to the XM Primary Listener universe. Please see the "Description of Methodology" for more information. Estimates for Seven-Day Cume Persons are expressed in hundreds.*

# Seven-Day Cume Persons Trend for XM Complete (Primary Listeners)



\*See page 6 for a listing of the specific channels associated with XM Complete.

Channels not on the air prior to Spring 2004 are not included in the results for Spring 2003 or Fall 2003.



# Custom Listening Study from Arbitron

- Cume Estimates
- AQH Estimates by XM Channel Group

# Determination of Persons Estimates

Persons estimates for the XM Channel Groups were obtained by using the following information:

- Total Number of current subscribers to XM Satellite Radio (as of June 30, 2004, XM Satellite Radio reports a total of 2,100,352 subscribers).
- The percent of completed interviews for Primary Listeners in this study as represented by a given demographic group (see Table 1, "Percent of Completed Interviews for Primary Listeners").
- The proportion of Primary Listeners within a specific demographic group to the number of Additional Listeners within that same demographic group (see Table 1, "Additional Listener Factor").
- The Average Quarter-Hour Rating\* for an XM Channel Group within a given demographic group for both Primary and Additional Listeners.

Total Persons Estimate =

$$\text{Primary Listener Persons Estimate} + \text{Additional Listener Persons Estimate}$$

\* Average Quarter-Hour Ratings are not presented in this book. To obtain the AQH Rating for any Channel Group: 1) Divide the AQH Persons Estimate by the estimated number of XM Satellite Radio subscribers within that demographic group; 2) Multiply by 100.

## EXAMPLE:

XM Channel Group A:

### XM Sample

Demographic Group/Daypart:

**Persons 18-49 (Mon-Fri 3PM-7PM)**

Additional Listener Factor:

**1.0 for Persons 18-49 (from Table 1)**

Average Quarter-Hour Rating for Primary Listeners:\*

**9.5**

Average Quarter-Hour Rating for Additional Listeners:\*

**2.1**

The percent of completed interviews in this study for Persons 18-49 is:

**59.6%**

Estimate of XM Satellite Radio subscribers age 18-49 (as of June 30, 2004):

$$2,100,352 \times 0.596 = 1,251,810$$

Persons 18-49 Estimate for Primary Listeners:

$$0.095 \times 1,251,810 = 118,922 \text{ persons}$$

Persons 18-49 Estimate for Additional Listeners:

$$0.021 \times (1.0 \times 1,251,810) = 26,288 \text{ persons}$$

Total Persons 18-49 Estimate:

$$118,922 + 26,288 = 145,210$$

**Table 1: Additional Listener Factors**

| Demographic   | Number of Completed Interviews for Primary Listeners | Percent of Completed Interviews for Primary Listeners | Number of Additional Listeners | Percent of Additional Listeners | Additional Listener Factor |
|---------------|--|---|--------------------------------|---------------------------------|----------------------------|
| Persons 12+   | 3,513  | 100.0   | 3,630                          | 100.0                           | 1.0                        |
| Persons 18+   | 3,465  | 98.6  | 3,075                          | 84.7                            | 0.9                        |
| Persons 18-34 | 792  | 22.5  | 1,085                          | 29.9                            | 1.4                        |
| Persons 18-49 | 2,092  | 59.6  | 2,077                          | 57.2                            | 1.0                        |
| Persons 25-49 | 1,922  | 54.7  | 1,637                          | 45.1                            | 0.9                        |
| Persons 25-54 | 2,380  | 67.7  | 1,994                          | 54.9                            | 0.8                        |
| Persons 35-64 | 2,383  | 67.8  | 1,754                          | 48.3                            | 0.7                        |
| Persons 35+   | 2,673  | 76.1  | 1,990                          | 54.8                            | 0.7                        |
| Males 12+     | 2,333  | 66.4  | 1,799                          | 49.6                            | 0.8                        |
| Males 18+     | 2,303  | 65.6  | 1,516                          | 41.8                            | 0.7                        |
| Males 18-34   | 553  | 15.7  | 561                            | 15.5                            | 1.0                        |
| Males 18-49   | 1,388  | 39.5  | 1,036                          | 28.5                            | 0.7                        |
| Males 25-49   | 1,260  | 35.9  | 808                            | 22.3                            | 0.6                        |
| Males 25-54   | 1,568  | 44.6  | 978                            | 26.9                            | 0.6                        |
| Males 35-64   | 1,560  | 44.4  | 841                            | 23.2                            | 0.5                        |
| Males 35+     | 1,750  | 49.8  | 955                            | 26.3                            | 0.5                        |
| Females 12+   | 1,180  | 33.6  | 1,831                          | 50.4                            | 1.6                        |
| Females 18+   | 1,162  | 33.1  | 1,559                          | 42.9                            | 1.3                        |
| Females 18-34 | 239  | 6.8   | 524                            | 14.4                            | 2.2                        |
| Females 18-49 | 704  | 20.0  | 1,041                          | 28.7                            | 1.5                        |
| Females 25-49 | 662  | 18.8  | 829                            | 22.8                            | 1.3                        |
| Females 25-54 | 812  | 23.1  | 1,016                          | 28.0                            | 1.3                        |
| Females 35-64 | 823  | 23.4  | 913                            | 25.2                            | 1.1                        |
| Females 35+   | 923  | 26.3  | 1,035                          | 28.5                            | 1.1                        |

Based on Persons 12+

# XM Channel Groups

Audience estimates are provided later in the report for XM Channel Groups. Below is a list of the channels that make up each of the groups. Custom Channel Groups are also available. Contact XM Satellite Radio directly for more information.

## XM Complete

ABC News & Talk  
America Left  
America Right  
Ask!  
Bloomberg Radio  
CNBC  
CNN  
CNN en Español  
CNN Headline News  
Discovery Radio  
E! Entertainment Radio  
ESPNEWS  
ESPN Radio  
Extreme XM  
FamilyTalk  
Fox News  
Fox Sports Radio  
Laugh USA  
MSNBC  
MTV Radio  
NASCAR Radio  
Open Road  
The Power  
RadioClassics  
Radio Disney  
Sonic Theater  
The Sporting News  
VH1 Radio  
The Weather Channel  
XM Comedy  
XM Kids

## XM Entertainment

Discovery Radio  
E! Entertainment Radio  
Extreme XM  
Laugh USA  
MTV Radio  
Open Road  
RadioClassics  
Sonic Theater  
VH1 Radio  
XM Comedy

## XM News & Information

ABC News & Talk  
America Left  
America Right  
Ask!  
Bloomberg Radio  
CNBC  
CNN  
CNN en Español  
CNN Headline News  
FamilyTalk  
Fox News  
MSNBC  
The Power  
The Weather Channel

## XM Sports

ESPNEWS  
ESPN Radio  
Fox Sports Radio  
NASCAR Radio  
The Sporting News

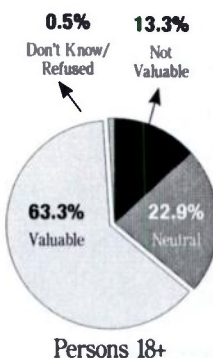


## XM Traffic and Weather *(continued)*

### How valuable is the weather condition and temperature information that is displayed on your XM satellite radio?

(1-5 scale, where 1 is "Not at All Valuable" and 5 is "Extremely Valuable")

|               | Not Valuable<br>1-2<br>(%) | Neutral<br>3<br>(%) | Valuable<br>4-5<br>(%) | Don't Know/<br>Refused<br>(%) | Number |
|---------------|----------------------------|---------------------|------------------------|-------------------------------|--------|
| Persons 18+   | 13.3                       | 22.9                | 63.3                   | 0.5                           | 571    |
| Persons 18-49 | 12.2                       | 22.4                | 64.5                   | 0.8                           | 370    |
| Persons 25-54 | 13.1                       | 23.5                | 62.7                   | 0.7                           | 405    |
| Males 18+     | 16.3                       | 22.0                | 61.0                   | 0.7                           | 405    |
| Males 18-49   | 14.3                       | 23.0                | 61.6                   | 1.1                           | 274    |
| Males 25-54   | 16.1                       | 22.8                | 60.1                   | 1.0                           | 298    |
| Females 18+   | 6.0                        | 25.3                | 68.7                   | 0.0                           | 166    |
| Females 18-49 | 6.2                        | 20.8                | 72.9                   | 0.0                           | 96     |
| Females 25-54 | 4.7                        | 25.2                | 70.1                   | 0.0                           | 107    |

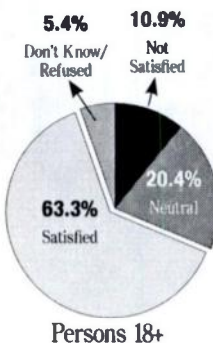


Based only on people who indicated that they look at the radio for weather/temperature information.

### How satisfied are you with the traffic and weather information currently available on XM?

(1-5 scale, where 1 is "Not at All Satisfied" and 5 is "Extremely Satisfied")

|               | Not Satisfied<br>1-2<br>(%) | Neutral<br>3<br>(%) | Satisfied<br>4-5<br>(%) | Don't Know/<br>Refused<br>(%) | Number |
|---------------|-----------------------------|---------------------|-------------------------|-------------------------------|--------|
| Persons 18+   | 10.9                        | 20.4                | 63.3                    | 5.4                           | 1,428  |
| Persons 18-49 | 10.7                        | 20.6                | 64.4                    | 4.2                           | 864    |
| Persons 25-54 | 10.7                        | 21.2                | 63.5                    | 4.7                           | 985    |
| Males 18+     | 13.2                        | 21.7                | 60.3                    | 4.8                           | 978    |
| Males 18-49   | 12.6                        | 22.5                | 61.4                    | 3.5                           | 596    |
| Males 25-54   | 12.5                        | 23.0                | 60.7                    | 3.9                           | 675    |
| Females 18+   | 6.0                         | 17.6                | 69.7                    | 6.7                           | 450    |
| Females 18-49 | 6.8                         | 16.4                | 71.3                    | 5.6                           | 268    |
| Females 25-54 | 6.7                         | 17.4                | 69.4                    | 6.5                           | 310    |

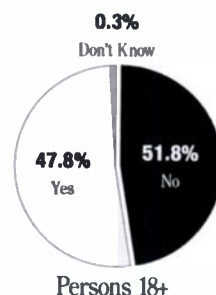


Asked of people who said they had ever listened to any of XM's traffic and weather channels.

# XM Traffic and Weather

## Have you ever listened to any of XM's traffic and weather channels?

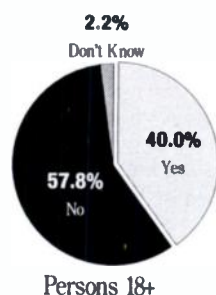
|               | Yes (%) | No (%) | Don't Know (%) | Number |
|---------------|---------|--------|----------------|--------|
| Persons 18+   | 47.8    | 51.8   | 0.3            | 2,982  |
| Persons 18-49 | 47.1    | 52.6   | 0.3            | 1,835  |
| Persons 25-54 | 47.6    | 52.1   | 0.3            | 2,071  |
| Males 18+     | 48.2    | 51.5   | 0.3            | 2,025  |
| Males 18-49   | 48.1    | 51.5   | 0.3            | 1,238  |
| Males 25-54   | 48.4    | 51.4   | 0.3            | 1,396  |
| Females 18+   | 47.0    | 52.6   | 0.4            | 957    |
| Females 18-49 | 44.9    | 54.8   | 0.3            | 597    |
| Females 25-54 | 45.9    | 53.8   | 0.3            | 675    |



Asked of all respondents.

## Do you ever look at the radio to see the current weather conditions and temperature?

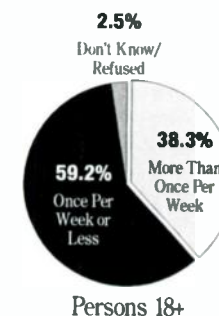
|               | Yes (%) | No (%) | Don't Know (%) | Number |
|---------------|---------|--------|----------------|--------|
| Persons 18+   | 40.0    | 57.8   | 2.2            | 1,428  |
| Persons 18-49 | 42.8    | 55.2   | 2.0            | 864    |
| Persons 25-54 | 41.1    | 56.8   | 2.1            | 985    |
| Males 18+     | 41.4    | 56.9   | 1.7            | 978    |
| Males 18-49   | 46.0    | 52.7   | 1.3            | 596    |
| Males 25-54   | 44.1    | 54.4   | 1.5            | 675    |
| Females 18+   | 36.9    | 60.0   | 3.1            | 450    |
| Females 18-49 | 35.8    | 60.8   | 3.4            | 268    |
| Females 25-54 | 34.5    | 61.9   | 3.5            | 310    |



Unless noted otherwise, all items were asked of people who said they had ever listened to any of XM's traffic and weather channels.

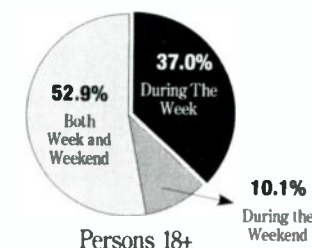
## How often do you listen to the traffic and weather channels on XM?

|               | More Than Once Per Week (%) | At Least Once Per Day (%) | Almost Every Day (%) | At Least a Couple Times a Week (%) | Once a Week or Less (%) | Don't Know/Refused (%) | Number |
|---------------|-----------------------------|---------------------------|----------------------|------------------------------------|-------------------------|------------------------|--------|
| Persons 18+   | 38.3                        | 12.6                      | 5.4                  | 20.3                               | 59.2                    | 2.5                    | 1,428  |
| Persons 18-49 | 38.1                        | 12.6                      | 4.9                  | 20.6                               | 59.8                    | 2.1                    | 864    |
| Persons 25-54 | 39.7                        | 13.4                      | 5.3                  | 21.0                               | 57.7                    | 2.6                    | 985    |
| Males 18+     | 39.8                        | 14.0                      | 5.8                  | 20.0                               | 57.6                    | 2.6                    | 978    |
| Males 18-49   | 39.5                        | 14.1                      | 4.9                  | 20.5                               | 58.2                    | 2.3                    | 596    |
| Males 25-54   | 41.7                        | 14.8                      | 5.6                  | 21.3                               | 55.6                    | 2.7                    | 675    |
| Females 18+   | 34.9                        | 9.6                       | 4.4                  | 20.9                               | 62.9                    | 2.2                    | 450    |
| Females 18-49 | 35.1                        | 9.3                       | 4.9                  | 20.9                               | 63.4                    | 1.5                    | 268    |
| Females 25-54 | 35.1                        | 10.3                      | 4.5                  | 20.3                               | 62.3                    | 2.6                    | 310    |



## When do you listen to XM's traffic and weather channels?

|               | During the Week (%) | During the Weekend (%) | Both Week and Weekend (%) | Number |
|---------------|---------------------|------------------------|---------------------------|--------|
| Persons 18+   | 37.0                | 10.1                   | 52.9                      | 1,428  |
| Persons 18-49 | 39.8                | 9.8                    | 50.3                      | 864    |
| Persons 25-54 | 38.2                | 9.6                    | 52.2                      | 985    |
| Males 18+     | 40.6                | 8.7                    | 50.7                      | 978    |
| Males 18-49   | 43.0                | 8.4                    | 48.7                      | 596    |
| Males 25-54   | 41.0                | 8.3                    | 50.7                      | 675    |
| Females 18+   | 29.1                | 13.1                   | 57.8                      | 450    |
| Females 18-49 | 32.8                | 13.1                   | 54.1                      | 268    |
| Females 25-54 | 31.9                | 12.6                   | 55.5                      | 310    |



# Additional Listener Profile

## Age

|          | Percent | Number |
|----------|---------|--------|
| Under 12 | 17.1    | 751    |
| 12-17    | 12.7    | 555    |
| 18-24    | 10.0    | 440    |
| 25-34    | 14.7    | 645    |
| 35-44    | 15.7    | 688    |
| 45-54    | 15.1    | 661    |
| 55-64    | 9.2     | 405    |
| 65+      | 5.4     | 236    |

## Gender

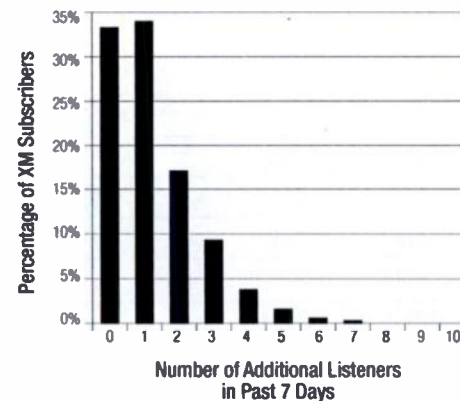
|        | Percent | Number |
|--------|---------|--------|
| Male   | 49.5    | 2,168  |
| Female | 50.5    | 2,213  |

## Household Member Status

|                       | Percent | Number |
|-----------------------|---------|--------|
| Household Members     | 69.4    | 3,042  |
| Not Household Members | 30.5    | 1,338  |
| Refused/Don't Know    | 0.0     | 1      |

## Additional Listeners

On average, respondents indicated that there are **1.3 additional people** (age 0+) who listened to their XM Satellite Radio in the past seven days.



All information based on Persons 0+.

# Primary Listener Profile

## Age

|       | Percent | Number |
|-------|---------|--------|
| 12-17 | 1.4     | 48     |
| 18-24 | 4.8     | 170    |
| 25-34 | 17.7    | 622    |
| 35-44 | 24.3    | 854    |
| 45-54 | 25.7    | 904    |
| 55-64 | 17.8    | 625    |
| 65+   | 8.3     | 290    |

## Highest Level of Education Completed\*

|                                 | Percent | Number |
|---------------------------------|---------|--------|
| Less Than 12th Grade            | 2.5     | 83     |
| High School Graduate or GED     | 20.9    | 689    |
| Some College                    | 25.8    | 851    |
| Bachelor's Degree               | 30.8    | 1,014  |
| Graduate or Postgraduate Degree | 18.4    | 605    |
| Refused/Don't Know              | 1.6     | 53     |

## Gender

|        | Percent | Number |
|--------|---------|--------|
| Male   | 66.4    | 2,333  |
| Female | 33.6    | 1,180  |

## Annual Household Income

|                      | Percent | Number |
|----------------------|---------|--------|
| Less Than \$25,000   | 2.5     | 88     |
| \$25,000 to \$49,999 | 11.3    | 398    |
| \$50,000 to \$74,999 | 17.5    | 615    |
| \$75,000 to \$99,999 | 17.3    | 609    |
| \$100,000 or More    | 34.8    | 1,221  |
| Refused/Don't Know   | 16.6    | 582    |

## Hispanic Origin

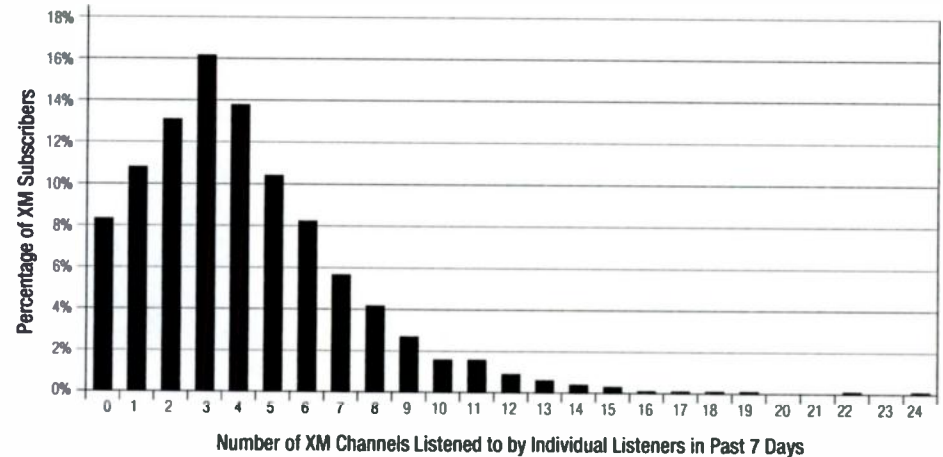
|                    | Percent | Number |
|--------------------|---------|--------|
| Yes                | 4.8     | 169    |
| No                 | 93.9    | 3,297  |
| Refused/Don't Know | 1.3     | 47     |

## Race

|                    | Percent | Number |
|--------------------|---------|--------|
| White              | 87.6    | 3,077  |
| Black              | 4.3     | 152    |
| Asian              | 0.7     | 23     |
| Other              | 5.5     | 192    |
| Refused/Don't Know | 2.0     | 69     |

## Channel Quantity

The average number of XM channels listened to in the past seven days is 4.1.



## Places People Listen to Their XM Radio

|                    | Percent | Number |
|--------------------|---------|--------|
| Car                | 89.6    | 3,149  |
| Home               | 32.1    | 1,127  |
| Work/Office        | 8.4     | 296    |
| Other              | 3.2     | 114    |
| Refused/Don't Know | 0.4     | 14     |

## Time Spent Listening

Average Time Spent Listening (TSL) per week to XM Satellite Radio:

24 hours and 55 minutes  
(Mon-Sun 6AM-MID, Persons 12+)

All information based on Persons 12+, except Education.

\*Based on Persons 25+

# XM Satellite Radio

## Preface

This report is designed to provide a compilation of radio audience estimates representing Primary Listeners and Additional Listeners of XM Satellite Radio 12 years of age and older. The estimates are based on listening information obtained in telephone interviews completed from April 19, 2004, to June 15, 2004. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition. Arbitron attempts to provide herein a summary description of methodology for Arbitron audience estimates contained later in this report.

## Warning

All Arbitron audience estimates are proprietary and confidential.

Each Arbitron audience estimate is copyrighted. The unauthorized use of any Arbitron audience estimate constitutes copyright infringement which could subject the infringer to statutory damages of up to \$150,000 and criminal penalties of up to five years imprisonment and a \$250,000 fine pursuant to Chapter 5, Sections 504 and 506 of Title 17 of the U.S. Code. All users of this report are referred to "Restrictions on Use" (Page A3).

## This Service Not Accredited by the MRC

This service is not part of a regular syndicated rating service accredited by the Media Rating Council (MRC). Arbitron has not requested MRC accreditation for this service. Arbitron does provide syndicated services which are accredited by the MRC.

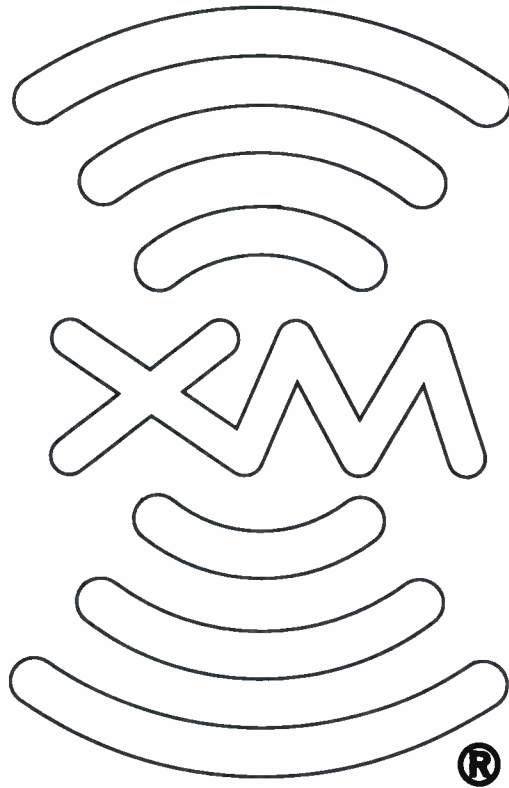
## Contents

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### Methodology

|                            |    |
|----------------------------|----|
| Description of Methodology | A1 |
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SATELLITE  
RADIO

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## Custom Listening Study from Arbitron

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Spring 2004







# SATELLITE RADIO

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Custom Listening  
Study from Arbitron

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Spring 2004



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RADIO**









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Users of audience estimates are referred to the current policies of the Federal Trade Commission relating to the use of audience estimates.



## Estimating the Reliability of Audience Ratings Estimates

The reliability of a survey estimate is generally defined in terms of the estimated margin of sampling error around the estimate, or confidence interval. The confidence interval describes the extent to which a survey estimate, based on a random sample of the population, may vary from the result that would be obtained through a complete census of the population. For this study, "population" refers to the total number of XM subscribers (3,229,124 as of 12/31/04). Confidence intervals can be obtained for any Primary Listener persons estimate in this report through two steps: (1) determine an estimated standard error, and (2) use the estimated standard error to construct a confidence interval around the persons estimate. To determine an estimate of standard error for AQH and Cume persons estimates, first note the Primary Listener persons estimate from the report. Next, note the sample size this estimate is based upon. The figures will be used in the formula for the estimated standard error, below:

$$\sqrt{\frac{p \cdot q}{N}}$$

In this equation, **p** equals the rating and **q** equals 100 minus the rating. **N** is the sample size upon which the estimate is based. For example, if Channel 2 has an AQH rating of 4.0 in a specific daypart and the estimate is based on a sample of 500, then the standard error is 0.88, or the square root of 4 times 96 divided by 500.

The confidence interval is the range around the estimate. In the example for Channel 2, the confidence interval is 3.12 to 4.88 around the estimated 4.0 rating.

The estimation above for one standard error will yield a 68 percent confidence interval; in other words, the user can be 68 percent confident that, in the example above, the rating for Channel 2 is within 0.88 rating points around the estimated rating of 4.0. To obtain higher levels of confidence, multipliers must be used. Typical multipliers are 1.65 for a 90 percent confidence interval, 1.96 for a 95 percent confidence interval, and 2.58 for a 99 percent confidence interval.

