

Each month Centris looks at consumer self-reported prices for communication and entertainment services in our monthly omnibus tracking study. Additionally, we calculate how consumers spend their household budgets between these services.

At the end of November we found that the cost of TV services has increased about 4% on a year to year basis. Satellite and fiber based customers reported the largest increases. Cable prices dropped slightly during this period (-1%). Internet, landline telephone and cell phone prices showed slight changes.

In regard to allocation of household budgets, communication services (cell phone, landline and internet services) comprise 70% of reported spending. Pay TV services comprise the other 30%.

Data for Centris' Insights program is obtained from its ongoing technology tracking study. This Addressed Based Sampling program includes approximately 2,200 household surveys per month. Clients routinely insert their proprietary questions into the survey.

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

Regards,

The Centris Team

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HOUSEHOLD MONTHLY SPENDING ON PHONE, INTERNET AND TV SERVICES

MONTHLY SPENDING	NOV. 2011	NOV. 2010	ANNUAL CHANGE	
	AVERAGE BILL	AVERAGE BILL	(\$)	(%)
	(\$)	(\$)	(\$)	(%)
TOTAL TV SERVICE	74.10	71.10	3.00	4
SATELLITE	76.80	68.70	8.10	12
CABLE	69.70	70.40	-0.70	-1
FIBER	99.67	86.77	12.90	15
INTERNET	46.00	45.20	0.80	2
LANDLINE TELEPHONE	41.80	42.20	-0.40	-1
CELL PHONE	92.30	93.80	-1.50	-2

