



Description of Methodology

- **Survey Question Development**

The total survey consisted of 9 questions: 5 profile questions to identify unique demographics & radio station preferences, and 4 closed-ended questions supplied by Mark Ramsey, President Mark Ramsey Media, LLC.

- **Interview Technique and Sample Size**

The research approach used to conduct this survey features a random-digit-dial (RDD) sampling design. A total of 2,141 US radio listener, aged 12+, were included in the sampling. They were interviewed by telephone from the VIP Research Call Center between August 10, 2010 through August 25, 2010.

The margin of error for the sample of 2,141 persons is +/- 2.0 percentage points at the 95% level of confidence. When reporting on subgroups (e.g., males, females, format preference, etc.), the sampling error is may be higher. The sampling and interview methodology was designed by Valorie Heydman CEO at VIP Research, Inc.

- **Survey Population**

The telephone survey data can be taken to represent a probability sample of all radio listeners who maintain residential or cellular telephone service in portions of the VIP Research service area: In this case, 22 US Radio Markets, within all 4 major US Census Regions.

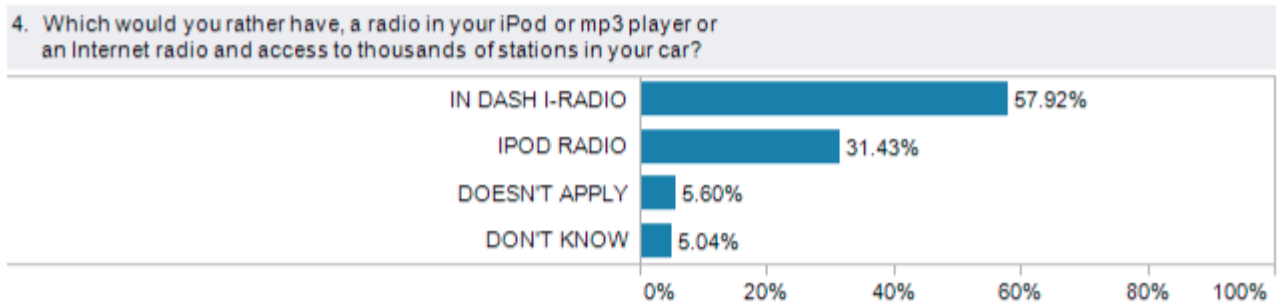
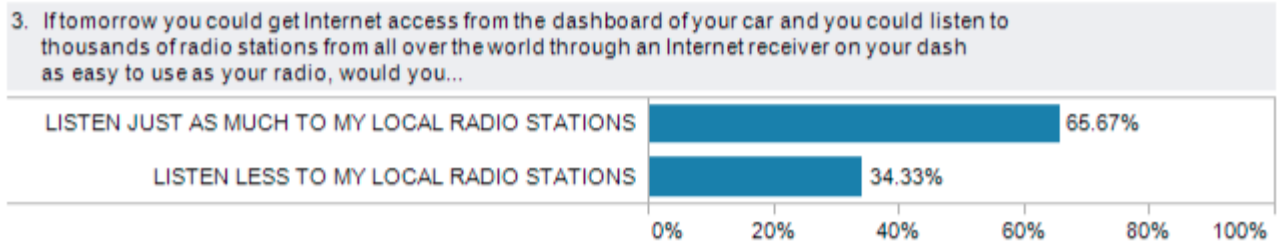
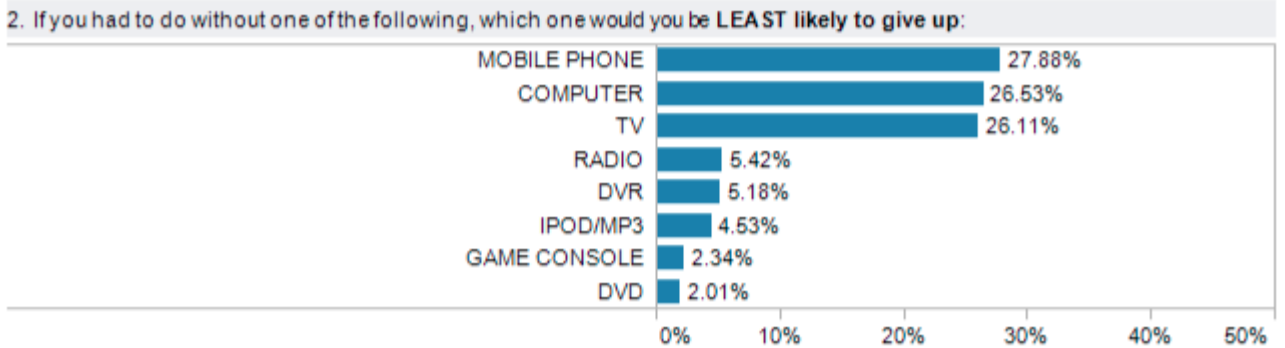
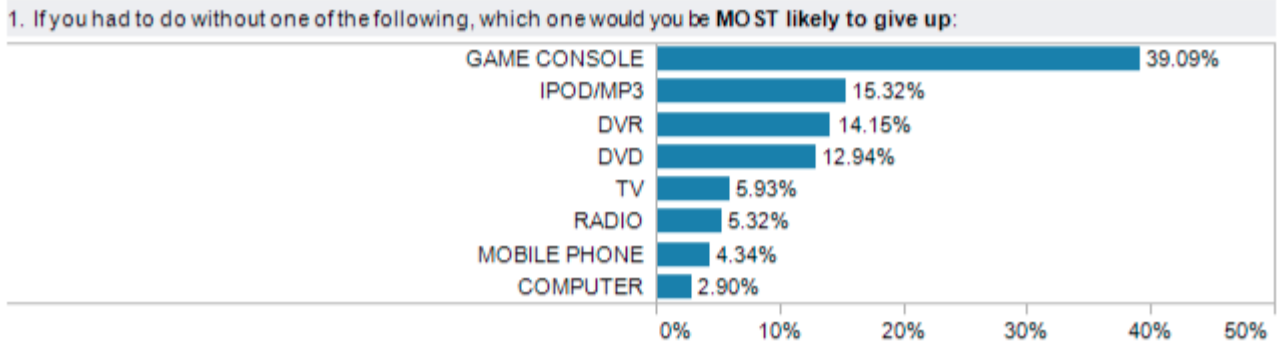
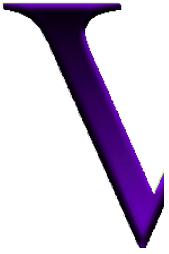
- **Randomized Sample Selection**

