

Survey Methodology:

Scarborough uses a two-stage probability sample design. In the first stage a random sample of households is selected from Survey Sampling Inc.'s (SSI) Random Sample A Frame or Address-Based Sample (ABS) Frame. In the second stage a random respondent is selected in each sample household.

For both the Random Digit Dialing (RDD) and ABS frames, the second stage, selection of one adult, is done by the "Last Birthday" method. An exception to the "Last Birthday" method is RDD landline sample for Young Adults. In households identified as having a Male 18-34 or Female 18-24, a young adult is randomly selected.

After matching to database sources and eliminating addresses known to have a landline telephone, unmatched ABS sample addresses are mailed a short survey to determine cell phone-only status and obtain contact information. An accompanying cover letter explains that the survey should be completed and returned by the adult with the most recent birthday. Sample addresses that do not return the survey are sent a second survey with a promised incentive 27 days after the first mailing. In the markets listed below, a cash incentive is included in the second mailing:

- Dallas
- Harlingen
- Houston
- Miami
- New Orleans
- New York
- Phoenix
- San Francisco
- Washington, D.C.
- West South Central (USA+ balance)

Young adults 18-24, Males 25-34 (in landline households) and respondents in cell phone-only households who do not provide a phone number on the returned survey are sent an additional letter requesting their phone number. The letter contains a promised incentive offer for the return of a phone number and the completion of the phone interview.

An additional listed landline sample for Young Adults was utilized to improve Male 18-34 and Female 18-24 proportionality.

All Sample Telephone Numbers Undergo the Same Two Phase Interviewing Process:

a. Phase One: Using the telephone as a data collection device, respondents are asked about newspaper readership, radio listening, internet usage, newspaper and other media related websites, cable and satellite access and demographics. The respondent's mailing address and e-mail address are also asked for or confirmed. For RDD sample, respondent selection is done at the start of the Phase One telephone interview.

A telephone interview is considered a complete (in-tab) if there are valid responses to age, sex, radio, newspaper, 3 of the following 5 questions: total persons in the household, total persons 18+ in the household, education, employment, household income; and 2 of the following 3 questions: zip code, ethnicity and race.

Respondents who discontinue the telephone interview during the collection of the demographic information are sent a letter and questionnaire with a small cash incentive asking them to provide

the missing information and return the questionnaire in a postage paid envelope.

All telephone interviewing is conducted from Nielsen Scarborough's company-owned interviewing facilities. Here, sample telephone numbers are matched with the proper telephone questionnaire for that market electronically through the use of a sophisticated Computer Assisted Telephone Interviewing (CATI) system.

We expanded our interviewing capacity by increasing the size of our San Antonio call center and expanded to our facility in Oldsmar, Florida while reducing the calling from Sarasota, Florida.

Both operational personnel on site as well as a management team located in Coral Springs, Florida monitor Scarborough telephone interviews.

b. Phase Two: A product booklet and a television viewing diary are sent to each respondent upon completion of the Phase One telephone interview for whom an address is available. All respondents, with the exception of Hispanic and Black/African-American, who provide an email address during the telephone interview are offered the online version of the product booklet via email in the first mailing attempt. Those who do not provide an email address receive a postcard with the SISA URL in the last mailing attempt. All other survey treatments remain the same, including follow-up mailings of the paper version product booklet to respondents who did not complete the product booklet online. Hispanic and Black/African American-American respondents are sent paper mailing materials upon completion of their phone interview.

The Scarborough product booklet covers product usage and retail shopping data and is not time sensitive. Scarborough uses a seven-day open-ended television diary to collect television-viewing data. Product booklet and television viewing diary closing dates are staggered to allow for more return time from the respondents.

For mailing the materials, Scarborough utilizes the assignment of geography based on data provided by Survey Sampling Inc. for RDD sample respondents not providing detailed address information. A market specific station/channel pre-list (USA+ uses a generic version) is included within the television diary. A cash premium is included for their participation. In markets that are sample balanced for race and/or ethnicity, differential survey treatments (DST), in the form of higher cash premiums may be used. In Hispanic DST markets, Spanish language booklets and diaries are sent to respondents who request Spanish materials. The product booklet and television-viewing diary are mailed to the respondent in the same envelope.

In 25 markets, a Refusal Letter with Cash (RLWC) is sent to respondents who initially refused to do the telephone interview and for whom we have a name and address. A Pause Letter with Cash (PLWC) is sent to respondents after the fifth calling attempt if we have a name and address and the respondent did not otherwise qualify for the Refusal Letter with Cash. The letters explain the purpose of the call and ask respondents to participate in the survey when the interviewer calls back. Bilingual versions of the RLWC and PLWC are sent to respondents with a Spanish surname. A refusal postcard is sent to households for which we have an address but no name.

In the remaining markets, telephone refusals and pauses receive the postcard treatments.

A reminder phone call is made to all respondents five days after the initial mailing of the product booklet and television diary. A second reminder telephone call is made approximately 7 days after the first reminder telephone call in markets that qualify for Differential Survey Treatments (Black/African-American, Hispanic, and Males 18-34) and in Select markets to respondents with a household income of \$75,000 or greater.

A reminder postcard is mailed to all respondents approximately 7 days after the first mailing of the product booklet and television diary.

A second mailing of a product booklet and/or television diary with an additional cash incentive offer for the return of the completed product booklet and/or television diary is done to all respondents who have not returned either within 27 days of the first mailing.

If a product booklet or television diary is not returned within 48 days of the first mailing, a third mailing with an additional cash incentive offer is sent to all respondents.

