

POP Radio Audience Estimates  
Methodology Statement  
Conducted by Edison Media Research  
October 22, 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 from Monday, September 24<sup>th</sup> to Sunday, September 30<sup>th</sup>, 2007. (Some drug store interviews are scheduled to be conducted November 15<sup>th</sup> to November 18<sup>th</sup>, 2007) For most stores, the interviews were conducted in 2 three-hour shifts.

A total of 4,037 interviews of shoppers were conducted—1,628 at food stores; 1,135 at mass merchandise stores and 1,274 at drug stores. (Note that the final number of interviews will increase once the final round of drug store interviews are included in the results.)

### 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 4,037 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 53% 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.” 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 Cumè” 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 2.51 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 59.6% female and 40.4% male.

The age distribution was as follows:

Ages 12-17	2.2%
Ages 18-20	5.0%
Ages 21-24	7.9%
Ages 25-34	15.5%
Ages 35-44	18.4%
Ages 45-49	13.0%
Ages 50-54	10.8%
Ages 55-64	14.3%
Ages 65+	12.9%

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.

POP RADIO Audience Estimates and Ratings 9a-9p

Daily Reach of one commercial per hour

Food Stores

	Adults		Men		Women	
	Daily Reach (000)	RTG	Daily Reach (000)	RTG	Daily Reach (000)	RTG
12+	2,505.6	1.0	1,029.8	0.8	1,475.8	1.2
12-17	65.0	0.3	26.3	0.2	38.7	0.3
12-24	399.5	0.7	170.3	0.6	229.2	0.9
12-34	769.7	0.8	317.5	0.7	452.2	1.0
12-49	1,553.3	1.0	639.6	0.8	913.7	1.2
18+	2,440.6	1.1	1,003.5	0.9	1,437.1	1.2
18-24	334.5	1.1	144.0	0.9	190.5	1.3
18-34	704.6	1.0	291.1	0.8	413.5	1.2
18-49	1,488.2	1.1	613.2	0.9	875.0	1.3
18-54	1,779.3	1.1	732.5	0.9	1,046.9	1.4
18-64	2,137.1	1.1	876.5	0.9	1,260.6	1.3
21+	2,312.1	1.1	944.6	0.9	1,367.4	1.2
21-34	576.1	1.0	232.3	0.8	343.8	1.2
21-49	1,359.7	1.1	554.4	0.9	805.3	1.3
21-54	1,650.8	1.2	673.6	0.9	977.2	1.4
21-64	2,008.5	1.2	817.7	0.9	1,190.9	1.4
25+	2,106.1	1.1	859.5	0.9	1,246.6	1.2
25-34	370.1	0.9	147.1	0.7	223.0	1.1
25-49	1,153.7	1.1	469.2	0.9	684.5	1.3
25-54	1,444.8	1.2	588.5	0.9	856.4	1.4
25-64	1,802.6	1.1	732.5	0.9	1,070.1	1.3
35+	1,736.0	1.1	712.4	1.0	1,023.6	1.2
35-49	783.6	1.2	322.1	1.0	461.5	1.4
35-54	1,074.7	1.3	441.4	1.0	633.4	1.5
35-64	1,432.5	1.2	585.4	1.0	847.1	1.4
45+	1,285.3	1.1	526.5	1.0	758.8	1.3
50+	952.4	1.0	390.2	0.9	562.1	1.1
55+	661.3	0.9	271.0	0.9	390.2	1.0
65+	303.5	0.8	127.0	0.8	176.5	0.8

Source: Edison Media Research survey of Pop Radio network stores September 2007  
 Ratings based on Radar 93 Estimate population projections as of June 2007