The RDD telephone component generated random samples of telephone/Cell-Phone-Only households in portions of the VIP Research USA service area.

Telephone data collection utilized Computer-Aided-Telephone-Interviewing (CATI) technology in order to reach a representative sample base.

- **Weighting**

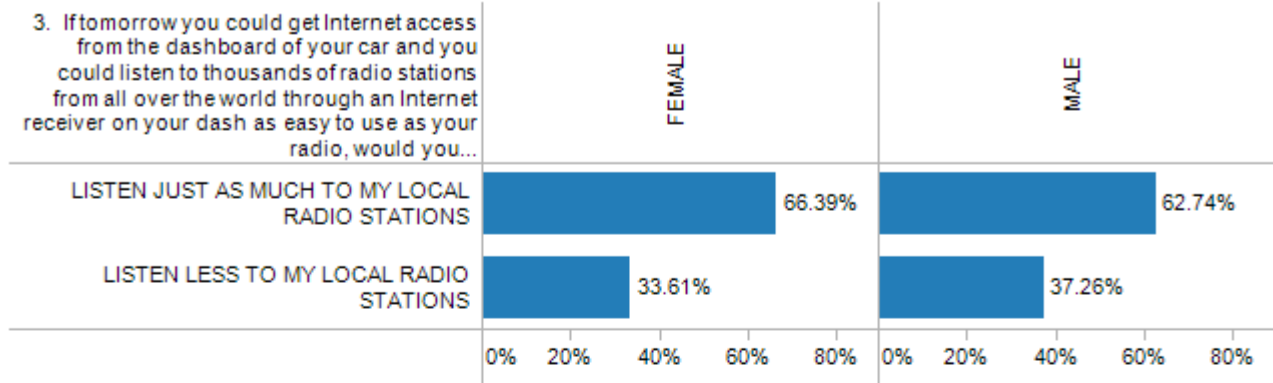
No weighted data is represented in this report.



