



EASTLAN

R A T I N G S

Eastlan Ratings Radio Audience Estimate Survey Methodology

Survey Area

Eastlan Resources, LLC has defined each radio market surveyed into an Eastlan Survey Area (ESA). Generally, an Eastlan Survey Area is either a total county or a larger area of one or more clustered counties.

In addition to publishing Eastlan Survey Area (ESA) reports, Eastlan Resources, LLC has the option to publish several types of Non-Standard reports. A Non-Standard Metro Survey Area (MSA) is a breakout from a larger survey area.

Changes to an existing Eastlan Survey Area (ESA) will be considered with unanimous agreement of subscribing station management/ownership.

Population Ascertainment

After the determination of the geographical area to be surveyed, the population is determined for each ZIP Code (as defined by the United States Postal Service).

The percentage of needed in-tab (usable) interviews from each ZIP Code area is then determined, corresponding to the percentage of population (12+ universe) within the geographical boundaries of that ZIP Code. The geographic distribution of the population (universe) and the sample are included in this report.

The demographic counts available for each state, county, city, and ZIP Code are used in the determination of the population and demographics of the survey area.

Eastlan Resources, LLC will make a good faith effort to assure that the population data used in this report is as accurate as limitations will permit.

Sample Selection

An unduplicated random sample of four-digit numbers will be generated by computer (eliminating those numbers that are not within the ascertained blocks of working numbers of a given prefix). These random four digit numbers are then attached to known telephone prefixes, both landline and cellular.

The telephone prefix working range is determined using the first two digits (hundred digit level) from information obtained from a computer scan audit of telephone number information sources.

If there are any working numbers within a given block of numbers, this block will be used in the random sample selection. For example, if an audit shows working numbers from 2200-5999, random generation will take place from 2200-5999).

This random method of determining sample households ensures that unlisted numbers and newly issued, non-published numbers will be reached as well as normally listed numbers.

Eastlan also utilizes web-based recruitment. Participants have the choice to complete our survey process via email or through a callback on their cellular phone.

Cellular Phones

The sample composition of all Eastlan measurements includes both landline and cellular numbers. As a result, using random sample, any individual local cellular phone is as likely as any individual landline to be contacted by Eastlan.

Military Bases & College Campuses

In survey areas where there are college campuses and/or military bases with base living quarters, Eastlan Resources, LLC utilizes a modified random digit sample technique to obtain a proportionate sample for the specific area.

Eastlan Resources, LLC also assembles data as to the working range of housing numbers or an actual number list.

The numbers are then randomly selected and our established interviewing procedures and callback techniques are employed.

Random Number Form

An Eastlan Resources, LLC interviewer dials the sequence of telephone numbers (derived in the manner mentioned previously) that are listed on the random number form.

Using the random number form, notes are taken indicating whether the number is non-working, a business telephone, no answer, a busy signal, or other (such as an answering machine or computer modem).

In the event a non-working or business telephone is reached, the status of the number is noted on the random number form, and it is not called again.

In situations where an answering machine is reached, there is a busy signal or no answer, this is noted on the random number form, and the number is filed for a subsequent callback. These numbers are attempted three different times, on three different days, seeking a completion.

Eastlan Resources, LLC interviews only one person per random number, thus avoiding cluster sampling.

The practice of attempting each number at different times on three different days helps to retain the original randomly selected sample. After five unsuccessful

attempts, the number used is eliminated. All interviews are conducted in a standardized manner and are filled out on a corresponding interview form.

Calling Hours

Eastlan places calls during the following hours (local market time): Monday through Sunday 3pm-9pm. Bilingual interviewers (Spanish-English) are available during each day.

Introduction

When a call is answered, the interviewer introduces the purpose of the call in this manner: "Hello, my name is...we are conducting a short survey about radio listening."

Zip Code Question

The interviewer proceeds by probing: "To make sure you are within the survey area, what is your ZIP Code?"