Total Number of daily visits to POP Radio stores

	Food Stores					
	Adults		Men		Women	
	Cume (000)	RTG	Cume (000)	RTG	Cume (000)	RTG
12+	5417.6	2.2	2226.6	1.8	3191.0	2.5
12-17	140.6	0.6	56.9	0.4	83.7	0.7
12-24	863.9	1.6	368.3	1.3	495.6	1.9
12-34	1664.1	1.8	686.4	1.4	977.7	2.1
12-49	3358.4	2.1	1382.9	1.7	1975.5	2.5
18+	5277.0	2.3	2169.7	2.0	3107.3	2.7
18-24	723.2	2.4	311.4	2.0	411.8	2.9
18-34	1523.5	2.2	629.5	1.8	894.0	2.6
18-49	3217.8	2.4	1325.9	1.9	1891.8	2.8
18-54	3847.2	2.5	1583.8	2.0	2263.5	2.9
18-64	4620.7	2.5	1895.2	2.0	2725.5	2.9
21+	4999.1	2.4	2042.5	2.0	2956.6	2.7
21-34	1245.6	2.2	502.3	1.7	743.3	2.7
21-49	2939.8	2.4	1198.7	2.0	1741.1	2.9
21-54	3569.3	2.5	1456.5	2.0	2112.8	3.0
21-64	4342.8	2.5	1767.9	2.0	2574.9	2.9
25+	4553.7	2.3	1858.3	2.0	2695.4	2.7
25-34	800.3	2.0	318.1	1.6	482.2	2.5
25-49	2494.5	2.4	1014.5	1.9	1480.0	2.8
25-54	3124.0	2.5	1272.4	2.0	1851.6	3.0
25-64	3897.5	2.5	1583.8	2.0	2313.7	2.9
35+	3753.5	2.4	1540.2	2.1	2213.3	2.7
35-49	1694.3	2.6	696.5	2.1	997.8	3.0
35-54	2323.7	2.7	954.3	2.2	1369.5	3.2
35-64	3097.2	2.6	1265.7	2.2	1831.5	3.1
45+	2779.1	2.5	1138.4	2.2	1640.7	2.7
50+	2059.2	2.3	843.8	2.0	1215.4	2.5
55+	1429.7	2.0	586.0	1.9	843.8	2.2
65+	656.3	1.7	274.6	1.7	381.7	1.7

Source: Edison Media Research survey of Pop Radio network stores September 2007  
Ratings based on Radar 93 Estimate population projections as of June 2007

Weekly Cume	Food Stores					
	Adults		Men		Women	
	Cume (000)	RTG	Cume (000)	RTG	Cume (000)	RTG
12+	14203.5	5.7	5837.6	4.8	8365.8	6.5
12-17	368.7	1.5	149.2	1.2	219.5	1.8
12-24	2264.8	4.1	965.6	3.4	1299.2	4.9
12-34	4362.9	4.6	1799.6	3.7	2563.3	5.6
12-49	8804.7	5.5	3625.5	4.5	5179.3	6.6
18+	13834.8	6.1	5688.4	5.2	8146.4	7.0
18-24	1896.1	6.4	816.4	5.3	1079.7	7.5
18-34	3994.2	5.8	1650.3	4.6	2343.8	6.9
18-49	8436.1	6.3	3476.3	5.1	4959.8	7.4
18-54	10086.4	6.5	4152.2	5.3	5934.2	7.7
18-64	12114.2	6.5	4968.6	5.3	7145.6	7.6
21+	13106.2	6.2	5354.8	5.2	7751.3	7.1
21-34	3265.6	5.8	1316.8	4.6	1948.8	7.1
21-49	7707.4	6.3	3142.7	5.1	4564.8	7.6
21-54	9357.8	6.6	3818.6	5.3	5539.2	7.8
21-64	11385.6	6.5	4635.0	5.3	6750.6	7.7
25+	11938.6	6.1	4872.0	5.2	7066.6	7.0
25-34	2098.0	5.3	833.9	4.1	1264.1	6.5
25-49	6539.9	6.2	2659.9	5.0	3880.1	7.4
25-54	8190.3	6.5	3335.8	5.3	4854.5	7.7
25-64	10218.1	6.5	4152.2	5.3	6065.9	7.6
35+	9840.6	6.3	4038.1	5.5	5802.5	7.1
35-49	4441.9	6.8	1825.9	5.6	2616.0	8.0
35-54	6092.2	7.1	2501.8	5.9	3590.4	8.3
35-64	8120.0	6.9	3318.2	5.7	4801.8	8.0
45+	7286.1	6.4	2984.7	5.7	4301.4	7.1
50+	5398.7	5.9	2212.2	5.3	3186.6	6.5
55+	3748.4	5.3	1536.2	4.9	2212.2	5.7
65+	1720.6	4.5	719.8	4.5	1000.7	4.5