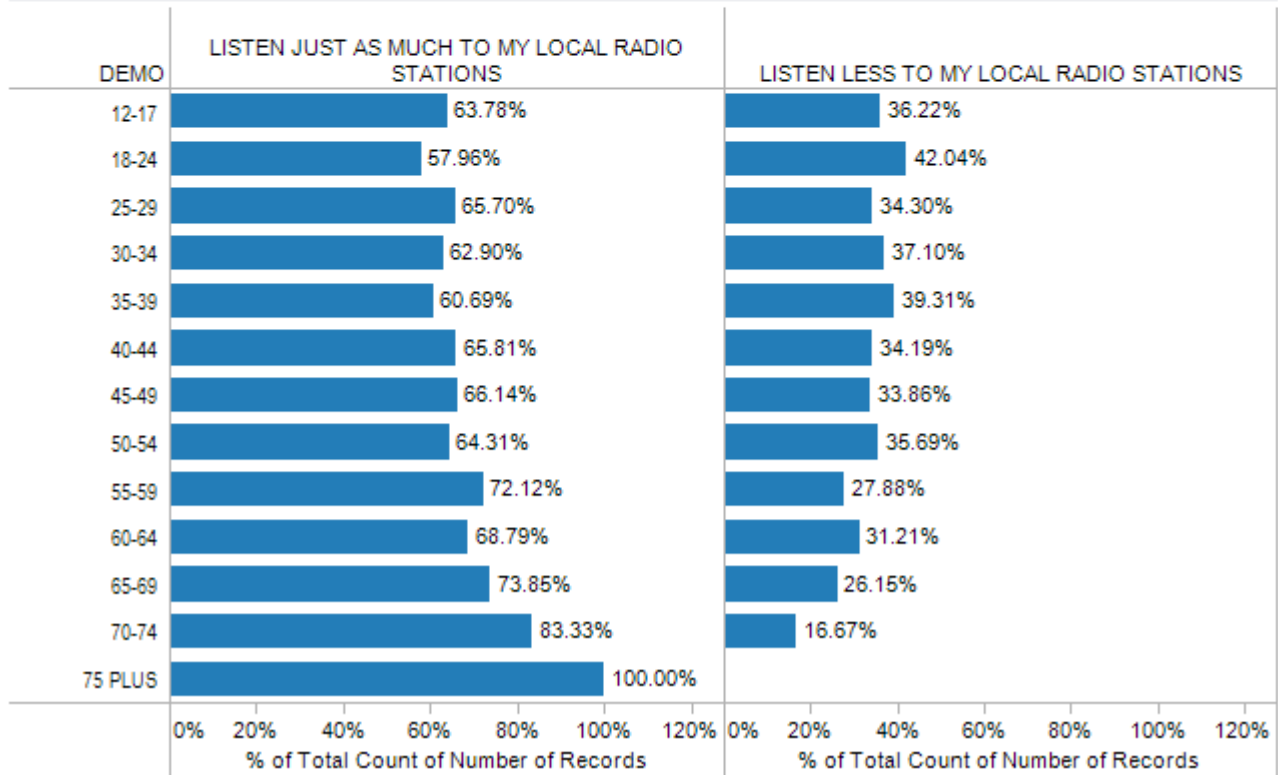


TOTAL SAMPLE
2,141 persons
12+

Q3 by GENDER



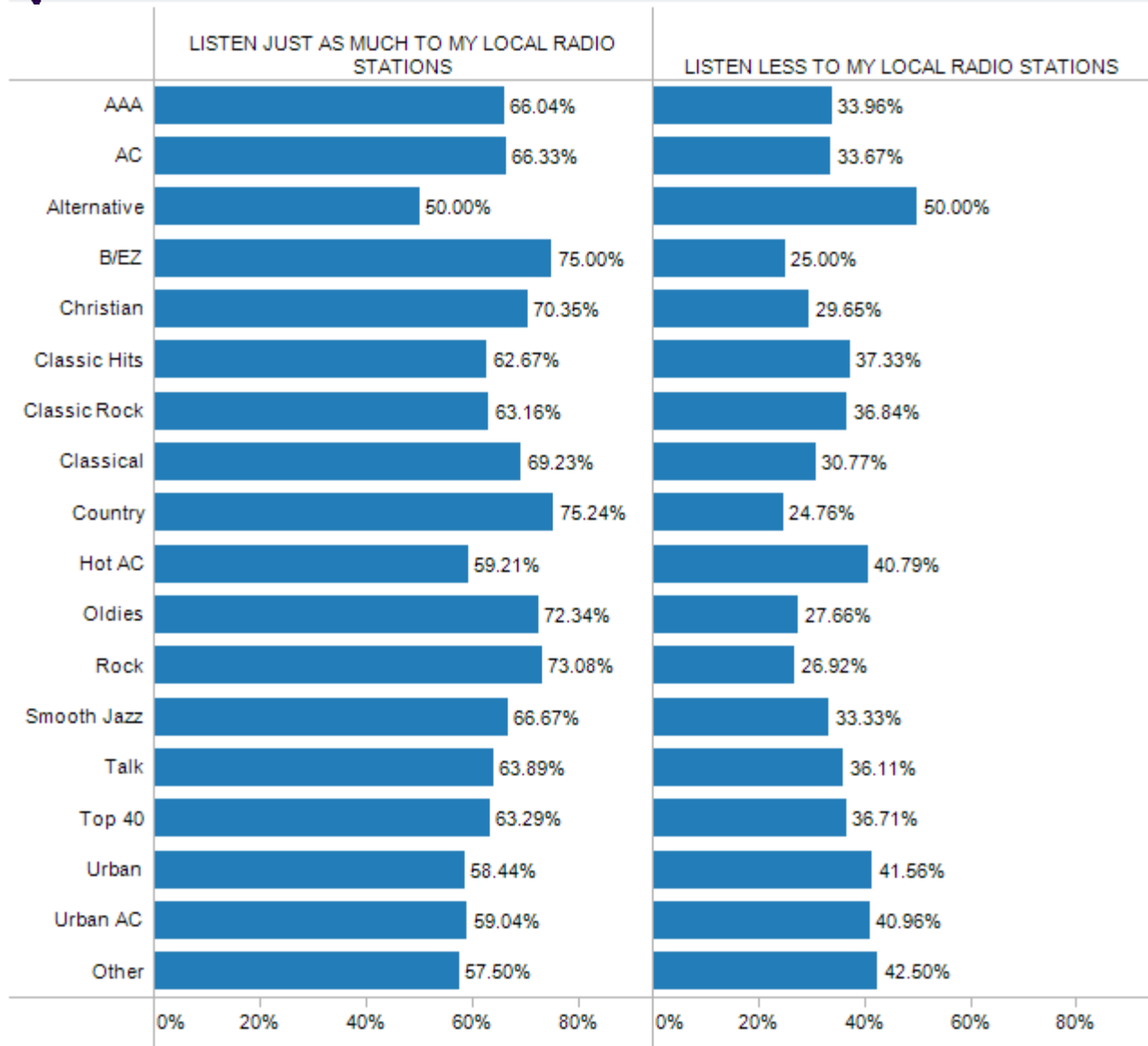
Q3 by DEMO





TOTAL SAMPLE