In all markets, Adults 18-24, Males 25-34 and Hispanic respondents are sent a fourth mailing with a promised incentive. This fourth mailing occurs 28 days after the third mailing.

Additionally, respondents who have not returned a product booklet within 14 days of the third mailing are sent an email or postcard advising them that they may complete the product booklet online (offered to respondents who had not previously received the online option).

During the last three weeks of the telephone interviewing period, a product booklet is mailed to all respondents who completed a telephone interview during that 3 week period, who have not returned a product booklet and have not been included in other mailings. Also, all Males 18-34 who have not yet returned a product booklet are included in this mailing. An additional cash incentive offer is promised to these respondents for the completion and return of the product booklet.

Live Test Response Rate Initiatives

During Release 1, 2015, three live tests were conducted:

- 1) Expansion of RLWC in October 2014 to 15 regular markets and 8 Custom Hispanic markets. These markets previously received a refusal postcard and have been converted to receive a letter with \$1 in cash after first refusal.
- 2) A pre-alert letter or postcard was mailed to the Young Oversample (YOS) in available replicates starting in November 2014. YOS in the remaining white and blue wave markets received a pre-alert postcard. YOS in 5 blue wave markets received a pre-alert letter with \$1 in cash.
- 3) Added \$1 cash incentive in addition to the promised incentive in all second booklet mailings for regular syndicated markets as of October 2014.

Address Based (ABS) Methodology Research Design:

Starting Release 1 2014, an updated research design was introduced in the Buffalo, Chattanooga, Lexington, Spokane and Toledo markets. This 100% address-based methodology utilizes SSI sample and replaces the telephone interview with a mailed invitation (with enclosed incentive) to an online survey that includes the questions previously asked during the telephone

survey as well as the consumer product booklet. There is a promised incentive for completion. Follow-up treatments to non-responders include mailed paper booklets and reminders with enclosed incentive and promise for return.

Upon completion of the initial survey, respondents receive their promised incentive along with the standard seven-day personal television diary. This mailing includes an incentive promise for diary completion. Non-responders receive additional TV diary mailings with incentive and promise for return.

The "Last Birthday" method is used to determine the respondent within the household. For the young supplemental sample groups (Male 18-24, Male 25-34, Female 18-24) the "Last Birthday" method is used if there are two or more adults in the household who meet the required criteria.

Standard processing and quality control procedures remain in effect following completion of fieldwork.

Spanish Language Materials and Interviewing:

Every effort is made to assure that respondents who are fluent or literate in Spanish but not in English are able to participate in the Scarborough study. The initial ABS/CPO mail materials are bilingual, Spanish speaking interviewers are available for the Phase One telephone interview, and Spanish language booklets (DST markets only) and diaries are available in Phase Two. All other respondent contacts and follow-up treatments, including refusal and pause mailings and reminder mailings and calls have bilingual or Spanish versions used as appropriate, and there is a separate Spanish-only 800 respondent line and respondent website.

Areas Measured:

The Designated Market Area, or DMA®, as defined by The Nielsen Company is the standard reporting area. This definition is a television measurement area to which counties are exclusively assigned based on the preponderance of viewing in that county.

The Metro Survey Area is a primary reporting area of Scarborough. Scarborough Metros generally correspond to the federal government's Office of Management and Budget's (OMB) Metropolitan Areas. A Scarborough Metro may deviate from its corresponding OMB definition due to topographical, sampling, or other considerations.

Universe Estimate Sources:

Population estimates for County, Age/Sex, Household Size, Race, Hispanic Origin and Education are updated yearly by Nielsen Segmentation & Local Market Solutions, as of January of the study year.

Estimates of Cable penetration are provided by The Nielsen Company.

Estimates of Spanish Language Dominant are provided by The Nielsen Company as percentages of the Hispanic population. These percentages are then applied to the estimated number of total Hispanic persons to create the Spanish Language Dominant universe estimates used for weighting.

Sampling Procedures:

Scarborough's sample universe includes all persons 18+ living within the DMA®. Two sampling strata are defined within this area: the Metro area and the non-Metro remaining DMA area. In some markets, Scarborough disproportionately samples the metro survey area at a higher rate than the non-metro area. Scarborough may also place supplemental sample in certain counties in order to provide larger samples for data analysis. In markets where supplemental sample is not part of Scarborough's on-going sample plan, Scarborough will disclose, on the Special Notices page, supplemental sample, which adds to the market's in-tab objective.

In markets that meet certain Hispanic incidence criteria, potential SSI sample numbers are divided into High Incidence Hispanic and Other strata. Numbers in the High Incidence Hispanic strata are sampled at a higher rate than numbers in the Other strata. An additional listed landline sample for Young Adults is utilized to improve Male 18-34 and Female 18-24 proportionality. Appropriate compensating design weights are applied in later data processing.

The address based methodology (ABS) in Buffalo, Chattanooga, Lexington, Spokane and Toledo includes additional Black/African-American (where appropriate) and Young Adult address-based mail sample utilized to improve proportionality. Appropriate compensating design weights are applied in later data processing.

Scarborough selects its RDD sample from Survey Sampling, Inc.'s Sample Frame using the Random Sample A technique of sampling. In brief, this technique qualifies every hundred block within every exchange active in the market based on a minimum number of active listed telephone households within the hundred blocks. This technique makes available both listed and un-listed telephone households and yields a coverage of over 95 percent of the landline households within the market, both listed and un-listed. The Scarborough sample is "cleaned" by Survey Sampling Inc. of disconnects and known businesses. If available, a mailing address is appended to the Scarborough sample by SSI. The address-based sample frame is comprised of residential address records maintained by SSI. Sample addresses that match a known landline are discarded. Young Adults 18-24, Males 25-34 and Hispanic respondents in landline households obtained in ABS/CPO mailings, are added to the sample to improve Young Adult and Hispanic proportionality. Appropriate weighting in later processing compensates for the dual possibility of being in both the (ABS) and (RDD) sample frames.

