

Report on Mobile Radio Demand





Description of Methodology

- **Survey Question Development**

The total survey consisted of 8 questions: 5 profile questions to identify unique demographics & radio station preferences, and 3 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 1,112 US radio listeners, aged 10-54, were included in the sampling. They were interviewed by telephone from the VIP Research Call Center between September 20, 2010 through October 21, 2010.

The margin of error for the sample of 1,112 persons is +/- 2.9 percentage points at the 95% level of confidence. When reporting on subgroups (e.g., males, females, format preference, etc.), the sampling error may be higher.

The sampling and interview methodology was designed by Valorie Heydman CEO / 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, 15 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.

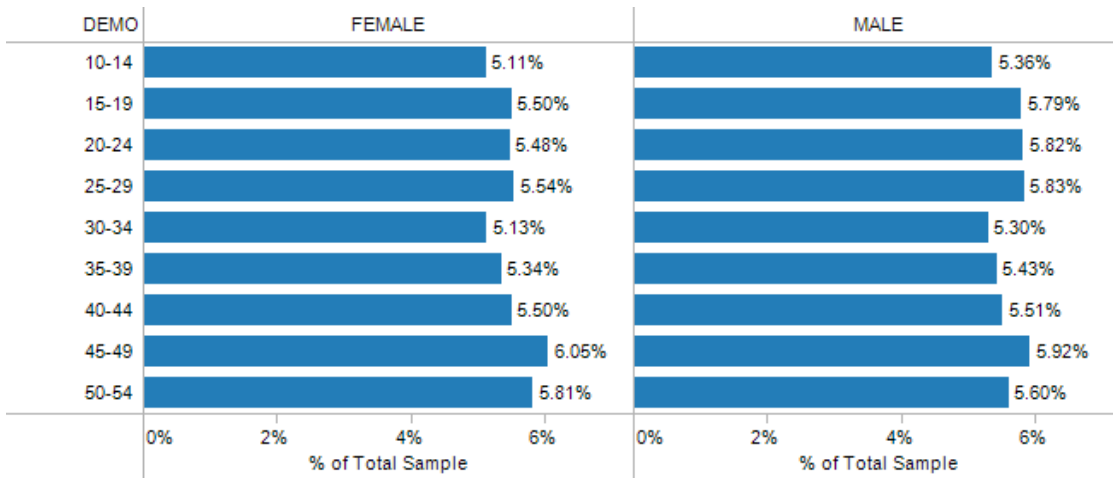
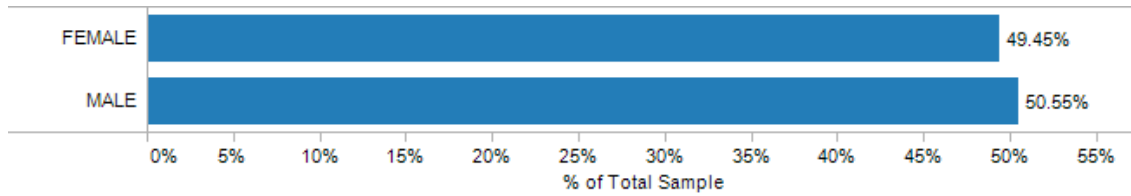
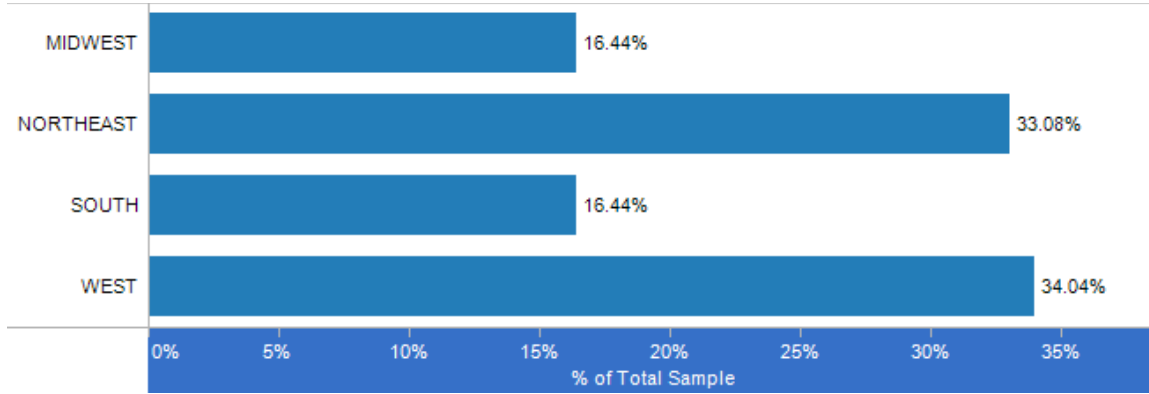
- **Weighting**

The sample was weighted by gender & age, based upon 2009 National Population Estimates by the US Census Bureau.



