

# SportsQuest Study

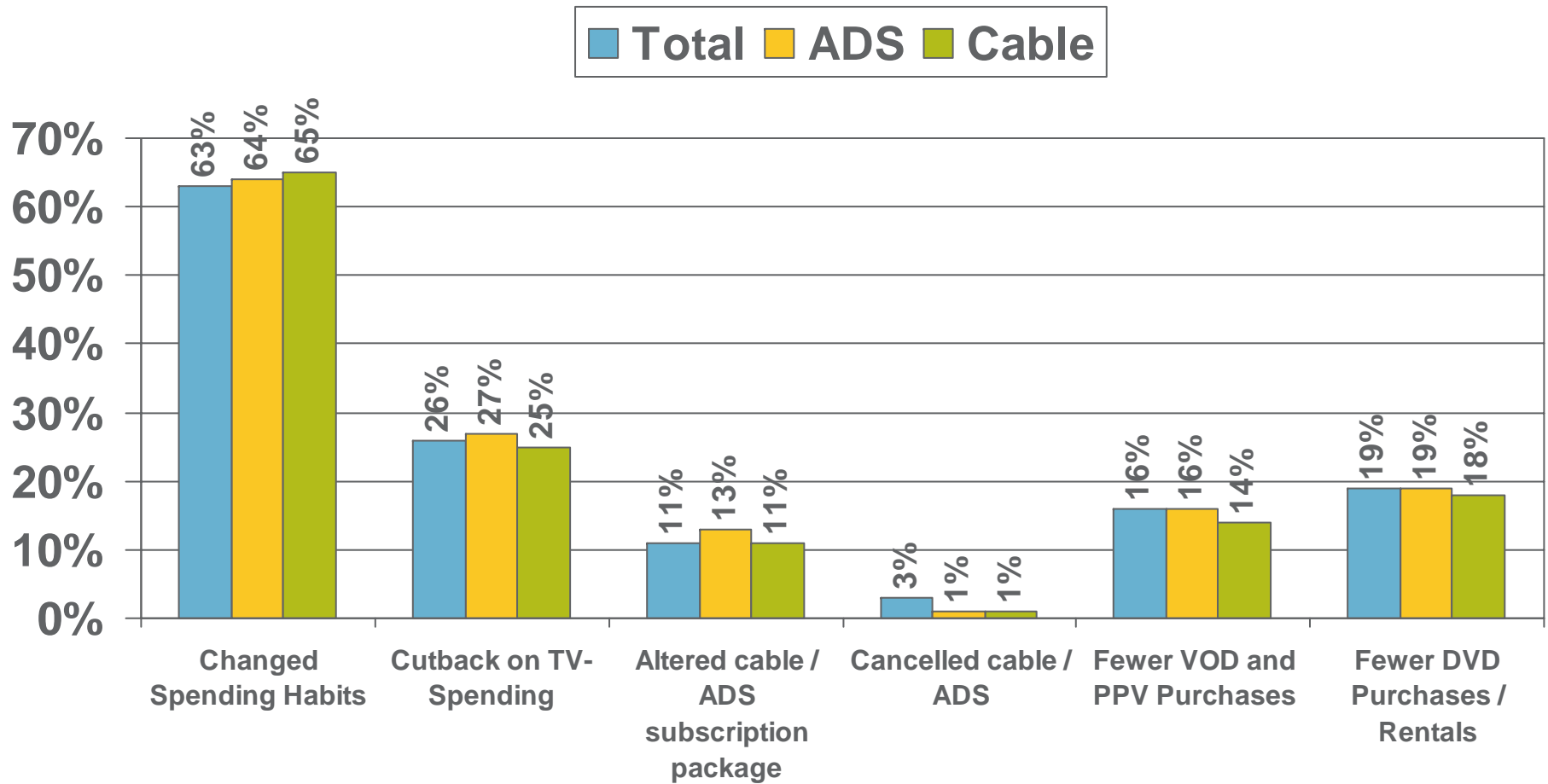
# Sportsquest Methodology

- On-going telephone survey with calling every day during the year
- Random Digit Dial (RDD) sample frame that interviews a random P12+ respondent
- Results are projectable to Total US P12+ population
- Targets 250 completed interviews each week
- Standard questionnaire plus proprietary custom questions

