

RESEARCH NOTE | 4.28.2011

PAY TV RATES

This month we took a look at the prices of Pay TV and related services. Historically, this topic receives increased interest as stress in the economy occurs. The current unemployment rate and high energy prices bring the cost of communication and entertainment services into the spotlight.

Information on Pay TV prices are included in Centris' Communications and Entertainment Insights reports. These syndicated reports are used by the top communication and media companies to track household technology and consumption trends. They represent consumer self-reported data.

Data for Centris' Insights program is obtained from its going technology tracking study. This Addressed Based Sampling program completes approximately 3200 household surveys per month.

As always we appreciate your comments, suggestions and questions.

Regards,

The Centris Team

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