This discussion does not take into account the concept of Effective Sample Base (ESB). ESB estimates indicate the size of a simple random sample that would be required to provide the same degree of reliability as the sample or completed interviews used to produce the audience estimates in this report. In general, ESBs for Cume estimates will be less than the number of completed interviews, and ESBs for AQH estimates will be larger than the number of completed interviews.

## Sample Balancing

As there are currently not any known population estimates for XM Satellite Radio subscribers, no weighting system was applied for this study.

## Rounding of Estimates

Rounding occurs at various stages in the determination of audience estimates at demographic and daypart summation levels.

## Time Zones

Although calling occurred across various time zones, all daypart data were converted to Eastern Time prior to the determination of audience estimates.

## Limitations

In addition to sources of possible error described elsewhere in this report, the user should be aware of the following limitations:

- a. Estimates provided in this report are based only on Primary Listeners of XM Satellite Radio and Additional Listeners of XM Satellite Radio. Average Quarter-Hour and Cume estimates in this study are not equivalent to estimates used in other Arbitron national studies.
- b. The sample is drawn from a pool of XM Satellite Radio consumer subscribers provided directly by XM. Commercial subscribers were not included in this study.
- c. Effort is made to exclude households with a media affiliation. The inclusion or exclusion of such households from the sample is dependent on information revealed by a subscriber in response to Arbitron's media affiliation question at the beginning of the interview, or at any time thereafter.
- d. There may be instances where Arbitron instructions are not followed by the interviewer. Also, the interviewer may not be under the direct control of Arbitron, as independent market research suppliers are used by Arbitron.
- e. Nonresponding persons may have listening habits that differ from those of respondents.

f. The sample design and/or response patterns may preclude proportional representation of certain groups within the population such as ethnic groups, racial groups, persons in certain income or education groups, Primary Listeners under the age of 12, or persons whose primary language is other than English or Spanish. Such persons may have listening habits that differ from other persons.

g. Response errors resulting from memory failure, transcription by interviewers, misunderstanding of instructions, or other errors in the reporting, editing, coding and keying of data may be present. Arbitron maintains close supervision and controls to minimize these errors.

h. As personal telephone interviewers are used to collect all listening data, it is possible for variations in results by interviewer.

i. Defects and limitations found in data supplied by others are inherent in Arbitron estimates based thereon.

j. Rounding occurs at various stages in the determination of audience estimates, at demographic and daypart summation levels. Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts and/or demographic groups in the report may produce a result that may be incongruent with estimates for broader dayparts and/or demographic groups also contained in the report.

# Description of Methodology

## Sample Design and Selection

Sample for this study was selected from an initial randomly selected pool of 12,961 XM Satellite Radio consumer subscribers located in the contiguous United States. Names and telephone numbers were provided to Arbitron by XM.

A total of 8,193 records were selected for calling. Of those, 5,689 records were considered usable sample after response rate adjustments. With 2,028 completed interviews, this yielded a response rate of 35.6 percent.

Interviewers made at least eight attempts to reach each sample household during the period from November 15, 2004, to December 12, 2004. To increase the likelihood of establishing contact, calls were made at different hours throughout the morning, afternoon and evening and different days of the week. Interviewers were instructed to leave scripted messages on answering machines for specified calling attempts.

## Definitions of XM Satellite Radio Users for This Study

### Primary Listeners of XM Satellite Radio/

For this questionnaire, a Primary Listener was defined as the person who most often drives the vehicle containing an XM Satellite Radio or the person who uses the XM Satellite Radio most often if it is located at home or some other place. The Primary Listener in this study may not necessarily be the subscriber contact for XM Satellite Radio.

### Additional Listeners to XM Satellite Radio/

At the beginning of the interview, the Primary Listener was asked to enumerate all of the other people who listened to their XM Satellite Radio in the past seven days. Age, gender and household member status were collected for each additional person. These people represented the total pool of Additional Listeners for this study. When collecting specific listening occasions for XM Satellite Radio later in the interview, the Primary Listener was asked if any of the previously mentioned "Additional Listeners" listened at that time. No Additional Listener information was collected for AM/FM stations.

## Respondent Selection and Questionnaire

To qualify for participation in this study, a respondent must have been a resident of the household 12 years of age or older and a Primary Listener of XM Satellite Radio. Neither the respondent nor anyone in his or her household could be affiliated with a satellite radio company, a satellite television company, a radio or television station or network, or a cable system or network.

Respondents were asked a series of questions about their radio listening (AM/FM/XM). This included general questions about listening in the past seven days, as well as specific XM listening in the past 30 hours. While specific channel information was collected for XM listening, specific station information was not collected for AM/FM listening. Demographic information, including age, gender, race, ethnicity, education and income, was also collected during the interview. The interviews were conducted in English and Spanish.

Explicit instructions and training were provided to each interviewer, and validation checks were regularly conducted to help ensure that instructions were followed properly.

## Determination of Audience Estimates

**Average Quarter-Hour/**The smallest unit of time used in tabulation of average audience estimates. Arbitron credits one quarter-hour to a channel/station for a minimum of five minutes of listening during the quarter-hour.

### Average Quarter-Hour Rating (AQH Rating)/

Expressed as a percentage of the quarter-hours for a channel over the total number of possible quarter-hours in a given daypart. For Primary Listeners of XM Satellite Radio, the total number of possible quarter-hours is based on the number of completed interviews within a specific demographic group. For Additional Listeners to XM Satellite Radio, the total number of possible quarter-hours is based on the enumerated list for a demographic group collected at the beginning of the interview.

**7-Day Cume/**The estimated number of different persons in the audience who listened to a channel or channel group. This estimate is expressed as ratings and is reported only for Primary Listeners of XM Satellite Radio.

**Time Spent Listening (TSL)/** An estimate of the amount of time the average listener spent with a channel or channel group during a particular daypart. This estimate is expressed in hours and minutes and is reported only for Primary Listeners of XM Satellite Radio.

**Seven-Day Cume Rating Estimates – Primary Listeners**  
**Cume Ratings - Females**

| Demographic Group | XM Complete | XM Entertainment | XM News & Information | XM Sports |
|-------------------|-------------|------------------|-----------------------|-----------|
| Females 12+       | 47.8        | 23.6             | 28.3                  | 7.8       |
| Females 18+       | 48.3        | 23.8             | 28.8                  | 7.9       |
| Females 18-34     | 45.0        | 22.5             | 21.7                  | 7.8       |
| Females 18-49     | 49.2        | 25.3             | 25.0                  | 9.1       |
| Females 21-34     | 46.7        | 23.3             | 22.5                  | 8.3       |
| Females 25-49     | 49.6        | 24.8             | 26.2                  | 9.5       |
| Females 25-54     | 48.8        | 24.3             | 27.4                  | 9.6       |
| Females 35-64     | 49.8        | 24.2             | 30.6                  | 8.1       |
| Females 35+       | 49.3        | 24.2             | 30.7                  | 8.0       |

*Note: These estimates are projectable to the XM Primary Listener universe. Please see the "Description of Methodology" for more information. All data were converted to Eastern Time prior to the determination of audience estimates.*

**Seven-Day Cume Rating Estimates – Primary Listeners**  
**Cume Ratings - Males**

| Demographic Group | XM Complete | XM Entertainment | XM News & Information | XM Sports |
|-------------------|-------------|------------------|-----------------------|-----------|
| Males 12+         | 65.1        | 33.6             | 39.8                  | 19.7      |
| Males 18+         | 65.2        | 33.4             | 40.2                  | 19.7      |
| Males 18-34       | 64.9        | 37.8             | 29.5                  | 22.2      |
| Males 18-49       | 68.7        | 36.3             | 38.9                  | 24.4      |
| Males 21-34       | 67.0        | 38.7             | 31.6                  | 23.2      |
| Males 25-49       | 70.1        | 36.2             | 41.3                  | 26.1      |
| Males 25-54       | 68.7        | 36.5             | 42.2                  | 23.9      |
| Males 35-64       | 66.7        | 33.7             | 43.4                  | 20.3      |
| Males 35+         | 65.3        | 32.1             | 43.4                  | 19.0      |

*Note: These estimates are projectable to the XM Primary Listener universe. Please see the "Description of Methodology" for more information. All data were converted to Eastern Time prior to the determination of audience estimates.*

**Seven-Day Cume Rating Estimates – Primary Listeners**  
**Cume Ratings - Persons**

| Demographic Group | XM Complete | XM Entertainment | XM News & Information | XM Sports |
|-------------------|-------------|------------------|-----------------------|-----------|
| Persons 12+       | 59.9        | 30.6             | 36.3                  | 16.1      |
| Persons 18+       | 60.1        | 30.5             | 36.8                  | 16.2      |
| Persons 18-34     | 59.3        | 33.5             | 27.3                  | 18.1      |
| Persons 18-49     | 62.6        | 32.8             | 34.5                  | 19.6      |
| Persons 21-34     | 61.2        | 34.3             | 29.0                  | 18.9      |
| Persons 25-49     | 63.5        | 32.5             | 36.4                  | 20.7      |
| Persons 25-54     | 62.4        | 32.6             | 37.5                  | 19.4      |
| Persons 35-64     | 61.3        | 30.7             | 39.3                  | 16.4      |
| Persons 35+       | 60.4        | 29.7             | 39.5                  | 15.6      |

*Note: These estimates are projectable to the XM Primary Listener universe. Please see the "Description of Methodology" for more information. All data were converted to Eastern Time prior to the determination of audience estimates.*

## XM Sports AQH Rating - Females

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Females 12+       | 0.4             | 0.1   | 0.2   | 0.1              | 0.0   | 0.1   | 0.3              | 0.0   | 0.1   | 0.3             | 0.0   | 0.1   | 0.2             | 0.1   | 0.1   | 0.7             | 0.1   | 0.3   | 1.1              | 0.2   | 0.6   |
| Females 18+       | 0.4             | 0.1   | 0.2   | 0.1              | 0.0   | 0.1   | 0.3              | 0.0   | 0.1   | 0.3             | 0.0   | 0.1   | 0.2             | 0.1   | 0.2   | 0.7             | 0.1   | 0.4   | 1.1              | 0.2   | 0.6   |
| Females 18-34     | 0.6             | 0.0   | 0.2   | 0.5              | 0.0   | 0.1   | 0.9              | 0.0   | 0.3   | 0.7             | 0.0   | 0.2   | 0.0             | 0.0   | 0.0   | 0.9             | 0.0   | 0.3   | 1.5              | 0.0   | 0.4   |
| Females 18-49     | 0.5             | 0.1   | 0.2   | 0.2              | 0.0   | 0.1   | 0.4              | 0.0   | 0.1   | 0.4             | 0.0   | 0.1   | 0.3             | 0.2   | 0.2   | 0.9             | 0.1   | 0.4   | 1.4              | 0.2   | 0.7   |
| Females 21-34     | 0.7             | 0.0   | 0.2   | 0.5              | 0.0   | 0.2   | 1.0              | 0.0   | 0.3   | 0.8             | 0.0   | 0.3   | 0.0             | 0.0   | 0.0   | 1.0             | 0.0   | 0.3   | 1.6              | 0.0   | 0.5   |
| Females 25-49     | 0.4             | 0.1   | 0.2   | 0.0              | 0.0   | 0.0   | 0.1              | 0.0   | 0.0   | 0.1             | 0.0   | 0.1   | 0.4             | 0.2   | 0.3   | 1.0             | 0.1   | 0.5   | 1.5              | 0.2   | 0.8   |
| Females 25-54     | 0.4             | 0.1   | 0.2   | 0.0              | 0.0   | 0.0   | 0.1              | 0.0   | 0.0   | 0.1             | 0.0   | 0.0   | 0.3             | 0.2   | 0.2   | 0.9             | 0.2   | 0.5   | 1.4              | 0.3   | 0.8   |
| Females 35-64     | 0.3             | 0.1   | 0.2   | 0.0              | 0.0   | 0.0   | 0.1              | 0.0   | 0.0   | 0.1             | 0.0   | 0.0   | 0.3             | 0.2   | 0.2   | 0.7             | 0.2   | 0.4   | 1.1              | 0.4   | 0.7   |
| Females 35+       | 0.3             | 0.1   | 0.2   | 0.0              | 0.0   | 0.0   | 0.1              | 0.0   | 0.1   | 0.2             | 0.0   | 0.1   | 0.3             | 0.2   | 0.2   | 0.7             | 0.2   | 0.4   | 1.1              | 0.3   | 0.6   |

"Primary" refers to Primary Listeners of XM Satellite Radio

"Add'l" refers to Additional Listeners of XM Satellite Radio

"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*



## XM Sports AQH Rating - Males

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Males 12+         | 1.1             | 0.4   | 0.8   | 0.9              | 0.1   | 0.6   | 1.1              | 0.2   | 0.7   | 1.4             | 0.3   | 0.9   | 0.6             | 0.2   | 0.4   | 1.5             | 1.0   | 1.3   | 2.5              | 1.7   | 2.2   |
| Males 18+         | 1.1             | 0.4   | 0.8   | 0.9              | 0.1   | 0.6   | 1.1              | 0.1   | 0.7   | 1.4             | 0.2   | 0.9   | 0.6             | 0.2   | 0.4   | 1.5             | 1.0   | 1.3   | 2.6              | 1.7   | 2.2   |
| Males 18-34       | 1.1             | 0.3   | 0.7   | 1.3              | 0.2   | 0.7   | 1.2              | 0.2   | 0.7   | 1.8             | 0.3   | 1.0   | 0.3             | 0.2   | 0.3   | 1.2             | 0.5   | 0.8   | 1.9              | 1.0   | 1.4   |
| Males 18-49       | 1.4             | 0.3   | 0.9   | 1.2              | 0.2   | 0.8   | 1.5              | 0.2   | 1.0   | 1.9             | 0.3   | 1.2   | 0.9             | 0.2   | 0.6   | 1.4             | 0.5   | 1.0   | 2.3              | 0.8   | 1.7   |
| Males 21-34       | 1.1             | 0.4   | 0.8   | 1.4              | 0.2   | 0.8   | 1.3              | 0.2   | 0.8   | 2.0             | 0.3   | 1.2   | 0.3             | 0.3   | 0.3   | 1.1             | 0.6   | 0.8   | 1.8              | 1.0   | 1.4   |
| Males 25-49       | 1.5             | 0.3   | 1.0   | 1.4              | 0.2   | 0.9   | 1.7              | 0.3   | 1.1   | 2.2             | 0.4   | 1.4   | 0.9             | 0.3   | 0.7   | 1.4             | 0.5   | 1.1   | 2.4              | 0.9   | 1.8   |
| Males 25-54       | 1.4             | 0.5   | 1.1   | 1.2              | 0.2   | 0.8   | 1.5              | 0.2   | 1.0   | 1.9             | 0.3   | 1.3   | 0.8             | 0.2   | 0.6   | 1.5             | 1.2   | 1.4   | 2.5              | 2.0   | 2.3   |
| Males 35-64       | 1.2             | 0.5   | 1.0   | 0.9              | 0.1   | 0.6   | 1.1              | 0.1   | 0.8   | 1.4             | 0.2   | 1.0   | 0.7             | 0.1   | 0.5   | 1.8             | 1.4   | 1.7   | 3.1              | 2.4   | 2.8   |
| Males 35+         | 1.1             | 0.4   | 0.9   | 0.8              | 0.1   | 0.5   | 1.1              | 0.1   | 0.7   | 1.3             | 0.2   | 0.9   | 0.7             | 0.1   | 0.5   | 1.6             | 1.2   | 1.5   | 2.8              | 2.1   | 2.5   |

"Primary" refers to Primary Listeners of XM Satellite Radio

"Add'l" refers to Additional Listeners of XM Satellite Radio

"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*



## XM Sports AQH Rating - Persons

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Persons 12+       | 0.9             | 0.2   | 0.6   | 0.7              | 0.1   | 0.4   | 0.9              | 0.1   | 0.5   | 1.1             | 0.1   | 0.6   | 0.5             | 0.1   | 0.3   | 1.2             | 0.6   | 0.9   | 2.1              | 0.9   | 1.5   |
| Persons 18+       | 0.9             | 0.2   | 0.6   | 0.7              | 0.1   | 0.4   | 0.9              | 0.1   | 0.5   | 1.1             | 0.1   | 0.6   | 0.5             | 0.1   | 0.3   | 1.3             | 0.5   | 0.9   | 2.1              | 0.9   | 1.5   |
| Persons 18-34     | 1.0             | 0.2   | 0.5   | 1.0              | 0.1   | 0.5   | 1.1              | 0.1   | 0.5   | 1.5             | 0.1   | 0.7   | 0.2             | 0.1   | 0.2   | 1.1             | 0.3   | 0.6   | 1.8              | 0.5   | 1.0   |
| Persons 18-49     | 1.1             | 0.2   | 0.6   | 0.9              | 0.1   | 0.5   | 1.2              | 0.1   | 0.6   | 1.5             | 0.1   | 0.8   | 0.7             | 0.2   | 0.4   | 1.2             | 0.3   | 0.8   | 2.0              | 0.5   | 1.2   |
| Persons 21-34     | 1.0             | 0.2   | 0.5   | 1.1              | 0.1   | 0.6   | 1.2              | 0.1   | 0.6   | 1.7             | 0.2   | 0.8   | 0.2             | 0.2   | 0.2   | 1.1             | 0.3   | 0.6   | 1.7              | 0.5   | 1.0   |
| Persons 25-49     | 1.1             | 0.2   | 0.6   | 1.0              | 0.1   | 0.5   | 1.2              | 0.1   | 0.6   | 1.5             | 0.2   | 0.8   | 0.8             | 0.2   | 0.5   | 1.3             | 0.3   | 0.8   | 2.1              | 0.6   | 1.3   |
| Persons 25-54     | 1.1             | 0.3   | 0.7   | 0.9              | 0.1   | 0.5   | 1.1              | 0.1   | 0.6   | 1.3             | 0.2   | 0.8   | 0.7             | 0.2   | 0.4   | 1.3             | 0.7   | 1.0   | 2.1              | 1.2   | 1.7   |
| Persons 35-64     | 0.9             | 0.3   | 0.7   | 0.6              | 0.0   | 0.4   | 0.8              | 0.1   | 0.5   | 1.0             | 0.1   | 0.6   | 0.6             | 0.2   | 0.4   | 1.4             | 0.8   | 1.1   | 2.4              | 1.3   | 1.9   |
| Persons 35+       | 0.9             | 0.3   | 0.6   | 0.6              | 0.0   | 0.3   | 0.8              | 0.1   | 0.5   | 0.9             | 0.1   | 0.6   | 0.6             | 0.1   | 0.4   | 1.3             | 0.7   | 1.0   | 2.2              | 1.2   | 1.8   |

*"Primary" refers to Primary Listeners of XM Satellite Radio*

*"Add'l" refers to Additional Listeners of XM Satellite Radio*

*"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio*

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*

## XM News & Information AQH Rating - Females

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Females 12+       | 1.7             | 0.3   | 0.8   | 1.2              | 0.1   | 0.5   | 2.7              | 0.3   | 1.2   | 2.9             | 0.3   | 1.2   | 1.1             | 0.2   | 0.5   | 1.2             | 0.5   | 0.8   | 1.3              | 0.6   | 0.9   |
| Females 18+       | 1.7             | 0.3   | 0.9   | 1.3              | 0.1   | 0.5   | 2.7              | 0.3   | 1.3   | 2.9             | 0.4   | 1.4   | 1.2             | 0.2   | 0.6   | 1.2             | 0.5   | 0.8   | 1.4              | 0.6   | 0.9   |
| Females 18-34     | 0.8             | 0.1   | 0.3   | 1.5              | 0.0   | 0.4   | 1.4              | 0.0   | 0.4   | 1.1             | 0.0   | 0.3   | 0.6             | 0.1   | 0.2   | 0.0             | 0.2   | 0.1   | 0.0              | 0.3   | 0.2   |
| Females 18-49     | 1.4             | 0.2   | 0.7   | 1.3              | 0.1   | 0.5   | 2.5              | 0.3   | 1.1   | 2.4             | 0.2   | 1.1   | 0.9             | 0.1   | 0.4   | 0.6             | 0.3   | 0.4   | 0.7              | 0.4   | 0.5   |
| Females 21-34     | 0.8             | 0.1   | 0.3   | 1.4              | 0.0   | 0.5   | 1.5              | 0.0   | 0.5   | 1.3             | 0.0   | 0.4   | 0.6             | 0.1   | 0.3   | 0.0             | 0.2   | 0.1   | 0.0              | 0.4   | 0.3   |
| Females 25-49     | 1.5             | 0.2   | 0.7   | 1.1              | 0.1   | 0.5   | 2.6              | 0.3   | 1.3   | 2.7             | 0.3   | 1.3   | 1.0             | 0.1   | 0.5   | 0.6             | 0.2   | 0.4   | 0.7              | 0.3   | 0.5   |
| Females 25-54     | 1.5             | 0.2   | 0.7   | 1.2              | 0.1   | 0.5   | 2.3              | 0.3   | 1.1   | 2.3             | 0.3   | 1.1   | 0.9             | 0.1   | 0.4   | 1.1             | 0.3   | 0.6   | 1.2              | 0.4   | 0.7   |
| Females 35-64     | 2.1             | 0.4   | 1.1   | 1.2              | 0.1   | 0.6   | 3.1              | 0.4   | 1.6   | 3.5             | 0.4   | 1.8   | 1.4             | 0.2   | 0.7   | 1.6             | 0.6   | 1.1   | 1.8              | 0.8   | 1.2   |
| Females 35+       | 2.0             | 0.4   | 1.1   | 1.2              | 0.1   | 0.6   | 3.1              | 0.5   | 1.6   | 3.4             | 0.6   | 1.8   | 1.3             | 0.3   | 0.7   | 1.5             | 0.6   | 1.0   | 1.7              | 0.8   | 1.2   |

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"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio

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*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*

## XM News & Information AQH Rating - Males

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Males 12+         | 3.8             | 1.0   | 2.6   | 3.8              | 0.5   | 2.4   | 5.6              | 1.2   | 3.7   | 6.0             | 1.3   | 4.0   | 2.5             | 0.7   | 1.7   | 2.4             | 1.2   | 1.9   | 3.5              | 2.0   | 2.9   |
| Males 18+         | 3.8             | 1.0   | 2.7   | 3.9              | 0.5   | 2.5   | 5.7              | 1.3   | 4.0   | 6.1             | 1.2   | 4.1   | 2.5             | 0.6   | 1.7   | 2.4             | 1.3   | 2.0   | 3.5              | 2.2   | 3.0   |
| Males 18-34       | 2.1             | 0.4   | 1.2   | 2.1              | 0.3   | 1.2   | 3.3              | 0.2   | 1.7   | 3.4             | 0.1   | 1.7   | 1.0             | 0.4   | 0.7   | 1.5             | 0.9   | 1.2   | 2.1              | 1.5   | 1.8   |
| Males 18-49       | 3.6             | 0.7   | 2.3   | 3.9              | 0.6   | 2.5   | 5.2              | 1.0   | 3.4   | 6.1             | 0.8   | 3.8   | 2.5             | 0.5   | 1.7   | 1.8             | 0.6   | 1.3   | 2.5              | 0.9   | 1.8   |
| Males 21-34       | 2.3             | 0.5   | 1.4   | 2.3              | 0.4   | 1.4   | 3.5              | 0.3   | 1.9   | 3.7             | 0.2   | 2.0   | 1.1             | 0.5   | 0.8   | 1.6             | 1.0   | 1.3   | 2.3              | 1.7   | 2.0   |
| Males 25-49       | 3.7             | 0.7   | 2.5   | 4.2              | 0.8   | 2.8   | 5.4              | 1.2   | 3.7   | 6.4             | 1.0   | 4.2   | 2.7             | 0.6   | 1.9   | 1.7             | 0.3   | 1.1   | 2.3              | 0.4   | 1.5   |
| Males 25-54       | 3.6             | 0.9   | 2.6   | 4.2              | 0.7   | 2.9   | 5.4              | 1.2   | 3.8   | 6.1             | 0.9   | 4.1   | 2.5             | 0.6   | 1.8   | 1.7             | 0.9   | 1.4   | 2.3              | 1.5   | 2.0   |
| Males 35-64       | 4.4             | 1.4   | 3.4   | 4.6              | 0.7   | 3.3   | 6.8              | 2.2   | 5.2   | 6.9             | 1.7   | 5.2   | 3.1             | 0.8   | 2.3   | 2.5             | 1.5   | 2.1   | 3.6              | 2.4   | 3.2   |
| Males 35+         | 4.3             | 1.4   | 3.3   | 4.4              | 0.6   | 3.1   | 6.4              | 2.0   | 4.9   | 6.9             | 1.9   | 5.1   | 3.0             | 0.7   | 2.2   | 2.6             | 1.6   | 2.3   | 3.9              | 2.7   | 3.5   |

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*"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio*

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*

## XM News & Information AQH Rating - Persons

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Persons 12+       | 3.2             | 0.7   | 1.9   | 3.1              | 0.3   | 1.6   | 4.8              | 0.8   | 2.7   | 5.1             | 0.8   | 2.9   | 2.1             | 0.4   | 1.2   | 2.0             | 0.9   | 1.4   | 2.8              | 1.3   | 2.0   |
| Persons 18+       | 3.2             | 0.7   | 2.0   | 3.1              | 0.3   | 1.7   | 4.8              | 0.8   | 2.9   | 5.1             | 0.8   | 3.0   | 2.1             | 0.4   | 1.3   | 2.0             | 0.9   | 1.5   | 2.8              | 1.4   | 2.1   |
| Persons 18-34     | 1.7             | 0.3   | 0.9   | 1.9              | 0.2   | 0.9   | 2.7              | 0.1   | 1.2   | 2.7             | 0.1   | 1.2   | 0.9             | 0.2   | 0.5   | 1.1             | 0.5   | 0.7   | 1.5              | 0.9   | 1.2   |
| Persons 18-49     | 2.9             | 0.4   | 1.7   | 3.1              | 0.4   | 1.7   | 4.4              | 0.6   | 2.5   | 5.0             | 0.5   | 2.7   | 2.0             | 0.3   | 1.2   | 1.4             | 0.4   | 0.9   | 1.9              | 0.6   | 1.3   |
| Persons 21-34     | 1.9             | 0.3   | 1.0   | 2.1              | 0.2   | 1.0   | 3.0              | 0.2   | 1.4   | 3.0             | 0.1   | 1.3   | 1.0             | 0.3   | 0.6   | 1.1             | 0.6   | 0.8   | 1.6              | 1.1   | 1.3   |
| Persons 25-49     | 3.0             | 0.5   | 1.6   | 3.3              | 0.4   | 1.7   | 4.5              | 0.8   | 2.5   | 5.2             | 0.7   | 2.7   | 2.2             | 0.4   | 1.2   | 1.3             | 0.3   | 0.7   | 1.8              | 0.3   | 1.0   |
| Persons 25-54     | 3.0             | 0.5   | 1.8   | 3.3              | 0.4   | 1.9   | 4.5              | 0.7   | 2.7   | 4.9             | 0.6   | 2.9   | 2.0             | 0.3   | 1.2   | 1.5             | 0.6   | 1.1   | 1.9              | 0.9   | 1.5   |
| Persons 35-64     | 3.7             | 0.9   | 2.5   | 3.6              | 0.4   | 2.2   | 5.7              | 1.3   | 3.8   | 5.9             | 1.1   | 3.8   | 2.6             | 0.5   | 1.7   | 2.1             | 1.1   | 1.7   | 3.0              | 1.6   | 2.4   |
| Persons 35+       | 3.6             | 0.9   | 2.4   | 3.4              | 0.3   | 2.1   | 5.4              | 1.2   | 3.6   | 5.9             | 1.2   | 3.8   | 2.5             | 0.5   | 1.6   | 2.3             | 1.1   | 1.8   | 3.2              | 1.7   | 2.5   |

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"Add'l" refers to Additional Listeners of XM Satellite Radio

"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio

Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.  
All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.

