



EASTLAN

R A T I N G S

Eastlan Ratings Radio Audience Estimate Survey Methodology

Data Collection

To assure the broadest possible representation, Eastlan utilizes a hybrid recruitment methodology. Our primary objective is to deliver a representative sample at a market appropriate price. Eastlan's uses controlled accumulation, balancing the final in-tab against five key variables (day of the week, age, gender, race and zip code).

Eastlan's hybrid data collection schema is multi-modal, deploying both electronic surveys ("e-survey") and telephone interviews (cellular, VOIP or landline). Although the actual percentages change with each survey, as of this update, nationally, 87% of Eastlan's completes are derived from e-surveys with the remaining 13% resulting from telephone interviews.

Eastlan collects data from only one person per household.

Eastlan data collection is a single step process to help assure the widest psychographic representation feasible.

Without Bias

Eastlan provides audience estimates for all AM/FM radio stations achieving reporting status in a given market. Subscription status is not a consideration.

Survey Area

Eastlan 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 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 all subscribing broadcast companies in the given market.

Population Ascertainment

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

Completes are apportioned at the Zip Code level. The geographic distribution of the population (universe) and the sample are included in each report.

Eastlan purchases updated population projections annually from at least one independent third-party to assure that the population data used is as up-to-date as possible.

Selection

E-Survey

The survey instrument to be used is produced by Eastlan. Eastlan coordinates internet survey invitations among a database of email addresses with national and international panel companies (Dynata and Cint are primary providers). These panel members are contacted via email and asked to complete an online questionnaire administered by Eastlan and hosted on an independent website. Only respondents who pass the Eastlan screener will be invited to participate in the online survey. The final internet survey design is rigorously pre-tested prior to activation to confirm complete functionality. Security procedures are incorporated as part of the questionnaire design to safeguard that members will only be able to complete the survey once per survey period. Each day, Eastlan monitors survey responses and project demographics to ensure quality control and proper quota distributions.

Telephone

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

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

An unduplicated random sample of four-digit numbers is 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.

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In situations where voicemail 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.

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.

Eastlan places calls during the following hours (local market time): Monday through Sunday 3pm-9pm. Eastlan employs bilingual interviewers (Spanish-English)-

Survey Prompts

Zip Code

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

Qualification

Eastlan inquires about media affiliation by the respondent or members of their household. 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.

Mandatory Radio Listening

The survey instrument probes 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(s) consumed.

A respondent must have listened to AM/FM radio in the past 24 hours to be included.

Eight Point Identification

Eastlan will not prompt any station identification but rather invite 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) On-air personalities
- 8) Special programs (including sports)

The respondent's unaided responses are noted on the survey 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 to qualify for in-tabulation credit. In the event of insufficient identification (or conflicting points of identification), the survey will be examined by Eastlan research personnel, if a listening incident still can not be attributed, it will be deleted.

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.

At Eastlan's discretion, in certain micro-markets, the minimum reporting status may be reduced to seven (7) Cume mentions.

ALL stations achieving reporting status will be included with no regard to whether they are or are not Eastlan subscribers.

Simulcast Standards

If two or more stations are simulcast (exact same content airing at exactly the same time) for at least 95% of the time 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.

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.

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.

Eastlan strives to deliver an index of 85-110 in any given demo.

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.

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

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

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

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 takes exceptional care to ensure the accuracy and integrity of the information reported.

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

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