TOTAL SAMPLE
1,112 persons
10-54

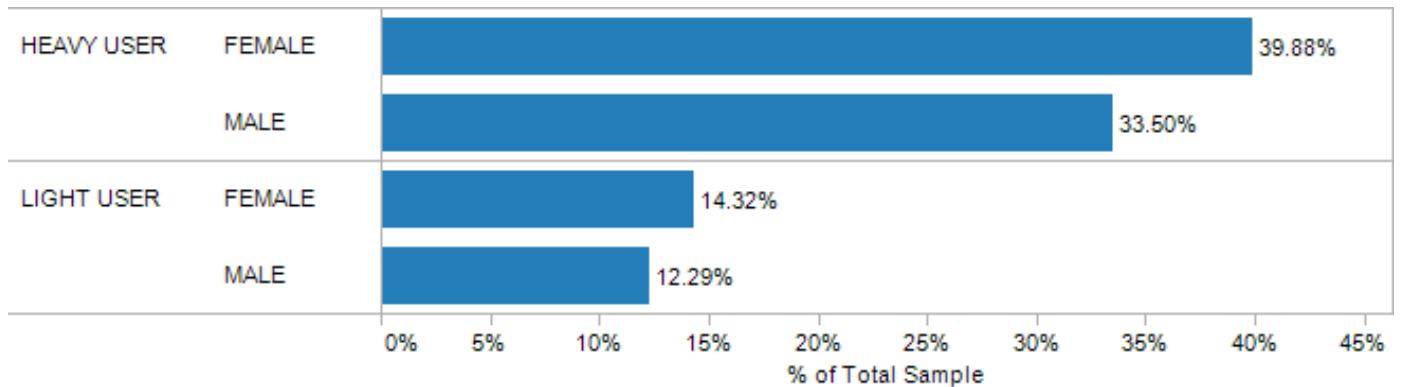
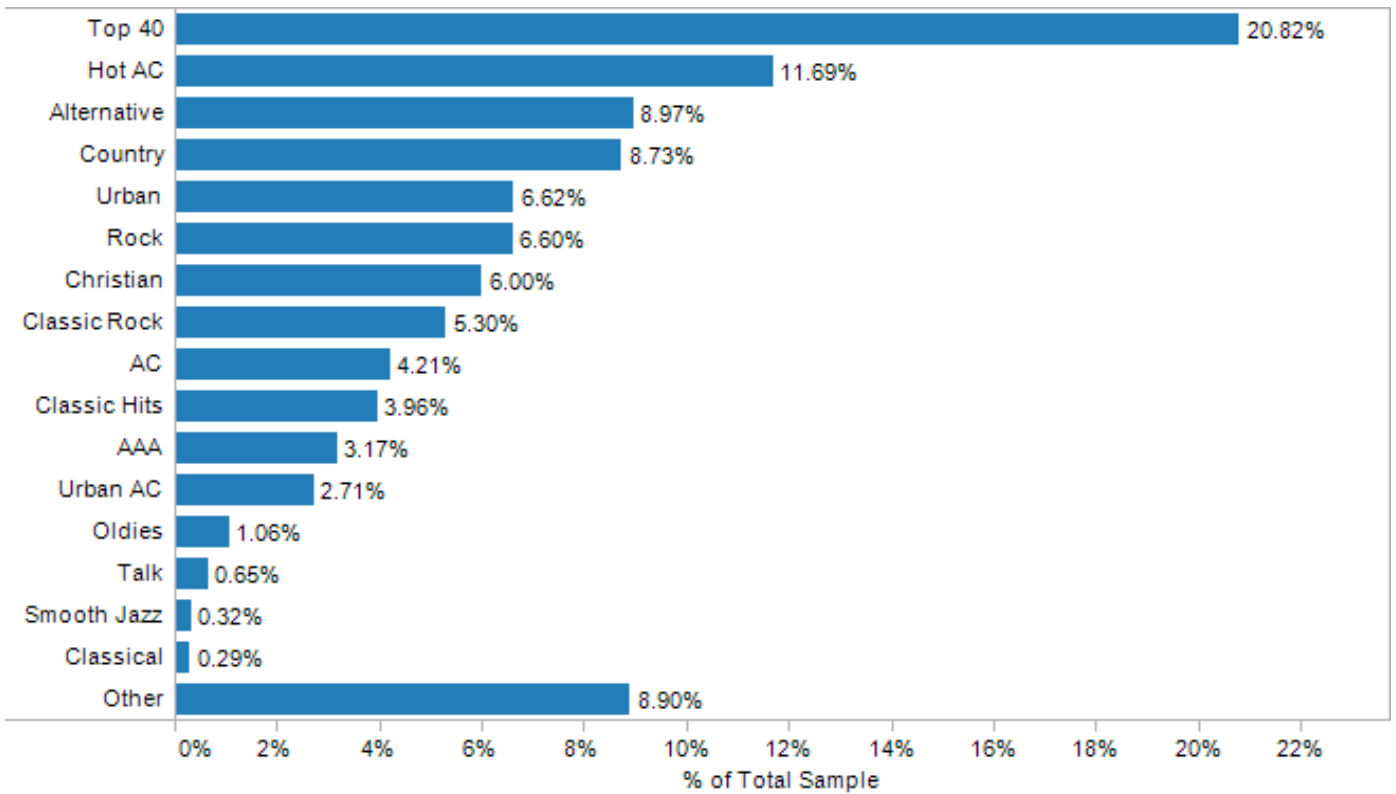
Sample Summary