Sample objectives, which have been historically used by Scarborough, are allocated across county/county sub-division so that the returned sample might approximate the projected population proportion for persons 18 years and older within that county/area. Scarborough utilizes historical yields within each county/county sub-division in determining the number of sample pieces that must be selected in order to approximate the sample objective for the county/county sub-division. Effective yield management at this level of the Scarborough sample reduces the amount of weighting that must be done at the county/county sub-division level.

Sample objectives are set for counties and county sub-divisions based on the county/area's percent of total population aged 18+. (For example, if 10% of the population aged 18 and older lives in county A, then Scarborough will set a sample objective for the county to be equal to 10% of that market's total sample in-tabulation (in-tab). Utilizing yield management, Scarborough

Makes an effort to order the necessary amount of sample that will yield 10% of the total market in-tab.

A technique known as systematic random sampling is utilized to select pre-designated landline households from the RDD sample frame. ABS is selected in the same geographic proportions across the entire market. Market sample replicates are drawn for each day of interviewing. In this way, coverage of the entire market is affected within each sample replicate.

In telephone survey-based markets, Phase One sample is managed by the Scarborough Computer Assisted Telephone Interviewing (CATI) system. Scarborough, on a typical night, will open a new sample replicate for the market.

First attempts are made against this new sample replicate. On the next night a second attempt is made on the number. Scarborough interviewers make up to seven attempts to determine if a telephone number is attached to a household. They will make up to eleven additional attempts (maximum of eighteen attempts) in order to reach the designated respondent. (Scarborough has annual rollover in the neighborhood of 14% - 17%.) The Scarborough CATI system manages calling attempts automatically. The seventh attempt (or eighteenth attempt to numbers identified as households) is made on Sunday between Noon and 8PM (with the exception of markets in Louisiana where calling on Sunday is prohibited by law).

If the designated respondent is not available or declines to participate, the household then becomes a denominator statistic in the calculation of response rate.

Households with media affiliation, households outside the survey area, businesses, group quarters, other non-residential listings and disconnects are coded "not qualified".

The USA+ database includes all syndicated in-tab from the 77 markets plus in-tab collected in nine census divisions (referred to as Balance of US). Each census division is made up of DMAs®. Each DMA is treated as a county for processing purposes. One sampling stratum, the DMA, is defined for the Balance of US sample.

The Multi-Market database includes all syndicated in-tab from the 77 markets.

NOTES on Sample Performance Calculations:

A proportion of extended RDD sample No Answers (telephone numbers that are not answered on all attempts across the entire calling regime) are estimated to be households and are treated as such in response rate calculations. For listed sample telephone numbers, estimated household incidence varies by market from 21% to 33%, with an average of 26%. For unlisted numbers, estimated household incidence varies from 3% to 10%, with an average of 6%. These estimates are based on a special Scarborough study in which extended no answers were called an additional 100 days.

Total Homes Not Qualified for Survey include non-residences, homes located out of the survey area, and homes in which there are media affiliated persons according to the MRC definition of media affiliation.

Completed Telephone Interviews: the telephone response rate calculation leaves in the denominator the following classifications of homes: Completed + Refusals + Call Backs that did not result

in either a refusal or a complete + Partial interviews not completed + Answer Machines for which there was no contact + homes in which there was a language barrier for which no communication could be established + homes in which we were unable to contact the designated respondent.

For markets with RDD and ABS sample, overall telephone response rate is an average of the RDD and ABS telephone response rates, weighted by completed telephone interviews.

Product Booklet Returns are defined as booklets that are returned or completed online with an acceptable number of usable questions. Product Booklet Response Rate is determined by multiplying the telephone response rate by the booklet return rate.

Television Diary Returns are defined as diaries that are returned with at least six usable viewing days. Television Diary Response Rate is determined by multiplying the telephone response rate by the diary return rate.

In the 100% address-based sample markets, Product Booklet Returns are calculated by dividing valid booklet returns (incorporating all syndicated minimum reporting standards) by the number mailed (taking out returns due to bad addresses and those with a media affiliation). Television Diary Return Rate is determined by multiplying the booklet return rate by the diary return rate.

Description of Methodology and Data Processing:

Scarborough performs many data checks real-time during the CATI controlled interview. Radio station frequencies and call letters are verified in real-time during the interview. Other data checks are performed during the course of the interview assuring that the interviewer is entering a legitimate code. Certain data checks are performed after the interview in Scarborough's data processing center. Product booklets are returned to the Coral Springs data processing center for scanning, coding and editing. Television viewing diaries are also returned to the Coral Springs data processing center for coding, editing and keying.

Design weights are calculated automatically prior to sample balancing in all markets.

Data collected during the telephone survey (as well as corresponding data collected via the booklet that includes the telephone survey questions utilized in the 100% mail-based sample markets) are weighted utilizing an iterative sample balancing technique, and missing answers are ascribed. Sample balancing is used to compensate for differences between the sample distribution and universe estimates of various characteristics (including those caused by intentional disproportionate techniques employed). The end result of the sample balancing process is the computation of a "weight" for each respondent that represents the portion of the universe represented by the respondent.

Scarborough uses person weights and household weights.