## XM Entertainment AQH Rating - Females

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Females 12+       | 1.2             | 0.3   | 0.6   | 1.1              | 0.2   | 0.5   | 1.5              | 0.3   | 0.7   | 1.9             | 0.3   | 0.9   | 0.9             | 0.3   | 0.5   | 1.0             | 0.4   | 0.6   | 1.5              | 0.6   | 0.9   |
| Females 18+       | 1.3             | 0.3   | 0.7   | 1.1              | 0.2   | 0.6   | 1.5              | 0.4   | 0.8   | 2.0             | 0.4   | 1.0   | 1.0             | 0.3   | 0.6   | 1.0             | 0.4   | 0.7   | 1.6              | 0.6   | 1.0   |
| Females 18-34     | 0.9             | 0.0   | 0.3   | 0.7              | 0.0   | 0.2   | 1.6              | 0.1   | 0.5   | 1.3             | 0.0   | 0.4   | 1.1             | 0.0   | 0.3   | 0.3             | 0.0   | 0.1   | 0.5              | 0.0   | 0.1   |
| Females 18-49     | 1.3             | 0.4   | 0.7   | 1.0              | 0.2   | 0.5   | 1.4              | 0.4   | 0.8   | 2.4             | 0.5   | 1.2   | 1.1             | 0.3   | 0.6   | 1.1             | 0.4   | 0.7   | 1.8              | 0.6   | 1.1   |
| Females 21-34     | 1.0             | 0.0   | 0.3   | 0.8              | 0.0   | 0.3   | 1.8              | 0.1   | 0.6   | 1.4             | 0.0   | 0.4   | 1.2             | 0.0   | 0.4   | 0.3             | 0.0   | 0.1   | 0.5              | 0.0   | 0.1   |
| Females 25-49     | 1.3             | 0.5   | 0.8   | 1.1              | 0.3   | 0.6   | 1.2              | 0.4   | 0.8   | 2.2             | 0.6   | 1.2   | 1.0             | 0.4   | 0.7   | 1.1             | 0.5   | 0.8   | 1.8              | 0.8   | 1.3   |
| Females 25-54     | 1.1             | 0.4   | 0.7   | 1.1              | 0.2   | 0.6   | 1.1              | 0.4   | 0.7   | 1.8             | 0.5   | 1.0   | 0.9             | 0.3   | 0.6   | 1.0             | 0.5   | 0.7   | 1.6              | 0.7   | 1.1   |
| Females 35-64     | 1.3             | 0.5   | 0.8   | 1.0              | 0.3   | 0.6   | 1.3              | 0.4   | 0.8   | 2.1             | 0.5   | 1.2   | 0.8             | 0.4   | 0.6   | 1.3             | 0.7   | 1.0   | 1.9              | 1.1   | 1.4   |
| Females 35+       | 1.3             | 0.5   | 0.9   | 1.2              | 0.3   | 0.7   | 1.5              | 0.5   | 0.9   | 2.2             | 0.6   | 1.2   | 0.9             | 0.4   | 0.6   | 1.2             | 0.7   | 0.9   | 1.8              | 0.9   | 1.3   |

"Primary" refers to Primary Listeners of XM Satellite Radio

"Add'l" refers to Additional Listeners of XM Satellite Radio

"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*



## XM Entertainment AQH Rating - Males

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Males 12+         | 1.9             | 0.9   | 1.4   | 1.9              | 0.5   | 1.3   | 2.1              | 1.0   | 1.6   | 2.6             | 1.1   | 1.9   | 1.3             | 0.5   | 1.0   | 1.9             | 1.1   | 1.5   | 2.3              | 1.3   | 1.8   |
| Males 18+         | 1.9             | 0.8   | 1.5   | 1.9              | 0.5   | 1.4   | 2.1              | 1.0   | 1.7   | 2.6             | 1.1   | 2.0   | 1.3             | 0.5   | 1.0   | 1.9             | 0.9   | 1.5   | 2.3              | 1.0   | 1.8   |
| Males 18-34       | 1.5             | 1.0   | 1.3   | 1.5              | 0.6   | 1.0   | 2.1              | 1.4   | 1.7   | 2.5             | 1.5   | 2.0   | 0.8             | 0.5   | 0.6   | 1.3             | 1.3   | 1.3   | 1.6              | 1.4   | 1.5   |
| Males 18-49       | 2.0             | 0.9   | 1.6   | 2.1              | 0.7   | 1.5   | 2.4              | 1.2   | 1.9   | 2.7             | 1.2   | 2.1   | 1.1             | 0.7   | 0.9   | 2.2             | 1.0   | 1.6   | 2.5              | 1.0   | 1.8   |
| Males 21-34       | 1.6             | 1.1   | 1.4   | 1.6              | 0.7   | 1.2   | 2.1              | 1.6   | 1.8   | 2.2             | 1.4   | 1.8   | 0.8             | 0.5   | 0.7   | 1.4             | 1.5   | 1.4   | 1.8              | 1.6   | 1.7   |
| Males 25-49       | 2.1             | 1.0   | 1.7   | 2.2              | 0.8   | 1.7   | 2.6              | 1.3   | 2.1   | 2.6             | 1.2   | 2.0   | 1.1             | 0.7   | 1.0   | 2.3             | 1.2   | 1.9   | 2.7              | 1.2   | 2.1   |
| Males 25-54       | 2.2             | 1.0   | 1.8   | 2.4              | 0.7   | 1.7   | 2.5              | 1.3   | 2.0   | 2.6             | 1.2   | 2.1   | 1.6             | 0.6   | 1.2   | 2.3             | 1.3   | 1.9   | 2.7              | 1.4   | 2.2   |
| Males 35-64       | 2.1             | 0.8   | 1.7   | 2.2              | 0.6   | 1.6   | 2.2              | 0.9   | 1.8   | 2.6             | 0.9   | 2.1   | 1.6             | 0.6   | 1.3   | 2.2             | 0.8   | 1.7   | 2.7              | 0.9   | 2.1   |
| Males 35+         | 2.0             | 0.7   | 1.6   | 2.0              | 0.5   | 1.5   | 2.1              | 0.8   | 1.7   | 2.6             | 0.9   | 2.0   | 1.5             | 0.6   | 1.2   | 2.0             | 0.7   | 1.6   | 2.5              | 0.8   | 1.9   |

"Primary" refers to Primary Listeners of XM Satellite Radio

"Add'l" refers to Additional Listeners of XM Satellite Radio

"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*

## XM Entertainment AQH Rating - Persons

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Persons 12+       | 1.7             | 0.6   | 1.1   | 1.7              | 0.3   | 1.0   | 1.9              | 0.7   | 1.3   | 2.4             | 0.7   | 1.5   | 1.2             | 0.4   | 0.8   | 1.6             | 0.7   | 1.1   | 2.0              | 0.9   | 1.5   |
| Persons 18+       | 1.7             | 0.6   | 1.2   | 1.7              | 0.4   | 1.0   | 2.0              | 0.7   | 1.3   | 2.4             | 0.7   | 1.6   | 1.2             | 0.4   | 0.8   | 1.6             | 0.7   | 1.2   | 2.0              | 0.8   | 1.5   |
| Persons 18-34     | 1.4             | 0.6   | 0.9   | 1.3              | 0.3   | 0.7   | 1.9              | 0.8   | 1.3   | 2.1             | 0.8   | 1.3   | 0.9             | 0.3   | 0.5   | 1.0             | 0.6   | 0.8   | 1.3              | 0.7   | 1.0   |
| Persons 18-49     | 1.8             | 0.7   | 1.2   | 1.8              | 0.5   | 1.1   | 2.1              | 0.8   | 1.4   | 2.6             | 0.9   | 1.7   | 1.1             | 0.5   | 0.8   | 1.8             | 0.7   | 1.2   | 2.2              | 0.8   | 1.5   |
| Persons 21-34     | 1.4             | 0.6   | 0.9   | 1.4              | 0.4   | 0.8   | 2.0              | 0.9   | 1.4   | 2.0             | 0.7   | 1.3   | 0.9             | 0.3   | 0.6   | 1.1             | 0.8   | 0.9   | 1.4              | 0.8   | 1.1   |
| Persons 25-49     | 1.8             | 0.8   | 1.3   | 1.9              | 0.5   | 1.2   | 2.2              | 0.9   | 1.5   | 2.4             | 0.9   | 1.6   | 1.1             | 0.6   | 0.8   | 1.9             | 0.9   | 1.3   | 2.4              | 1.0   | 1.6   |
| Persons 25-54     | 1.9             | 0.7   | 1.3   | 2.0              | 0.5   | 1.3   | 2.0              | 0.8   | 1.5   | 2.4             | 0.8   | 1.6   | 1.4             | 0.5   | 1.0   | 1.8             | 0.9   | 1.4   | 2.3              | 1.1   | 1.7   |
| Persons 35-64     | 1.9             | 0.6   | 1.3   | 1.8              | 0.4   | 1.2   | 1.9              | 0.6   | 1.4   | 2.5             | 0.7   | 1.7   | 1.4             | 0.5   | 1.0   | 1.9             | 0.8   | 1.4   | 2.4              | 1.0   | 1.8   |
| Persons 35+       | 1.8             | 0.6   | 1.3   | 1.8              | 0.4   | 1.2   | 2.0              | 0.6   | 1.4   | 2.5             | 0.7   | 1.7   | 1.3             | 0.5   | 1.0   | 1.8             | 0.7   | 1.3   | 2.3              | 0.9   | 1.7   |

*"Primary" refers to Primary Listeners of XM Satellite Radio*

*"Add'l" refers to Additional Listeners of XM Satellite Radio*

*"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio*

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information. All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*



## XM Complete AQH Rating - Females

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Females 12+       | 3.6             | 0.7   | 1.7   | 2.4              | 0.3   | 1.1   | 4.7              | 0.6   | 2.1   | 5.5             | 0.7   | 2.4   | 2.6             | 0.6   | 1.3   | 3.2             | 1.1   | 1.9   | 4.5              | 1.6   | 2.6   |
| Females 18+       | 3.6             | 0.7   | 1.9   | 2.5              | 0.3   | 1.2   | 4.8              | 0.7   | 2.3   | 5.6             | 0.8   | 2.6   | 2.6             | 0.7   | 1.4   | 3.2             | 1.0   | 1.9   | 4.5              | 1.5   | 2.7   |
| Females 18-34     | 2.9             | 0.1   | 0.9   | 3.0              | 0.0   | 0.9   | 4.6              | 0.1   | 1.4   | 4.4             | 0.0   | 1.3   | 2.6             | 0.1   | 0.8   | 1.2             | 0.2   | 0.5   | 2.0              | 0.3   | 0.8   |
| Females 18-49     | 3.6             | 0.6   | 1.8   | 2.5              | 0.3   | 1.2   | 4.6              | 0.6   | 2.2   | 5.8             | 0.7   | 2.7   | 2.8             | 0.6   | 1.4   | 3.1             | 0.8   | 1.7   | 4.6              | 1.2   | 2.6   |
| Females 21-34     | 3.1             | 0.1   | 1.0   | 3.0              | 0.0   | 1.0   | 5.0              | 0.1   | 1.6   | 4.8             | 0.0   | 1.5   | 2.8             | 0.1   | 0.9   | 1.2             | 0.2   | 0.5   | 2.1              | 0.4   | 0.9   |
| Females 25-49     | 3.5             | 0.7   | 1.9   | 2.3              | 0.4   | 1.2   | 4.2              | 0.8   | 2.2   | 5.7             | 0.9   | 2.9   | 2.9             | 0.7   | 1.6   | 3.2             | 0.9   | 1.9   | 4.8              | 1.4   | 2.8   |
| Females 25-54     | 3.3             | 0.7   | 1.8   | 2.3              | 0.3   | 1.2   | 3.6              | 0.6   | 1.9   | 4.8             | 0.8   | 2.4   | 2.5             | 0.6   | 1.4   | 3.3             | 0.9   | 1.9   | 4.8              | 1.4   | 2.8   |
| Females 35-64     | 3.8             | 1.0   | 2.3   | 2.2              | 0.4   | 1.2   | 4.5              | 0.8   | 2.5   | 5.9             | 1.0   | 3.2   | 2.6             | 0.8   | 1.7   | 3.9             | 1.6   | 2.6   | 5.4              | 2.3   | 3.7   |
| Females 35+       | 3.8             | 1.1   | 2.2   | 2.4              | 0.4   | 1.3   | 4.8              | 1.0   | 2.6   | 6.0             | 1.1   | 3.2   | 2.6             | 0.9   | 1.7   | 3.7             | 1.5   | 2.4   | 5.1              | 2.1   | 3.4   |

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"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*

## XM Complete AQH Rating - Males

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Males 12+         | 6.7             | 2.2   | 4.8   | 6.4              | 1.0   | 4.1   | 8.7              | 2.3   | 5.9   | 9.9             | 2.6   | 6.8   | 4.3             | 1.3   | 3.0   | 5.6             | 3.2   | 4.6   | 8.2              | 4.8   | 6.7   |
| Males 18+         | 6.8             | 2.1   | 4.9   | 6.5              | 1.1   | 4.3   | 8.8              | 2.3   | 6.2   | 10.0            | 2.4   | 7.0   | 4.4             | 1.3   | 3.2   | 5.7             | 3.2   | 4.7   | 8.3              | 4.8   | 6.9   |
| Males 18-34       | 4.5             | 1.6   | 3.0   | 4.3              | 0.8   | 2.5   | 6.3              | 1.4   | 3.8   | 7.7             | 1.6   | 4.6   | 2.1             | 1.1   | 1.6   | 3.5             | 2.7   | 3.0   | 5.5              | 3.9   | 4.6   |
| Males 18-49       | 6.9             | 1.8   | 4.7   | 7.0              | 1.4   | 4.5   | 9.1              | 2.1   | 6.0   | 10.8            | 2.2   | 7.0   | 4.5             | 1.4   | 3.1   | 5.1             | 2.0   | 3.8   | 7.2              | 2.6   | 5.2   |
| Males 21-34       | 4.7             | 1.8   | 3.3   | 4.8              | 0.9   | 2.9   | 6.7              | 1.5   | 4.2   | 8.0             | 1.6   | 4.8   | 2.2             | 1.3   | 1.8   | 3.6             | 3.0   | 3.3   | 5.7              | 4.4   | 5.0   |
| Males 25-49       | 7.2             | 2.0   | 5.1   | 7.6              | 1.6   | 5.2   | 9.6              | 2.5   | 6.7   | 11.1            | 2.4   | 7.6   | 4.8             | 1.6   | 3.5   | 5.2             | 2.0   | 3.9   | 7.3              | 2.5   | 5.3   |
| Males 25-54       | 7.1             | 2.3   | 5.3   | 7.5              | 1.5   | 5.2   | 9.3              | 2.4   | 6.6   | 10.6            | 2.3   | 7.4   | 4.9             | 1.4   | 3.6   | 5.4             | 3.4   | 4.6   | 7.6              | 4.9   | 6.5   |
| Males 35-64       | 7.7             | 2.6   | 6.0   | 7.6              | 1.4   | 5.5   | 10.0             | 3.2   | 7.7   | 10.9            | 2.9   | 8.2   | 5.4             | 1.4   | 4.0   | 6.5             | 3.6   | 5.5   | 9.3              | 5.4   | 8.0   |
| Males 35+         | 7.4             | 2.5   | 5.7   | 7.1              | 1.2   | 5.1   | 9.5              | 2.9   | 7.2   | 10.7            | 2.9   | 8.0   | 5.1             | 1.3   | 3.8   | 6.3             | 3.4   | 5.3   | 9.1              | 5.3   | 7.8   |

*"Primary" refers to Primary Listeners of XM Satellite Radio*

*"Add'l" refers to Additional Listeners of XM Satellite Radio*

*"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio*

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*

## XM Complete AQH Rating - Persons

| Demographic Group | Mon-Sun 6AM-MID |       |       | Mon-Fri 6AM-10AM |       |       | Mon-Fri 10AM-3PM |       |       | Mon-Fri 3PM-7PM |       |       | Mon-Fri 7PM-MID |       |       | Weekend 6AM-MID |       |       | Weekend 10AM-7PM |       |       |
|-------------------|-----------------|-------|-------|------------------|-------|-------|------------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|------------------|-------|-------|
|                   | Primary         | Add'l | Total | Primary          | Add'l | Total | Primary          | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary         | Add'l | Total | Primary          | Add'l | Total |
| Persons 12+       | 5.7             | 1.4   | 3.5   | 5.2              | 0.6   | 2.9   | 7.5              | 1.4   | 4.4   | 8.6             | 1.6   | 5.0   | 3.8             | 1.0   | 2.3   | 4.8             | 2.2   | 3.5   | 7.0              | 3.2   | 5.0   |
| Persons 18+       | 5.8             | 1.4   | 3.7   | 5.3              | 0.7   | 3.1   | 7.6              | 1.5   | 4.7   | 8.7             | 1.6   | 5.3   | 3.9             | 0.9   | 2.5   | 4.9             | 2.1   | 3.5   | 7.1              | 3.1   | 5.1   |
| Persons 18-34     | 4.0             | 0.9   | 2.2   | 3.9              | 0.4   | 1.9   | 5.8              | 0.8   | 2.8   | 6.8             | 0.9   | 3.3   | 2.2             | 0.6   | 1.3   | 2.8             | 1.4   | 2.0   | 4.5              | 2.1   | 3.1   |
| Persons 18-49     | 5.8             | 1.2   | 3.5   | 5.6              | 0.9   | 3.2   | 7.7              | 1.4   | 4.5   | 9.2             | 1.5   | 5.3   | 4.0             | 1.0   | 2.5   | 4.4             | 1.4   | 2.9   | 6.3              | 1.9   | 4.1   |
| Persons 21-34     | 4.2             | 1.0   | 2.4   | 4.3              | 0.5   | 2.1   | 6.2              | 0.8   | 3.2   | 7.1             | 0.8   | 3.5   | 2.4             | 0.7   | 1.5   | 2.9             | 1.6   | 2.2   | 4.6              | 2.4   | 3.4   |
| Persons 25-49     | 6.0             | 1.4   | 3.5   | 6.0              | 1.0   | 3.3   | 7.9              | 1.6   | 4.5   | 9.4             | 1.6   | 5.2   | 4.2             | 1.2   | 2.5   | 4.5             | 1.5   | 2.9   | 6.4              | 1.9   | 4.0   |
| Persons 25-54     | 5.9             | 1.5   | 3.8   | 6.0              | 0.9   | 3.5   | 7.6              | 1.5   | 4.7   | 8.8             | 1.5   | 5.4   | 4.2             | 1.0   | 2.7   | 4.7             | 2.2   | 3.5   | 6.6              | 3.2   | 5.0   |
| Persons 35-64     | 6.5             | 1.8   | 4.5   | 5.9              | 0.9   | 3.8   | 8.3              | 2.0   | 5.6   | 9.4             | 1.9   | 6.2   | 4.6             | 1.1   | 3.1   | 5.6             | 2.6   | 4.3   | 8.0              | 3.8   | 6.2   |
| Persons 35+       | 6.3             | 1.7   | 4.3   | 5.7              | 0.8   | 3.6   | 8.1              | 1.9   | 5.4   | 9.3             | 1.9   | 6.1   | 4.4             | 1.1   | 2.9   | 5.5             | 2.4   | 4.1   | 7.8              | 3.6   | 6.0   |

*"Primary" refers to Primary Listeners of XM Satellite Radio*

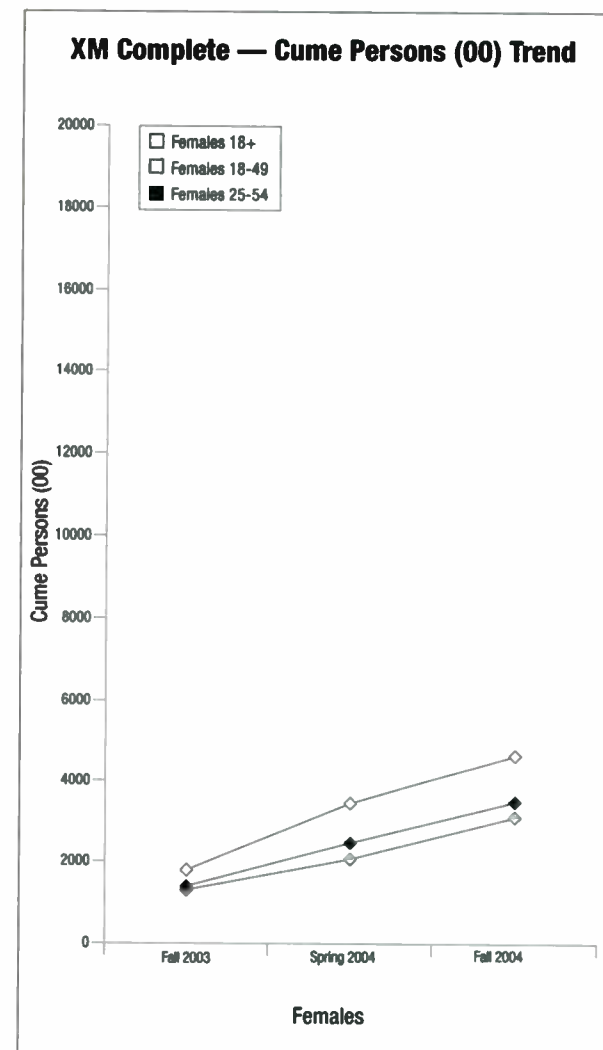
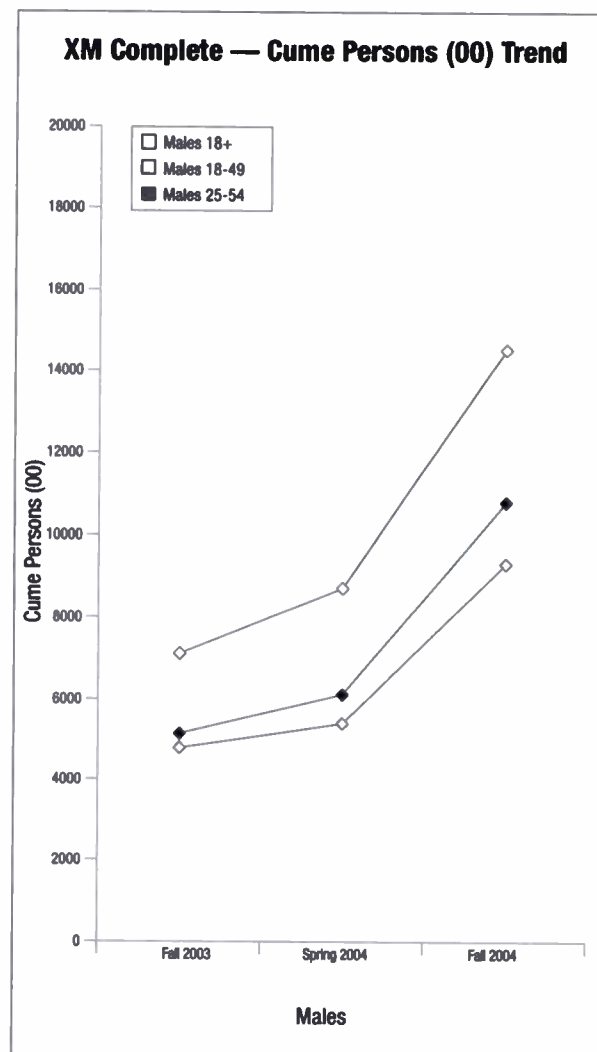
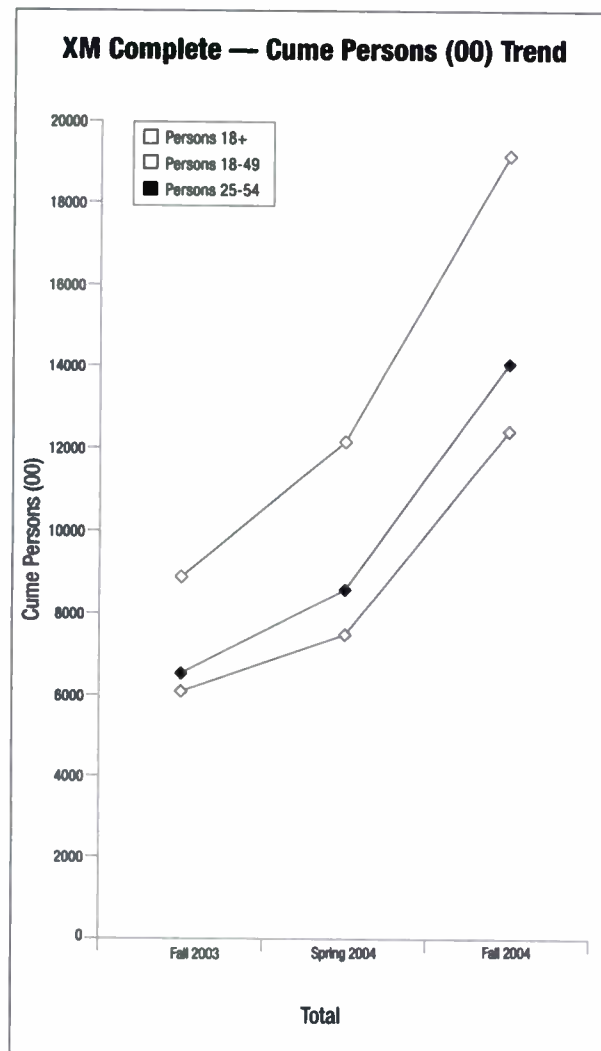
*"Add'l" refers to Additional Listeners of XM Satellite Radio*

*"Total" refers to combined total of Primary and Additional Listeners of XM Satellite Radio*

*Note: These estimates are projectable to the XM Primary and Additional Listener universes. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 6 (XM Channel Groups) for a listing of specific channels associated with each Channel Group.*

# Seven-Day Cume Persons Trend for XM Complete (Primary Listeners)



\*See page 6 for a listing of the specific channels associated with XM Complete.  
Channels not on the air prior to Fall 2004 are not included in the results for Fall 2003 or Spring 2004.