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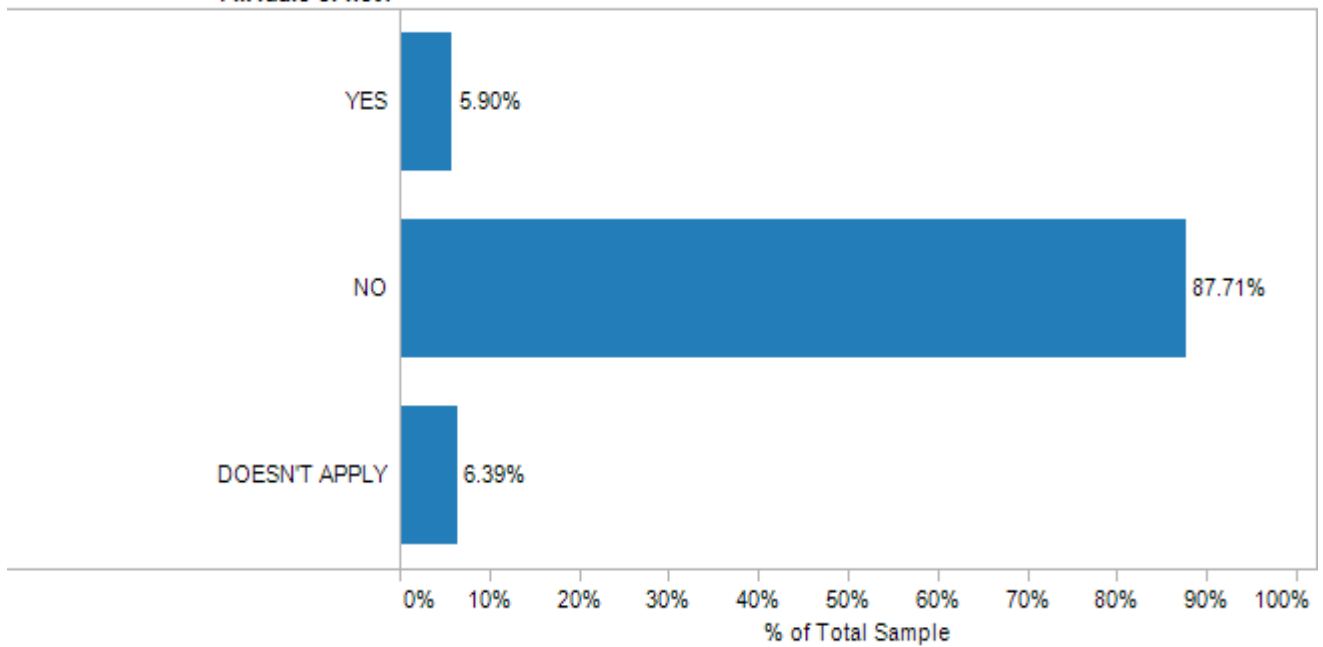
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When you last shopped for a mobile phone did you specifically look for a phone that contains an FM radio or not?