# Sportsquest Economy Questions

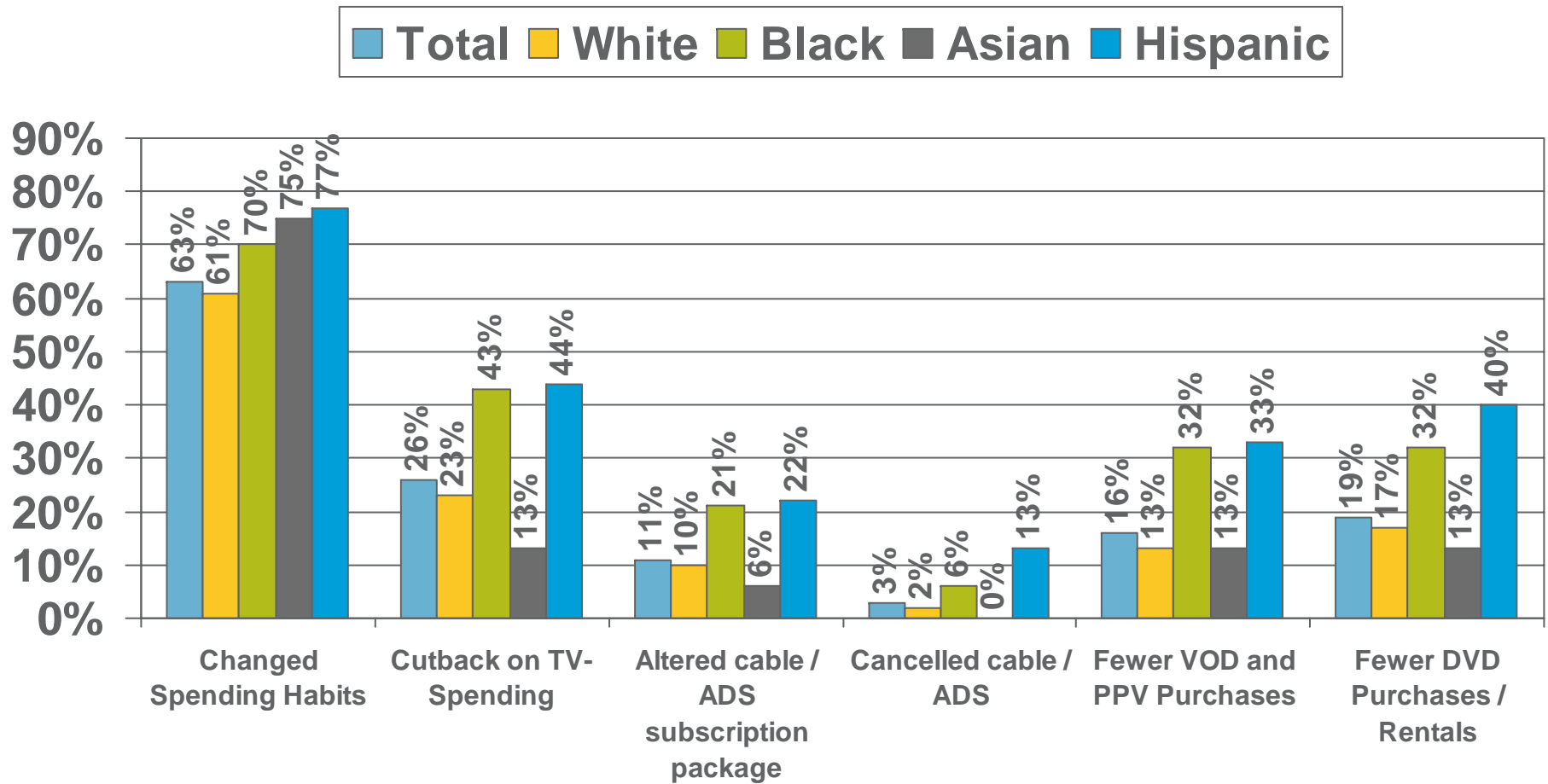
- Economy questions added 10/31
- Questions:
  - Have you changed your spending habits in the past 3 months due to concerns about the economy?
  - Have you cut back on Spending for TV-related expenses due to the economy?
  - Have you Altered the subscription to your cable or satellite package due to the economy?
  - Have you Cancelled your cable or satellite service due to the economy?
  - Have you Bought fewer programs or movies from video-on-demand or pay-per-view due to the economy?
  - Have you Made fewer DVD purchases or rentals due to the economy?
- Data in this presentation reflects 1,865 P18+ respondents

# Economy Survey Answers by Cable Status



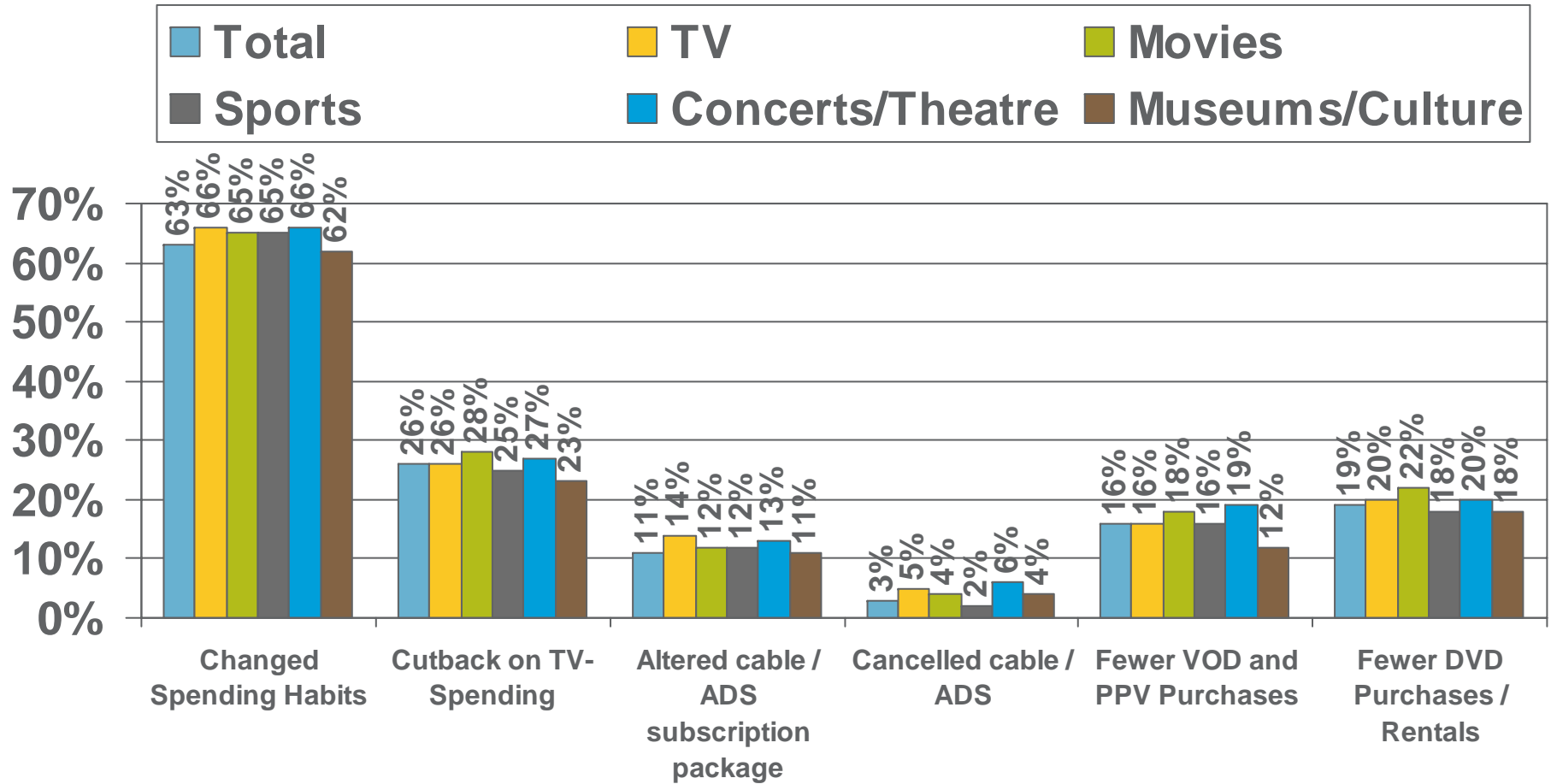
Source: SportsQuest Survey, Nov - Dec 2008.