Source: Edison Media Research survey of Pop Radio network stores September 2007  
Ratings based on Radar 93 Estimate population projections as of June 2007

POP RADIO Audience Estimates and Ratings 9a-9p

Daily Reach of one commercial per hour

Mass Merchandise

	Adults		Men		Women	
	Daily Reach (000)	RTG	Daily Reach (000)	RTG	Daily Reach (000)	RTG
12+	818.3	0.3	325.2	0.3	493.2	0.4
12-17	9.4	0.0	5.8	0.0	3.6	0.0
12-24	114.4	0.2	47.8	0.2	66.6	0.2
12-34	253.5	0.3	110.8	0.2	142.7	0.3
12-49	515.6	0.3	212.2	0.3	303.4	0.4
18+	808.9	0.4	319.4	0.3	489.6	0.4
18-24	105.0	0.4	42.0	0.3	63.0	0.4
18-34	244.1	0.4	105.0	0.3	139.0	0.4
18-49	506.2	0.4	206.4	0.3	299.8	0.4
18-54	592.4	0.4	237.5	0.3	354.9	0.5
18-64	699.6	0.4	276.6	0.3	422.9	0.5
21+	766.9	0.4	301.3	0.3	465.7	0.4
21-34	202.0	0.4	86.9	0.3	115.1	0.4
21-49	464.2	0.4	188.3	0.3	275.9	0.5
21-54	550.4	0.4	219.4	0.3	331.0	0.5
21-64	657.6	0.4	258.5	0.3	399.0	0.5
25+	703.9	0.4	277.4	0.3	426.5	0.4
25-34	139.0	0.4	63.0	0.3	76.0	0.4
25-49	401.2	0.4	164.4	0.3	236.8	0.5
25-54	487.4	0.4	195.5	0.3	291.8	0.5
25-64	594.6	0.4	234.6	0.3	359.9	0.5
35+	564.9	0.4	214.4	0.3	350.5	0.4
35-49	262.2	0.4	101.4	0.3	160.8	0.5
35-54	348.3	0.4	132.5	0.3	215.8	0.5
35-64	455.5	0.4	171.6	0.3	283.9	0.5
45+	408.4	0.4	148.5	0.3	260.0	0.4
50+	302.7	0.3	113.0	0.3	189.7	0.4
55+	216.5	0.3	81.8	0.3	134.7	0.3
65+	109.4	0.3	42.7	0.3	66.6	0.3