# Custom Listening Study from Arbitron

- Cume Estimates
- AQH Estimates by XM Channel Group

# Determination of Persons Estimates

Persons estimates for the XM Channel Groups were obtained by using the following information:

- Total Number of current subscribers to XM Satellite Radio (as of December 31, 2004 XM Satellite Radio reported a total of 3,229,124 subscribers).
- The percent of completed interviews for Primary Listeners in this study as represented by a given demographic group (see Table 1, "Percent of Completed Interviews").
- The proportion of Primary Listeners within a specific demographic group to the number of Additional Listeners within that same demographic group (see Table 1, "Additional Listener Factor").
- The Average Quarter-Hour Rating\* for an XM Channel Group within a given demographic group for both Primary and Additional Listeners.

Total Persons Estimate =

$$\text{Primary Listener Persons Estimate} + \text{Additional Listener Persons Estimate}$$

## EXAMPLE:

XM Channel Group A:

### XM Sample

Demographic Group/Daypart:

**Persons 18-49 (Mon-Fri 3PM-7PM)**

Additional Listener Factor:

**1.0 for Persons 18-49 (from Table 1)**

Average Quarter-Hour Rating for Primary Listeners:\*

**9.5**

Average Quarter-Hour Rating for Additional Listeners:\*

**2.1**

The percent of completed interviews in this study for Persons 18-49 is:

**61.5%**

Estimate of XM Satellite Radio subscribers age 18-49 (as of December 31, 2004):

**3,229,124 x 0.615 = 1,985,911**

Persons 18-49 Estimate for Primary Listeners:

**0.095 x 1,985,911 = 188,662 persons**

Persons 18-49 Estimate for Additional Listeners:

**0.021 x (1.0 x 1,985,911) = 41,704 persons**

Total Persons 18-49 Estimate:

**188,662 + 41,704 = 230,366**

**Table 1: Additional Listener Factors**

| Demographic   | Number of Completed Interviews for Primary Listeners | Percent of Completed Interviews for Primary Listeners | Number of Additional Listeners | Percent of Additional Listeners | Additional Listener Factor |
|---------------|--|---|--------------------------------|---------------------------------|----------------------------|
| Persons 12+   | 2,028  | 100.0   | 2,179                          | 100.0                           | 1.1                        |
| Persons 18+   | 2,002  | 98.7  | 1,860                          | 85.4                            | 0.9                        |
| Persons 18-34 | 454  | 22.4  | 658                            | 30.2                            | 1.4                        |
| Persons 18-49 | 1,247  | 61.5  | 1,285                          | 59.0                            | 1.0                        |
| Persons 21-34 | 417  | 20.6  | 550                            | 25.2                            | 1.9                        |
| Persons 25-49 | 1,133  | 55.9  | 1,029                          | 47.2                            | 0.9                        |
| Persons 25-54 | 1,416  | 69.8  | 1,224                          | 56.2                            | 0.9                        |
| Persons 35-64 | 1,426  | 70.3  | 1,055                          | 48.4                            | 0.7                        |
| Persons 35+   | 1,548  | 76.3  | 1,202                          | 55.2                            | 0.8                        |
| Males 12+     | 1,413  | 69.7  | 1,075                          | 49.3                            | 0.8                        |
| Males 18+     | 1,398  | 68.9  | 908                            | 41.7                            | 0.6                        |
| Males 18-34   | 325  | 16.0  | 343                            | 15.7                            | 1.1                        |
| Males 18-49   | 851  | 42.0  | 657                            | 30.2                            | 0.8                        |
| Males 21-34   | 297  | 14.6  | 286                            | 13.1                            | 1.0                        |
| Males 25-49   | 766  | 37.8  | 520                            | 23.9                            | 0.7                        |
| Males 25-54   | 967  | 47.7  | 598                            | 27.4                            | 0.6                        |
| Males 35-64   | 972  | 47.9  | 505                            | 23.2                            | 0.5                        |
| Males 35+     | 1,073  | 52.9  | 565                            | 25.9                            | 0.5                        |
| Females 12+   | 615  | 30.3  | 1,104                          | 50.7                            | 1.8                        |
| Females 18+   | 604  | 29.8  | 952                            | 43.7                            | 1.6                        |
| Females 18-34 | 129  | 6.4   | 315                            | 14.5                            | 2.4                        |
| Females 18-49 | 396  | 19.5  | 628                            | 28.8                            | 1.6                        |
| Females 21-34 | 120  | 5.9   | 264                            | 12.1                            | 2.2                        |
| Females 25-49 | 367  | 18.1  | 509                            | 23.4                            | 1.4                        |
| Females 25-54 | 449  | 22.1  | 626                            | 28.7                            | 1.4                        |
| Females 35-64 | 454  | 22.4  | 550                            | 25.2                            | 1.2                        |
| Females 35+   | 475  | 23.4  | 637                            | 29.2                            | 1.3                        |

Based on Persons 12+



# XM Channel Groups

Audience estimates are provided later in the report for XM Channel Groups. Below is a list of the channels that make up each of the groups. Custom Channel Groups are also available. Contact XM Satellite Radio directly for more information.

## XM Complete

ABC News & Talk  
America Left  
America Right  
Ask!  
Bloomberg Radio  
CNBC  
CNN  
CNN en Español  
CNN Headline News  
Discovery Radio  
E! Entertainment Radio  
ESPNEWS  
ESPN Radio  
Extreme XM  
FamilyTalk  
Fox News  
Fox Sports Radio  
Laugh USA  
MSNBC  
MTV Radio  
NASCAR Radio  
Open Road  
The Power  
RadioClassics  
Radio Disney  
Sonic Theater  
Sporting News Radio  
VH1 Radio  
The Weather Channel  
XM Comedy  
XM Kids

## XM Entertainment

Discovery Radio  
E! Entertainment Radio  
Extreme XM  
High Voltage/Opie & Anthony  
Laugh USA  
MTV Radio  
Open Road  
RadioClassics  
Sonic Theater  
VH1 Radio  
XM Comedy

## XM News & Information

ABC News & Talk  
America Left  
America Right  
Ask!  
Bloomberg Radio  
CNBC  
CNN  
CNN en Español  
CNN Headline News  
FamilyTalk  
Fox News  
MSNBC  
The Power  
The Weather Channel  
XM Public Radio

## XM Sports

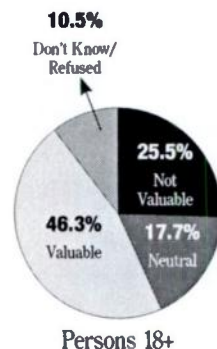
ACC  
ESPNEWS  
ESPN Radio  
Fox Sports Radio  
NASCAR Radio  
Pacific - 10  
Play By Play Big Ten  
Sporting News Radio

## XM Traffic and Weather *(continued)*

### How valuable is the weather and temperature information that is displayed on your XM Satellite Radio?

(1-5 scale, where 1 is "Not at All Valuable" and 5 is "Extremely Valuable")

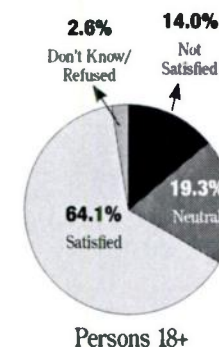
|               | Not Valuable<br>1-2<br>(%) | Neutral<br>3<br>(%) | Valuable<br>4-5<br>(%) | Don't Know/<br>Refused<br>(%) | Number |
|---------------|----------------------------|---------------------|------------------------|-------------------------------|--------|
| Persons 18+   | 25.5                       | 17.7                | 46.3                   | 10.5                          | 1,072  |
| Persons 18-49 | 24.8                       | 19.4                | 47.4                   | 8.4                           | 669    |
| Persons 21-34 | 28.8                       | 14.4                | 49.0                   | 7.8                           | 153    |
| Persons 25-54 | 25.2                       | 18.6                | 46.1                   | 10.1                          | 759    |
| Males 18+     | 27.6                       | 17.9                | 44.3                   | 10.2                          | 794    |
| Males 18-49   | 26.5                       | 20.0                | 46.5                   | 7.0                           | 486    |
| Males 21-34   | 28.8                       | 14.4                | 49.0                   | 7.8                           | 153    |
| Males 25-54   | 27.9                       | 19.1                | 44.1                   | 8.9                           | 551    |
| Females 18+   | 19.4                       | 17.3                | 51.8                   | 11.5                          | 278    |
| Females 18-49 | 20.2                       | 18.0                | 49.7                   | 12.0                          | 183    |
| Females 21-34 | 32.7                       | 20.4                | 44.9                   | 2.0                           | 49     |
| Females 25-54 | 17.8                       | 17.3                | 51.4                   | 13.5                          | 208    |



### How satisfied are you with the traffic and weather information currently available on XM?

(1-5 scale, where 1 is "Not at All Satisfied" and 5 is "Extremely Satisfied")

|               | Not Satisfied<br>1-2<br>(%) | Neutral<br>3<br>(%) | Satisfied<br>4-5<br>(%) | Don't Know/<br>Refused<br>(%) | Number |
|---------------|-----------------------------|---------------------|-------------------------|-------------------------------|--------|
| Persons 18+   | 14.0                        | 19.3                | 64.1                    | 2.6                           | 1,072  |
| Persons 18-49 | 13.3                        | 21.8                | 63.2                    | 1.6                           | 669    |
| Persons 21-34 | 13.7                        | 23.5                | 60.8                    | 2.0                           | 153    |
| Persons 25-54 | 15.5                        | 20.3                | 62.3                    | 1.8                           | 759    |
| Males 18+     | 14.9                        | 20.5                | 62.3                    | 2.3                           | 794    |
| Males 18-49   | 13.6                        | 23.3                | 61.9                    | 1.2                           | 486    |
| Males 21-34   | 13.7                        | 23.5                | 60.8                    | 2.0                           | 153    |
| Males 25-54   | 16.3                        | 21.8                | 60.6                    | 1.3                           | 551    |
| Females 18+   | 11.5                        | 15.8                | 69.1                    | 3.6                           | 278    |
| Females 18-49 | 12.6                        | 18.0                | 66.7                    | 2.7                           | 183    |
| Females 21-34 | 20.4                        | 12.2                | 67.3                    | 0.0                           | 49     |
| Females 25-54 | 13.5                        | 16.3                | 66.8                    | 3.4                           | 208    |



Unless noted otherwise, all items were asked of people who said they had ever listened to any of XM's traffic and weather channels.

# XM Traffic and Weather

## Have you ever listened to any of XM's traffic and weather channels?

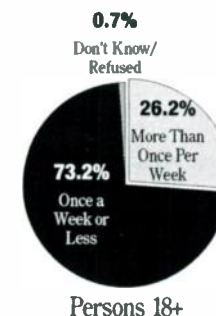
|               | Yes (%) | No (%) | Don't Know (%) | Number |
|---------------|---------|--------|----------------|--------|
| Persons 18+   | 58.2    | 41.6   | 0.2            | 1,842  |
| Persons 18-49 | 58.0    | 41.8   | 0.2            | 1,153  |
| Persons 21-34 | 55.2    | 44.8   | 0.0            | 277    |
| Persons 25-54 | 57.6    | 42.2   | 0.2            | 1,317  |
| Males 18+     | 60.4    | 39.4   | 0.2            | 1,315  |
| Males 18-49   | 60.5    | 39.4   | 0.1            | 803    |
| Males 21-34   | 55.2    | 44.8   | 0.0            | 277    |
| Males 25-54   | 59.9    | 40.0   | 0.1            | 920    |
| Females 18+   | 52.8    | 47.1   | 0.2            | 527    |
| Females 18-49 | 52.3    | 47.4   | 0.3            | 350    |
| Females 21-34 | 45.0    | 55.0   | 0.0            | 109    |
| Females 25-54 | 52.4    | 47.4   | 0.3            | 397    |



Asked of all respondents.

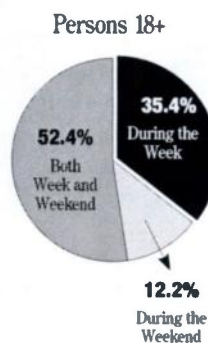
## How often do you listen to the traffic and weather channels on XM?

|               | More Than Once Per Week (%) | At Least Once Per Day (%) | Almost Every Day (%) | At Least a Couple Times a Week (%) | Once a Week or Less (%) | Don't Know/Refused (%) | Number |
|---------------|-----------------------------|---------------------------|----------------------|------------------------------------|-------------------------|------------------------|--------|
| Persons 18+   | 26.2                        | 8.2                       | 3.4                  | 14.6                               | 73.2                    | 0.7                    | 1,072  |
| Persons 18-49 | 26.4                        | 8.5                       | 3.3                  | 14.6                               | 73.2                    | 0.3                    | 669    |
| Persons 21-34 | 26.8                        | 7.2                       | 4.6                  | 15.0                               | 73.2                    | 0.0                    | 153    |
| Persons 25-54 | 27.0                        | 8.7                       | 3.7                  | 14.6                               | 72.5                    | 0.5                    | 759    |
| Males 18+     | 27.0                        | 8.7                       | 3.4                  | 14.9                               | 72.3                    | 0.8                    | 794    |
| Males 18-49   | 27.1                        | 8.8                       | 3.3                  | 15.0                               | 72.4                    | 0.4                    | 486    |
| Males 21-34   | 26.8                        | 7.2                       | 4.6                  | 15.0                               | 73.2                    | 0.0                    | 153    |
| Males 25-54   | 27.6                        | 8.9                       | 3.6                  | 15.1                               | 71.7                    | 0.7                    | 551    |
| Females 18+   | 23.7                        | 6.8                       | 3.2                  | 13.7                               | 75.9                    | 0.4                    | 278    |
| Females 18-49 | 24.7                        | 7.7                       | 3.3                  | 13.7                               | 75.4                    | 0.0                    | 183    |
| Females 21-34 | 18.3                        | 6.1                       | 2.0                  | 10.2                               | 81.6                    | 0.0                    | 49     |
| Females 25-54 | 25.5                        | 8.2                       | 3.8                  | 13.5                               | 74.5                    | 0.0                    | 208    |



## When do you listen to XM's traffic and weather channels?

|               | During the Week (%) | During the Weekend (%) | Both Week and Weekend (%) | Number |
|---------------|---------------------|------------------------|---------------------------|--------|
| Persons 18+   | 35.4                | 12.2                   | 52.4                      | 1,072  |
| Persons 18-49 | 38.7                | 12.3                   | 49.0                      | 669    |
| Persons 21-34 | 44.4                | 9.8                    | 45.8                      | 153    |
| Persons 25-54 | 37.0                | 12.6                   | 50.3                      | 759    |
| Males 18+     | 38.5                | 11.3                   | 50.1                      | 794    |
| Males 18-49   | 42.2                | 11.7                   | 46.1                      | 486    |
| Males 21-34   | 44.4                | 9.8                    | 45.8                      | 153    |
| Males 25-54   | 40.3                | 11.6                   | 48.1                      | 551    |
| Females 18+   | 26.3                | 14.7                   | 59.0                      | 278    |
| Females 18-49 | 29.5                | 13.7                   | 56.8                      | 183    |
| Females 21-34 | 28.6                | 18.4                   | 53.1                      | 49     |
| Females 25-54 | 28.4                | 15.4                   | 56.3                      | 208    |



Unless noted otherwise, all items were asked of people who said they had ever listened to any of XM's traffic and weather channels.

# Additional Listener Profile

## Age

|          | Percent | Number |
|----------|---------|--------|
| Under 12 | 15.3    | 393    |
| 12-17    | 12.4    | 319    |
| 18-24    | 10.0    | 256    |
| 21-34    | 21.4    | 550    |
| 25-34    | 15.6    | 402    |
| 35-44    | 17.5    | 449    |
| 45-54    | 14.5    | 373    |
| 55-64    | 9.1     | 233    |
| 65+      | 5.7     | 147    |

## Gender

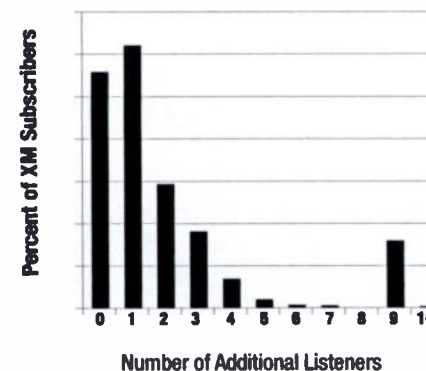
|        | Percent | Number |
|--------|---------|--------|
| Male   | 49.3    | 1,267  |
| Female | 50.7    | 1,305  |

## Household Member Status

|                       | Percent | Number |
|-----------------------|---------|--------|
| Household Members     | 68.4    | 1,760  |
| Not Household Members | 31.6    | 812    |

## Additional Listeners

On average, respondents indicated that there are **1.3 additional people** (age 0+) who listen to their XM Satellite Radio in the past seven days.



All information based on Persons 0+.

# Primary Listener Profile

## Age

|       | Percent | Number |
|-------|---------|--------|
| 12-17 | 1.3     | 26     |
| 18-24 | 5.6     | 114    |
| 21-34 | 20.6    | 417    |
| 25-34 | 16.8    | 340    |
| 35-44 | 26.7    | 541    |
| 45-54 | 26.4    | 535    |
| 55-64 | 17.3    | 350    |
| 65+   | 6.0     | 122    |

## Highest level of Education Completed\*

|                                 | Percent | Number |
|---------------------------------|---------|--------|
| Less Than 12th Grade            | 1.0     | 18     |
| High School Graduate or GED     | 13.9    | 262    |
| Some College                    | 26.6    | 503    |
| Bachelor's Degree               | 35.3    | 666    |
| Graduate or Postgraduate Degree | 21.9    | 413    |
| Refused/Don't Know              | 1.4     | 26     |

## Gender

|        | Percent | Number |
|--------|---------|--------|
| Male   | 69.7    | 1,413  |
| Female | 30.3    | 615    |

## Annual Household Income

|                      | Percent | Number |
|----------------------|---------|--------|
| Less Than \$25,000   | 1.5     | 30     |
| \$25,000 to \$50,000 | 9.1     | 184    |
| \$50,000 to \$75,000 | 16.8    | 341    |
| \$75,000 to \$99,999 | 19.6    | 397    |
| \$100,000 or More    | 38.1    | 773    |
| Refused/Don't Know   | 14.9    | 303    |

## Hispanic Origin

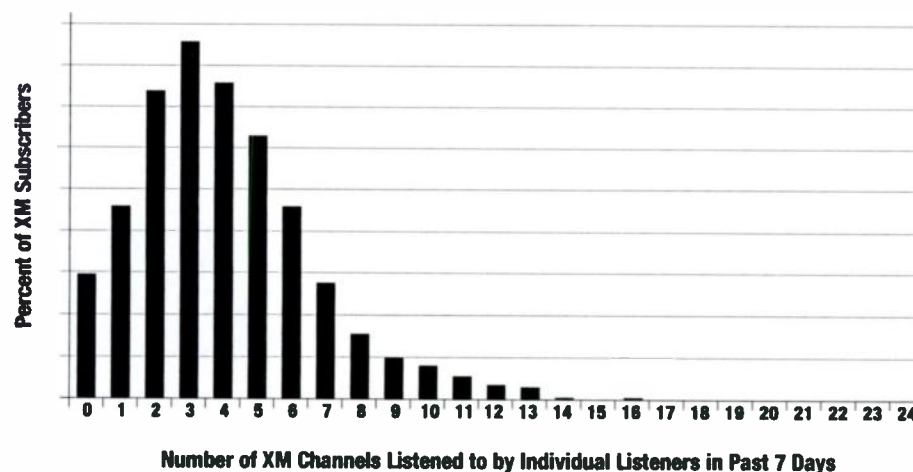
|                    | Percent | Number |
|--------------------|---------|--------|
| Yes                | 4.0     | 82     |
| No                 | 95.3    | 1,933  |
| Refused/Don't Know | 0.6     | 13     |

## Race

|                    | Percent | Number |
|--------------------|---------|--------|
| White              | 89.6    | 1,817  |
| Black              | 3.3     | 67     |
| Asian              | 1.1     | 22     |
| Other              | 4.3     | 87     |
| Refused/Don't Know | 1.7     | 35     |

## Channel Quantity

The average number of XM channels listened to in the past seven days is 4.1.



## Places People Listen to Their XM Radio

|                    | Percent | Number |
|--------------------|---------|--------|
| Car                | 67.3    | 1,878  |
| Home               | 23.6    | 659    |
| Work/Office        | 7.8     | 219    |
| Other              | 1.1     | 32     |
| Refused/Don't Know | 0.1     | 9      |

## Time Spent Listening

Average Time Spent Listening (TSL) per week to XM Satellite Radio:

25 hours and 51 minutes  
(Mon-Sun 6AM-MID, Persons 12+)

All information based on Persons 12+, except Education.

\*Based on Persons 25+

# XM Satellite Radio

## Preface

This report is designed to provide a compilation of radio audience estimates representing Primary Listeners and Additional Listeners of XM Satellite Radio 12 years of age and older. The estimates are based on listening information obtained in telephone interviews completed from November 15, 2004, to December 12, 2004. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition. Arbitron attempts to provide herein a summary description of methodology for Arbitron audience estimates contained later in this report.