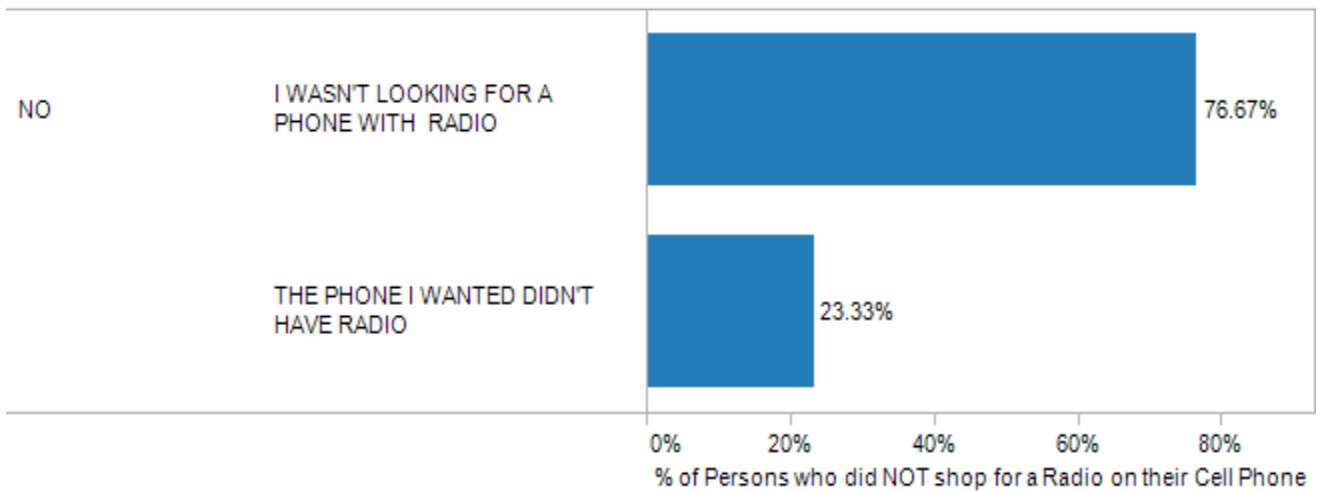


TOTAL SAMPLE
1,112 persons
10-54

Question Sample
975 persons
10-54

When you last
shopped for a mobile
phone did you
specifically look for a
phone that contains
an FM radio or not?

Why not? Was it mostly
because....



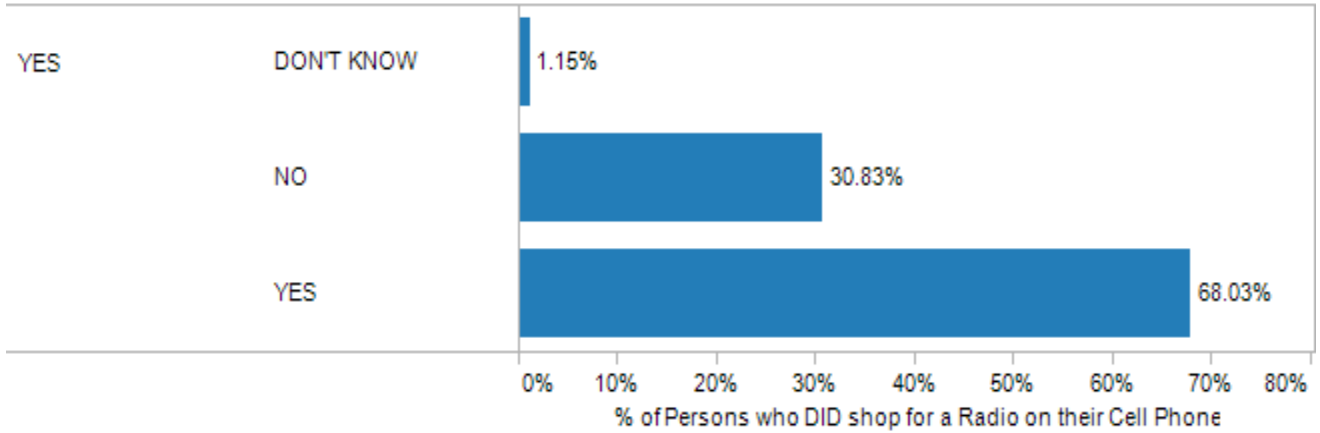


TOTAL SAMPLE
1,112 persons
10-54

Question Sample
66 persons
10-54

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phone did you
specifically look for a
phone that contains
an FM radio or not?