The five digit ZIP Code of the respondent's place of residence is then logged on the interview form. If the ZIP Code is not within the survey area or if we have received the needed proportionate sample for that ZIP area, the interview is terminated.

Media Employee Disqualifier

The next question asked concerns media employment. This question is as follows: "Do you or any member of your family work for a radio station, television station, newspaper or advertising agency?" If the respondent replies positively to this question, the result is noted and the interview is not used in the in-tab sample base.

A brief series of questions are then used to determine to which age, gender and race quota the respondent belongs.

Radio Listening Probes

The next question is the general opener to start the respondent recalling radio listening: "Did you listen to the radio today?" If the question is answered negatively, another question is asked to determine if they listened at any time in the past week.

The interviewer then probes for radio listenership. The respondent is asked for all detail about the radio listening that took place in the past 24 hour period including the exact start and stop times, and the identity of the radio station.

The criteria for the radio audience measurement research industry are a minimum of five consecutive minutes of listening within a given quarter hour to obtain credit for that quarter hour.

Thus, if a respondent reports listening to a station for five or more minutes within any given quarter hour, this results in a station listening credit for the entire quarter hour.

Eight Point Identification

In areas of confusion, Eastlan Resources, LLC employs an eight point unaided recall technique for station identification.

The interviewer will not prompt any station identification but rather ask the respondent to provide as much of the following information as possible:

- 1) Call Letters
- 2) Frequency
- 3) Band
- 4) City
- 5) Format
- 6) Slogans
- 7) Special Programs
- 8) Air Talent

The respondent's unaided responses are noted on the interview form.

The points of identification are gathered and later checked by a research manager against the Eastlan database for accuracy.

In areas of confusion, a station must be identified by at least three valid points (with the other points unknown) to qualify for in-tabulation credit. In the event of insufficient identification (or conflicting points of identification), the research manager will send the survey back to the field for a callback. After callback, if a listening incident still can not be attributed, it will be credited to "other".

Reporting Status

To achieve reporting status, a station must receive a minimum of ten (10) Cume mentions. A station may be commercial, non-commercial, full-power, HD, LPFM, or translator.

Simulcast Standards

If two or more stations are simulcast (exact same content airing at exactly the

same time) for 95% of the time or more during every day of every week of the survey period, the stations may be listed in the report under the dominant set of call letters. A simulcast is defined as the same programs and the same commercials broadcast at the same time on multiple signals while using only one automation/traffic system. Eastlan will be solely responsible for ascertaining whether stations may be listed as simulcast in Eastlan's reports.

Internet Steaming

If a station's Internet stream is simulcast for 90% of the time or more during every day of every week of the survey period, the listening incidences to that stream will be credited in the report to the originating station.

Survey Notification & Radio Data Base Requests

Eastlan Resources, LLC owns and maintains a computer database of information gathered on all licensed radio stations and translators in the United States, Mexico and Canada. In addition, Eastlan Resources, LLC subscribes to several databases that contain information on all radio stations in the United States, Mexico and Canada.

Eastlan Resources, LLC attempts to email Station Profile requests to all stations located within the survey area, as well as to all stations with a probability of being credited with listenership in an upcoming survey. Generally, this would include all stations within a 100 to 150 mile radius of the survey area.

Along with the Station Profile request is a cover letter notifying each station of the survey. This "Official Notification of Survey " specifies the survey area; sweep dates and requests each notified station to complete the enclosed Station Profile request. Notice is generally sent at least 30 days prior to the first date of data collection. Completion of the Station Profile is at the option of the radio station.

These Station Profile Request forms are to be filled out by a station staff member and electronically transferred back to Eastlan for a computer record update. Data Base Request forms may be completed online at anytime at www.eastlanratings.com.

Demographic Weighting (P.P.I.V.)

The weighting for each interview is determined by dividing the population (universe) of the demographic cell by the number of interviews in that cell.