## Warning

**All Arbitron audience estimates are proprietary and confidential.**

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## Contents

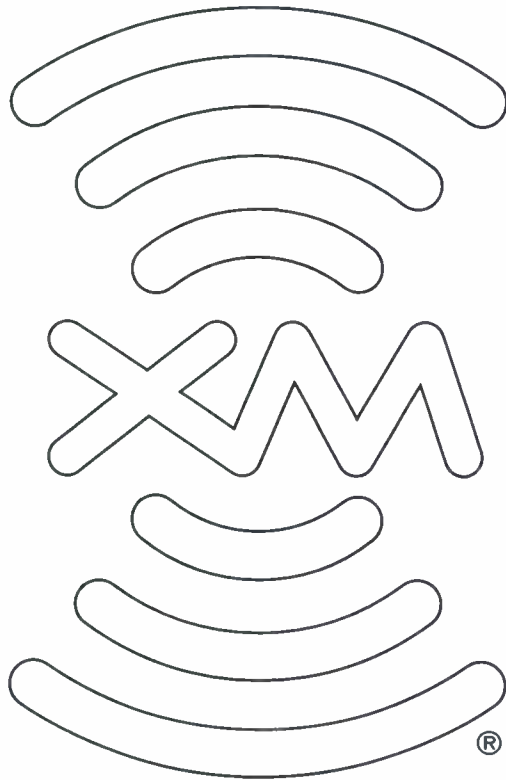
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### Methodology

|                            |    |
|----------------------------|----|
| Description of Methodology | A1 |
|----------------------------|----|





SATELLITE  
RADIO

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## Custom Listening Study from Arbitron

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Fall 2004







SATELLITE  
RADIO

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Custom Listening  
Study from Arbitron

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Fall 2004



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**SATELLITE  
RADIO**











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**Time Spent Listening (TSL)/** An estimate of the amount of time the average listener spent with a channel or channel group during a particular daypart. This estimate is expressed in hours and minutes and is reported only for Primary Listeners of XM Satellite Radio.

### Estimating the Reliability of Audience Persons Estimates

The reliability of a survey estimate is generally defined in terms of the estimated margin of sampling error around the estimate, or confidence interval. The confidence interval describes the extent to which a survey estimate, based on a random sample of the population, may vary from the result that would be obtained through a complete census of the population. For this study, "population" refers to the total number of XM subscribers (1,360,228 as of 12/31/03). Confidence intervals can be obtained for any Primary Listener persons estimate in this report through two steps: (1) determine an estimated standard error, and (2) use the estimated standard error to construct a confidence interval around the persons estimate. To determine an estimate of standard error for AQH and Cume persons estimates, first note the Primary Listener persons estimate from the report. Next, note the sample size this estimate is based upon. The figures will be used in the formula for the estimated standard error, below:

$$\sqrt{\frac{p \cdot q}{N}}$$

In this equation, **p** equals the persons estimate and **q** equals the XM subscriber base minus the persons estimate. **N** is the sample size upon which the estimate is based. For example, if

Channel Group A has an AQH persons estimate of 30,000 in a specific daypart and the estimate is based on a Persons 12+ sample of 1504, then the standard error is 5151, or the square root of 30,000 times 1,330,228 divided by 1504.

The confidence interval is the range around the estimate. In this example for Channel Group A, the confidence interval is 24,849 to 35,151 around the AQH persons estimate of 30,000. The estimation above for one standard error will yield a 68 percent confidence interval; in other words, the user can be 68 percent confident that, in the example above, the AQH persons estimate for Channel Group A is within 5151 persons of the original AQH persons estimate of 30,000. To obtain higher levels of confidence, multipliers must be used. Typical multipliers are 1.65 for a 90 percent confidence interval, 1.96 for a 95 percent confidence interval, and 2.58 for a 99 percent confidence interval.

This discussion does not take into account the concept of Effective Sample Base (ESB). ESB estimates indicate the size of a simple random sample that would be required to provide the same degree of reliability as the sample or completed interviews used to produce the audience estimates in this report. In general, ESBs for Cume estimates will be less than the number of completed interviews, and ESBs for AQH estimates will be larger than the number of completed interviews.

### Sample Balancing

As there are currently not any known population estimates for XM Satellite Radio subscribers, no weighting system was applied for this study.

### Rounding of Estimates

Rounding occurs at various stages in the determination of audience estimates at demographic and daypart summation levels.

### Time Zones

Although calling occurred across various time zones, all daypart data were converted to Eastern Time prior to the determination of audience estimates.

### Limitations

In addition to sources of possible error described elsewhere in this report, the user should be aware of the following limitations:

**a.** Estimates provided in this report are based only on Primary Listeners of XM Satellite Radio and Additional Listeners of XM Satellite Radio. Average Quarter-Hour and Cume estimates in this study are not equivalent to estimates used in other Arbitron national studies.

**b.** The sample is drawn from a pool of XM Satellite Radio consumer subscribers provided directly by XM. Commercial subscribers were not included in this study.

**c.** Effort is made to exclude households with a media affiliation. The inclusion or exclusion of such households from the sample is dependent on information revealed by a subscriber in response to Arbitron's media affiliation question at the beginning of the interview, or at any time thereafter.

**d.** There may be instances where Arbitron instructions are not followed by the interviewer. Also, the interviewer may not be under the direct control of Arbitron, as independent market research suppliers are used by Arbitron.

**e.** Nonresponding persons may have listening habits that differ from those of respondents.

**f.** The sample design and/or response patterns may preclude proportional representation of certain groups within the population such as ethnic groups, racial groups, persons in certain income or education groups, Primary Listeners under the age of 12, or persons whose primary language is other than English. Such persons may have listening habits that differ from other persons.

**g.** Response errors resulting from memory failure, transcription by interviewers, misunderstanding of instructions, or other errors in the reporting, editing, coding and keying of data may be present. Arbitron maintains close supervision and controls to minimize these errors.

**h.** As personal telephone interviewers are used to collect all listening data, it is possible for variations in results by interviewer.

**i.** Defects and limitations found in data supplied by others are inherent in Arbitron estimates based thereon.

**j.** Rounding occurs at various stages in the determination of audience estimates, at demographic and daypart summation levels. Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts and/or demographic groups in the report may produce a result that may be incongruent with estimates for broader dayparts and/or demographic groups also contained in the report.

# Description of Methodology

## Sample Design and Selection

Sample for this study was selected from an initial randomly selected pool of 7,500 XM Satellite Radio consumer subscribers located in the contiguous United States. Names and telephone numbers were provided to Arbitron by XM.

A total of 5,084 records were selected for calling. Of those, 3,664 records were considered usable sample. With 1,504 completed interviews, this yielded a response rate of 41.0 percent.

Interviewers made at least eight attempts to reach each sample household during the period from September 23, 2003, to October 20, 2003. To increase the likelihood of establishing contact, calls were made at different hours throughout the morning, afternoon and evening and different days of the week. Interviewers were instructed to leave scripted messages on answering machines for specified calling attempts.

## Definitions of XM Satellite Radio Users for This Study

**Primary Listeners of XM Satellite Radio/**For this questionnaire, a Primary Listener was defined as the person who most often drives the vehicle containing an XM Satellite Radio or the person who uses the XM Satellite Radio most often if it is located at home. The Primary Listener in this study may not necessarily be the subscriber contact for XM Satellite Radio.

**Additional Listeners to XM Satellite Radio/**At the beginning of the interview, the Primary Listener was asked to enumerate all of the other people who listened to their XM Satellite Radio in the past seven days. Age, gender and household member status were collected for each additional person. These people represented the total pool of Additional Listeners for this study. When collecting specific listening occasions for XM Satellite Radio later in the interview, the Primary Listener was asked if any of the previously mentioned "Additional Listeners" listened at that time. No Additional Listener information was collected for AM/FM stations.

## Respondent Selection and Questionnaire

To qualify for participation in this study, a respondent must have been a resident of the household 12 years of age or older and a Primary Listener of XM Satellite Radio. Neither the respondent nor anyone in his or her household could be affiliated with a satellite radio company, a satellite television company, a radio or television station or network, or a cable system or network.

Respondents were asked a series of questions about their radiolistening (AM/FM/XM). This included general questions about listening in the past seven days, as well as specific radio listening in the past 30 hours. While specific channel information was collected for XM listening, specific station information was not collected for AM/FM listening. Demographic information, including age, gender, race/ethnicity, education and income, was also collected during the interview. The interviews were conducted in English only.

Explicit instructions and training were provided to each interviewer, and validation checks were regularly conducted to help ensure that instructions were followed properly.

## Determination of Audience Estimates

**Average Quarter-Hour/**The smallest unit of time used in tabulation of average audience estimates. Arbitron credits one quarter-hour to a channel/station for a minimum of five minutes of listening during the quarter-hour.

**Average Quarter-Hour Rating (AQH Rating)/**Expressed as a percentage of the quarter-hours for a channel over the total number of possible quarter-hours in a given daypart. For Primary Listeners of XM Satellite Radio, the total number of possible quarter-hours is based on the number of completed interviews within a specific demographic group. For Additional Listeners to XM Satellite Radio, the total number of possible quarter-hours is based on the enumerated list for a demographic group collected at the beginning of the interview.

**Average Quarter-Hour Persons/**The estimated average number of persons who listened to a channel or channel group for a minimum of five minutes within a reported daypart. This estimate is expressed in hundreds (00).

**7-Day Cume/**The estimated number of different persons in the audience who listened to a channel or channel group. This estimate is expressed in hundreds (00) and is reported only for Primary Listeners of XM Satellite Radio.

## Seven-Day Cume for Primary Listeners

### Cume Persons (00) - Females

| Demographic Group | XM Complete | XM Entertainment | XM News & Information | XM Sports |
|-------------------|-------------|------------------|-----------------------|-----------|
| Females 12+       | 1783        | 869              | 968                   | 407       |
| Females 18+       | 1782        | 867              | 969                   | 408       |
| Females 18-34     | 525         | 307              | 172                   | 181       |
| Females 18-49     | 1293        | 650              | 588                   | 289       |
| Females 25-49     | 1175        | 562              | 578                   | 262       |
| Females 25-54     | 1385        | 659              | 723                   | 317       |
| Females 35-64     | 1221        | 551              | 770                   | 227       |
| Females 35+       | 1258        | 561              | 797                   | 227       |

*Note: These estimates are projectable to the XM Primary Listener universe. Please see the "Description of Methodology" for more information. Estimates for Seven-Day Cume Persons are expressed in hundreds.*

## Seven-Day Cume for Primary Listeners

### Cume Persons (00) - Males

| Demographic Group | XM Complete | XM Entertainment | XM News & Information | XM Sports |
|-------------------|-------------|------------------|-----------------------|-----------|
| Males 12+         | 7179        | 4220             | 4376                  | 3001      |
| Males 18+         | 7114        | 4186             | 4361                  | 2980      |
| Males 18-34       | 1781        | 1167             | 796                   | 706       |
| Males 18-49       | 4799        | 2986             | 2706                  | 2006      |
| Males 25-49       | 4325        | 2599             | 2575                  | 1910      |
| Males 25-54       | 5159        | 3068             | 3133                  | 2286      |
| Males 35-64       | 5030        | 2894             | 3337                  | 2165      |
| Males 35+         | 5333        | 3023             | 3565                  | 2271      |

*Note: These estimates are projectable to the XM Primary Listener universe. Please see the "Description of Methodology" for more information. Estimates for Seven-Day Cume Persons are expressed in hundreds.*

## Seven-Day Cume for Primary Listeners

### Cume Persons (00)

| Demographic Group | XM Complete | XM Entertainment | XM News & Information | XM Sports |
|-------------------|-------------|------------------|-----------------------|-----------|
| Persons 12+       | 8964        | 5087             | 5346                  | 3414      |
| Persons 18+       | 8894        | 5053             | 5323                  | 3382      |
| Persons 18-34     | 2308        | 1475             | 967                   | 888       |
| Persons 18-49     | 6095        | 3639             | 3289                  | 2294      |
| Persons 25-49     | 5497        | 3157             | 3157                  | 2172      |
| Persons 25-54     | 6535        | 3723             | 3849                  | 2608      |
| Persons 35-64     | 6254        | 3443             | 4104                  | 2392      |
| Persons 35+       | 6594        | 3577             | 4359                  | 2495      |

*Note: These estimates are projectable to the XM Primary Listener universe. Please see the "Description of Methodology" for more information. Estimates for Seven-Day Cume Persons are expressed in hundreds.*



## XM Sports

### AQH Persons (00) - Females

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Females 12+       | 19                 | 1     | 21    | 9                   | --    | 9     | 23                  | --    | 23    | 30                 | 5     | 34    | 25                 | 1     | 26    | 14                 | 1     | 15    | 19                  | 3     | 22    |
| Females 18+       | 19                 | 1     | 21    | 9                   | --    | 9     | 23                  | --    | 23    | 30                 | 5     | 34    | 25                 | 1     | 26    | 14                 | 1     | 15    | 19                  | 3     | 22    |
| Females 18-34     | 4                  | --    | 4     | 2                   | --    | 2     | 4                   | --    | 4     | 2                  | --    | 2     | 7                  | --    | 7     | 4                  | 1     | 5     | 8                   | 2     | 11    |
| Females 18-49     | 14                 | 1     | 15    | 6                   | --    | 6     | 15                  | --    | 15    | 23                 | 5     | 28    | 21                 | 1     | 22    | 5                  | 1     | 6     | 10                  | 3     | 13    |
| Females 25-49     | 13                 | 1     | 14    | 6                   | --    | 6     | 15                  | --    | 15    | 23                 | 5     | 28    | 21                 | 1     | 22    | 2                  | 1     | 3     | 3                   | 3     | 6     |
| Females 25-54     | 14                 | 1     | 15    | 6                   | --    | 6     | 18                  | --    | 18    | 23                 | 5     | 28    | 22                 | 1     | 23    | 2                  | 1     | 3     | 3                   | 3     | 6     |
| Females 35-64     | 16                 | 1     | 16    | 7                   | --    | 7     | 19                  | --    | 19    | 28                 | 5     | 32    | 18                 | 1     | 19    | 10                 | --    | 10    | 10                  | --    | 10    |
| Females 35+       | 16                 | 1     | 16    | 7                   | --    | 7     | 19                  | --    | 19    | 28                 | 5     | 32    | 18                 | 1     | 19    | 10                 | --    | 10    | 10                  | --    | 10    |

*"Primary" refers to Primary Listeners of XM Satellite Radio*

*"Add'l" refers to Additional Listeners of XM Satellite Radio*

*"Total" refers to the combined total of Primary and Additional Listeners of XM Satellite Radio*

*"AQH (00)" refers to Average Quarter-Hour Persons and is expressed in hundreds*

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 4 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.*



## XM Sports

### AQH Persons (00) - Males

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Males 12+         | 238                | 41    | 280   | 169                 | 24    | 193   | 282                 | 56    | 338   | 296                | 38    | 333   | 163                | 28    | 191   | 276                | 54    | 330   | 375                 | 71    | 446   |
| Males 18+         | 237                | 41    | 278   | 166                 | 25    | 191   | 280                 | 57    | 337   | 293                | 38    | 331   | 164                | 28    | 192   | 274                | 50    | 324   | 373                 | 64    | 437   |
| Males 18-34       | 47                 | 16    | 63    | 29                  | 19    | 48    | 72                  | 21    | 93    | 85                 | 28    | 114   | 31                 | 17    | 48    | 37                 | 8     | 45    | 43                  | 8     | 51    |
| Males 18-49       | 161                | 30    | 191   | 117                 | 25    | 142   | 215                 | 54    | 269   | 218                | 34    | 252   | 115                | 18    | 133   | 157                | 25    | 183   | 217                 | 33    | 250   |
| Males 25-49       | 150                | 23    | 173   | 110                 | 17    | 127   | 202                 | 39    | 242   | 195                | 20    | 216   | 99                 | 10    | 109   | 153                | 29    | 182   | 211                 | 38    | 249   |
| Males 25-54       | 185                | 24    | 209   | 143                 | 18    | 160   | 241                 | 40    | 281   | 243                | 21    | 264   | 126                | 10    | 136   | 187                | 29    | 216   | 255                 | 36    | 292   |
| Males 35-64       | 185                | 22    | 207   | 131                 | 7     | 138   | 205                 | 35    | 240   | 207                | 11    | 218   | 130                | 5     | 135   | 231                | 46    | 277   | 320                 | 61    | 381   |
| Males 35+         | 190                | 25    | 214   | 136                 | 7     | 143   | 208                 | 35    | 243   | 208                | 11    | 220   | 132                | 12    | 144   | 242                | 46    | 288   | 337                 | 63    | 400   |

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*"Total" refers to the combined total of Primary and Additional Listeners of XM Satellite Radio*

*"AQH (00)" refers to Average Quarter-Hour Persons and is expressed in hundreds*

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 4 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.*

## XM Sports

### AQH Persons (00) - Persons

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Persons 12+       | 258                | 43    | 301   | 175                 | 24    | 199   | 301                 | 56    | 356   | 321                | 42    | 364   | 187                | 28    | 215   | 301                | 56    | 357   | 409                 | 74    | 484   |
| Persons 18+       | 256                | 42    | 298   | 172                 | 25    | 197   | 298                 | 57    | 355   | 319                | 43    | 362   | 187                | 29    | 216   | 300                | 52    | 352   | 408                 | 67    | 476   |
| Persons 18-34     | 51                 | 17    | 68    | 30                  | 19    | 48    | 74                  | 21    | 95    | 85                 | 28    | 113   | 38                 | 16    | 54    | 42                 | 10    | 52    | 52                  | 11    | 63    |
| Persons 18-49     | 175                | 32    | 207   | 120                 | 25    | 145   | 225                 | 54    | 280   | 237                | 39    | 276   | 134                | 19    | 153   | 173                | 26    | 199   | 241                 | 35    | 276   |
| Persons 25-49     | 163                | 25    | 188   | 112                 | 18    | 130   | 212                 | 40    | 253   | 215                | 26    | 240   | 119                | 11    | 129   | 167                | 28    | 195   | 230                 | 38    | 268   |
| Persons 25-54     | 199                | 25    | 224   | 144                 | 18    | 162   | 252                 | 41    | 293   | 261                | 26    | 287   | 146                | 11    | 157   | 203                | 29    | 232   | 278                 | 37    | 315   |
| Persons 35-64     | 200                | 23    | 224   | 136                 | 7     | 143   | 220                 | 36    | 256   | 232                | 16    | 248   | 146                | 6     | 152   | 253                | 42    | 295   | 348                 | 56    | 404   |
| Persons 35+       | 205                | 25    | 231   | 141                 | 7     | 148   | 224                 | 36    | 259   | 233                | 16    | 250   | 149                | 13    | 162   | 263                | 44    | 307   | 364                 | 60    | 424   |

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*"Add'l" refers to Additional Listeners of XM Satellite Radio*

*"Total" refers to the combined total of Primary and Additional Listeners of XM Satellite Radio*

*"AQH (00)" refers to Average Quarter-Hour Persons and is expressed in hundreds*

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 4 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.*

## XM News & Information

### AQH Persons (00) - Females

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Females 12+       | 51                 | 20    | 71    | 45                  | 8     | 53    | 72                  | 31    | 103   | 91                 | 44    | 135   | 45                 | 21    | 65    | 16                 | 5     | 21    | 15                  | 4     | 18    |
| Females 18+       | 51                 | 19    | 70    | 45                  | 7     | 52    | 72                  | 31    | 104   | 91                 | 42    | 133   | 44                 | 21    | 65    | 16                 | 5     | 21    | 15                  | 3     | 18    |
| Females 18-34     | 4                  | --    | 4     | 5                   | --    | 5     | 5                   | --    | 5     | 12                 | --    | 12    | 2                  | --    | 2     | --                 | --    | --    | --                  | --    | --    |
| Females 18-49     | 29                 | 7     | 36    | 28                  | --    | 28    | 36                  | 4     | 40    | 55                 | 27    | 83    | 34                 | 13    | 47    | 1                  | --    | 1     | 1                   | --    | 1     |
| Females 25-49     | 29                 | 7     | 36    | 28                  | --    | 28    | 36                  | 4     | 40    | 56                 | 27    | 83    | 34                 | 13    | 47    | 1                  | --    | 1     | 1                   | --    | 1     |
| Females 25-54     | 40                 | 12    | 52    | 34                  | 1     | 35    | 61                  | 17    | 78    | 78                 | 27    | 105   | 38                 | 18    | 56    | 1                  | 5     | 6     | 1                   | 3     | 5     |
| Females 35-64     | 46                 | 16    | 62    | 39                  | 4     | 43    | 65                  | 25    | 90    | 76                 | 36    | 112   | 40                 | 20    | 60    | 17                 | 5     | 22    | 16                  | 4     | 19    |
| Females 35+       | 47                 | 19    | 66    | 39                  | 7     | 46    | 66                  | 31    | 97    | 78                 | 41    | 119   | 41                 | 21    | 62    | 17                 | 5     | 22    | 16                  | 4     | 19    |

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"Add'l" refers to Additional Listeners of XM Satellite Radio

"Total" refers to the combined total of Primary and Additional Listeners of XM Satellite Radio

"AQH (00)" refers to Average Quarter-Hour Persons and is expressed in hundreds

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 4 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.*

## XM News & Information

### AQH Persons (00) - Males

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Males 12+         | 350                | 70    | 420   | 381                 | 69    | 450   | 525                 | 108   | 633   | 546                | 100   | 647   | 280                | 63    | 343   | 181                | 32    | 214   | 238                 | 49    | 287   |
| Males 18+         | 350                | 61    | 411   | 382                 | 50    | 432   | 526                 | 97    | 623   | 547                | 96    | 643   | 280                | 55    | 336   | 181                | 31    | 211   | 237                 | 46    | 283   |
| Males 18-34       | 34                 | 17    | 51    | 68                  | 17    | 85    | 49                  | 23    | 71    | 43                 | 34    | 77    | 15                 | 9     | 24    | 18                 | 11    | 30    | 21                  | 20    | 41    |
| Males 18-49       | 204                | 38    | 241   | 237                 | 23    | 260   | 312                 | 49    | 361   | 310                | 64    | 374   | 157                | 39    | 195   | 103                | 24    | 127   | 138                 | 39    | 178   |
| Males 25-49       | 202                | 30    | 231   | 235                 | 16    | 251   | 314                 | 35    | 348   | 313                | 48    | 361   | 158                | 31    | 189   | 98                 | 21    | 119   | 135                 | 34    | 169   |
| Males 25-54       | 246                | 49    | 295   | 279                 | 38    | 317   | 377                 | 73    | 450   | 389                | 74    | 463   | 204                | 47    | 250   | 119                | 24    | 143   | 162                 | 34    | 197   |
| Males 35-64       | 297                | 43    | 340   | 290                 | 29    | 319   | 442                 | 68    | 510   | 472                | 61    | 533   | 245                | 44    | 289   | 158                | 20    | 178   | 207                 | 25    | 232   |
| Males 35+         | 316                | 44    | 360   | 313                 | 32    | 345   | 472                 | 72    | 544   | 499                | 61    | 560   | 262                | 44    | 307   | 166                | 20    | 186   | 221                 | 27    | 248   |

*"Primary" refers to Primary Listeners of XM Satellite Radio*

*"Add'l" refers to Additional Listeners of XM Satellite Radio*

*"Total" refers to the combined total of Primary and Additional Listeners of XM Satellite Radio*

*"AQH (00)" refers to Average Quarter-Hour Persons and is expressed in hundreds*

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 4 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.*



## XM News & Information

### AQH Persons (00) - Persons

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Persons 12+       | 401                | 90    | 490   | 422                 | 77    | 499   | 591                 | 139   | 730   | 633                | 144   | 776   | 322                | 84    | 405   | 204                | 38    | 242   | 263                 | 53    | 315   |
| Persons 18+       | 401                | 80    | 481   | 422                 | 57    | 479   | 592                 | 128   | 720   | 633                | 138   | 771   | 322                | 76    | 398   | 203                | 36    | 239   | 262                 | 50    | 312   |
| Persons 18-34     | 38                 | 17    | 55    | 72                  | 17    | 89    | 53                  | 22    | 75    | 55                 | 33    | 88    | 17                 | 9     | 26    | 19                 | 12    | 31    | 22                  | 20    | 43    |
| Persons 18-49     | 232                | 45    | 277   | 261                 | 23    | 284   | 342                 | 53    | 395   | 361                | 92    | 453   | 189                | 52    | 240   | 111                | 23    | 135   | 150                 | 39    | 188   |
| Persons 25-49     | 231                | 37    | 267   | 258                 | 16    | 275   | 343                 | 39    | 382   | 364                | 75    | 439   | 190                | 44    | 234   | 106                | 20    | 126   | 147                 | 31    | 178   |
| Persons 25-54     | 286                | 61    | 347   | 307                 | 40    | 347   | 431                 | 91    | 522   | 461                | 102   | 563   | 239                | 65    | 304   | 129                | 28    | 157   | 176                 | 36    | 212   |
| Persons 35-64     | 343                | 59    | 402   | 326                 | 33    | 359   | 502                 | 95    | 596   | 543                | 97    | 641   | 282                | 64    | 347   | 181                | 24    | 205   | 232                 | 27    | 259   |
| Persons 35+       | 362                | 63    | 426   | 348                 | 39    | 388   | 534                 | 103   | 637   | 572                | 103   | 675   | 301                | 65    | 367   | 189                | 25    | 214   | 247                 | 29    | 276   |

"Primary" refers to Primary Listeners of XM Satellite Radio

"Add'l" refers to Additional Listeners of XM Satellite Radio

"Total" refers to the combined total of Primary and Additional Listeners of XM Satellite Radio

"AQH (00)" refers to Average Quarter-Hour Persons and is expressed in hundreds

Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.

All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 4 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.