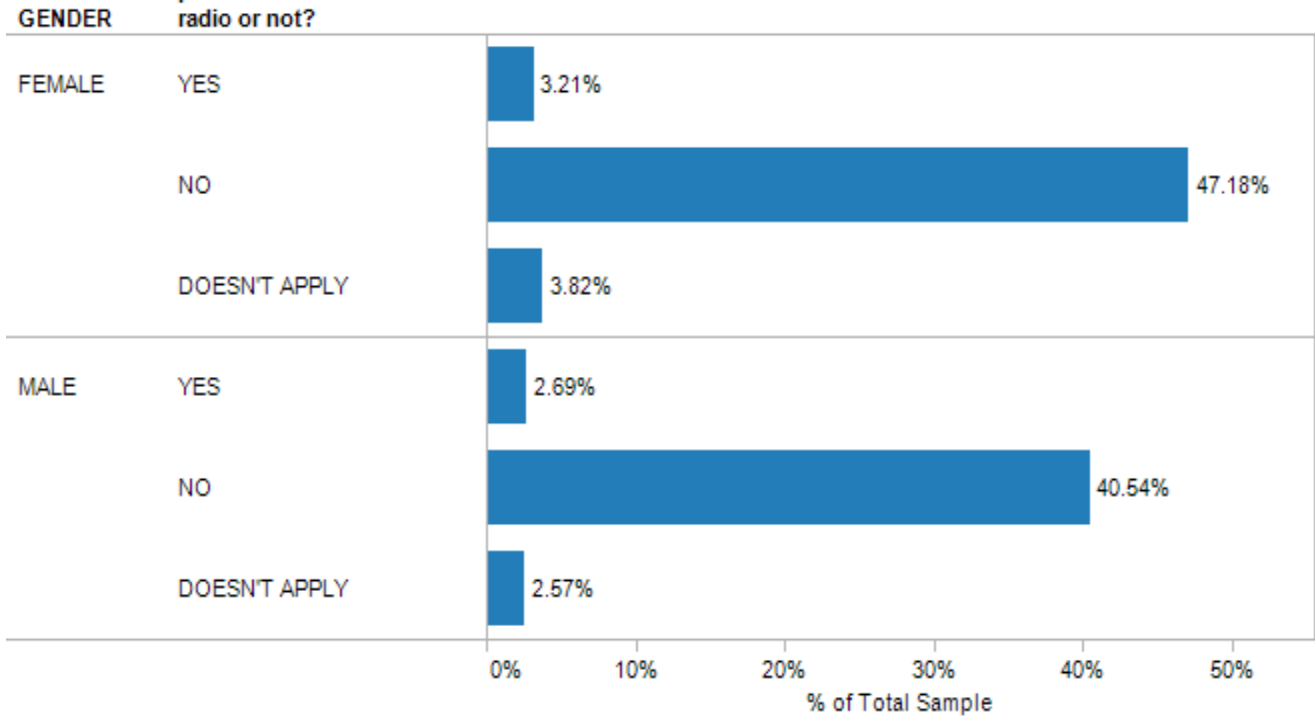
Did you ultimately
purchase a phone
that contains an FM
radio?





