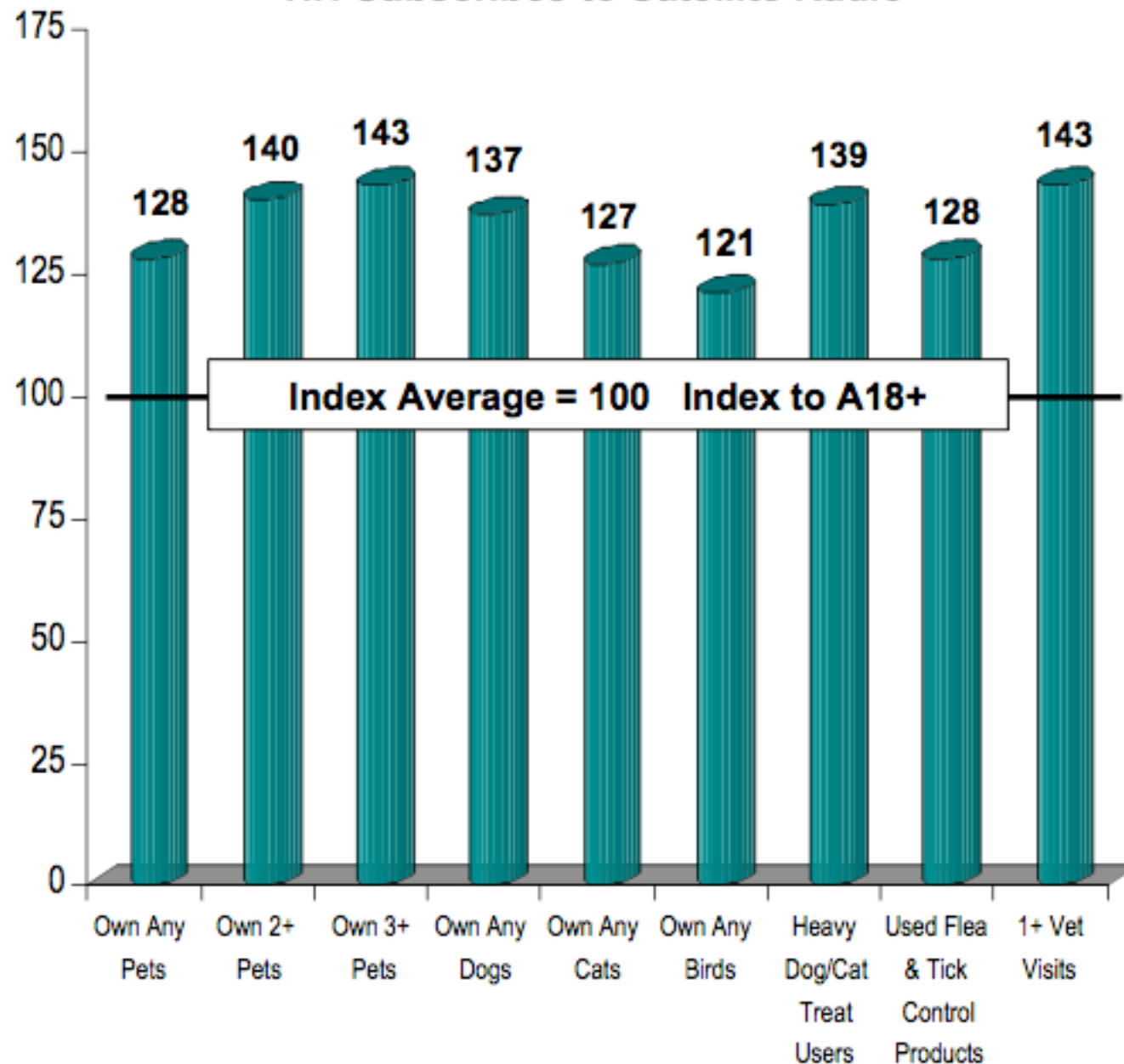




Premiere Satellite Reaches Pet Owners



■ HH Subscribes to Satellite Radio



- Households that subscribe to Satellite Radio are 19% more likely to own their home than the general population of A18+
- They are also 64% more likely to shop online than the general population of A18+

Households that subscribe to Satellite Radio are more likely to earn more than the general population of A18+:

- 48% more likely to earn HHI \$50K+
- 59% more likely to earn HHI \$60K+
- 77% more likely to earn HHI \$75K+

How to read index: Adults 18+ who own any pets are 28% more likely to have a household that subscribes to Satellite Radio than the general population of Adults 18+