# Economy Survey Answers by Race / Ethnicity



Source: SportsQuest Survey, Nov - Dec 2008.

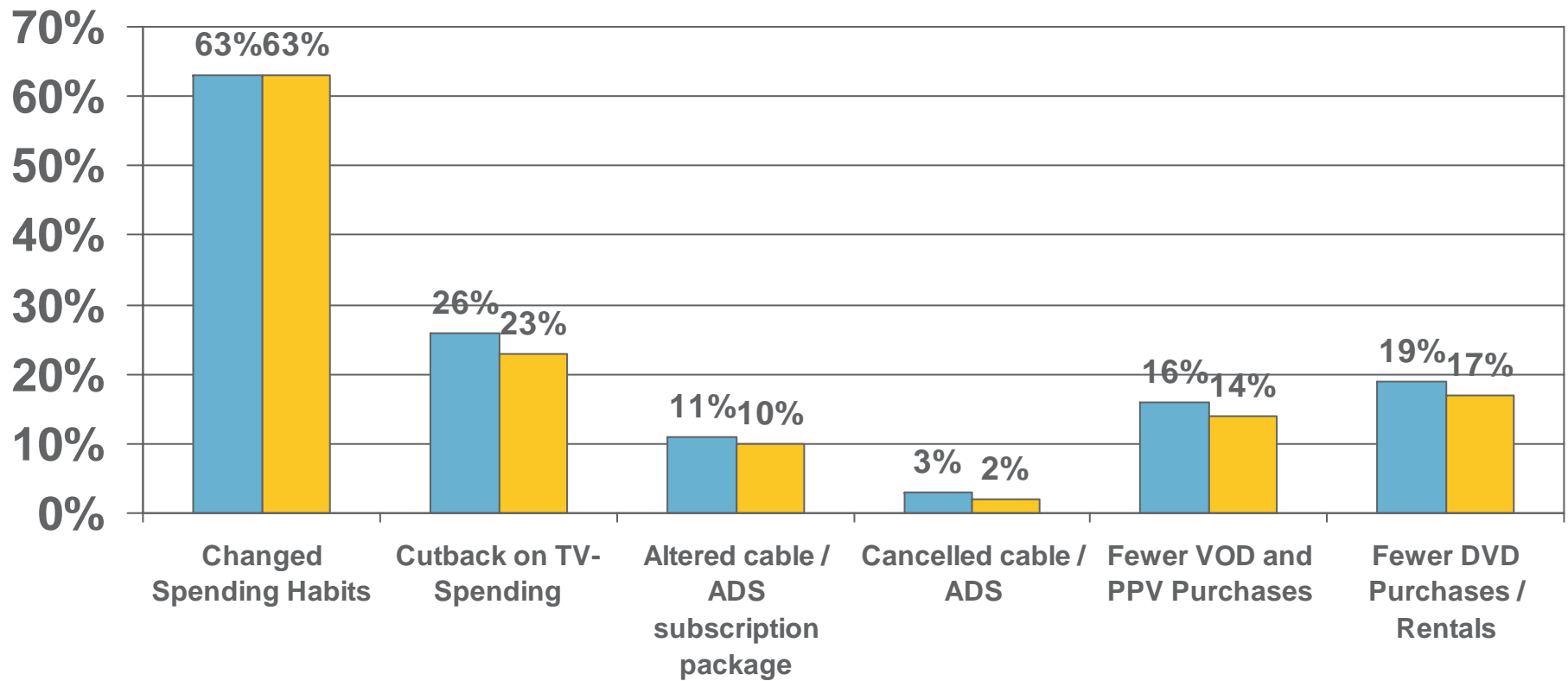
# Economy Survey Answers by Interests (Very Interested)



Source: SportsQuest Survey, Nov - Dec 2008.

