



edison media research

## **Edison Media Research Releases Results of POP Radio Audience Research Study of In-Store Audio Advertising in Drug, Grocery and Mass Merchandiser Stores**

SOMERVILLE, NJ—December 3, 2007-- Edison Media Research, a leading market research company based in Somerville, New Jersey, announced the release of research that measures the audience for POP Radio, LP (Point-of-Purchase Radio), a leading provider of in-store audio advertising in Drug, Grocery and Mass Merchandiser stores. These results add results from drug stores to the results from grocery and mass merchandiser stores released several weeks ago.

Edison's clients include many of the nation's largest broadcasting companies and music labels as well as Arbitron, Inc. Edison Media Research also conducts the exit polls for the major television news networks and the Associated Press.

The research solicited consumer feedback to in-store audio as well as physically counted the number of shoppers exposed to in-store audio. The study found:

- The stores in the entire POP Radio network (including drug, grocery and mass merchandiser stores) have an average of 10.3 million daily visits from shoppers ages 12 and older every week.
- The stores in the POP Radio Drug Store network have a reach of 9.2 million people ages 12 and older every week.
- The stores in the POP Radio Grocery network have a reach of 14.2 million people ages 12 and older every week.
- The stores in the POP Radio Mass Merchandiser network have a reach of 5.4 million people every week.
- The average number of shopping visits per week is 2.39 times for the Drug store, 2.67 times for the Grocery stores and is 2.19 times per week for the Mass Merchandiser stores.
- The average length of a shopping trip in Drug stores was, on average, 18 minutes; it was 28 minutes in Grocery stores and 29 minutes in Mass Merchandiser stores.
- This research was able to provide measures national Gross Rating Points (GRP's) to provide side-by-side evaluation of POP Radio with other broadcast properties by the media buying community. Unlike most non-traditional and out-of-home media, POP Radio can provide detailed GRP estimates for specific demographic targets. For example, the total daily reach of a commercial that runs once per hour on the POP Radio Grocery and Mass Merchandiser

Networks and twice per hour on the POP Radio Drug Store Network would reach an estimate 5.2 million shoppers per day. This is the equivalent of a national rating of 2.1.

The goals of the Edison Media Research study were to quantify exact audience delivery of the POP Radio advertising and to determine how many shoppers were exposed to in-store audio on a daily and weekly basis. The study results validated POP Radio current audience and revealed that a vast majority of Drug Stores, Grocery and Mass Merchandiser shoppers are aware of messages delivered through POP Radio.

"Our research demonstrated that within Drug Stores, Grocery and Mass Merchandiser stores, and over a demographically diverse sample, POP Radio reaches over three million shoppers each day in a captive audio environment. Many in-store media providers struggle with a quantitative method for calculating their audience. The simple methodology we employed for this study validated the POP Radio audience," said Joe Lenski, Executive Vice President of Edison Media Research. "In advertising, repetition and frequency often drive results, and POP Radio delivers a hard-to-reach audience right at the point-of-purchase."

In addition to physically counting shoppers in Drug Stores, Grocery Stores and Mass Merchandiser locations, Edison Media Research interviewed shoppers about their shopping habits to determine frequency and length of shopping trips. The survey sample represented a cross-section of America, spanning multiple ethnicities and age groups. A cross section of stores in terms of geographic location and store size were included in the survey.

To obtain an executive summary of the Edison Media Research survey, and learn how you can take advantage of POP Radio to target and influence consumers at the point-of-purchase, please contact Gary Seem, POP Radio at 802-362-9180.

### **Survey Methodology**

Entrance and exit interviews were conducted by Edison Media Research at a national sample of Food Stores and Mass Merchandiser Stores from Monday, September 24<sup>th</sup> to Sunday, September 30<sup>th</sup>, 2007. Entrance and exit interviews were conducted at a national sample of Drug Store from Monday, September 24<sup>th</sup> to Thursday, September 27<sup>th</sup> and from Thursday, November 15<sup>th</sup> to Sunday, November 18<sup>th</sup>, 2007. A total of 5,142 interviews were conducted at 200 stores between 9AM and 9PM on all seven days in the week.

Edison Media Research recorded counts of the number of shoppers observed for each store in the sample. The calculation of total audience estimates is based upon the total number of stores in the network as reported by Pop Radio Network as of September 30, 2007. The total number of stores reported in the Pop Radio Network is 9,752 stores including 5,283 Drug Stores, 3,102 Food Stores and 1,367 Mass Merchandiser Stores.

### **About Edison Media Research**

Edison Media Research conducts survey research and provides strategic information to radio stations, television stations, newspapers, cable networks, record labels, internet companies and

other media organizations. Edison Media Research, affiliated with many Arbitron research projects, works with many of the largest American radio ownership groups, including Entercom, Citadel Radio, CBS Radio, Bonneville and Westwood One, and also conducts strategic and perceptual research for a broad array of companies including AOL/Time Warner, Yahoo!, Sony Music, Princeton University, Northwestern University, Universal Music Group, Time-Life Music and the Voice of America. Edison Media Research also conducts research for successful radio stations in South America, Africa, Asia, Canada and Europe. Since 2003, Edison Media Research has conducted all exit polls and election projections for the six major news organizations--ABC, CBS, CNN, Fox, NBC and the Associated Press--and designed and operated the CNN RealVote election projection system in 2002.

### **About POP Radio**

POP Radio delivers in-store audio advertising to retailers including grocery, drug, convenience store and mass merchandiser businesses. The audio advertising, that is an overlay to the in-store music, is comprised of retailer specific messages combined with third party national advertising. With the diversification of mainstream media, POP Radio has perfected the art of reaching consumers at the point-of-purchase, in a captive environment and only moments before the purchase decision is made. Founded in 1983, POP Radio has been delivering targeted audio advertising to retailers with proven sales lift results and a positive ROI.