Person Weights

Respondents are weighted to compensate for differential sample selection probabilities that are part of the sample design, and to address differential response rates by population subgroup.

The weight for each respondent is initially set to the reciprocal of the number of adults in the household (up to a maximum of 3).

Final weights are derived by sample balancing to updated Census universe estimates, on the following characteristics:

- Geography
Typically individual counties, but may also be zip-defined portions of larger counties or combinations of smaller counties.
- Sex/Age
Ages 18-24, 25-34, 35-44, 45-54, 55-64, and 65+, separately for Males and Females
- Education
High School or less, Some College, and 4-Year College Graduate or more
- Household Size
1 and 2+
- Cable
- Race/Ethnicity
Black/African-American and Non-Black/African-American, Hispanic and Non-Hispanic, and/or Asian and Non-Asian depending on market-specific universe incidences and sample sizes
- Spanish Language Dominant (specific Hispanic DST markets only)
Primary language speaks Only or Mostly Spanish at home

Sex/Age, Education and Race/Ethnicity controls are nested within geographic sub-areas within the market, determined by a combination of sampling rates, expected in-tabs, Metro and the Balance of the DMA integrity, and other research considerations.

Household Weights

Household weights are initially set to the respondent's Person Weight divided by the number of adults in the household. Final Household Weights are derived by ratio adjusting to updated Census Household universe estimates by geography (same classes as used in Persons Sample Balancing).

Under certain circumstances, a cell will not contain enough in-tab telephone interviews to be included separately during weighting. In these cases, Scarborough must "collapse" the cell with a cell with similar characteristics. This process is performed manually and is based upon Scarborough's professional research judgment.

Reach and frequency distribution estimates for user defined media schedules are available within PRIME Lingo through the use of a sequential aggregation type model. For each media vehicle (within the user-specified target) a beta distribution is developed. The parameters for beta are the average audience estimate (the cumulative audience for a single insertion or spot, commonly termed C1) and the cumulative audience for two insertions or spots (commonly termed C2). In addition to the two beta parameters for each vehicle in the schedule, measures of average audience duplication of each media vehicle with all others is computed. The model works by combining the individual beta distributions for all schedule vehicles into an aggregate distribution in a systematic fashion determined by average audience size and so as to account for the duplication among schedule vehicles.

Ascription and Modeling:

Prior to 1996, Scarborough conducted two telephone interviews to collect newspaper readership. In 1996, a model was developed to simulate the two-telephone interview approach for

collecting newspaper readership using one telephone interview. This model may increase “before yesterday” readership among non-readers (persons who did not read yesterday or past month). The respondent selected must have a comparable weight and match on all of the following characteristics: sex, geography, education, ethnicity, age and household size.

Ascription is done during the radio editing process to resolve conflicts when multiple station call letters are considered for crediting. Scarborough uses a file from Nielsen Audio that contains the most recent twelve months of station mentions by county. The station mentions are summed for the county and a random number is generated between 1 and 100. The random number determines the station to receive credit for the radio listening. This procedure occurs to less than 1% of the mentions during the radio crediting process.

Scarborough utilizes ascription techniques in order to account for certain non-responses in its survey process. Scarborough deals with four types of non-response in its processes: item non-response (telephone interview questions are not answered, product booklet questions are not answered or there is one blank day in the television diary), missing product booklets, missing television diaries and the projection of Scarborough collected radio listening data to Nielsen Audio Radio “targets”. In markets where the Nielsen Audio PPM™ (Portable People Meter) Service is currency, Scarborough will utilize the PPM data to project radio listening targets within the applicable Metro and/or Balance of the DMA® areas. In PPM currency markets where PPM data is not available in the Balance of the DMA, Nielsen Audio diary data will continue to be used to project listening targets. A notice will be included in the Special Notices Section of the Sample Performance Information when PPM data is used.

The ascription process utilized by Scarborough requires that item non-response in the telephone interview be dealt with first in the processing order. Scarborough requires certain questions be answered in the telephone interview for the interview to be counted as valid (in-tab), other questions are considered to be “ascribable” should the respondent elect not to answer the question. For example, while age and sex are among the essential items for questionnaire validity, household income and race/ethnicity are not a requirement for the interview to be counted as in-tab. Item non-response in the product booklet refers to questions that were not answered, or left blank, by respondents who did return a usable product booklet. Ascription is also required for missing product booklets, one day missing in TV diaries, and missing TV diaries.

In situations of item non-response and missing information a “distance-based matching” ascription technique is utilized to ascribe the missing information. Distance-based matching is based on each recipient being matched with the closest donor, where closeness is measured by a distance function that weights and aggregates recipient-donor differences across more than a dozen geographic and demographic characteristics. The following characteristics are used for matching when ascribing missing product booklets and TV diaries (including missing day in TV diaries): DMA®, cable, internet, sex, geography, race/ethnicity, Hispanic origin, presence of children and teens, ages of children, household size, household income, occupation, education, marital status, home ownership, age, employment status and Spanish language dominant.

A respondent may donate his product booklet information to a maximum of 3 respondents who did not return a product booklet. A respondent may donate his TV diary information to a maximum of 5 respondents who did not return a TV diary.

After ascription, data is “cleaned” using Scarborough’s override procedures. These override procedures provide a level of quality control on what has been ascribed, in order to confirm that the ascribed results agree with the answers supplied by the household. For example, if a household reports that there are three people living in the household then any results that might be ascribed to that household cannot conflict with that fact.