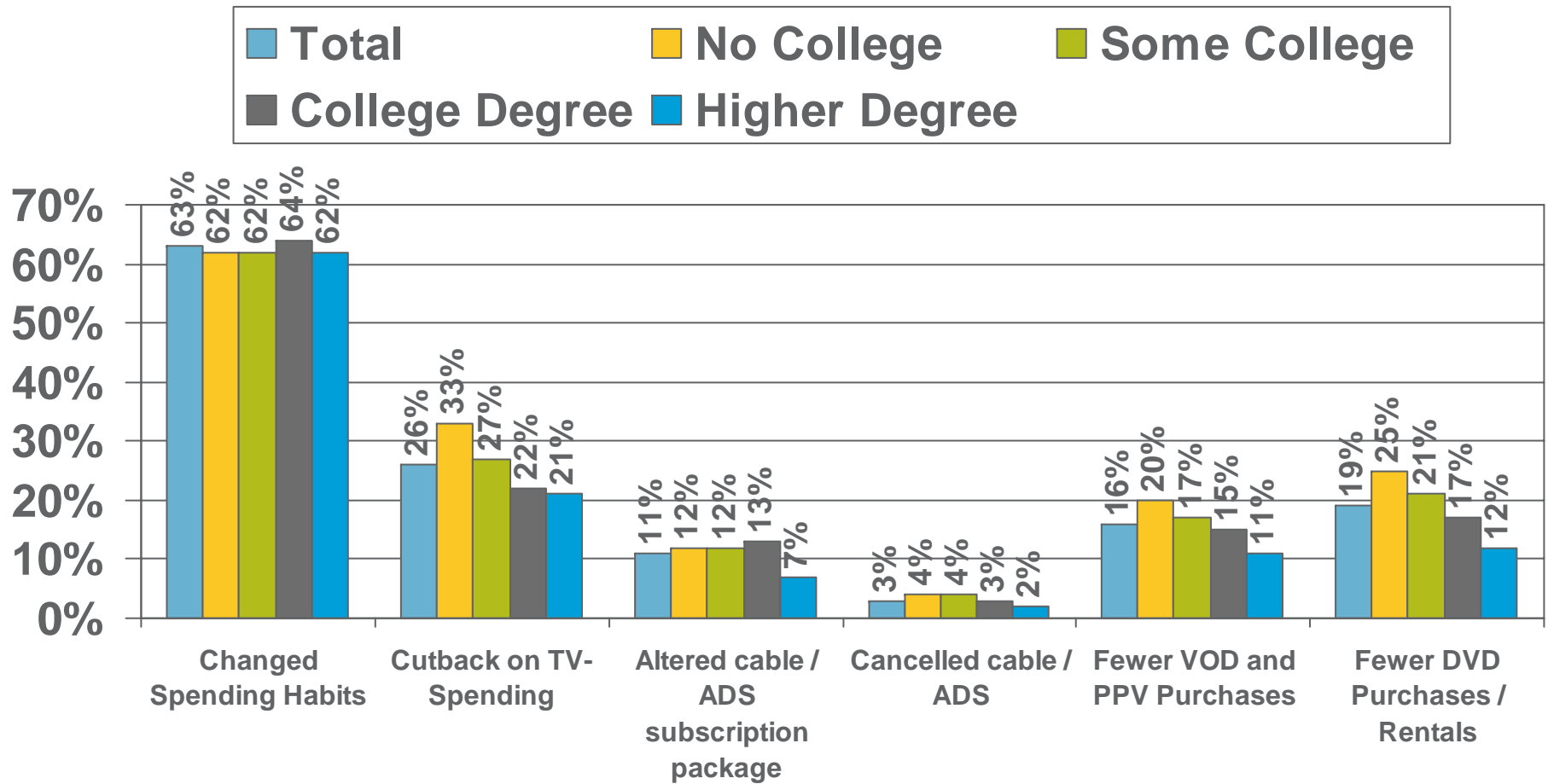
# Economy Survey Answers by Internet

■ Total ■ Internet Access at Home



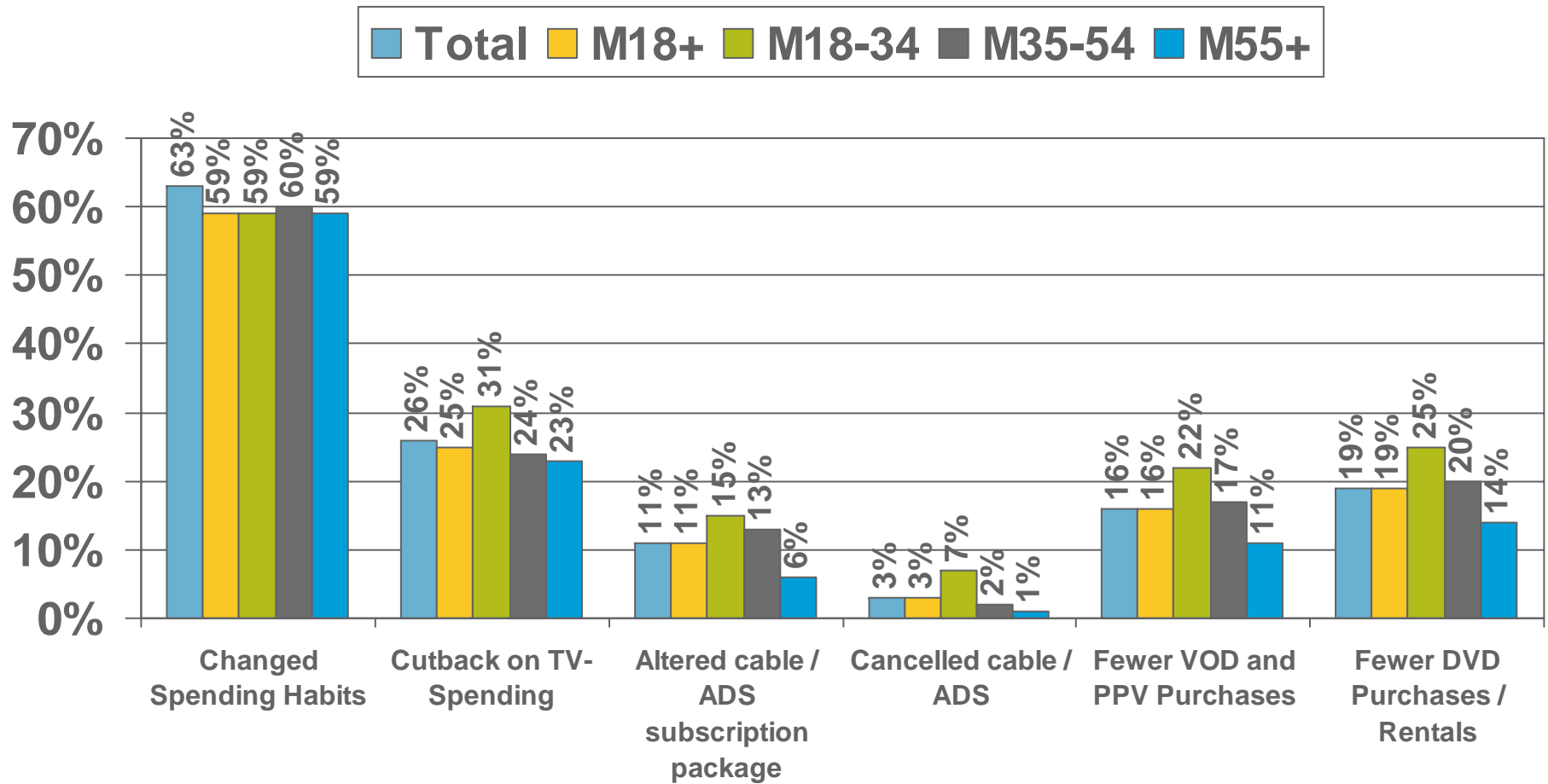