## XM Entertainment

### AQH Persons (00) - Females

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Females 12+       | 48                 | 32    | 80    | 39                  | 14    | 53    | 58                  | 38    | 96    | 74                 | 44    | 118   | 26                 | 17    | 43    | 53                 | 43    | 96    | 71                  | 49    | 120   |
| Females 18+       | 48                 | 27    | 76    | 39                  | 12    | 51    | 58                  | 34    | 92    | 73                 | 40    | 113   | 25                 | 15    | 40    | 53                 | 35    | 88    | 71                  | 41    | 112   |
| Females 18-34     | 11                 | 6     | 16    | 11                  | 2     | 13    | 9                   | 5     | 14    | 11                 | 5     | 16    | 1                  | 1     | 3     | 20                 | 11    | 31    | 32                  | 17    | 49    |
| Females 18-49     | 31                 | 12    | 43    | 20                  | 2     | 22    | 35                  | 8     | 43    | 41                 | 10    | 51    | 13                 | 6     | 19    | 46                 | 26    | 72    | 68                  | 35    | 103   |
| Females 25-49     | 28                 | 9     | 38    | 20                  | —     | 20    | 33                  | 4     | 37    | 39                 | 6     | 45    | 13                 | 4     | 17    | 39                 | 24    | 63    | 54                  | 30    | 85    |
| Females 25-54     | 37                 | 21    | 58    | 25                  | 8     | 33    | 47                  | 24    | 72    | 56                 | 28    | 84    | 22                 | 7     | 29    | 39                 | 32    | 71    | 54                  | 35    | 89    |
| Females 35-64     | 36                 | 22    | 57    | 17                  | 9     | 26    | 48                  | 30    | 78    | 62                 | 35    | 97    | 24                 | 13    | 37    | 32                 | 23    | 55    | 36                  | 23    | 59    |
| Females 35+       | 38                 | 22    | 59    | 28                  | 9     | 38    | 48                  | 29    | 78    | 62                 | 34    | 96    | 24                 | 13    | 37    | 32                 | 24    | 55    | 36                  | 24    | 60    |

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*"Total" refers to the combined total of Primary and Additional Listeners of XM Satellite Radio*

*"AQH (00)" refers to Average Quarter-Hour Persons and is expressed in hundreds*

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 4 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.*

## XM Entertainment

### AQH Persons (00) - Males

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Males 12+         | 221                | 69    | 290   | 214                 | 55    | 269   | 307                 | 93    | 400   | 317                | 76    | 393   | 218                | 60    | 278   | 137                | 65    | 203   | 181                 | 81    | 262   |
| Males 18+         | 221                | 63    | 283   | 215                 | 48    | 263   | 308                 | 88    | 396   | 314                | 70    | 384   | 218                | 58    | 276   | 137                | 57    | 193   | 180                 | 68    | 248   |
| Males 18-34       | 41                 | 18    | 59    | 31                  | 14    | 45    | 67                  | 31    | 98    | 74                 | 33    | 107   | 40                 | 28    | 67    | 22                 | 3     | 24    | 27                  | 3     | 30    |
| Males 18-49       | 143                | 28    | 171   | 130                 | 17    | 148   | 201                 | 52    | 253   | 220                | 44    | 264   | 136                | 32    | 168   | 92                 | 9     | 101   | 121                 | 7     | 128   |
| Males 25-49       | 127                | 20    | 146   | 122                 | 14    | 136   | 175                 | 39    | 213   | 198                | 28    | 226   | 115                | 15    | 130   | 82                 | 10    | 92    | 108                 | 8     | 116   |
| Males 25-54       | 153                | 31    | 185   | 153                 | 15    | 168   | 210                 | 45    | 256   | 236                | 34    | 269   | 142                | 18    | 160   | 99                 | 42    | 141   | 132                 | 40    | 173   |
| Males 35-64       | 179                | 35    | 214   | 182                 | 21    | 203   | 240                 | 44    | 284   | 239                | 20    | 258   | 176                | 17    | 193   | 116                | 64    | 180   | 155                 | 77    | 232   |
| Males 35+         | 180                | 45    | 225   | 182                 | 33    | 215   | 240                 | 56    | 296   | 239                | 38    | 277   | 177                | 30    | 208   | 117                | 62    | 178   | 155                 | 75    | 230   |

*"Primary" refers to Primary Listeners of XM Satellite Radio*

*"Add'l" refers to Additional Listeners of XM Satellite Radio*

*"Total" refers to the combined total of Primary and Additional Listeners of XM Satellite Radio*

*"AQH (00)" refers to Average Quarter-Hour Persons and is expressed in hundreds*

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 4 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.*



## XM Entertainment

### AQH Persons (00) - Persons

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Persons 12+       | 270                | 100   | 370   | 252                 | 69    | 321   | 363                 | 131   | 494   | 389                | 120   | 509   | 241                | 78    | 318   | 188                | 108   | 296   | 249                 | 131   | 379   |
| Persons 18+       | 269                | 90    | 359   | 252                 | 60    | 312   | 363                 | 123   | 486   | 386                | 110   | 496   | 241                | 72    | 313   | 188                | 92    | 279   | 248                 | 109   | 358   |
| Persons 18-34     | 52                 | 23    | 75    | 42                  | 16    | 58    | 75                  | 35    | 111   | 84                 | 37    | 122   | 40                 | 28    | 69    | 40                 | 14    | 54    | 56                  | 19    | 75    |
| Persons 18-49     | 174                | 40    | 213   | 148                 | 20    | 168   | 233                 | 61    | 294   | 258                | 54    | 312   | 146                | 38    | 184   | 135                | 35    | 170   | 184                 | 42    | 226   |
| Persons 25-49     | 155                | 29    | 184   | 140                 | 14    | 154   | 205                 | 44    | 249   | 234                | 34    | 269   | 126                | 19    | 145   | 119                | 35    | 154   | 159                 | 40    | 198   |
| Persons 25-54     | 190                | 52    | 242   | 175                 | 23    | 198   | 256                 | 70    | 326   | 290                | 62    | 351   | 161                | 26    | 187   | 136                | 73    | 209   | 184                 | 75    | 260   |
| Persons 35-64     | 215                | 57    | 271   | 196                 | 31    | 227   | 287                 | 74    | 361   | 300                | 54    | 354   | 198                | 30    | 228   | 149                | 83    | 231   | 193                 | 95    | 288   |
| Persons 35+       | 217                | 67    | 284   | 209                 | 43    | 252   | 287                 | 86    | 373   | 301                | 72    | 373   | 199                | 44    | 243   | 149                | 83    | 232   | 193                 | 96    | 289   |

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*"Add'l" refers to Additional Listeners of XM Satellite Radio*

*"Total" refers to the combined total of Primary and Additional Listeners of XM Satellite Radio*

*"AQH (00)" refers to Average Quarter-Hour Persons and is expressed in hundreds*

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 4 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.*

## XM Complete AQH Persons (00) - Females

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Females 12+       | 132                | 59    | 191   | 105                 | 27    | 131   | 172                 | 77    | 249   | 223                | 110   | 333   | 100                | 44    | 143   | 89                 | 53    | 142   | 117                 | 59    | 176   |
| Females 18+       | 132                | 52    | 183   | 104                 | 21    | 126   | 171                 | 70    | 241   | 222                | 95    | 318   | 100                | 39    | 139   | 90                 | 44    | 133   | 118                 | 50    | 168   |
| Females 18-34     | 22                 | 8     | 31    | 20                  | 5     | 25    | 18                  | 9     | 27    | 32                 | 10    | 42    | 12                 | 3     | 14    | 30                 | 14    | 44    | 52                  | 22    | 74    |
| Females 18-49     | 84                 | 24    | 108   | 63                  | 5     | 68    | 100                 | 17    | 117   | 143                | 52    | 194   | 71                 | 23    | 94    | 59                 | 29    | 88    | 93                  | 40    | 133   |
| Females 25-49     | 80                 | 19    | 99    | 63                  | --    | 63    | 99                  | 8     | 106   | 142                | 41    | 183   | 71                 | 20    | 91    | 43                 | 26    | 68    | 61                  | 33    | 94    |
| Females 25-54     | 102                | 36    | 138   | 76                  | 9     | 85    | 144                 | 41    | 185   | 185                | 64    | 249   | 87                 | 27    | 114   | 42                 | 38    | 81    | 61                  | 41    | 102   |
| Females 35-64     | 106                | 40    | 147   | 72                  | 13    | 85    | 150                 | 54    | 204   | 187                | 79    | 266   | 85                 | 35    | 121   | 58                 | 29    | 87    | 62                  | 26    | 89    |
| Females 35+       | 109                | 43    | 153   | 84                  | 16    | 100   | 151                 | 60    | 211   | 188                | 84    | 273   | 87                 | 36    | 123   | 58                 | 30    | 88    | 62                  | 27    | 89    |

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"Total" refers to the combined total of Primary and Additional Listeners of XM Satellite Radio

"AQH (00)" refers to Average Quarter-Hour Persons and is expressed in hundreds

Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.

All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 4 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.

## XM Complete AQH Persons (00) - Males

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Males 12+         | 820                | 188   | 1008  | 774                 | 156   | 930   | 1129                | 271   | 1400  | 1177               | 227   | 1405  | 668                | 156   | 823   | 602                | 159   | 761   | 806                 | 214   | 1021  |
| Males 18+         | 818                | 170   | 987   | 772                 | 126   | 898   | 1128                | 250   | 1378  | 1173               | 212   | 1385  | 669                | 144   | 813   | 599                | 144   | 743   | 803                 | 191   | 994   |
| Males 18-34       | 124                | 54    | 179   | 128                 | 52    | 179   | 190                 | 80    | 271   | 212                | 100   | 311   | 89                 | 54    | 143   | 78                 | 27    | 105   | 92                  | 39    | 130   |
| Males 18-49       | 518                | 101   | 619   | 495                 | 68    | 563   | 743                 | 162   | 905   | 766                | 149   | 915   | 414                | 91    | 505   | 360                | 64    | 425   | 489                 | 93    | 582   |
| Males 25-49       | 488                | 75    | 563   | 476                 | 48    | 525   | 706                 | 115   | 821   | 725                | 99    | 824   | 379                | 57    | 436   | 340                | 62    | 402   | 466                 | 83    | 549   |
| Males 25-54       | 594                | 106   | 700   | 584                 | 73    | 657   | 844                 | 161   | 1004  | 887                | 130   | 1017  | 479                | 77    | 555   | 413                | 96    | 509   | 562                 | 115   | 677   |
| Males 35-64       | 669                | 102   | 771   | 613                 | 58    | 671   | 899                 | 150   | 1049  | 928                | 94    | 1022  | 555                | 67    | 622   | 512                | 131   | 643   | 695                 | 168   | 863   |
| Males 35+         | 693                | 115   | 809   | 641                 | 74    | 714   | 933                 | 166   | 1099  | 957                | 113   | 1070  | 576                | 89    | 664   | 531                | 130   | 661   | 726                 | 169   | 895   |

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"AQH (00)" refers to Average Quarter-Hour Persons and is expressed in hundreds

Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.

All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 4 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.

## XM Complete AQH Persons (00) - Persons

| Demographic Group | Mon-Sun<br>6AM-MID |       |       | Mon-Fri<br>6AM-10AM |       |       | Mon-Fri<br>10AM-3PM |       |       | Mon-Fri<br>3PM-7PM |       |       | Mon-Fri<br>7PM-MID |       |       | Weekend<br>6AM-MID |       |       | Weekend<br>10AM-7PM |       |       |
|-------------------|--------------------|-------|-------|---------------------|-------|-------|---------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|--------------------|-------|-------|---------------------|-------|-------|
|                   | Primary            | Add'l | Total | Primary             | Add'l | Total | Primary             | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary            | Add'l | Total | Primary             | Add'l | Total |
| Persons 12+       | 951                | 248   | 1199  | 870                 | 182   | 1052  | 1289                | 348   | 1637  | 1391               | 337   | 1728  | 761                | 199   | 959   | 707                | 212   | 919   | 945                 | 275   | 1219  |
| Persons 18+       | 949                | 222   | 1171  | 868                 | 147   | 1014  | 1287                | 319   | 1607  | 1386               | 307   | 1693  | 761                | 183   | 945   | 705                | 189   | 894   | 942                 | 243   | 1185  |
| Persons 18-34     | 147                | 63    | 210   | 146                 | 56    | 202   | 205                 | 89    | 294   | 241                | 108   | 349   | 99                 | 56    | 156   | 108                | 41    | 149   | 140                 | 61    | 202   |
| Persons 18-49     | 602                | 125   | 727   | 548                 | 74    | 622   | 830                 | 180   | 1010  | 899                | 201   | 1100  | 479                | 114   | 594   | 433                | 93    | 526   | 598                 | 132   | 731   |
| Persons 25-49     | 568                | 93    | 662   | 530                 | 50    | 579   | 791                 | 126   | 917   | 857                | 141   | 998   | 445                | 78    | 522   | 400                | 85    | 485   | 550                 | 113   | 663   |
| Persons 25-54     | 697                | 141   | 838   | 649                 | 83    | 731   | 974                 | 204   | 1178  | 1061               | 196   | 1257  | 558                | 105   | 663   | 477                | 131   | 609   | 652                 | 152   | 805   |
| Persons 35-64     | 775                | 142   | 918   | 676                 | 73    | 749   | 1040                | 207   | 1247  | 1108               | 174   | 1282  | 634                | 104   | 738   | 589                | 151   | 741   | 786                 | 182   | 968   |
| Persons 35+       | 802                | 159   | 961   | 717                 | 91    | 808   | 1075                | 228   | 1303  | 1139               | 198   | 1337  | 657                | 126   | 782   | 608                | 155   | 763   | 817                 | 189   | 1006  |

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*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.*

*All data were converted to Eastern Time prior to the determination of audience estimates. Please refer to page 4 (XM Channel Groups) for a listing of the specific channels associated with each Channel Group.*

# Custom Listening Study from Arbitron

- AQH Estimates by XM Channel Group
- Cume Estimates



# Determination of Persons Estimates

Persons estimates for the XM Channel Groups were obtained by using the following information:

- Total Number of current subscribers to XM Satellite Radio (As of December 31, 2003 XM Satellite Radio reports a total of 1,360,228 subscribers)
- The percent of completed interviews for Primary Listeners in this study as represented by a given demographic group (See Table 1, "Percent of Completed Interviews")
- The proportion of Primary Listeners within a specific demographic group to the number of Additional Listeners within that same demographic group (See Table 1, "Additional Listener Factor")
- The Average Quarter-Hour Rating\* for an XM Channel Group within a given demographic group for both Primary and Additional Listeners

Total Persons Estimate:

**Primary Listener** + **Additional Listener**  
**Persons Estimate** + **Persons Estimate**

## EXAMPLE:

XM Channel Group:

### XM Sample

Demographic Group/Daypart:

**Persons 18-49 (Mon-Fri 3PM-7PM)**

Additional Listener Factor:

**1.0 for Persons 18-49 (from Table 1)**

Average Quarter-Hour

Rating for Primary Listeners:\*

**9.5**

Average Quarter-Hour

Rating for Additional Listeners:\*

**2.1**

The percent of completed interviews in this study for Persons 18-49 is:

**65.9%**

Estimate of XM Satellite Radio subscribers age 18-49 (as of December 31, 2003):

**1,360,228 x 0.659 = 896,390**

Persons 18-49 Estimate for

Primary Listeners:

**0.095 x 896,390 = 85,157 persons**

Persons 18-49 Estimate for

Additional Listeners:

**0.021 x (1.0 x 896,390) = 18,824 persons**

Total Persons 18-49 Estimate:

**85,157 + 18,824 = 103,981**

*\* Average Quarter-Hour Ratings are not presented in this book. To obtain the AQH Rating for any Channel Group: 1) Divide the AQH Persons Estimate by the estimated number of XM Satellite Radio subscribers within that demographic group, 2) Multiply by 100.*

**Table 1: Additional Listener Factors**

| Demographic   | Number of Completed Interviews for Primary Listeners | Percent of Completed Interviews for Primary Listeners | Number of Additional Listeners | Percent of Additional Listeners | Additional Listener Factor |
|---------------|--|---|--------------------------------|---------------------------------|----------------------------|
| Persons 12+   | 1504   | 100.0   | 1531                           | 100.0                           | 1.0                        |
| Persons 18+   | 1490   | 99.1  | 1327                           | 86.7                            | 0.9                        |
| Persons 18-34 | 382  | 25.4  | 500                            | 32.7                            | 1.3                        |
| Persons 18-49 | 991  | 65.9  | 954                            | 62.3                            | 1.0                        |
| Persons 25-49 | 886  | 58.9  | 738                            | 48.2                            | 0.8                        |
| Persons 25-54 | 1072   | 71.3  | 876                            | 57.2                            | 0.8                        |
| Persons 35-64 | 1029   | 68.4  | 754                            | 49.2                            | 0.7                        |
| Persons 35+   | 1108   | 73.7  | 827                            | 54.0                            | 0.7                        |
| Males 12+     | 1152   | 76.6  | 767                            | 50.1                            | 0.7                        |
| Males 18+     | 1140   | 75.8  | 643                            | 42.0                            | 0.6                        |
| Males 18-34   | 283  | 18.8  | 286                            | 18.7                            | 1.0                        |
| Males 18-49   | 737  | 49.0  | 488                            | 31.9                            | 0.7                        |
| Males 25-49   | 656  | 43.6  | 362                            | 23.6                            | 0.6                        |
| Males 25-54   | 800  | 53.2  | 415                            | 27.1                            | 0.5                        |
| Males 35-64   | 790  | 52.5  | 324                            | 21.2                            | 0.4                        |
| Males 35+     | 857  | 57.0  | 357                            | 23.3                            | 0.4                        |
| Females 12+   | 352  | 23.4  | 764                            | 49.9                            | 2.2                        |
| Females 18+   | 350  | 23.3  | 684                            | 44.7                            | 2.0                        |
| Females 18-34 | 99   | 6.6   | 214                            | 14.0                            | 2.2                        |
| Females 18-49 | 254  | 16.9  | 466                            | 30.4                            | 1.8                        |
| Females 25-49 | 230  | 15.3  | 376                            | 24.6                            | 1.6                        |
| Females 25-54 | 272  | 18.1  | 461                            | 30.1                            | 1.7                        |
| Females 35-64 | 239  | 15.9  | 430                            | 28.1                            | 1.8                        |
| Females 35+   | 251  | 16.7  | 470                            | 30.7                            | 1.9                        |

Based on Persons 12+

# XM Channel Groups

Audience estimates are provided later in the report for XM Channel Groups. Below is a list of the channels that make up each of the groups. Custom Channel Groups are also available. Contact XM Satellite Radio directly for more information.

## XM Complete

ABC News & Talk  
Ask!  
Bloomberg Radio  
Buzz XM  
CNBC  
CNN  
CNN en Español  
CNN Headline News  
Discovery Radio  
E! Entertainment Radio  
ESPNEWS  
ESPN Radio  
Extreme XM  
FamilyTalk  
Fox News  
Fox Sports Radio  
Laugh USA  
MSNBC  
MTV Radio  
NASCAR Radio  
Open Road  
The Power  
RadioClassics  
Radio Disney  
Sonic Theater  
The Sporting News  
VH1 Radio  
The Weather Channel  
XM Comedy  
XM Kids

## XM Entertainment

Discovery Radio  
E! Entertainment Radio  
Extreme XM  
Laugh USA  
MTV Radio  
Open Road  
RadioClassics  
Sonic Theater  
VH1 Radio  
XM Comedy

## XM News & Information

ABC News & Talk  
Ask!  
Bloomberg Radio  
Buzz XM  
CNBC  
CNN  
CNN en Español  
CNN Headline News  
FamilyTalk  
Fox News  
MSNBC  
The Power  
The Weather Channel

## XM Sports

ESPNEWS  
ESPN Radio  
Fox Sports Radio  
NASCAR Radio  
The Sporting News



# Additional Listener Profile

## Age

|          | Percent | Number |
|----------|---------|--------|
| Under 12 | 14.3    | 255    |
| 12-17    | 11.4    | 204    |
| 18-24    | 12.1    | 216    |
| 25-34    | 15.9    | 284    |
| 35-44    | 18.6    | 333    |
| 45-54    | 14.5    | 259    |
| 55-64    | 9.1     | 162    |
| 65+      | 4.1     | 73     |

## Gender

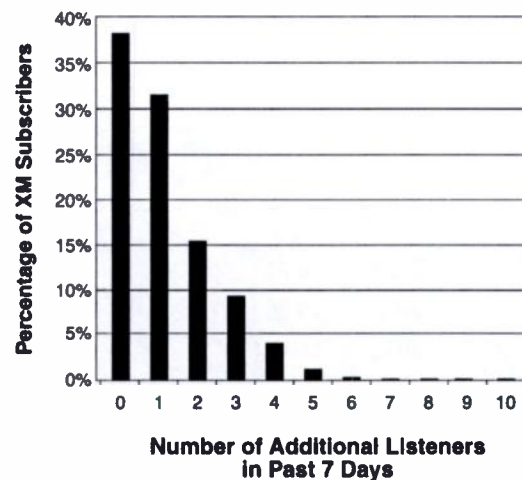
|        | Percent | Number |
|--------|---------|--------|
| Male   | 49.7    | 888    |
| Female | 50.3    | 898    |

## Household Member Status

|                      | Percent | Number |
|----------------------|---------|--------|
| Household Member     | 61.0    | 1,090  |
| Not Household Member | 39.0    | 696    |

## Additional Listeners

On average, respondents indicated that there are **1.2 additional people** (age 0+) who listened to their XM Satellite Radio in the past seven days.



All information based on Persons 0+.

# Primary Listener Profile

## Age

|       | Percent | Number |
|-------|---------|--------|
| 12-17 | 0.9     | 14     |
| 18-24 | 7.0     | 105    |
| 25-34 | 18.4    | 277    |
| 35-44 | 28.0    | 421    |
| 45-54 | 24.9    | 374    |
| 55-64 | 15.6    | 234    |
| 65+   | 5.3     | 79     |

## Highest Level of Education Completed

|                                  | Percent | Number |
|----------------------------------|---------|--------|
| Less than 12 <sup>th</sup> Grade | 3.3     | 49     |
| High School Graduate or GED      | 20.7    | 312    |
| Some College                     | 24.9    | 374    |
| Bachelor's Degree                | 31.5    | 474    |
| Graduate or Postgraduate Degree  | 18.4    | 276    |
| Refused/Don't Know               | 1.3     | 19     |

## Gender

|        | Percent | Number |
|--------|---------|--------|
| Male   | 76.6    | 1,152  |
| Female | 23.4    | 352    |

## Annual Household Income

|                      | Percent | Number |
|----------------------|---------|--------|
| Less Than \$25,000   | 2.7     | 40     |
| \$25,000 to \$49,999 | 13.5    | 203    |
| \$50,000 to \$74,999 | 17.3    | 260    |
| \$75,000 to \$99,999 | 16.0    | 241    |
| \$100,000 or More    | 34.8    | 524    |
| Refused/Don't Know   | 15.7    | 236    |

## Hispanic Origin

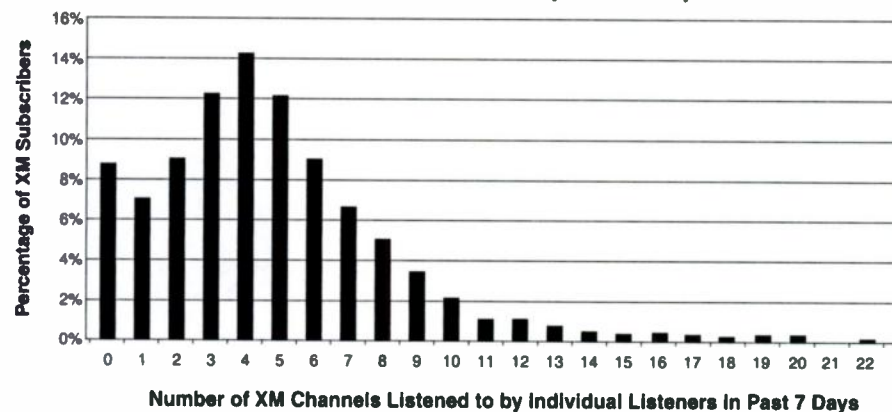
|                    | Percent | Number |
|--------------------|---------|--------|
| Yes                | 5.3     | 79     |
| No                 | 93.9    | 1412   |
| Refused/Don't Know | 0.9     | 13     |

## Race

|                    | Percent | Number |
|--------------------|---------|--------|
| White              | 88.0    | 1,323  |
| Black              | 3.9     | 58     |
| Asian              | 0.3     | 5      |
| Other              | 5.9     | 88     |
| Refused/Don't Know | 2.0     | 30     |

## Channel Quantity

The average number of XM channels listened to in the past seven days is 4.7.



## Places People Listen to Their XM Radio

|                    | Percent | Number |
|--------------------|---------|--------|
| Car                | 92.8    | 1,395  |
| Home               | 26.1    | 392    |
| Work/Office        | 9.0     | 136    |
| Other              | 3.7     | 56     |
| Refused/Don't Know | 0.1     | 2      |

## Time Spent Listening

Average Time Spent Listening (TSL) per week to XM Satellite Radio:

25 hours and 33 minutes  
(Mon-Sun 6AM-MID, Persons 12+)

All information based on Persons 12+.

# XM Satellite Radio

## Preface

This report is designed to provide a compilation of radio audience estimates representing Primary Listeners and Additional Listeners of XM Satellite Radio 12 years of age and older. The estimates are based on listening information obtained in telephone interviews completed from September 23, 2003, to October 20, 2003. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition. Arbitron attempts to provide herein a summary description of methodology for Arbitron audience estimates contained later in this report.

## Warning

**All Arbitron audience estimates are proprietary and confidential.**

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## This Service Not Accredited by the MRC

This service is not part of a regular syndicated rating service accredited by the Media Rating Council (MRC). Arbitron has not requested MRC accreditation for this service. Arbitron does provide syndicated services which are accredited by the MRC.