Scarborough collects, in its phase one telephone interview, information from every respondent about his or her radio listening activity for the previous weekday and for the past week. This information is used with Nielsen Audio’s published results from its most recent Spring or Fall radio survey for the market being measured in order to project Scarborough estimates over seven days. Scarborough utilizes a system of “data conforming” in order to match the Scarborough data to Nielsen Audio’s published AQH and cume estimates for Total Persons 18+ by station within the broad dayparts. In markets where Nielsen Audio PPM™ data is utilized in the conforming process, Scarborough will conform to male and female separately. The system uses Nielsen Audio estimates from its most recent survey for the market as “targets”. Non qualifying stations in all markets and stations in PPM markets not encoding utilize a system generated target process. The threshold used for missing radio target generation is 10 or more yesterday mentions and a minimum of 1% of all respondents. Scarborough’s process begins with those respondents who indicated they “listened yesterday”, “past week Monday-Friday but not yesterday” and/or “last weekend”. It then may add listeners using a “person-next-door” ascriptive process so that Scarborough’s Monday-Friday and Saturday/Sunday weighted respondent counts (ratings) approximate those produced by Nielsen Audio. Spanish language dominant controls are utilized in all markets.

Product booklets and television viewing diaries are matched at a later date with the telephone data.

For the USA+ database, product data reported includes data in all 77 syndicated markets plus all data included in the Balance of the US. Data is then made available through the PRIME Lingo client application and Third Party Processors.

For the Multi-Market database, each product data item must be included in two or more local market product booklets to be reported. Data is then made available through the PRIME Lingo client application and Third Party Processors.

Criteria for Reporting Stations and Newspapers:

All pre-listed newspapers within the Scarborough interview are available on PRIME Lingo. Clients may request non pre-listed newspapers to be included.

Television stations home to the DMA® will be available on PRIME Lingo in the pre-built dayparts section if they achieve at least 4% Monday-Sunday 4AM-2AM projected cume within the DMA. A television station must fail to meet minimum standards for two consecutive releases before removal from the pre-built dayparts. All stations/networks edited by Scarborough are available on PRIME Lingo within the Custom TV Dayparts.

Radio stations will be available on PRIME Lingo if they achieve at least 1% Monday-Sunday 6AM – Midnight projected cume audience within the metro. In addition, radio stations will be included if they have at least 25 mentions in a Select market and at least 15 mentions in a Standard market within the market. Radio weekend cume data is available on PRIME Lingo. Radio

weekend average quarter-hour data is not available on PRIME Lingo. Only cume estimates will be reported for stations with system generated targets, average quarter-hour estimates will not be available.

Stations that are reported by Nielsen Audio as a combined total line will be reported as such in Scarborough's local market databases. Total line combinations will appear in the database with the call letters of the primary station. The stations will not be available individually. Other stations (including HD, HD2 and HD3 stations) may also be part of the combination in addition to the primary and first partner. A full listing of stations reported in a combined total line will appear in the "SCARBOROUGH SPECIAL NOTICES" portion of the database deliverable.

Satellite radio listening cume is available for Monday-Sunday 6AM-Midnight.

The USA+ database includes all syndicated daily and Sunday newspapers plus the National newspapers – New York Times, USA Today, and the Wall Street Journal. Radio data is reported by format and group owner. Each group must have 10 or more stations in the group to be reported. There is no minimum reporting standard for Television data. Television data is reported for selected broadcast and cable networks within the Custom TV Dayparts section. Pre-built dayparts are not available.

The Multi-Market database includes only the National newspapers – New York Times, USA Today, and The Wall Street Journal. Radio data is reported by format and group owner. Each group must have 10 or more stations in the group to be reported. There is no minimum reporting standard for Television data. Television data is reported for selected broadcast and cable networks within the Custom TV Dayparts section. Pre-built dayparts are not available.

Policies and Procedures for Research Distortion and Special Station/Print Activities:

Scarborough defines special station/publication's activities as contests, promotions or advertising, which are not part of that station/publication's regular promotional activities. Scarborough would consider any such activity, specifically designed to affect listenership/viewership/readership during the Scarborough survey to be "outside normal promotional activities" and would duly note that fact either within its report or by publication of a "special notice" to subscribers.

Research Distortion activity is defined as "Any broadcast media or print publication action which Scarborough believes may affect the way in which responders to the Scarborough two-phase interview report their listening, viewing, readership without causing corresponding changes in the respondent's actual behavior; or, which has the potential to result in a broadcast station or print publication having access to current respondents or the identity or whereabouts of current respondents; or, which may result in a Scarborough product booklet and/or television viewing diary being used by any person in any manner for any purpose other than those originally intended by Scarborough".

ANY BROADCAST STATIONS, CABLE STATIONS OR PRINT MEDIA THAT SCARBOROUGH DETERMINES HAS ENGAGED IN RESEARCH DISTORTION ACTIVITIES MAY BE REMOVED FROM ANY OF ITS SERVICES.