Source: SportsQuest Survey, Nov - Dec 2008.

# Economy Survey Answers by Education



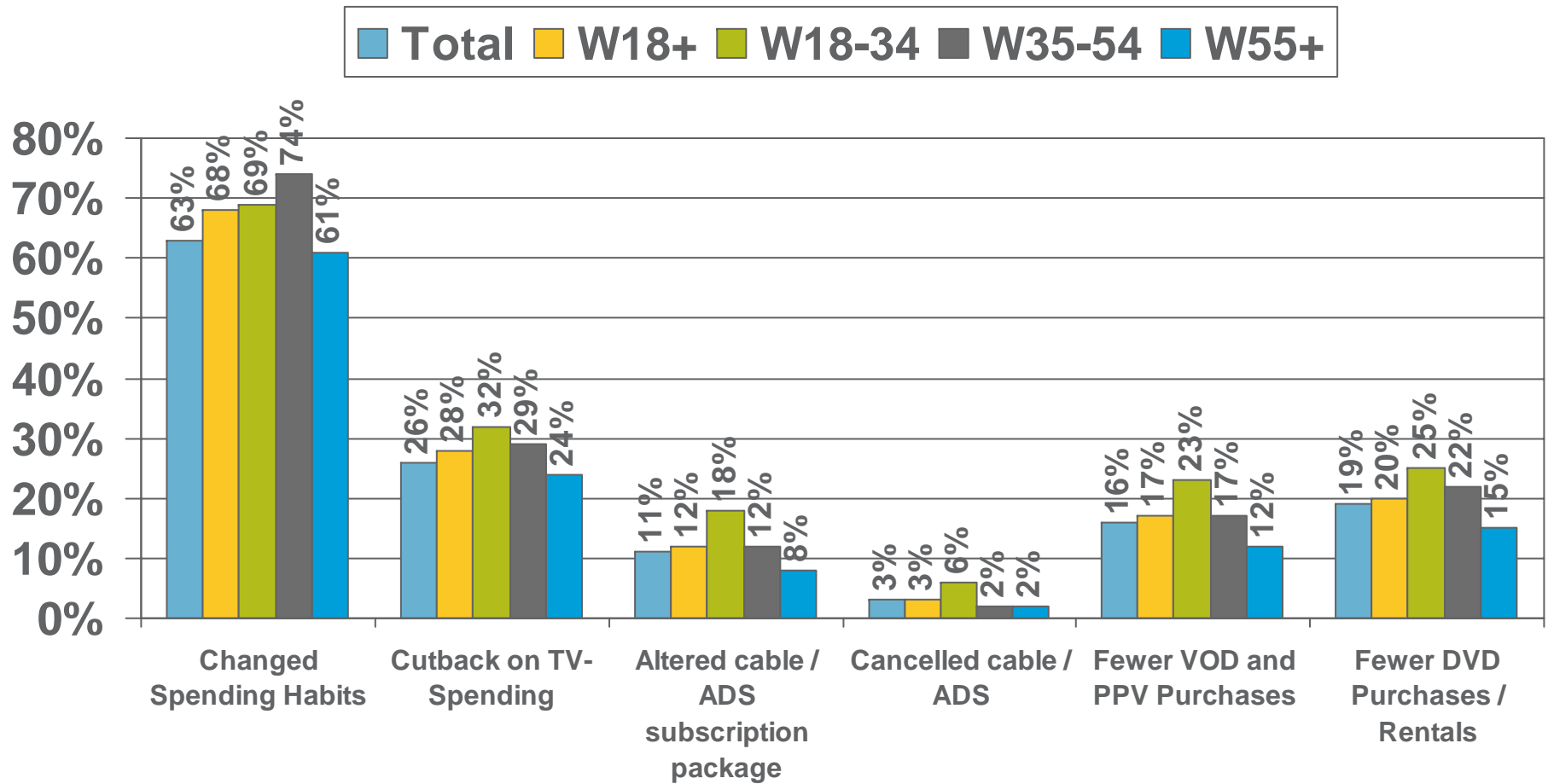
Source: SportsQuest Survey, Nov - Dec 2008.