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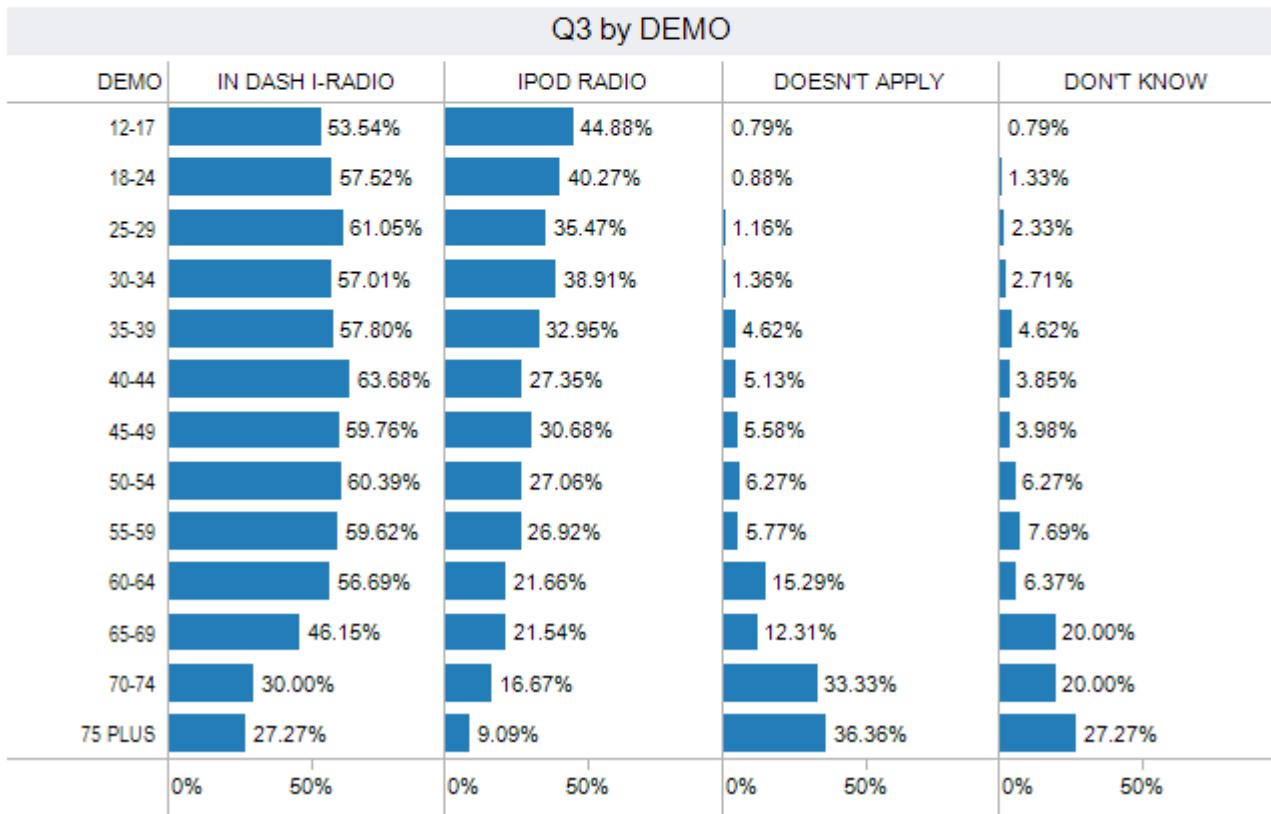
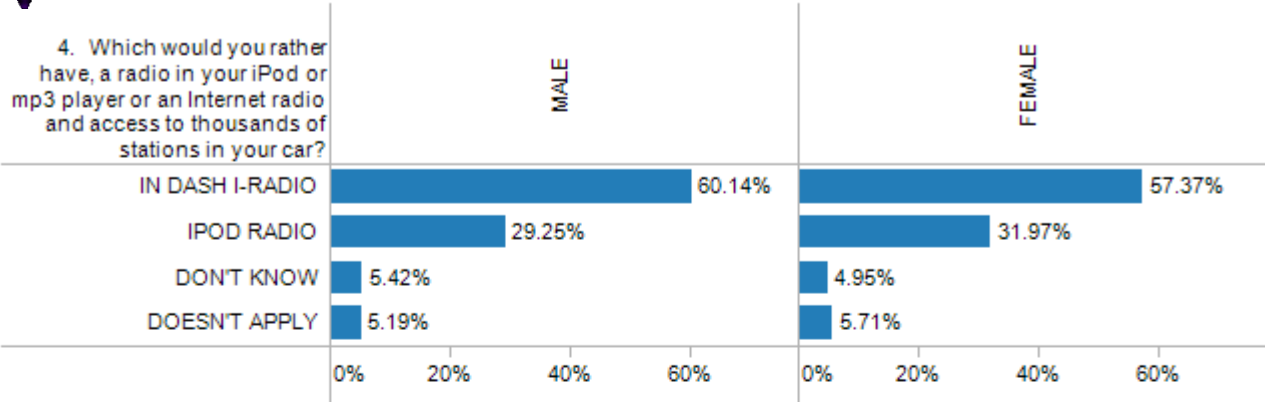
Q3 by FORMAT



3. If tomorrow you could get Internet access from the dashboard of your car and you could listen to thousands of radio stations from all over the world through an Internet receiver on your dash as easy to use as your radio, would you....