Limitations:

- a. Persons living in group quarters identified as such within the directory, persons living in non-telephone households with no access to a cell phone, persons living in telephone households without access to a telephone, persons living in commercial establishments, persons living in homes that have been recently assigned a previous commercial number or a disconnected number or persons living in homes which appear in exchanges not qualified by Survey Sampling Inc. are excluded from the Scarborough sample frame. (Note: persons living in group quarters may be included in the designated sample if the location is not identified by Survey Sampling Inc. as group quarters or if the person has an individual phone within the group quarters...such as in a college dormitory.)
- b. Scarborough requests that the household identify itself as a media affiliated home. Media affiliated homes are defined as homes in which an individual or individuals are employed by a television station, radio station, newspaper, cable television or satellite company, a market research firm or advertising agency. These households are excluded from the study.
- c. Though Scarborough maintains strict control over its interviews with real-time monitoring and feedback, the possibility exists that a Scarborough interviewer may not deliver the exact wording of each question as indicated by the CATI screen prompts. In certain cases, independent telephone survey organizations may be utilized by Scarborough.
- d. Non-responding individuals and those living in non-telephone households with no access to a cell phone may have behaviors that differ from those of respondents. Persons who respond to the telephone questionnaire but not the product booklet or television viewing diary may also have behaviors which differ from those telephone respondents who do mail back a completed product booklet or television viewing diary.
- e. Non-responding persons in the original designated sample and limitations listed in Item A above prevent the in-tab sample from being a perfect probability sample.
- f. Response characteristics of the sample as affected by either sample design or response may preclude certain groups within the population from being proportionately represented within the sample.
- g. Population estimates provided by Nielsen Segmentation & Local Market Solutions (SLMS), used in both designing the sample and projecting the sample, are themselves estimates and subject to all the limitations published by SLMS. SLMS utilizes algorithms that update the 2010 Census, which themselves are subject to sampling errors, random error and errors in locating undocumented populations.
- h. Estimates of Spanish Dominant Language usage are provided by The Nielsen Company as percentages of the Hispanic population. Scarborough applies these percentages to the Nielsen Segmentation & Local Market Solutions estimate of total Hispanic persons.

- i. Estimates of Cable penetration are provided by The Nielsen Company.
- j. Zip code information used in this report for the purpose of classification of counties may, in certain cases, be subject to defects and limitations.
- k. Product booklets and television viewing diaries may be completed improperly if respondents do not follow instructions. Some television viewing diary entries may have been on the basis of recall, diary keeper approximations or could have been influenced by comments made by interviewer or others to diary keepers. Persons other than the designated respondent may have completed some product booklets or television viewing diaries.
- l. Human and computer processing errors may have occurred before or after the product booklet and television viewing diaries were received by Scarborough. Consequently, the degree of variance in the data may be greater than that expected from sampling variance alone.
- m. The processed respondent data, upon which Scarborough has based its in-tab sample weighting, including racial or ethnic identification, may not be precise.
- n. Defects and limitations found in data supplied by others are inherent in Scarborough estimates based thereon.
- o. Logical analysis, preprocessing preparation, ascription of the data, or post-survey telephone validation calls may affect interviews, or portions thereof, product booklets and television viewing diaries may thereby be modified or excluded from the survey. These procedures may affect the audience estimates or a broadcast station's/print publication's ability to meet Minimum Reporting Standards.
- p. Scarborough conducts research involving new methods of improving cooperation of diary keepers and/or securing additional information from such persons. Occasionally, a portion of this research may be integrated with actual surveys and, if and when so done, may cause the degree of variance in the data to be greater than that expected from sampling variance alone.
- q. Certain data, such as when publication of a newspaper or magazine is delayed or canceled, cable system channel lineups, when a broadcast station is on and off the air, facilities, call letters in effect, station slogan, network affiliation(s) and simulcast are based on data supplied by the publications, The Nielsen Company (Nielsen Audio) and/or recent industry publications or notices. These data may not be accurate or timely and may affect the way certain audience estimates are reported.
- r. Situations in which broadcast stations have or have had the same call letters or frequency or have changed call letters or frequency or networks may result in respondent confusion in correctly identifying the station to which the listening and/or viewing occurred.
- s. Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts in this report may produce a result that may be incongruent with estimates from broader dayparts also contained in this report.
- t. While ascription procedures utilized by Scarborough are designed to maintain response balance based on the characteristics of the un-ascribed sample prior to ascription, ascription procedures utilized by Scarborough in the assignment of item non-responses, television viewing diary non-response or booklet non-response may not produce results that are reflective of the actual behaviors of the ascribed individual.
- u. Newspaper section readership is collected in the product booklet and is not newspaper specific. Therefore, section readership cannot be reported in conjunction with any specific newspaper.

The Miami, Cleveland and San Antonio markets are an exception, weekday and/or weekend section readership is collected via the phone interview for specific newspapers.
- v. In rare situations, less than .3% of the interviews, Phase one telephone interviews are invalidated when a respondent is determined to be non-eligible from his returned product booklet and television viewing diary. Due to the time lag between processing of the original telephone interview and the product booklet and television viewing diary, it is not practical to reprocess removing the disqualified respondent. Since the effect of such low incidence occurrences is negligible, Scarborough leaves the disqualified respondent in the Phase one study while disqualifying their product booklet and television viewing diary.
- w. There may be a greater variation in the number of in-tab at the zip code level due to Scarborough placing sample at the county level.
- x. The weight assigned to each respondent when aggregated by zip code or zip code group as well as PRIZM®, P\$YCLE®, ConneXions®, PersoniX®, PersoniX® Hispanic, PersoniX® Insurance Groups, PersoniX® Digital, Spectra®, Tapestry™, VALS™, Custom Segmentation #1, Mosaic® cluster or Hispanicity™ Segmentation* may reflect a population not equal to the estimated population in each group due to Scarborough not weighting to adjust for disproportionate in-tab by zip code.
- y. Categories in PRIME Lingo that are based on PRIZM, P\$YCLE, ConneXions, PersoniX, PersoniX Hispanic, PersoniX Insurance Groups, PersoniX Digital, Spectra, Tapestry, VALS, Custom Segmentation #1, Mosaic cluster or Hispanicity Segmentation* are defined by block group zip codes and/or other respondent supplied data. Fluctuations may occur from survey period to survey period in the number of in-tab and the resulting population's estimates in the lifestyle/geodemographic/psychographic cluster.
- z. Scarborough/GfK MRI Attitudinal Insights data is an integration of Scarborough and GfK MRI's consumer attitudes.