# Economy Survey Answers by Demos



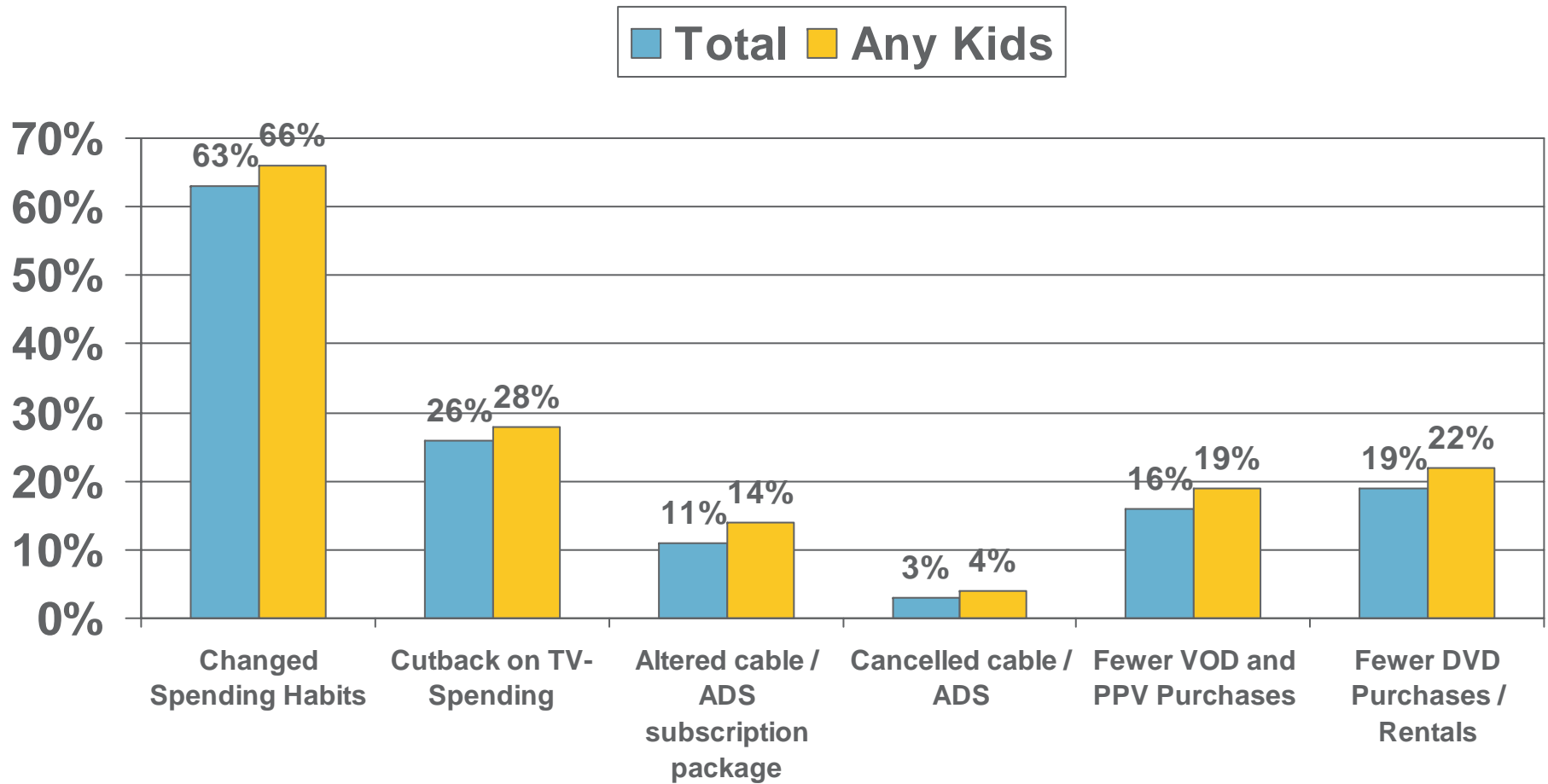
Source: SportsQuest Survey, Nov - Dec 2008.