Source: Edison Media Research survey of Pop Radio network stores September 2007

Ratings based on Radar 93 Estimate population projections as of June 2007

Total Number of daily visits to POP Radio stores

	Mass Merchandise					
	Adults		Men		Women	
	Cume (000)	RTG	Cume (000)	RTG	Cume (000)	RTG
12+	1,687.3	0.7	670.4	0.5	1,016.9	0.8
12-17	19.4	0.1	11.9	0.1	7.5	0.1
12-24	235.9	0.4	98.5	0.3	137.4	0.5
12-34	522.6	0.6	228.5	0.5	294.2	0.6
12-49	1,063.1	0.7	437.5	0.5	625.6	0.8
18+	1,667.9	0.7	658.5	0.6	1,009.4	0.9
18-24	216.5	0.7	86.6	0.6	129.9	0.9
18-34	503.2	0.7	216.5	0.6	286.7	0.8
18-49	1,043.7	0.8	425.6	0.6	618.2	0.9
18-54	1,221.4	0.8	489.8	0.6	731.7	0.9
18-64	1,442.4	0.8	570.4	0.6	872.0	0.9
21+	1,581.3	0.7	621.2	0.6	960.1	0.9
21-34	416.6	0.7	179.2	0.6	237.4	0.9
21-49	957.1	0.8	388.2	0.6	568.9	0.9
21-54	1,134.8	0.8	452.4	0.6	682.4	1.0
21-64	1,355.8	0.8	533.1	0.6	822.7	0.9
25+	1,451.4	0.7	571.9	0.6	879.5	0.9
25-34	286.7	0.7	129.9	0.6	156.8	0.8
25-49	827.2	0.8	339.0	0.6	488.3	0.9
25-54	1,004.9	0.8	403.2	0.6	601.7	1.0
25-64	1,225.9	0.8	483.8	0.6	742.1	0.9
35+	1,164.7	0.7	442.0	0.6	722.7	0.9
35-49	540.5	0.8	209.0	0.6	331.5	1.0
35-54	718.2	0.8	273.3	0.6	445.0	1.0
35-64	939.2	0.8	353.9	0.6	585.3	1.0
45+	842.2	0.7	306.1	0.6	536.0	0.9
50+	624.1	0.7	232.9	0.6	391.2	0.8
55+	446.5	0.6	168.7	0.5	277.7	0.7
65+	225.5	0.6	88.1	0.5	137.4	0.6



Weekly Cume	Mass Merchandise					
	Adults		Men		Women	
	Cume (000)	RTG	Cume (000)	RTG	Cume (000)	RTG
12+	5393.2	2.2	2142.9	1.7	3250.2	2.5
12-17	62.0	0.2	38.2	0.3	23.9	0.2
12-24	754.1	1.4	315.0	1.1	439.1	1.6
12-34	1670.4	1.8	730.2	1.5	940.2	2.0
12-49	3398.2	2.1	1398.4	1.7	1999.8	2.5
18+	5331.1	2.4	2104.8	1.9	3226.3	2.8
18-24	692.0	2.3	276.8	1.8	415.2	2.9
18-34	1608.4	2.3	692.0	1.9	916.4	2.7
18-49	3336.1	2.5	1360.2	2.0	1975.9	3.0
18-54	3904.1	2.5	1565.4	2.0	2338.6	3.0
18-64	4610.4	2.5	1823.2	1.9	2787.3	3.0
21+	5054.3	2.4	1985.4	1.9	3068.9	2.8
21-34	1331.6	2.4	572.7	2.0	758.9	2.8
21-49	3059.3	2.5	1240.9	2.0	1818.4	3.0
21-54	3627.3	2.6	1446.1	2.0	2181.1	3.1
21-64	4333.6	2.5	1703.9	2.0	2629.8	3.0
25+	4639.1	2.4	1827.9	1.9	2811.1	2.8
25-34	916.4	2.3	415.2	2.1	501.1	2.6
25-49	2644.1	2.5	1083.4	2.1	1560.7	3.0
25-54	3212.0	2.6	1288.6	2.1	1923.4	3.1
25-64	3918.4	2.5	1546.4	2.0	2372.0	3.0
35+	3722.7	2.4	1412.7	1.9	2310.0	2.8
35-49	1727.7	2.6	668.2	2.1	1059.5	3.2
35-54	2295.7	2.7	873.4	2.1	1422.3	3.3
35-64	3002.0	2.5	1131.1	2.0	1870.9	3.1
45+	2691.8	2.4	978.4	1.9	1713.4	2.8
50+	1995.0	2.2	744.5	1.8	1250.4	2.5
55+	1427.0	2.0	539.3	1.7	887.7	2.3
65+	720.7	1.9	281.6	1.8	439.1	2.0

Source: Edison Media Research survey of Pop Radio network stores September 2007  
Ratings based on Radar 93 Estimate population projections as of June 2007