

METHODOLOGY FOR 2004 & 2005 CUSTOM CABLE STUDY

DATA COLLECTION

Mail reinterview of all respondents from the MRI FALL 2003 and FALL 2004 syndicated study living in households subscribing to cable television or households having a satellite dish.

QUESTIONNAIRE

Self-administered twenty-page questionnaire by time zone; alphabetic and reverse alphabetic order of cable services (seven versions). Incentive of five dollars and a drawing that consisted of seven cash prizes (3- \$1,000; 4-\$500 prizes).

2003/2004

- 1st Mailing (Wave 48 respondents): November 5, 2003
- 1st Mailing (Wave 49 respondents): November 19, 2003
- 2nd Mailing (Wave 48 respondents): December 3, 2003
- 2nd Mailing (Wave 49 respondents): December 16, 2003

Cut off date: February 1, 2004

2004/2005

- 1st Mailing (Wave 50 respondents): November 5, 2004
- 1st Mailing (Wave 51 respondents): November 22, 2004
- 2nd Mailing (Wave 50 respondents): December 6, 2004
- 2nd Mailing (Wave 51 respondents): December 20, 2004

Cut off date: February 3, 2005

COOPERATION RATES

Total mailed (Net):	40,431
Total returns:	14,947
% Return:	37%
Rejects:	2,892
Total In-Tab:	12,055
Cooperation Rate:	30%

WEIGHTS

THE CUSTOM CABLE WEIGHT IS LOCATED IN CARD 6 COLS. 54 – 57

	<u>WEIGHTED (000)</u>	<u>UNWEIGHTED</u>
<u>CUSTOM CABLE RESPONDENTS</u>	168,953	12,055
MEN	81,106	5,378
WOMEN	87,846	6,677

THE BASE FOR CUSTOM CABLE RESPONDENTS IS CARD 196 COL.35 PUNCH 1.