# Economy Survey Answers by Demos



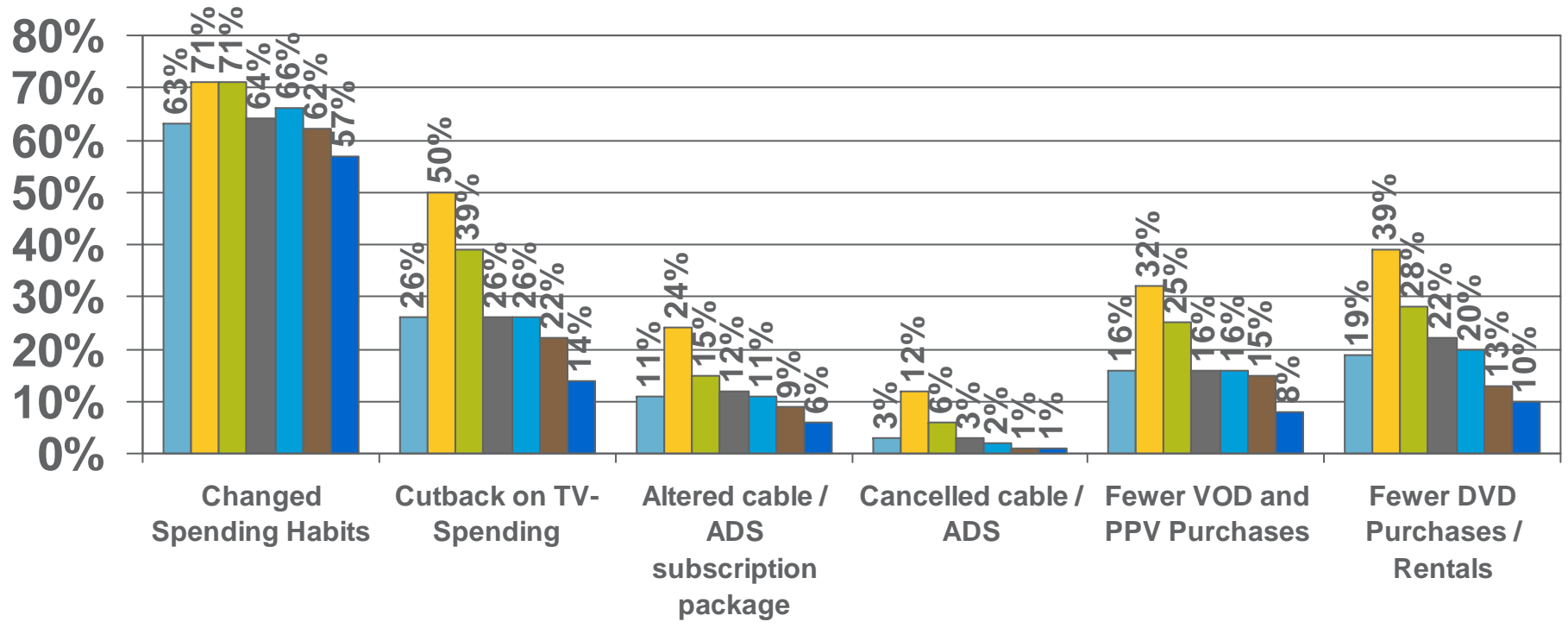
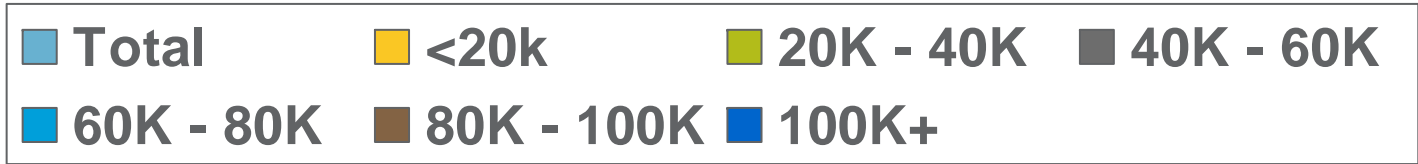
Source: SportsQuest Survey, Nov - Dec 2008.