As consumers are increasingly overwhelmed by the barrage of media messages delivered via traditional broadcast and print media, advertisers are searching for ways to more effectively reach and influence their prospective customers. POP Radio delivers audio messages, similar to network radio, yet in a captive environment and at the point-of-purchase where no channel surfing can occur and the consumer hears the message only minutes – or even seconds – before the purchase decision is made.

POP Radio delivers messaging – both national and local ads – to Grocery, Drug and Mass Merchandiser stores, while providing advertisers with a captive audience at the point-of-purchase. POP Radio is currently in over 9,700 stores. In addition to the Edison Media Research quantitative audience research, POP Radio has numerous studies of the effect on sales via matched panel scanner data research. Since 2004, these studies have shown a consistent average sales lift of 17% over control stores.

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**Pop Radio Audience Estimates  
Methodology Statement  
Conducted by Edison Media Research  
December 3, 2007**

Edison Media Research conducted a research study to estimate the total available audience for the Pop Radio Network. The audience estimates include (1) the Daily Reach of a commercial aired once per hour; (2) the total number of daily visitors to all of the stores in the Pop Radio Network; and (3) the weekly cumulative audience of shoppers to all of the stores in the Pop Radio Network.

This report includes these audience estimates for the total network – weekdays 9AM to 9PM - as well as audience estimates for each of the three types of stores – food, drug and mass merchandise. The results are also broken out by a variety of age/gender demographic groups.

This report summarizes the methodology used to gather the data and to calculate the audience estimates.

Survey Methodology:

The survey methodology consisted of having an interviewer stationed at the entrance of a representative sample of stores. This interviewer counted and recorded the total number of shoppers entering the store each hour and randomly selected a sample of these shoppers to complete a short survey. The interviewer handed a questionnaire to the shopper as they enter the store. The interviewer recorded the exact time at which the shopper entered the store. The selected shopper was instructed to complete the questionnaire and return it to the interviewer as he or she left the store. The interviewer then recorded the exact time at which the shopper exited the store.

The short questionnaires were used to gather demographic information – gender, age and ethnicity – and information about how often the shopper visited that store in a given week. In addition, since the interviewer was able to observe the physical characteristics of those who refused to take the survey, we had a record of the gender and approximate age of the shoppers who refused to participate in the survey. This information was used to adjust the demographics of the final survey results to account for any non-response bias by gender or age.

### Sample of stores:

For the audience study we selected a national sample of stores in the Pop Radio Network. The stores were divided into three groups – Drug, Food, and Mass Merchandise. A sample of 65 clusters consisting of four-stores each was selected. The number of store clusters selected in each market was based upon the total number of Pop Radio Network stores in each market and geographic region of the country.

Interviews and counts of shoppers were conducted at a total of 200 stores in the Pop Radio Network. The sample was composed of three types of stores – 92 Drug, 67 Food and 41 Mass Merchandise.

The dates and times of the interviews were randomly assigned to each store so that there was an even representation of stores for each day of the week and for each hour of the shopping day defined as 9AM to 9PM. The interviews and counts of shoppers were conducted at food and mass merchandise stores from Monday, September 24<sup>th</sup> to Sunday, September 30<sup>th</sup>, 2007. Drug store interviews were conducted from Monday, September 24<sup>th</sup> to Thursday, September 27<sup>th</sup> and from Thursday, November 15<sup>th</sup> to Sunday, November 18<sup>th</sup>, 2007. For most stores, the interviews were conducted in 2 three-hour shifts.

A total of 5,142 interviews of shoppers were conducted – 1,629 at food stores; 1,134 at mass merchandise stores and 2,379 at drug stores.

### Calculation of Audience Estimates:

The audience estimates were calculated for each of the three store types – drug, food and mass merchandise. This calculation used the number of shoppers that were counted entered each store during each hour of observation. From these counts and average number of shoppers per hour and per day were computed. These are the numbers that are labeled “Total Number of Daily Visits to Pop Radio Network Stores.”

The demographics and average time spent in the store were compiled from the 5,142 exit interviews. These results were adjusted to include the age and gender of those who refused to participate in the exit interviews. The overall response rate for the survey was 48%. By store type, the response rates were 50% for drug stores, 53% for mass merchandise and 43% for food stores.

The average time of a shopping visit was applied to the estimate of daily visits to calculate the “Daily Reach of one commercial per hour” or in the case of the drug store audience “Daily Reach of two commercials per hour.” Based upon the exit survey the average length of visit for food stores was 28 minutes; for mass merchandise is was 29 minutes; and for drug stores it was 18 minutes.

A “Weekly Cume” audience was calculated for each type of store based upon the average number of weekly visits to each store reported in the exit survey. The average number of weekly visits

reported in the exit survey was 2.67 visits for food stores; 2.19 visits for mass merchandise; and 2.39 visits for drug stores.

The age/gender demographics from the exit survey were applied to the audience estimates to calculate estimates for each age/gender demographic group. Overall, the sample was 59% female and 41% male.

The age distribution was as follows:

Ages 12-17	2.1%
Ages 18-20	5.1%
Ages 21-24	7.9%
Ages 25-34	15.6%
Ages 35-44	18.3%
Ages 45-49	13.3%
Ages 50-54	11.2%
Ages 55-64	13.5%
Ages 65+	13.0%

Notes:

The calculation of total audience estimates is based upon the total number of stores reported by Pop Radio Network as of September 30, 2007. This includes 3,102 Food Stores; 1,367 Mass Merchandise Stores; 5,283 Drug Stores; 9,752 Total Stores. Edison Media Research did not perform any independent audit in order to verify this list of stores.