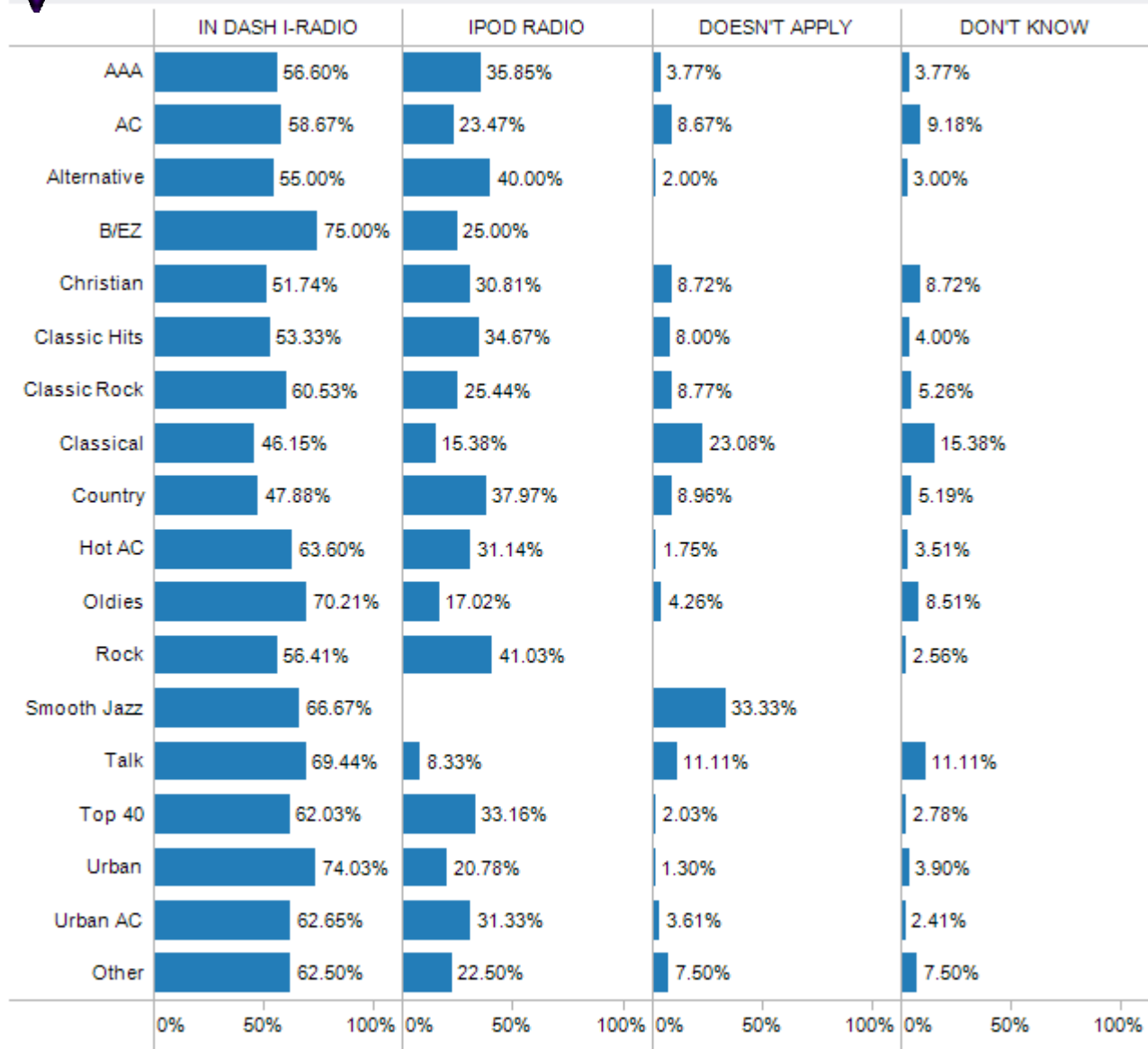
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Q4 by FORMAT



4. Which would you rather have, a radio in your iPod or mp3 player or an Internet radio and access to thousands of stations in your car?