This figure is referred to as the Person Per Interview Value (P.P.I.V.) and is simply the number of persons one interview represents. The population (universe), the sample size, and the P.P.I.V. are listed in the "Pop/ Sample" module of this report.

Ratings Distortion

Eastlan retains the right, reasonably exercised, to delete the call letters and all estimates of listening to any station to the extent that Eastlan determines the station has engaged in ratings distortion. Stations should not engage in any activities which could, or could reasonably be expected to, cause distortion in Research results.

Grievances of distortion involving subscribing or non-subscribing stations must be set forth in writing and detail specifically all such claims. Eastlan will have acted reasonably in addressing such situation if it gives the allegedly offending station written notice of what could have caused distortion, presents evidence to support such claims, and gives the station a reasonable opportunity to correct the situation or present its position in writing.

In no event shall Eastlan be liable for incidental or consequential damages or be subject to injunctive relief for any deletion of listening estimates in the event estimates of said station's listening are deleted from the Research.

More information is available through the downloadable guide "*Ratings Bias and Ratings Distortion-Radio Broadcasters Guide To Best Practices*" available on the Eastlan web site.

Technical Difficulties

Eastlan does not make adjustments to published audience estimates for periods of technical difficulties.

Notice of Caution

Although Eastlan Resources, LLC diligently attempts to conduct a true probability survey, chance occurrences may interfere with this goal.

A working telephone-cellular or landline-may fail to answer on all five separate attempts of contact; households with no telephones may not be accurately represented in the market results as published; respondents may not always provide factual information or may report general listening habits instead of specific recollections; or, despite our best efforts, interviewer error may alter an instance of reported listening.

Eastlan makes special effort to exclude households with media affiliation. The inclusion or exclusion of such households is dependent upon information revealed to Eastlan's interviewer when questioned.

Although Eastlan conducts interviews in English and Spanish, in special high density, ethnic areas, language problems may exist. Our interviewers will, however, make a good faith effort to obtain an interpreter from within the respondent's household, whenever possible.

Zip code data used in Eastlan reports are subject to limitations that are inherent in Eastlan estimates based thereon.

Published estimates are based, in part, on data supplied by stations, industry publications and/or other sources. Some of the data may affect the way certain audience estimates are determined and reported.

Stations using the same call letters or frequency, or having changed call letters or frequency, may result in respondent confusion in correctly identifying the station to which listening occurred.

In addition to these limitations, standard statistical deviations can be expected with samples of this size, as with any probability sample.

It is also possible that tabulation, calculation or other errors may be contained in our radio audience measurement reports. We wish to stress that these limitations apply to all radio audience surveys now in existence, and that Eastlan Resources, LLC takes exceptional care to ensure the accuracy and integrity of the information reported.

Retention of Materials

Eastlan will retain all completed Station Profile forms and completed survey interview forms for a period of one year. After such time, Station Profile forms and completed survey interview forms may be destroyed. Subscribers interested in a review of Eastlan survey interview forms should request an appointment. Reviews will be conducted at Eastlan's office in Bellevue, Washington, by appointment only.

Warranty Disclaimer

Eastlan makes no warranties, expressed or implied, concerning; data gathered by Eastlan from any source; the present or future methodology utilized by Eastlan in producing estimates and reports; all Eastlan data, estimates and reports. Estimates and reports represent the opinion of Eastlan and reliance thereon and use thereof shall be at the subscriber's own risk. Radius software is provided as is where is and reliance thereon and use thereof shall be at subscriber's own risk.

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All Eastlan data is provided to clients pursuant to the terms of both written
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Any person or entity wishing to obtain a limited license to use this information may contact Eastlan Resources, LLC at 2300 130th Avenue NE-Suite A-104, Bellevue, WA 98005, phone at (877) 886-3320. We can be reached via email at operationsdesk@eastlanratings.com.