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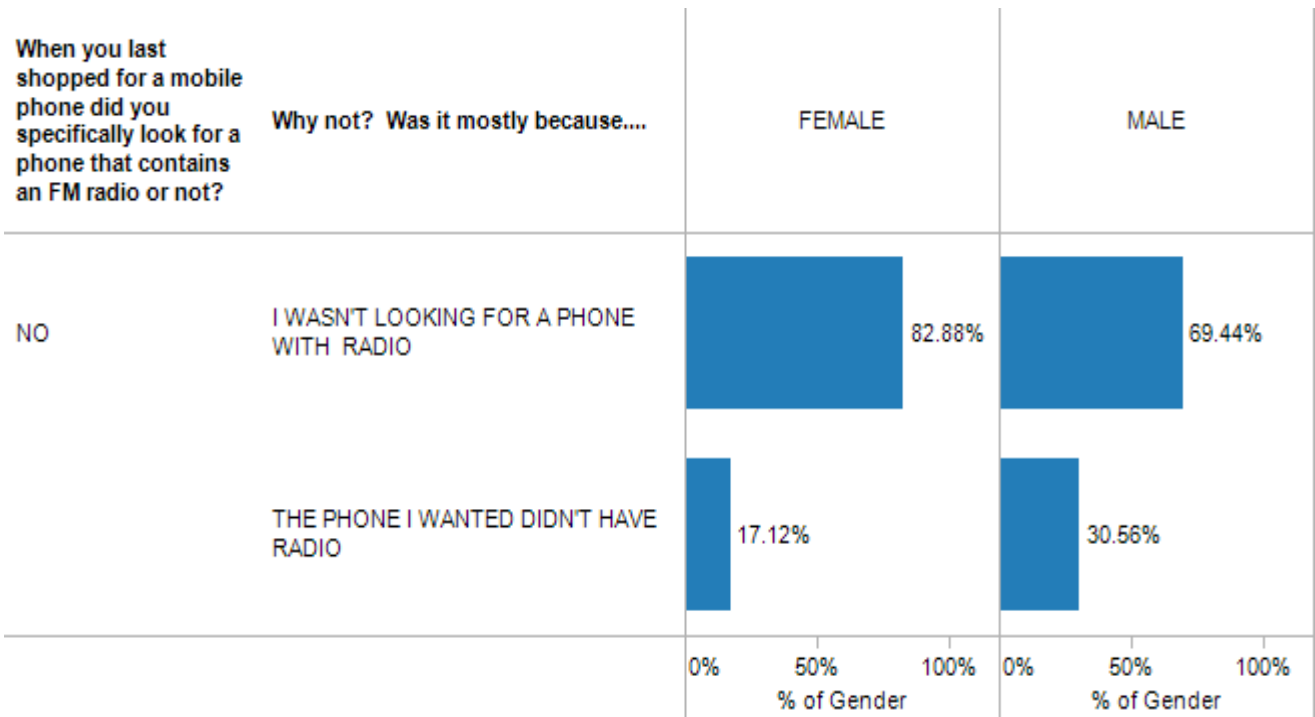
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