- aa. In-tab may be excluded from certain zip code analyses due to respondent and/or processing error.
- bb. Readership and audience estimates based on in-tab of persons 21-24 years of age are determined using respondent weights for persons 18-24 years of age. Persons 21-30 years of age are determined using respondent weights for persons 18-24 and persons 25-34 years of age. Persons 31-40 years of age are determined using respondent weights for persons 25-34 and persons 35-44 years of age. Persons 41-50 years of age are determined using respondent weights for persons 35-44, persons 45-49 and persons 50-54 years of age. Persons 61-70 years of age are determined using respondent weights for persons 55-64 and persons 65+. Persons 65-74, persons 71+ and persons 75+ are determined using respondent weights for persons 65+.
- * PRIZM®, P\$YCLE®, and ConneXions® are registered trademarks of The Nielsen Company/ Nielsen Segmentation & Local Market Solutions. VALS™ is a trademark of Strategic Business Insights (SBI). Mosaic® is a registered trademark of Experian. Tapestry™ is a trademark of ESRI, Inc., Spectra® is a registered trademark of The Nielsen Company/Nielsen Spectra. PersoniX®, PersoniX®, Hispanic, PersoniX® Insurance Groups and PersoniX® Digital are registered trademarks of Acxiom Corporation. Custom Segmentation #1 is a trademark of Valassis. Hispanicity™ Segmentation is a trademark of Geoscape®.

* DMA® is a registered service mark of The Nielsen Company.

* PPM™ is a trademark of Arbitron Inc. (Nielsen Audio)

Retention of Survey Materials:

Scarborough retains all materials used to compile data for this report, including, but not limited to, telephone interviews, product booklets, television viewing diaries and sample response data for one year from the date on which this report was first released to subscribers by Scarborough. All material not used in the compilation of this report will be retained for one year from the end of the survey period. All materials are destroyed after these retention periods.

Special Notices Page:

Users of this report should consult the Special Notices page for a description of any modifications of the Scarborough methodology or special conditions that may have existed during this survey period.

Reservation of Rights:

Scarborough reserves the right to exercise its professional research judgment in modifying, waiving or suspending any policy, procedure or element of methodology that would appear to Scarborough to be unreasonable, illogical or impractical in light of known conditions.

Disclaimer of Warranties:

Scarborough makes no warranties, express or implied, concerning: data gathered or obtained by Scarborough from any source, the present or future methodology employed by Scarborough in producing the Scarborough Report; or the Scarborough data estimates contained herein. All Scarborough data and estimates represent only the opinion of Scarborough and reliance thereon and use thereof shall be at the subscribers' own risk.

Restriction on Use of Report:

All Scarborough estimates, together with the associated data herein, are proprietary to and copyrighted by Scarborough. They are provided to Scarborough clients pursuant to the terms of both written license agreements between Scarborough and such clients and the restrictions and limitations on use printed herein. All Scarborough data and estimates are for the exclusive use of Scarborough clients and their authorized representatives and may be disclosed only to advertisers, prospective advertisers and their agencies for the purpose of obtaining and retaining advertising accounts and through advertising or promotional literature. For a Scarborough client to divulge any data or estimates to a non-subscribing station, or to lend and/or give a copy and/or a reproduction of any part of any report to any non-subscriber, including other media, advertisers and/or their agencies, constitutes a breach of the license agreement between Scarborough and client. Quotations by clients of the estimates as allowed by this section for purposes of advertising or promotion must identify Scarborough as the source and that Scarborough data and estimates are copyrighted. It also should be mentioned that all estimates are subject to all qualifications and limitations stated in the Scarborough Report. Scarborough recommends that the appropriate market survey period and kind of estimate be stated.

Users of the estimates are referred to the current policies of the Federal Trade Commission relating to the use of audience estimates.

Reliability of Results:

Audience data obtained from the samples used in the Scarborough Report are subject to both sampling and non-sampling errors.

Non-sampling errors include, but are not limited to, estimation errors that may be caused by errors in vendor supplied population estimates or facilities information, survey design problems, errors in processing, sample bias, variance injected by sample weighting and errors associated with the interviewing, product booklet or television viewing diary data collection process. Non-sampling errors may or may not be random in nature. Non-sampling errors cannot be estimated by any mathematical calculation. Non-sampling errors are not estimated by the calculation of the reliability of estimates, which follows.

The reliability of a survey estimate is generally defined in terms of the estimated margin of sampling error around the estimate or "confidence interval." The confidence interval describes the extent to which a survey estimate based on a random sample of a population, may vary from the result that would be obtained through a complete census of that population.

The estimated margin of sampling error around the estimate (i.e., the "confidence interval") can be calculated for any rating or percentage published in this report with the following procedure:

$$95\% \text{ Confidence Interval} = P \pm K * 1.96 * \sqrt{\frac{(P * Q)}{N}}$$

Where:

P = Rating or percentage

Q = Rating Compliment (100.0 – P)

K = (See Special Notice Page for K factor applicable to this Market)

N = Unweighted In-Tab Sample Size that rating/percentage is based on

1.96 = 95% Confidence Interval Coefficient

For 90% Confidence Interval, substitute 1.65

Scarborough's survey design differs from Simple Random Sampling (SRS) only in the use of unequal sampling rates (by geography and number of adults in the household) and by weighting to compensate for differential sampling rates and to project to updated Census demographics.

