

FM Chips in Cell Phones Survey Results
 Conducted by Harris Interactive
 for
 National Association of Broadcasters
 (Questions and Trend)

Question: How often, if at all, do you listen to one or more of your local radio stations?

	<u>2010</u>	<u>2012</u>
All the time	20%	24%
Frequently	35%	33%
Sometimes	23%	21%
Rarely	17%	16%
Never	6%	6%

Question: Which of the following best describes you?

	<u>2010</u>	<u>2012</u>
I carry my cell phone with me at all times	59%	61%
I generally have my cell phone with me, but will leave it at home on occasion.	26%	24%
I only carry my cell phone when I think I need to be reached in an emergency situation.	7%	7%
I don't own a cell phone.	9%	9%
<i>Own a cell phone</i>	<i>91%</i>	<i>91%</i>

Question: Some cell phones have a radio built into them, making it possible for you to listen to local radio stations for free without using apps (applications) or minutes, and without needing to subscribe to a mobile phone company's data plan. Did you know that you could purchase such a cell phone?

	<u>2010</u>	<u>2012</u>
Yes	39%	42%
No	61%	58%

Question: Does your cell phone have the ability to pick up local radio stations without using apps, minutes, and without needing to subscribe to your cell phone company's data plan?

	<u>2010</u>	<u>2012</u>
Yes	8%	16%
No	65%	60%
Not Sure	27%	24%

Question: During times of emergencies, such as blizzards, hurricanes, tornados and local or national security threats, a cell phone with a built-in radio would let you listen to local weather and other emergency alerts as they are happening. How important would this feature be to you?

	<u>2010</u>	<u>2012</u>
Very Important	34%	29%
Somewhat Important	39%	41%
Not Very Important	14%	18%
Not at all Important	9%	9%
Don't know	4%	4%

Question: When thinking about purchasing your next cell phone, would you consider paying a one-time only fee of 30 cents if you could receive access to local radio stations through your phone? This option would not require using a data or calling plan and would be a one-time only charge when you purchase the phone. Would you...?

	<u>2010</u>	<u>2012</u>
Strongly Consider this option	40%	43%
Probably consider this option	36%	38%
Not consider this option	24%	19%

Question: Regardless of whether you own a cell phone or not, if your phone was equipped to receive local radio stations without using applications (apps) or your data plan, for which of the following, if any, would you use this function? Please select all that apply.*

	<u>2010</u>	<u>2012</u>
Would Use Cell Phone To receive local radio stations (Net)	66%	76%
Weather	41%	53%
Music	43%	49%
Emergency information	35%	43%
News	33%	41%
Traffic reports	28%	34%
Entertainment (including talk radio)	22%	33%

	2010	2012
Sports	18%	24%
School closings/delays	13%	19%
Other	2%	4%
None - I would not use my cell phone to receive local radio stations.	34%	24%

Survey Methodology

This survey was conducted online within the United States between April 18-20, 2012 among 2,177 U.S. adults and April 27-May 1, 2012 among 2,212 U.S. adults* and August 31-September 2, 2010 among 2,587 U.S. adults by Harris Interactive on behalf of NAB via its Quick Query omnibus product. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

About NAB

The National Association of Broadcasters is the premier advocacy association for America's broadcasters. NAB advances radio and television interests in legislative, regulatory and public affairs. Through advocacy, education and innovation, NAB enables broadcasters to best serve their communities, strengthen their businesses and seize new opportunities in the digital age. Learn more at www.nab.org.

About Harris Interactive

Harris Interactive is one of the world's leading custom market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for the Harris Poll and for pioneering innovative research methodologies, Harris offers expertise in a wide range of industries including healthcare, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Serving clients in over 215 countries and territories through our North American and European offices and a network of independent market research firms, Harris specializes in delivering research solutions that help us – and our clients – stay ahead of what's next. For more information, please visit www.harrisinteractive.com.