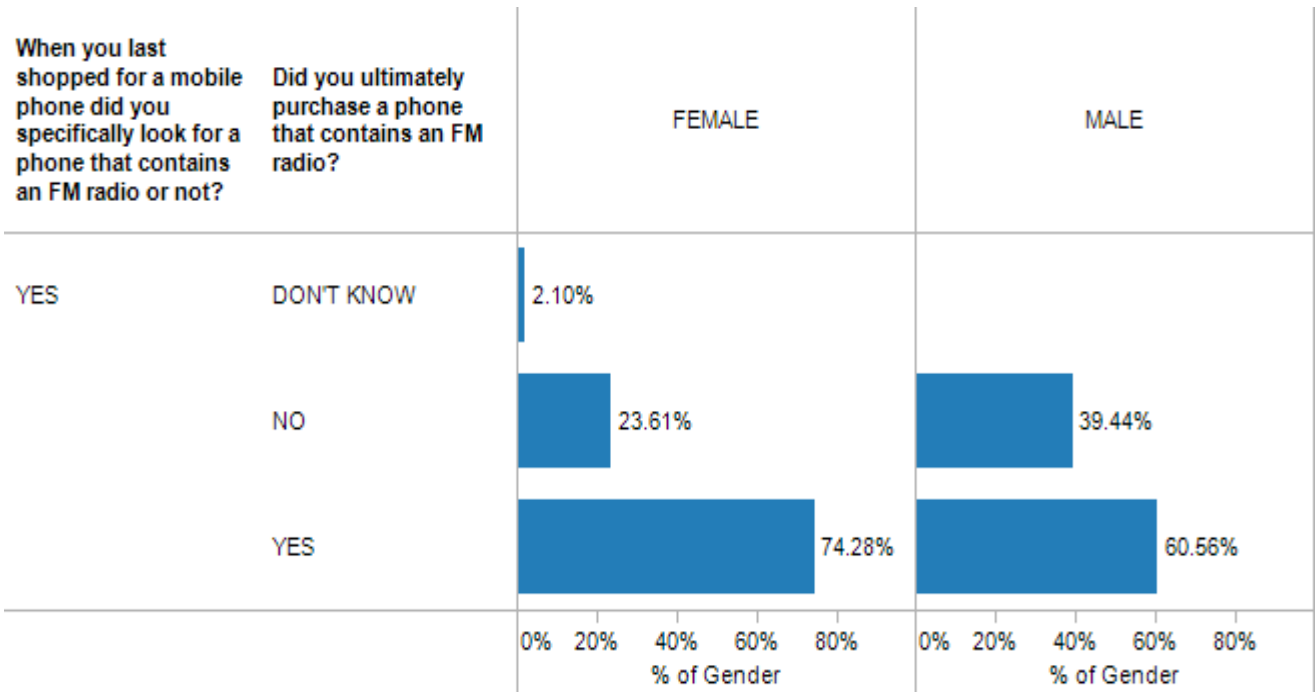
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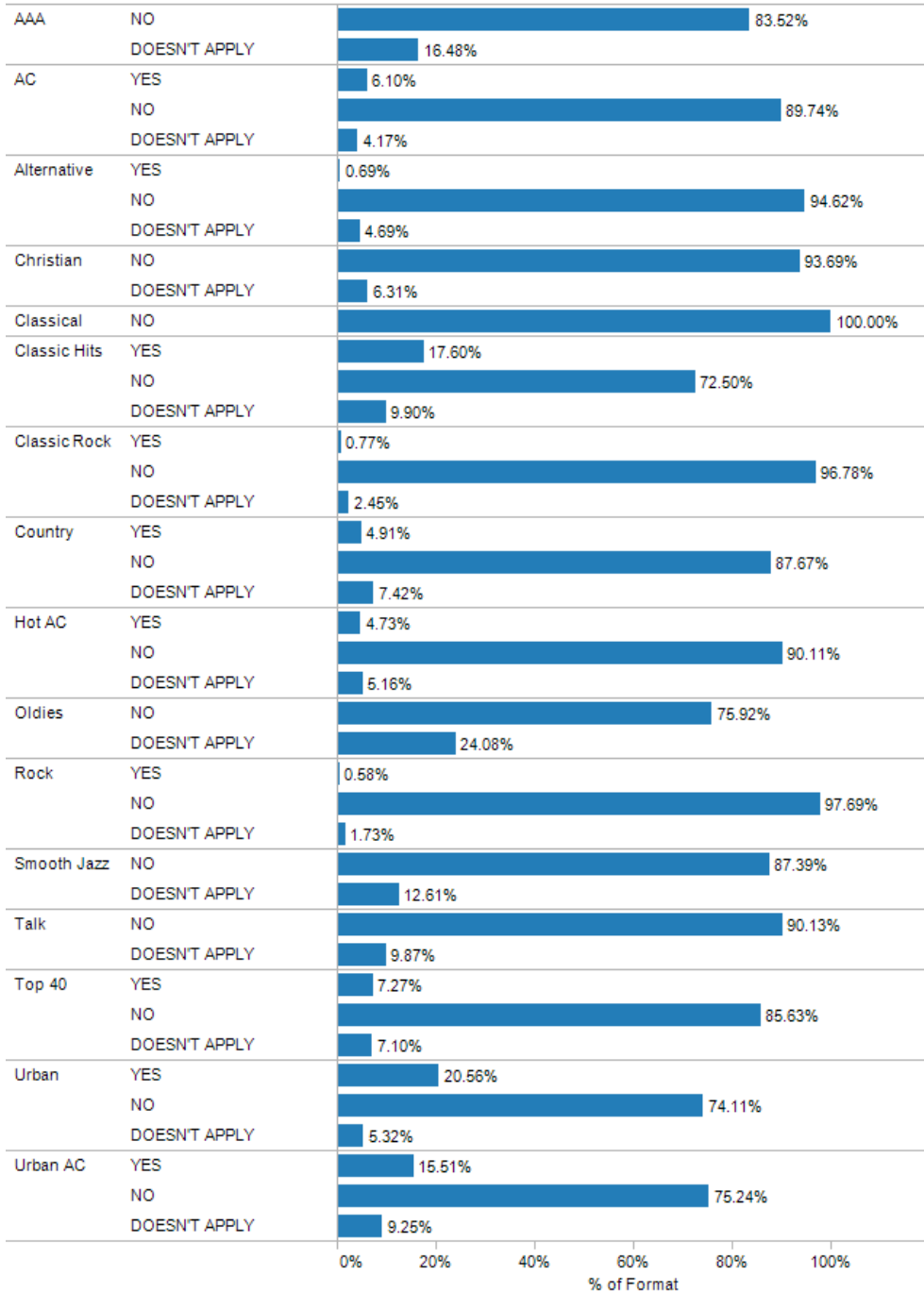