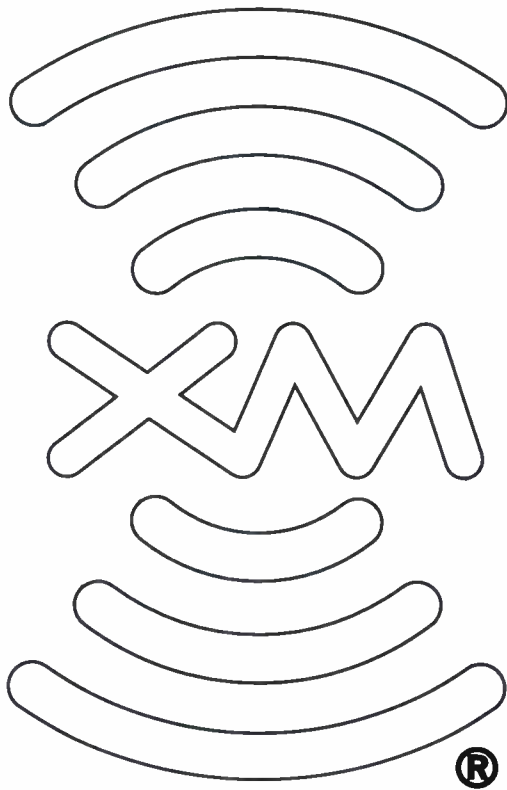
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### Methodology

|                            |    |
|----------------------------|----|
| Description of Methodology | A1 |
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SATELLITE  
RADIO

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## Custom Listening Study from Arbitron

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Fall 2003





**SATELLITE  
RADIO**

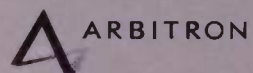
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## Custom Listening Study from Arbitron

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Fall 2003





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RADIO**









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### **Restrictions on Use**

Users of audience estimates are referred to the current policies of the Federal Trade Commission relating to the use of audience estimates.

## Estimating the Reliability of Audience Ratings Estimates

The reliability of a survey estimate is generally defined in terms of the estimated margin of sampling error around the estimate, or confidence interval. The confidence interval describes the extent to which a survey estimate, based on a random sample of the population, may vary from the result that would be obtained through a complete census of the population. For this study, "population" refers to XM subscribers and Additional Listeners.

Confidence intervals can be obtained for any rating in this report through two steps: (1) determine an estimated standard error, and (2) use the estimated standard error to construct a confidence interval around the rating.

To determine an estimate of standard error for AQH and Cume ratings, first note the estimated rating from the report. Next, note the sample size this estimate is based upon. The figures will be used in the formula for the estimated standard error, below:

$$\sqrt{\frac{p \cdot q}{N}}$$

In this equation, *p* equals the rating and *q* equals 100 minus the rating. *N* is the sample size upon which the estimate is based. For example, if Channel 2 has an AQH rating of 4.0 in a specific daypart and the estimate is based on a sample of 500, then the standard error is 0.88, or the square root of 4 times 96 divided by 500.

The confidence interval is the range around the estimate. In this example for Channel 2, the confidence interval is 3.12 to 4.88 around the estimated 4.0 rating.

The estimation above for one standard error will yield a 68 percent confidence interval; in other words, the user can be 68 percent confident that, in the example above, the rating for Channel 2 is within 0.88 rating points around the estimated rating of 4.0. To obtain higher levels of confidence, multipliers must be used. Typical multipliers are 1.65 for a 90 percent confidence interval, 1.96 for a 95 percent confidence interval, and 2.58 for a 99 percent confidence interval.

This discussion does not take into account the concept of Effective Sample Base (ESB). ESB estimates indicate the size of a simple random sample that would be required to provide the same degree of reliability as the sample or completed interviews used to produce the audience estimates in this report. In general, ESBs for Cume estimates will be less than the number of completed interviews, and ESBs for AQH estimates will be larger than the number of completed interviews.

## Sample Balancing

As there are currently not any known population estimates for XM Satellite Radio subscribers, no weighting system was applied for this study.

## Rounding of Estimates

Rounding occurs at various stages in the determination of audience estimates at demographic and daypart summation levels.

## Time Zones

Although calling occurred across various time zones, all daypart data were converted to Eastern Time prior to the determination of audience estimates.

## Limitations

In addition to sources of possible error described elsewhere in this report, the user should be aware of the following limitations:

a. Estimates provided in this report are based only on Primary Listeners of XM Satellite Radio and Additional Listeners of XM Satellite Radio. Average Quarter-Hour and Cume estimates in this study are not equivalent to estimates used in other Arbitron national studies.

b. The sample is drawn from a pool of XM Satellite Radio consumer subscribers provided directly by XM. Commercial subscribers were not included in this study.

c. Effort is made to exclude households with a media affiliation. The inclusion or exclusion of such households from the sample is dependent on information revealed by a subscriber in response to Arbitron's media affiliation question at the beginning of the interview, or at any time thereafter.

d. There may be instances where Arbitron instructions are not followed by the interviewer. Also, the interviewer may not be under the direct control of Arbitron, as independent market research suppliers are used by Arbitron.

e. Nonresponding persons may have listening habits that differ from those of respondents.

f. The sample design and/or response patterns may preclude proportional representation of certain groups within the population such as ethnic groups, racial groups, persons in certain income or education groups, Primary Listeners under the age of 12, or persons whose primary language is other than English. Such persons may have listening habits that differ from other persons.

g. Response errors resulting from memory failure, transcription by interviewers, misunderstanding of instructions, or other errors in the reporting, editing, coding and keying of data may be present. Arbitron maintains close supervision and controls to minimize these errors.

h. As personal telephone interviewers are used to collect all listening data, it is possible for variations in results by interviewer.

i. Defects and limitations found in data supplied by others are inherent in Arbitron estimates based thereon.

j. Rounding occurs at various stages in the determination of audience estimates, at demographic and daypart summation levels. Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts and/or demographic groups in the report may produce a result that may be incongruent with estimates for broader dayparts and/or demographic groups also contained in the report.

# Description of Methodology

## Sample Design and Selection

Sample for this study was selected from an initial randomly selected pool of 7,500 XM Satellite Radio consumer subscribers located in the contiguous United States. Names and telephone numbers were provided to Arbitron by XM.

A total of 4,984 records were selected for calling. Of those, 3,464 records were considered usable sample. With 1,506 completed interviews, this yielded a response rate of 43.5 percent.

Interviewers made at least eight attempts to reach each sample household during the period from April 8, 2003, to May 12, 2003. To increase the likelihood of establishing contact, calls were made at different hours throughout the morning, afternoon and evening and on different days of the week. Interviewers were instructed to leave scripted messages on answering machines for specified calling attempts.

## Definitions of XM Satellite Radio Users for This Study

**Primary Listeners of XM Satellite Radio/**For this questionnaire, a Primary Listener was defined as the person who most often drives the vehicle containing an XM Satellite Radio or the person who uses the XM Satellite Radio most often if it is located at home. The Primary Listener in this study may not necessarily be the subscriber contact for XM Satellite Radio.

**Additional Listeners to XM Satellite Radio/**At the beginning of the interview, the Primary Listener was asked to enumerate all of the other people who listened to their XM Satellite Radio in the past seven days. Age, gender and household member status were collected for each additional person. These people represented the total pool of Additional Listeners for this study. When collecting specific listening occasions for XM Satellite Radio later in the interview, the Primary Listener was asked if any of the previously mentioned "Additional Listeners" listened at that time. No Additional Listener information was collected for AM/FM stations.

## Respondent Selection and Questionnaire

To qualify for participation in this study, a respondent must have been a resident of the household 12 years of age or older and a Primary Listener of XM Satellite Radio. Neither the respondent nor anyone in his or her household could be affiliated with a satellite radio company, a satellite television company, a radio or television station or network, or a cable system or network.

Respondents were asked a series of questions about their radio listening (AM/FM/XM). This included general questions about listening in the past seven days, as well as specific radio listening in the past 30 hours. While specific channel information was collected for XM listening, specific station information was not collected for AM/FM listening. Demographic information, including age, gender, race/ethnicity, education and income, was also collected during the interview. The interviews were conducted in English only.

Explicit instructions and training were provided to each interviewer, and validation checks were regularly conducted to help ensure that instructions were followed properly.

## Determination of Audience Estimates

### Average Quarter-Hour Estimates

**Average Quarter-Hour/**The smallest unit of time used in tabulation of average audience estimates. Arbitron credits one quarter-hour to a channel/station for a minimum of five minutes of listening during the quarter-hour.

**Average Quarter-Hour Rating (AQH Rating)/**Expressed as a percentage of the quarter-hours for a channel/station over the total number of possible quarter-hours in a given daypart. For Primary Listeners of XM Satellite Radio, the total number of possible quarter-hours is based on the number of completed interviews within a specific demographic group. For Additional Listeners to XM Satellite Radio, the total number of possible quarter-hours is based on the enumerated list for a demographic group collected at the beginning of the interview.

### Cume Estimates

**Cume Rating/**Expressed as a percentage of those people in the study who are listening to a particular channel. Cume Ratings are provided only for the Primary Listeners of XM Satellite Radio.

## Seven-Day Cume Rating Estimates – Primary Listeners

| Demographic Group | XM<br>Active | XM<br>Buzz | XM<br>Femme | XM<br>Generation | XM<br>InfoCenter |
|-------------------|--------------|------------|-------------|------------------|------------------|
| Males 12+         | 86.2         | 77.1       | 67.2        | 87.5             | 68.7             |
| Males 18+         | 86.3         | 77.0       | 67.2        | 87.6             | 69.0             |
| Males 18-49       | 87.8         | 83.4       | 69.1        | 89.7             | 69.6             |
| Males 25-54       | 87.7         | 81.2       | 69.2        | 89.4             | 70.9             |
| Females 12+       | 81.5         | 68.7       | 67.2        | 82.9             | 55.6             |
| Females 18+       | 81.8         | 68.9       | 67.4        | 83.3             | 55.9             |
| Females 18-49     | 82.7         | 75.3       | 74.1        | 84.8             | 53.5             |
| Females 25-54     | 82.8         | 73.6       | 71.6        | 84.8             | 58.0             |

*Note: These estimates are projectable to the XM Primary Listener universe. Please see the "Description of Methodology" for more information. All data were converted to Eastern Time prior to the determination of audience estimates.*



## Seven-Day Cume Rating Estimates – Primary Listeners

| Demographic Group | XM<br>Active | XM<br>Buzz | XM<br>Femme | XM<br>Generation | XM<br>InfoCenter |
|-------------------|--------------|------------|-------------|------------------|------------------|
| Persons 12+       | 85.1         | 75.1       | 67.2        | 86.5             | 65.6             |
| Persons 18+       | 85.2         | 75.1       | 67.2        | 86.6             | 66.0             |
| Persons 18-34     | 85.9         | 85.0       | 74.9        | 88.8             | 59.0             |
| Persons 18-49     | 86.6         | 81.5       | 70.3        | 88.5             | 65.8             |
| Persons 25-49     | 86.8         | 81.5       | 70.2        | 88.9             | 68.3             |
| Persons 25-54     | 86.0         | 73.7       | 64.9        | 86.8             | 70.3             |
| Persons 35-64     | 86.0         | 73.7       | 64.9        | 86.8             | 70.3             |
| Persons 35+       | 84.9         | 70.7       | 63.9        | 85.6             | 69.0             |

*Note: These estimates are projectable to the XM Primary Listener universe. Please see the "Description of Methodology" for more information. All data were converted to Eastern Time prior to the determination of audience estimates.*

## XM InfoCenter

| Demographic Group | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         | Weekend<br>10AM-7PM  |                         |
|-------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                   | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
|                   | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Males 12+         | 7.1                  | 1.9                     | 6.9                  | 1.3                     | 10.0                 | 2.3                     | 10.5                 | 2.6                     | 5.5                  | 1.6                     | 4.9                  | 2.0                     | 6.5                  | 2.4                     |
| Males 18+         | 7.2                  | 2.0                     | 6.9                  | 1.3                     | 10.0                 | 2.5                     | 10.6                 | 2.8                     | 5.5                  | 1.7                     | 4.9                  | 2.1                     | 6.6                  | 2.7                     |
| Males 18-49       | 6.8                  | 1.8                     | 6.9                  | 1.6                     | 9.7                  | 2.5                     | 10.4                 | 2.9                     | 5.0                  | 1.5                     | 4.4                  | 1.3                     | 6.2                  | 1.6                     |
| Males 25-54       | 7.7                  | 2.2                     | 7.5                  | 1.7                     | 11.0                 | 2.6                     | 11.6                 | 2.7                     | 6.0                  | 1.9                     | 5.0                  | 2.3                     | 6.8                  | 2.9                     |
| Females 12+       | 4.1                  | 0.8                     | 3.1                  | 0.5                     | 5.1                  | 0.9                     | 5.2                  | 0.9                     | 3.3                  | 0.7                     | 4.0                  | 1.1                     | 5.2                  | 1.5                     |
| Females 18+       | 4.1                  | 0.7                     | 3.1                  | 0.6                     | 5.1                  | 0.8                     | 5.2                  | 0.8                     | 3.4                  | 0.7                     | 4.1                  | 0.9                     | 5.3                  | 1.2                     |
| Females 18-49     | 4.0                  | 0.6                     | 3.2                  | 0.6                     | 4.5                  | 0.5                     | 4.7                  | 0.5                     | 3.6                  | 0.8                     | 3.9                  | 0.6                     | 4.9                  | 0.8                     |
| Females 25-54     | 4.4                  | 0.8                     | 3.4                  | 0.6                     | 5.3                  | 0.7                     | 5.3                  | 0.6                     | 3.7                  | 0.9                     | 4.5                  | 1.0                     | 6.3                  | 1.4                     |

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information. All data were converted to Eastern Time prior to the determination of audience estimates.*

## XM InfoCenter

| Demographic Group | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         | Weekend<br>10AM-7PM  |                         |
|-------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                   | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
|                   | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Persons 12+       | 6.4                  | 1.4                     | 6.0                  | 0.9                     | 8.8                  | 1.6                     | 9.3                  | 1.8                     | 5.0                  | 1.2                     | 4.7                  | 1.5                     | 6.2                  | 2.0                     |
| Persons 18+       | 6.5                  | 1.4                     | 6.0                  | 0.9                     | 8.9                  | 1.6                     | 9.3                  | 1.8                     | 5.0                  | 1.2                     | 4.7                  | 1.5                     | 6.2                  | 1.9                     |
| Persons 18-34     | 3.7                  | 0.7                     | 3.8                  | 0.4                     | 5.2                  | 1.1                     | 5.7                  | 1.6                     | 2.1                  | 0.5                     | 2.9                  | 0.5                     | 3.5                  | 0.8                     |
| Persons 18-49     | 6.2                  | 1.3                     | 6.0                  | 1.1                     | 8.5                  | 1.6                     | 9.0                  | 1.8                     | 4.7                  | 1.2                     | 4.3                  | 0.9                     | 5.9                  | 1.2                     |
| Persons 25-49     | 6.6                  | 1.4                     | 6.5                  | 1.4                     | 9.1                  | 1.7                     | 9.6                  | 1.8                     | 5.1                  | 1.3                     | 4.6                  | 1.2                     | 6.4                  | 1.5                     |
| Persons 25-54     | 7.0                  | 1.5                     | 6.6                  | 1.2                     | 9.7                  | 1.7                     | 10.2                 | 1.7                     | 5.4                  | 1.4                     | 4.9                  | 1.6                     | 6.7                  | 2.1                     |
| Persons 35-64     | 7.9                  | 1.9                     | 7.3                  | 1.4                     | 10.8                 | 2.0                     | 11.2                 | 1.9                     | 6.2                  | 1.8                     | 5.8                  | 2.4                     | 7.9                  | 3.2                     |
| Persons 35+       | 7.7                  | 1.9                     | 7.0                  | 1.3                     | 10.4                 | 2.0                     | 10.8                 | 1.9                     | 6.2                  | 1.7                     | 5.7                  | 2.3                     | 7.7                  | 3.0                     |

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information. All data were converted to Eastern Time prior to the determination of audience estimates.*

## XM Generation

| Demographic Group | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         | Weekend<br>10AM-7PM  |                         |
|-------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                   | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
|                   | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Males 12+         | 12.1                 | 4.2                     | 11.0                 | 2.5                     | 15.7                 | 4.3                     | 17.8                 | 5.7                     | 10.0                 | 3.8                     | 9.3                  | 4.7                     | 12.4                 | 6.2                     |
| Males 18+         | 12.2                 | 4.4                     | 11.0                 | 2.6                     | 15.9                 | 4.7                     | 17.9                 | 6.0                     | 9.9                  | 4.0                     | 9.2                  | 4.9                     | 12.3                 | 6.6                     |
| Males 18-49       | 12.5                 | 4.6                     | 11.7                 | 3.1                     | 16.1                 | 5.0                     | 18.6                 | 6.7                     | 10.1                 | 4.1                     | 9.2                  | 4.6                     | 12.7                 | 6.2                     |
| Males 25-54       | 13.0                 | 4.7                     | 12.2                 | 3.4                     | 17.4                 | 4.5                     | 19.2                 | 5.8                     | 10.4                 | 4.1                     | 9.5                  | 5.7                     | 12.8                 | 7.7                     |
| Females 12+       | 9.3                  | 2.2                     | 6.0                  | 1.0                     | 10.7                 | 2.2                     | 15.7                 | 3.4                     | 8.5                  | 2.0                     | 7.4                  | 2.2                     | 9.5                  | 3.1                     |
| Females 18+       | 9.3                  | 1.9                     | 6.1                  | 1.0                     | 10.8                 | 1.9                     | 15.8                 | 2.9                     | 8.5                  | 2.0                     | 7.4                  | 1.8                     | 9.5                  | 2.5                     |
| Females 18-49     | 10.0                 | 1.6                     | 6.7                  | 0.9                     | 10.6                 | 1.4                     | 16.9                 | 2.3                     | 9.3                  | 2.1                     | 8.3                  | 1.3                     | 10.2                 | 1.8                     |
| Females 25-54     | 9.9                  | 1.9                     | 6.5                  | 1.2                     | 10.8                 | 1.6                     | 16.8                 | 2.5                     | 9.4                  | 2.1                     | 8.0                  | 1.9                     | 10.9                 | 2.7                     |

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.  
All data were converted to Eastern Time prior to the determination of audience estimates.*

## XM Generation

| Demographic Group | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         | Weekend<br>10AM-7PM  |                         |
|-------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                   | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
|                   | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Persons 12+       | 11.5                 | 3.2                     | 9.8                  | 1.8                     | 14.6                 | 3.3                     | 17.3                 | 4.6                     | 9.6                  | 3.0                     | 8.8                  | 3.4                     | 11.7                 | 4.6                     |
| Persons 18+       | 11.5                 | 3.2                     | 9.9                  | 1.8                     | 14.7                 | 3.4                     | 17.4                 | 4.5                     | 9.6                  | 3.0                     | 8.8                  | 3.3                     | 11.7                 | 4.5                     |
| Persons 18-34     | 10.5                 | 2.5                     | 8.0                  | 1.1                     | 12.0                 | 2.4                     | 16.6                 | 4.5                     | 8.6                  | 2.9                     | 9.1                  | 2.3                     | 12.0                 | 3.8                     |
| Persons 18-49     | 11.9                 | 3.1                     | 10.5                 | 2.1                     | 14.7                 | 3.3                     | 18.2                 | 4.7                     | 9.9                  | 3.2                     | 9.0                  | 2.9                     | 12.2                 | 4.0                     |
| Persons 25-49     | 12.1                 | 3.3                     | 11.0                 | 2.5                     | 15.3                 | 3.3                     | 18.4                 | 4.6                     | 10.0                 | 3.2                     | 9.1                  | 3.3                     | 12.4                 | 4.5                     |
| Persons 25-54     | 12.3                 | 3.3                     | 10.9                 | 2.3                     | 15.9                 | 3.1                     | 18.6                 | 4.2                     | 10.2                 | 3.2                     | 9.1                  | 3.7                     | 12.4                 | 5.0                     |
| Persons 35-64     | 12.3                 | 3.7                     | 11.2                 | 2.4                     | 16.2                 | 4.0                     | 18.3                 | 4.3                     | 10.0                 | 3.1                     | 9.0                  | 4.4                     | 12.0                 | 5.5                     |
| Persons 35+       | 12.0                 | 3.6                     | 10.7                 | 2.3                     | 15.8                 | 4.0                     | 17.7                 | 4.5                     | 10.0                 | 3.1                     | 8.6                  | 4.2                     | 11.5                 | 5.1                     |

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.  
All data were converted to Eastern Time prior to the determination of audience estimates.*

## XM Femme

| Demographic Group | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         | Weekend<br>10AM-7PM  |                         |
|-------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                   | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
|                   | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Males 12+         | 4.6                  | 2.0                     | 3.8                  | 1.1                     | 5.3                  | 1.8                     | 6.6                  | 2.7                     | 4.3                  | 2.1                     | 3.9                  | 2.4                     | 5.3                  | 3.3                     |
| Males 18+         | 4.6                  | 2.1                     | 3.8                  | 1.2                     | 5.3                  | 2.0                     | 6.6                  | 2.8                     | 4.2                  | 2.1                     | 3.8                  | 2.5                     | 5.1                  | 3.4                     |
| Males 18-49       | 4.6                  | 2.3                     | 4.0                  | 1.4                     | 5.2                  | 2.1                     | 6.7                  | 3.0                     | 4.2                  | 2.2                     | 3.7                  | 2.9                     | 5.2                  | 4.1                     |
| Males 25-54       | 4.7                  | 2.2                     | 4.3                  | 1.5                     | 5.8                  | 1.7                     | 6.9                  | 2.5                     | 4.1                  | 1.9                     | 3.6                  | 3.3                     | 5.0                  | 4.5                     |
| Females 12+       | 5.1                  | 1.3                     | 2.9                  | 0.5                     | 5.6                  | 1.4                     | 9.7                  | 2.4                     | 5.3                  | 1.4                     | 3.5                  | 1.2                     | 4.7                  | 1.6                     |
| Females 18+       | 5.1                  | 1.1                     | 2.9                  | 0.4                     | 5.7                  | 1.2                     | 9.8                  | 2.1                     | 5.3                  | 1.4                     | 3.5                  | 0.9                     | 4.6                  | 1.2                     |
| Females 18-49     | 5.8                  | 1.0                     | 3.3                  | 0.2                     | 5.8                  | 0.9                     | 10.7                 | 1.9                     | 5.7                  | 1.5                     | 4.6                  | 0.6                     | 6.0                  | 0.9                     |
| Females 25-54     | 5.3                  | 1.1                     | 3.0                  | 0.4                     | 5.3                  | 1.0                     | 10.1                 | 1.9                     | 5.8                  | 1.4                     | 3.9                  | 0.9                     | 5.5                  | 1.3                     |

Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.  
All data were converted to Eastern Time prior to the determination of audience estimates.