# Economy Survey Answers by Presence of Kids



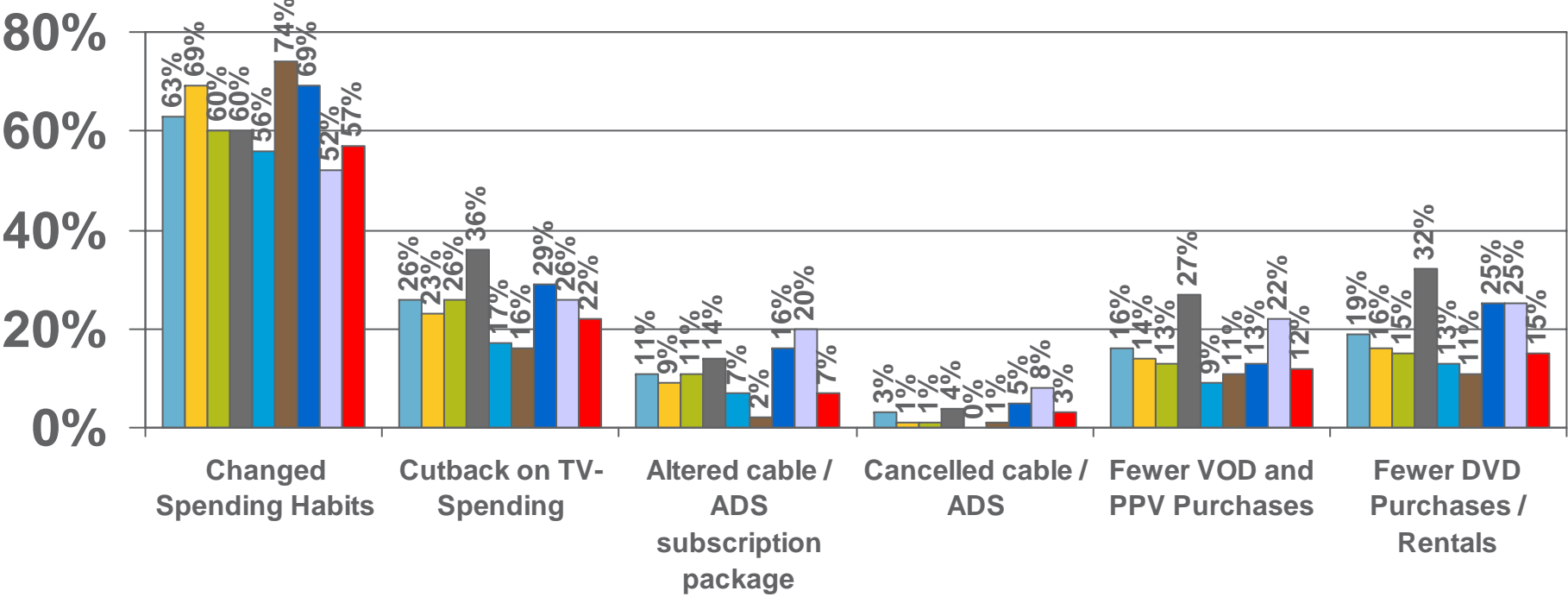
Source: SportsQuest Survey, Nov - Dec 2008.

# Economy Survey Answers by Income



Source: SportsQuest Survey, Nov - Dec 2008.

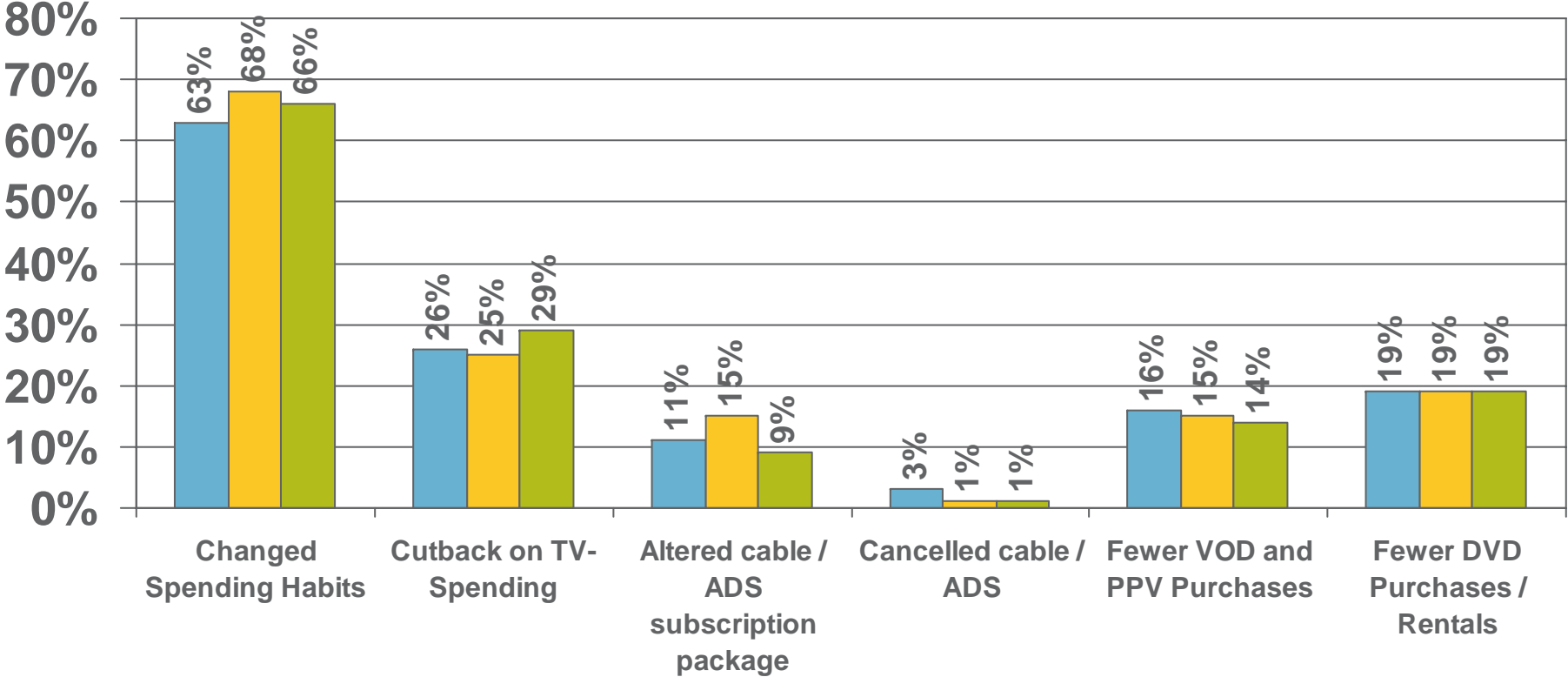
# Economy Survey Answers by Occupation



Source: SportsQuest Survey, Nov - Dec 2008.

# Economy Survey Answers by Other

■ Total 
 ■ Sports Package 
 ■ Strongly Value Cable Subscription



Source: SportsQuest Survey, Nov - Dec 2008.