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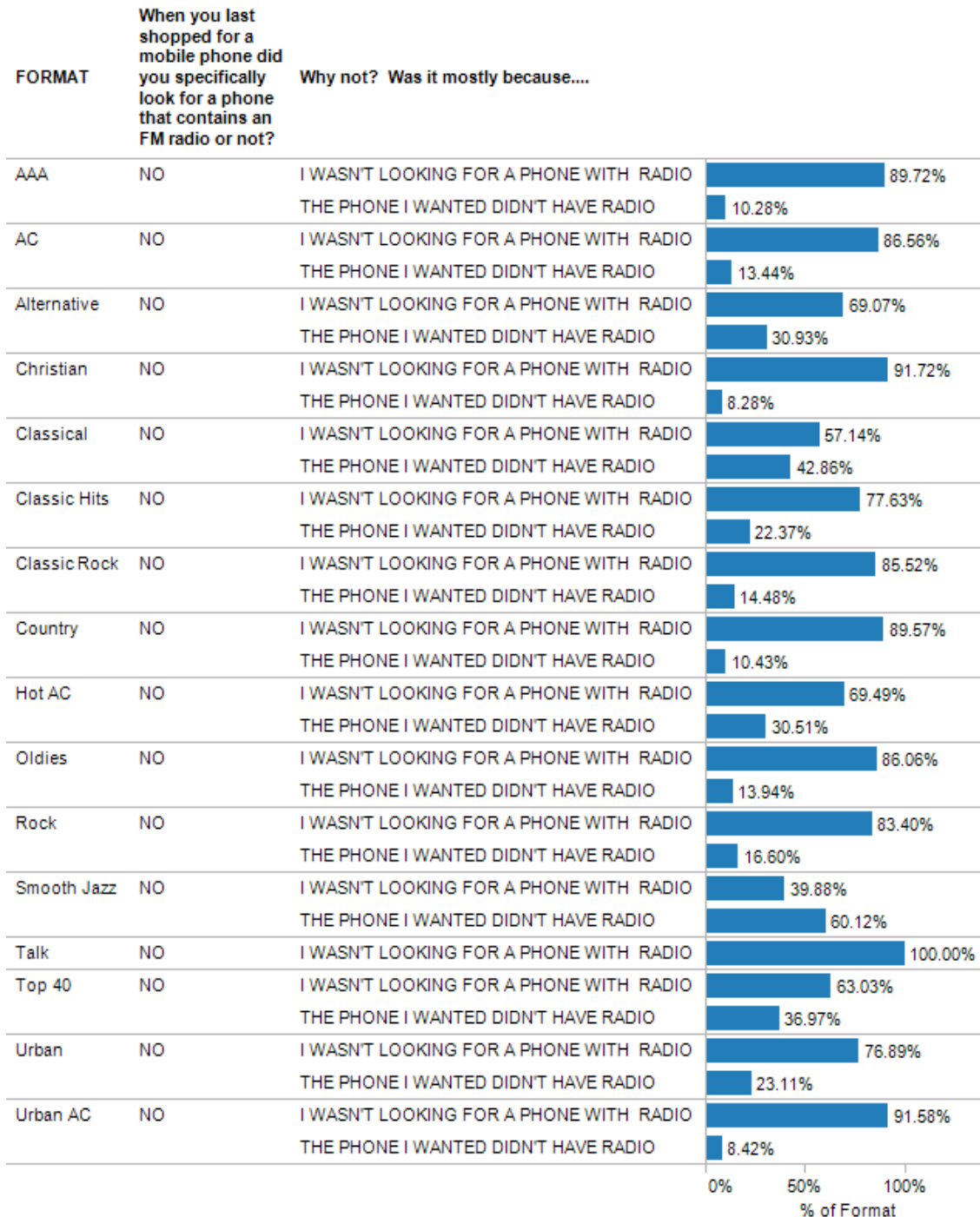
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