## XM Femme

| Demographic Group | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         | Weekend<br>10AM-7PM  |                         |
|-------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                   | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
|                   | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Persons 12+       | 4.7                  | 1.7                     | 3.6                  | 0.8                     | 5.4                  | 1.6                     | 7.3                  | 2.6                     | 4.5                  | 1.8                     | 3.8                  | 1.8                     | 5.2                  | 2.5                     |
| Persons 18+       | 4.7                  | 1.6                     | 3.6                  | 0.8                     | 5.4                  | 1.6                     | 7.4                  | 2.5                     | 4.5                  | 1.8                     | 3.7                  | 1.7                     | 5.0                  | 2.3                     |
| Persons 18-34     | 5.1                  | 1.5                     | 3.4                  | 0.6                     | 5.6                  | 1.2                     | 8.2                  | 2.3                     | 4.9                  | 2.0                     | 4.5                  | 1.4                     | 6.4                  | 2.4                     |
| Persons 18-49     | 4.9                  | 1.7                     | 3.9                  | 0.8                     | 5.4                  | 1.6                     | 7.7                  | 2.5                     | 4.6                  | 1.9                     | 3.9                  | 1.7                     | 5.4                  | 2.4                     |
| Persons 25-49     | 4.8                  | 1.8                     | 4.0                  | 1.0                     | 5.4                  | 1.5                     | 7.5                  | 2.5                     | 4.4                  | 1.8                     | 3.8                  | 2.1                     | 5.3                  | 2.9                     |
| Persons 25-54     | 4.8                  | 1.7                     | 4.0                  | 1.0                     | 5.7                  | 1.4                     | 7.6                  | 2.2                     | 4.5                  | 1.7                     | 3.7                  | 2.0                     | 5.1                  | 2.8                     |
| Persons 35-64     | 4.6                  | 1.8                     | 3.8                  | 0.9                     | 5.4                  | 1.9                     | 7.1                  | 2.5                     | 4.3                  | 1.6                     | 3.5                  | 2.0                     | 4.6                  | 2.3                     |
| Persons 35+       | 4.5                  | 1.8                     | 3.7                  | 0.9                     | 5.4                  | 1.9                     | 7.0                  | 2.6                     | 4.3                  | 1.6                     | 3.3                  | 1.9                     | 4.3                  | 2.2                     |

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.  
All data were converted to Eastern Time prior to the determination of audience estimates.*



## XM Buzz

| Demographic Group | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         | Weekend<br>10AM-7PM  |                         |
|-------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                   | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
|                   | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Males 12+         | 7.2                  | 2.7                     | 5.9                  | 1.6                     | 9.0                  | 2.3                     | 10.3                 | 3.6                     | 5.5                  | 2.3                     | 6.4                  | 3.5                     | 8.4                  | 4.8                     |
| Males 18+         | 7.2                  | 2.9                     | 5.9                  | 1.6                     | 9.1                  | 2.5                     | 10.4                 | 3.7                     | 5.5                  | 2.4                     | 6.3                  | 3.8                     | 8.3                  | 5.4                     |
| Males 18-49       | 8.1                  | 3.0                     | 7.2                  | 2.0                     | 10.4                 | 2.7                     | 11.9                 | 4.3                     | 6.3                  | 2.6                     | 6.7                  | 3.4                     | 9.2                  | 4.9                     |
| Males 25-54       | 7.8                  | 3.1                     | 6.7                  | 2.0                     | 10.4                 | 2.6                     | 11.4                 | 4.0                     | 5.6                  | 2.7                     | 6.4                  | 4.3                     | 8.7                  | 6.0                     |
| Females 12+       | 4.5                  | 0.9                     | 2.9                  | 0.5                     | 4.8                  | 0.8                     | 7.8                  | 1.5                     | 3.7                  | 0.7                     | 4.1                  | 1.2                     | 5.3                  | 1.6                     |
| Females 18+       | 4.5                  | 0.7                     | 2.9                  | 0.4                     | 4.8                  | 0.6                     | 7.9                  | 1.0                     | 3.7                  | 0.6                     | 4.1                  | 0.9                     | 5.2                  | 1.2                     |
| Females 18-49     | 5.6                  | 0.6                     | 3.4                  | 0.3                     | 5.5                  | 0.4                     | 10.0                 | 0.8                     | 4.9                  | 0.7                     | 5.0                  | 0.8                     | 5.8                  | 1.2                     |
| Females 25-54     | 5.5                  | 0.8                     | 3.2                  | 0.5                     | 5.9                  | 0.5                     | 10.1                 | 0.9                     | 4.9                  | 0.7                     | 4.6                  | 1.0                     | 5.9                  | 1.3                     |

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.  
All data were converted to Eastern Time prior to the determination of audience estimates.*

## XM Buzz

| Demographic Group | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         | Weekend<br>10AM-7PM  |                         |
|-------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                   | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
|                   | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Persons 12+       | 6.6                  | 1.8                     | 5.2                  | 1.1                     | 8.0                  | 1.6                     | 9.8                  | 2.6                     | 5.1                  | 1.5                     | 5.8                  | 2.3                     | 7.7                  | 3.2                     |
| Persons 18+       | 6.6                  | 1.8                     | 5.2                  | 1.0                     | 8.1                  | 1.5                     | 9.8                  | 2.4                     | 5.1                  | 1.5                     | 5.8                  | 2.3                     | 7.6                  | 3.2                     |
| Persons 18-34     | 7.8                  | 1.8                     | 5.4                  | 0.9                     | 9.2                  | 1.4                     | 12.0                 | 2.9                     | 6.1                  | 1.6                     | 7.3                  | 2.0                     | 9.6                  | 3.4                     |
| Persons 18-49     | 7.5                  | 1.8                     | 6.3                  | 1.2                     | 9.2                  | 1.7                     | 11.4                 | 2.7                     | 5.9                  | 1.7                     | 6.3                  | 2.1                     | 8.4                  | 3.0                     |
| Persons 25-49     | 7.5                  | 1.9                     | 6.4                  | 1.4                     | 9.5                  | 1.6                     | 11.5                 | 2.7                     | 5.7                  | 1.8                     | 6.1                  | 2.3                     | 8.3                  | 3.3                     |
| Persons 25-54     | 7.2                  | 2.0                     | 5.9                  | 1.3                     | 9.4                  | 1.6                     | 11.1                 | 2.5                     | 5.5                  | 1.7                     | 6.0                  | 2.5                     | 8.0                  | 3.5                     |
| Persons 35-64     | 6.3                  | 1.9                     | 5.4                  | 1.2                     | 8.1                  | 1.7                     | 9.5                  | 2.2                     | 4.7                  | 1.6                     | 5.2                  | 2.7                     | 6.9                  | 3.2                     |
| Persons 35+       | 6.0                  | 1.8                     | 5.1                  | 1.1                     | 7.6                  | 1.7                     | 8.9                  | 2.1                     | 4.6                  | 1.5                     | 5.0                  | 2.5                     | 6.5                  | 3.0                     |

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.  
All data were converted to Eastern Time prior to the determination of audience estimates.*

## XM Active

| Demographic Group | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         | Weekend<br>10AM-7PM  |                         |
|-------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                   | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
|                   | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Males 12+         | 11.3                 | 3.8                     | 10.4                 | 2.3                     | 14.9                 | 3.9                     | 16.5                 | 5.1                     | 9.3                  | 3.5                     | 8.4                  | 4.3                     | 11.4                 | 5.7                     |
| Males 18+         | 11.4                 | 4.0                     | 10.5                 | 2.4                     | 15.0                 | 4.3                     | 16.6                 | 5.4                     | 9.2                  | 3.7                     | 8.4                  | 4.5                     | 11.3                 | 6.0                     |
| Males 18-49       | 11.3                 | 4.1                     | 11.0                 | 2.9                     | 14.8                 | 4.4                     | 16.7                 | 5.8                     | 9.0                  | 3.7                     | 8.0                  | 4.1                     | 11.3                 | 5.5                     |
| Males 25-54       | 12.2                 | 4.4                     | 11.7                 | 3.1                     | 16.5                 | 4.1                     | 17.9                 | 5.2                     | 9.7                  | 3.8                     | 8.7                  | 5.5                     | 11.9                 | 7.3                     |
| Females 12+       | 8.5                  | 2.1                     | 6.0                  | 1.0                     | 10.1                 | 2.2                     | 14.0                 | 3.3                     | 7.4                  | 2.0                     | 6.9                  | 2.1                     | 9.2                  | 2.9                     |
| Females 18+       | 8.6                  | 1.8                     | 6.0                  | 0.9                     | 10.1                 | 1.9                     | 14.1                 | 2.9                     | 7.5                  | 1.9                     | 6.9                  | 1.7                     | 9.2                  | 2.4                     |
| Females 18-49     | 9.0                  | 1.5                     | 6.6                  | 0.9                     | 9.7                  | 1.4                     | 14.6                 | 2.3                     | 7.9                  | 2.1                     | 7.5                  | 1.2                     | 9.7                  | 1.7                     |
| Females 25-54     | 8.9                  | 1.8                     | 6.4                  | 1.1                     | 9.9                  | 1.6                     | 14.5                 | 2.5                     | 8.0                  | 2.1                     | 7.5                  | 1.8                     | 10.8                 | 2.6                     |

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.  
All data were converted to Eastern Time prior to the determination of audience estimates.*

## XM Active

| Demographic Group | Mon-Sun<br>6AM-MID   |                         | Mon-Fri<br>6AM-10AM  |                         | Mon-Fri<br>10AM-3PM  |                         | Mon-Fri<br>3PM-7PM   |                         | Mon-Fri<br>7PM-MID   |                         | Weekend<br>6AM-MID   |                         | Weekend<br>10AM-7PM  |                         |
|-------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|-------------------------|
|                   | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners | Primary<br>Listeners | Additional<br>Listeners |
|                   | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 | AQH Rtg              | AQH Rtg                 |
| Persons 12+       | 10.7                 | 3.0                     | 9.4                  | 1.7                     | 13.8                 | 3.1                     | 16.0                 | 4.2                     | 8.8                  | 2.8                     | 8.1                  | 3.2                     | 10.8                 | 4.3                     |
| Persons 18+       | 10.7                 | 2.9                     | 9.5                  | 1.7                     | 13.9                 | 3.1                     | 16.0                 | 4.1                     | 8.8                  | 2.8                     | 8.0                  | 3.0                     | 10.8                 | 4.1                     |
| Persons 18-34     | 8.5                  | 2.2                     | 7.1                  | 1.0                     | 10.2                 | 2.0                     | 13.4                 | 3.9                     | 6.5                  | 2.5                     | 7.3                  | 1.8                     | 9.9                  | 3.1                     |
| Persons 18-49     | 10.7                 | 2.9                     | 9.9                  | 1.9                     | 13.6                 | 3.0                     | 16.2                 | 4.2                     | 8.8                  | 3.0                     | 7.9                  | 2.6                     | 10.9                 | 3.5                     |
| Persons 25-49     | 11.2                 | 3.1                     | 10.5                 | 2.3                     | 14.3                 | 3.0                     | 16.7                 | 4.2                     | 9.0                  | 3.0                     | 8.2                  | 3.2                     | 11.5                 | 4.4                     |
| Persons 25-54     | 11.4                 | 3.1                     | 10.5                 | 2.2                     | 15.0                 | 2.9                     | 17.2                 | 3.9                     | 9.3                  | 3.0                     | 8.4                  | 3.5                     | 11.6                 | 4.8                     |
| Persons 35-64     | 12.0                 | 3.6                     | 10.9                 | 2.3                     | 15.8                 | 3.8                     | 17.6                 | 4.1                     | 9.7                  | 3.1                     | 8.8                  | 4.3                     | 11.8                 | 5.4                     |
| Persons 35+       | 11.7                 | 3.5                     | 10.4                 | 2.1                     | 15.4                 | 3.9                     | 17.1                 | 4.3                     | 9.8                  | 3.0                     | 8.4                  | 4.0                     | 11.3                 | 5.0                     |

*Note: These estimates are projectable to the XM Primary Listener and Additional Listener universe. Please see the "Description of Methodology" for more information.  
All data were converted to Eastern Time prior to the determination of audience estimates.*

# Custom Listening Study from Arbitron

- AQH Estimates by XM Channel Group
- Cume Estimates

# Determination of Persons Estimates

Persons estimates for any XM Channel Group can be obtained by using the following information:

- Total Number of current subscribers to XM Satellite Radio. (As of June 30, 2003, XM Satellite Radio reported a total of 692,253 subscribers.)
- The percent of completed interviews for Primary Listeners in this study as represented by a given demographic group (see Table 1, "Percent of Completed Interviews for Primary Listeners").
- The proportion of Primary Listeners within a specific demographic group to the number of Additional Listeners within that same demographic group (see Table 1, "Additional Listener Factor").
- The Average Quarter-Hour Rating for an XM Channel Group within a given demographic group for both Primary and Additional Listeners (see pages 7-16).

Total Persons Estimate:

Primary Listener  
Persons Estimate + Additional Listener  
Persons Estimate

## Example:

XM Channel Group:

XM Active

Demographic Group/Daypart:

Persons 18-49 (Mon-Fri 3PM-7PM)

Additional Listener Factor:

1.1 for Persons 18-49 (from Table 1)

Average Quarter-Hour Rating for Primary Listeners:

16.2 (from page 7)

Average Quarter-Hour Rating for Additional Listeners:

4.2 (from page 7)

The percent of completed interviews in this study for Persons 18-49 is 68.2 (Table 1).

Estimate of XM Satellite Radio subscribers age 18-49 (as of June 30, 2003):

$692,253 \times 0.682 = 472,117$

Persons 18-49 Estimate for Primary Listeners:

$0.162 \times 472,117 = 76,483$  persons

Persons 18-49 Estimate for Additional Listeners:

$0.042 \times (1.1 \times 472,117) = 21,812$  persons

Total Persons 18-49 Estimate:

$76,483 + 21,812 = 98,295$

**Table 1**

| Demographic   | Number of Completed Interviews for Primary Listeners | Percent of Completed Interviews for Primary Listeners | Number of Additional Listeners | Percent of Additional Listeners | Additional Listener Factor |
|---------------|--|---|--------------------------------|---------------------------------|----------------------------|
| Persons 12+   | 1,506  | 100.0   | 1,658                          | 100.0                           | 1.1                        |
| Persons 18+   | 1,489  | 98.9  | 1,473                          | 88.8                            | 1.0                        |
| Persons 18-34 | 454  | 30.1  | 625                            | 37.7                            | 1.4                        |
| Persons 18-49 | 1,027  | 68.2  | 1,097                          | 66.2                            | 1.1                        |
| Persons 25-49 | 917  | 60.9  | 854                            | 51.5                            | 0.9                        |
| Persons 25-54 | 1,074  | 71.3  | 998                            | 60.2                            | 0.9                        |
| Persons 35-64 | 946  | 62.8  | 785                            | 47.3                            | 0.8                        |
| Persons 35+   | 1,035  | 68.7  | 848                            | 51.1                            | 0.8                        |
| Males 12+     | 1,155  | 76.7  | 851                            | 51.3                            | 0.7                        |
| Males 18+     | 1,142  | 75.8  | 742                            | 44.8                            | 0.6                        |
| Males 18-49   | 784  | 52.1  | 573                            | 34.6                            | 0.7                        |
| Males 25-54   | 824  | 54.7  | 504                            | 30.4                            | 0.6                        |
| Females 12+   | 351  | 23.3  | 807                            | 48.7                            | 2.3                        |
| Females 18+   | 347  | 23.0  | 731                            | 44.1                            | 2.1                        |
| Females 18-49 | 243  | 16.1  | 524                            | 31.6                            | 2.2                        |
| Females 25-54 | 250  | 16.6  | 494                            | 29.8                            | 2.0                        |

Based on Persons 12+

# XM Channel Groups

Audience estimates are provided later in the report for XM Channel Groups. Below is a list of the channels that make up each of the groups.

## XM Active

|                        |                     |
|------------------------|---------------------|
| The 70s                | The Heart           |
| The 80s                | Laugh USA           |
| ABC News & Talk        | MIX                 |
| Aguila                 | MTV Radio           |
| Ask!                   | NASCAR Radio        |
| Beyond Jazz            | Nashville!          |
| Bloomberg News         | Ngoma               |
| Boneyard               | Open Road           |
| Buzz XM                | The Power           |
| Cinemagic              | RadioClassics       |
| The City               | Radio Disney        |
| CNBC                   | Sonic Theater       |
| CNET Radio             | Soul Street         |
| CNN                    | Spirit              |
| CNN Headline News      | The Sporting News   |
| Discovery Radio        | Suite 62            |
| E! Entertainment Radio | Sunny               |
| ESPNEWS                | Top 20 on 20        |
| ESPN Radio             | VH1 Radio           |
| FamilyTalk             | The Weather Channel |
| The Flow               | World Zone          |
| Fox News               | XM Comedy           |
| Fox Sports Radio       | XM Kids             |
| The Groove             | XM Live             |
| Hank's Place           |                     |

## XM Buzz

The 70s  
The 80s  
Aguila  
Beyond Jazz  
Boneyard  
BPM  
Caliente  
The City  
E! Entertainment Radio  
ESPNEWS  
ESPN Radio  
The Flow  
Fox News  
Laugh USA  
MIX  
MTV Radio  
NASCAR Radio  
RAW  
Squizz  
Suite 62  
The System  
Top 20 on 20  
Unsigned  
U-Pop  
VH1 Radio  
World Zone  
XM Comedy  
XM Liquid Metal  
XM Live  
XMU

## XM Femme

The 70s  
The 80s  
Aguila  
Beyond Jazz  
Caliente  
Cinemagic  
The City  
E! Entertainment Radio  
The Flow  
The Groove  
Hank's Place  
The Heart  
Laugh USA  
MIX  
MTV Radio  
Nashville!  
Ngoma  
RadioClassics  
Radio Disney  
Sonic Theater  
Soul Street  
Spirit  
Suite 62  
Sunny  
The System  
Top 20 on 20  
U-Pop  
XM Kids  
XM Live

## XM Generation

|                        |                     |
|------------------------|---------------------|
| The 70s                | MIX                 |
| The 80s                | MTV Radio           |
| ABC News & Talk        | NASCAR Radio        |
| Aguila                 | Nashville!          |
| Ask!                   | Ngoma               |
| Beyond Jazz            | Open Road           |
| Bloomberg News         | The Power           |
| Boneyard               | RadioClassics       |
| BPM                    | Radio Disney        |
| Buzz XM                | RAW                 |
| Caliente               | Sonic Theater       |
| Cinemagic              | Soul Street         |
| The City               | Spirit              |
| CNBC                   | The Sporting News   |
| CNET Radio             | Squizz              |
| CNN                    | Suite 62            |
| CNN Headline News      | Sunny               |
| Discovery Radio        | The System          |
| E! Entertainment Radio | Top 20 on 20        |
| ESPNEWS                | Unsigned            |
| ESPN Radio             | U-Pop               |
| FamilyTalk             | VH1 Radio           |
| The Flow               | The Weather Channel |
| Fox News               | World Zone          |
| Fox Sports Radio       | XM Comedy           |
| The Groove             | XM Kids             |
| Hank's Place           | XM Liquid Metal     |
| The Heart              | XM Live             |
| Laugh USA              | XMU                 |

## XM InfoCenter

ABC News & Talk  
Ask!  
Bloomberg News  
Buzz XM  
CNBC  
CNET Radio  
CNN  
CNN Headline News  
Discovery Radio  
E! Entertainment Radio  
ESPNEWS  
ESPN Radio  
FamilyTalk  
Fox News  
Fox Sports Radio  
Laugh USA  
NASCAR Radio  
Open Road  
The Power  
RadioClassics  
Sonic Theater  
The Sporting News  
The Weather Channel  
XM Comedy



# Additional Listener Profile

## Age

|          | Percent | Number |
|----------|---------|--------|
| Under 12 | 13.7    | 263    |
| 12-17    | 9.6     | 185    |
| 18-24    | 12.6    | 243    |
| 25-34    | 19.9    | 382    |
| 35-44    | 17.2    | 331    |
| 45-54    | 14.8    | 285    |
| 55-64    | 8.8     | 169    |
| 65+      | 3.3     | 63     |

## Gender

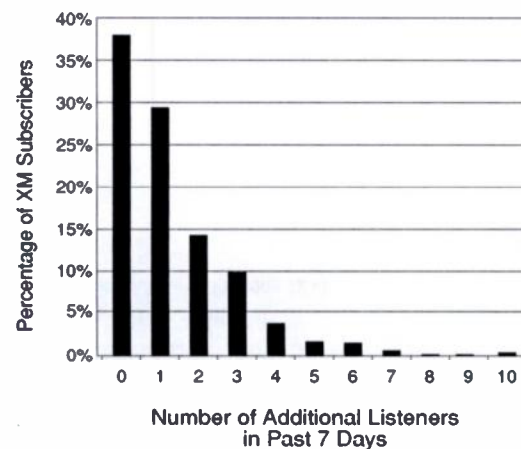
|        | Percent | Number |
|--------|---------|--------|
| Male   | 51.3    | 985    |
| Female | 48.7    | 936    |

## Household Member Status

|                       | Percent | Number |
|-----------------------|---------|--------|
| Household Members     | 58.4    | 1,122  |
| Not Household Members | 41.3    | 793    |
| Refused/Don't Know    | 0.3     | 6      |

## Additional Listeners

On average, respondents in this study indicated that there are **1.3 additional people** (age 0+) who listened to their XM Satellite Radio in the past seven days.



*All information based on Persons 0+.*

# Primary Listener Profile

## Age

|       | Percent | Number |
|-------|---------|--------|
| 12-17 | 1.1     | 17     |
| 18-24 | 7.3     | 110    |
| 25-34 | 22.8    | 344    |
| 35-44 | 24.2    | 364    |
| 45-54 | 24.3    | 366    |
| 55-64 | 14.3    | 216    |
| 65+   | 5.9     | 89     |

## Highest Level of Education Completed

|                                  | Percent | Number |
|----------------------------------|---------|--------|
| Less Than 12 <sup>th</sup> Grade | 4.1     | 61     |
| High School Graduate or GED      | 19.0    | 286    |
| Some College                     | 25.2    | 379    |
| Bachelor's Degree                | 32.6    | 491    |
| Graduate or Postgraduate Degree  | 18.3    | 276    |
| Refused/Don't Know               | 0.9     | 13     |

## Gender

|        | Percent | Number |
|--------|---------|--------|
| Male   | 76.7    | 1,155  |
| Female | 23.3    | 351    |

## Annual Household Income

|                      | Percent | Number |
|----------------------|---------|--------|
| Less Than \$25,000   | 3.1     | 47     |
| \$25,000 to \$49,999 | 13.6    | 205    |
| \$50,000 to \$74,999 | 19.8    | 298    |
| \$75,000 to \$99,999 | 15.1    | 227    |
| \$100,000 or More    | 35.2    | 530    |
| Refused/Don't Know   | 13.2    | 199    |

## Hispanic Origin

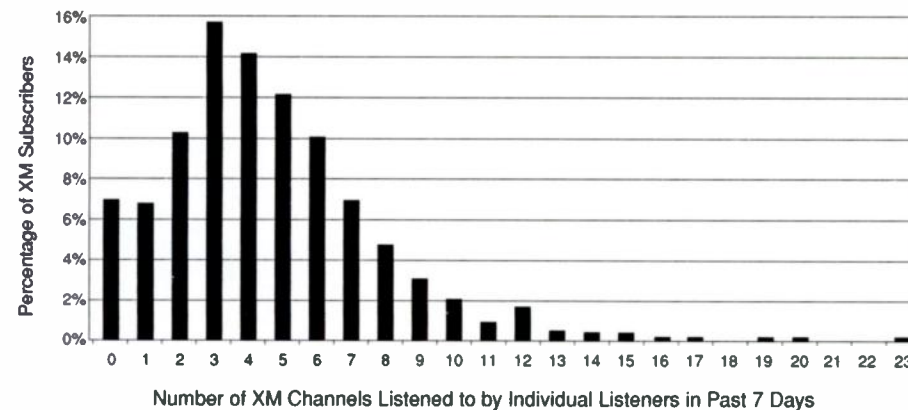
|                    | Percent | Number |
|--------------------|---------|--------|
| Yes                | 5.0     | 76     |
| No                 | 94.1    | 1,417  |
| Refused/Don't Know | 0.9     | 13     |

## Race/Ethnicity

|                    | Percent | Number |
|--------------------|---------|--------|
| White              | 89.6    | 1,349  |
| Black              | 2.5     | 38     |
| Asian              | 0.3     | 5      |
| Other              | 5.8     | 88     |
| Refused/Don't Know | 1.7     | 26     |

## Channel Quantity

The average number of XM channels listened to in the past seven days is 4.5.



## Time Spent Listening

The average Time Spent Listening (TSL) per week to XM Satellite Radio in this study was:

**22 hours and 46 minutes**  
(Mon-Sun 6AM-MID, Persons 12+)

## Places People Listen to Their XM Radio

|                    | Percent | Number |
|--------------------|---------|--------|
| Car                | 92.3    | 1,390  |
| Home               | 19.7    | 296    |
| Work/Office        | 5.2     | 79     |
| Other              | 3.2     | 48     |
| Refused/Don't Know | 0.1     | 2      |

All information based on Persons 12+.

# XM Satellite Radio

## Preface

This report is designed to provide a compilation of radio audience estimates representing Primary Listeners and Additional Listeners of XM Satellite Radio 12 years of age and older. The estimates are based on listening information obtained in telephone interviews completed from April 8, 2003, to May 12, 2003. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition. Arbitron attempts to provide herein a summary description of methodology for Arbitron audience estimates contained later in this report.

## Warning

All Arbitron audience estimates are proprietary and confidential. Each Arbitron audience estimate is copyrighted. The unauthorized use of any Arbitron audience estimate constitutes copyright infringement which could subject the infringer to statutory damages of up to \$150,000 and criminal penalties of up to five years imprisonment and a \$250,000 fine pursuant to Chapter 5, Sections 504 and 506 of Title 17 of the U.S. Code. All users of this report are referred to "Restrictions on Use" (Page A3).

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This service is not part of a regular syndicated rating service accredited by the Media Rating Council (MRC). Arbitron has not requested MRC accreditation for this service. Arbitron does provide syndicated services which are accredited by the MRC.

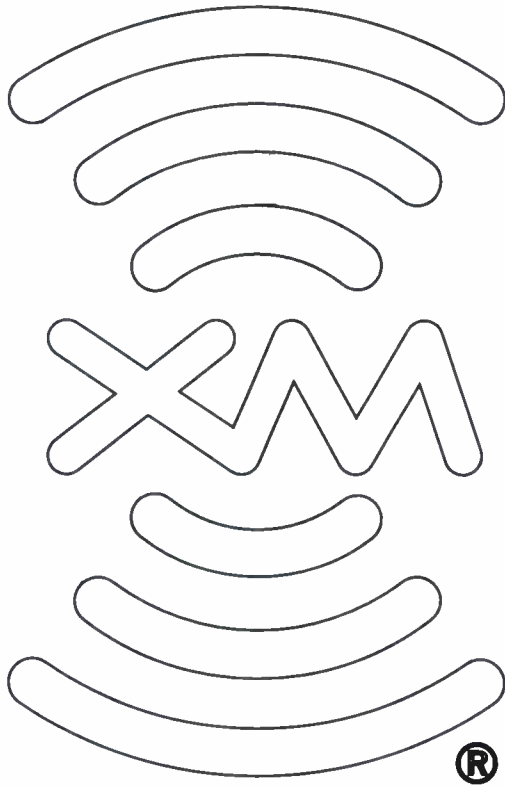
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### Methodology

|                            |    |
|----------------------------|----|
| Description of Methodology | A1 |
|----------------------------|----|



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Spring 2003





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