

Centris prepares local market forecasts for its clients based on survey, economic and competitor data.

Over the last three quarters, our survey data has shown a downward bias in households' perception of the economy.

In Q3 2011, the percentage of households that believe the economy will stay the same (39%), improve a little (26%) or improve a lot (7%) is down a combined 500 basis points (6.5%) from Q1 2011.

The downward bias in consumer confidence can impact key variables that drive industry revenue and EBITDA performance. These include cancellations, premium channel downgrades, reduced service purchases and unbundling.

Data for Centris' Insights program is obtained from its internet panel, which includes approximately 30,000 household surveys per quarter.

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

Regards,

The Centris Team

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HOUSEHOLD PERCEPTION OF THEIR FINANCIAL SITUATION OVER THE NEXT SIX MONTHS

