

RESEARCH NOTE | 6.27.2011

CONSUMER SHOPPING HABITS

In the first quarter of 2011 we took a look at consumer shopping habits for Pay TV services. We wanted to determine if bundling and related cost saving were still driving consumers to consider "package purchases". Additionally, we wanted to see if there was a difference between the major Pay TV providers.

Key findings of our research included:

- 18% of US households who buy individual voice, video and data services expect to bundle their purchases over the next six months.
- Approximately 50% of potential bundlers have already contacted their Pay TV provider about available discounts.
- The expected savings from bundling is \$40.00.
- The range of expected savings between Pay TV providers was \$20.00.

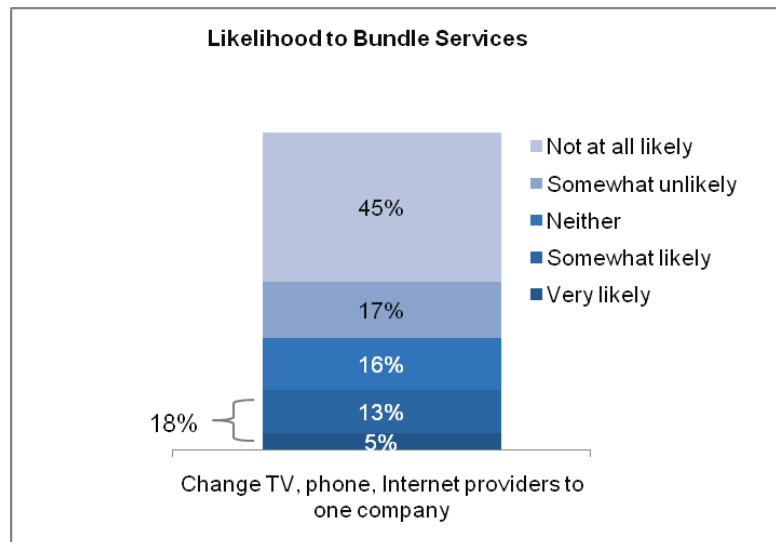
Our results were derived between January and March 2011 from Centris' Quarterly Economic Tracking Study. The study included approximately 9000 completed interviews.

As always, we appreciate your comments, suggestions and questions.

Regards,

The Centris Team

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Almost one in five households with multiple services are likely to bundle one or more services in the next six months. This percentage has remained unchanged over the past year.

Called to Check for Discounts (Total US Households)						
Q3 '09	Q4'09	Q1'10	Q2'10	Q3'10	Q4'10	Q1'11
47%	48%	48%	48%	49%	49%	51%

Among households who are likely to bundle in the next six months, half have called their provider to check for discounts. Percentages vary by provider.

Expected Savings by TV Service Provider Q1 '11									
Total	Charter	AT&T*	Verizon*	Comcast	Dish	DirecTV	Time Warner	Cox	Cablevision*
\$40	\$30	\$50	\$50	\$40	\$40	\$45	\$40	\$50	\$50

Average expected savings by switching to a single provider is \$40. AT&T, Verizon, Cox and Cablevision subscribers have higher expectations of savings than households with other TV service providers.