For this reason, the formula above is the standard textbook formula for the reliability of an SRS-based sample estimate, multiplied by K. The K-Factor reflects the reliability impact of weighting assuming the survey measure of interest and sample weights are not correlated. K-Factors are provided for each market report, for the market as a whole and for each major component Metro.

Findings that are relatively unreliable have been flagged in the report as follows:

- * Relatively unstable because of small sample base- use with caution. (These findings are based on 36 – 70 unweighted respondents.)

- # Base too small for reliability – shown for consistency only. (These findings are based on 35 or fewer unweighted respondents.)

The 2015 Scarborough Consumer, Media & Retail Report

USA+ (12 Month)

February 14 - April 15

Sample Performance Information

USA+ (12 Month)

USA Plus

Survey Dates:

Telephone Survey Dates: February 4, 2014 - April 1, 2015
 Product Booklet Survey Dates: February 5, 2014 - May 18, 2015

Population Estimates, In-Tab Distribution and Sample Information:

Demographic	Est.Pop. Pers 18+ (00's)*	Est.Pop Pers 18 (%)	Unwtd Base In-Tab	%Unwtd Base In-Tab	%Wtd Base In-Tab	Unwtd Product Book In-Tab	UnWtd TV Diary In-Tab
Men 18-24	163980	7%	6428	3%	7%	2664	1940
Men 25-34	215901	9%	9232	5%	9%	4503	3440
Men 35-44	202570	8%	8224	4%	8%	3280	2458
Men 45-54	215471	9%	13232	6%	9%	5792	4279
Men 55+	403805	16%	44597	22%	16%	24402	18557
Men 18+	1201727	49%	81713	40%	49%	40641	30674
Women 18-24	154606	6%	6707	3%	6%	3725	2927
Women 25-34	210867	9%	9378	5%	9%	5269	4419
Women 35-44	204409	8%	12689	6%	8%	6003	4931
Women 45-54	221756	9%	19183	9%	9%	9437	7716
Women 55+	476087	19%	74318	36%	19%	40735	33906
Women 18+	1267725	51%	122275	60%	51%	65169	53899
Persons 18+	2469452	100%	203988	100%	100%	105810	84573
Cable **	1324158	54%	119169	58%	54%	60344	47836
Black Persons 18+	298188	12%	22442	11%	12%	11003	8762
Hispanic Persons 18+	378319	15%	24472	12%	15%	10691	8998
Asian Persons 18+	132225	5%	4853	2%	3%	2129	1842
Population Estimates, Education, Household Size							
Education:							
High School Grad or Less	1045598	42%	81860	40%	43%	41963	33639
Some College	774133	31%	40657	20%	31%	22181	17376
Col Grad/ Grad School	649721	26%	81471	40%	26%	41666	33558
HH Size:							
1 Member	331328	13%	59433	29%	15%	32156	26589
2+ Members	2138124	87%	144555	71%	85%	73654	57984
Sample Characteristics: Counties							
Demographic	Est.Pop. Pers 18+ (00's)*	Est.Pop Pers 18 (%)	Unwtd Base In-Tab	%Unwtd Base In-Tab	%Wtd Base In-Tab	Unwtd Product Book In-Tab	UnWtd TV Diary In-Tab
Counties:							
Syndicated	1958664	79%	198094	97%	79%	102750	82166
East North Central	91293	4%	1047	1%	4%	562	444
East South Central	50887	2%	587	0%	2%	303	241
Middle Atlantic	30512	1%	352	0%	1%	181	129
Mountain	29696	1%	348	0%	1%	184	138
New England	23823	1%	276	0%	1%	131	97
Pacific	36172	2%	419	0%	2%	207	174
South Atlantic	92332	4%	1071	1%	4%	531	410
West North Central	76768	3%	885	0%	3%	515	403
West South Central	79305	3%	909	0%	3%	446	371
Total	2469452	100%	203988	100%	100%	105810	84573

Sample Performance, Booklet Placement and Return Information:

Telephone Questionnaire:

RDD Frame

Total Listings in Designated Sample.....	2639742
Less: Nonresidence.....	444987
Disconnects.....	1214658
Other Ineligible.....	518701
Total Eligible Households in Sample.....	461396
Less: Refusals.....	167222
Other Eligible.....	131275
Completed Telephone Interviews.....	162899
Telephone Response Rate.....	35.3%

Cell RDD Frame

Total Listings in Designated Sample.....	13591
Less: Nonresidence.....	566
Disconnects.....	3350
Other Ineligible.....	4900
Total Eligible Households in Sample.....	4775
Less: Refusals.....	2582
Other Eligible.....	1375
Completed Telephone Interviews.....	818
Telephone Response Rate.....	17.1%

ABS Frame

Total Addresses in Designated Sample.....	734169
Less: Undeliverable Addresses.....	90673
Not Qualified (non-CPO, demos).....	256708
Other Ineligible.....	102378
Total Eligible Households in Sample.....	284410
Less: Did not complete mail survey.....	247788
Did not complete telephone interview.....	6480
Completed Telephone Interviews.....	30142
Telephone Response Rate.....	10.6%

Total

Total Completed Telephone Interviews.....	193859
Weighted Total Telephone Response Rate.....	31.3%

Booklet Placement and Return Information:

Individuals Who Returned Usable Booklets.....	95681
Return Rate.....	49.4%
Usable Booklets Return Rate times Telephone Response Rate:	15.5%

Television Diary Placement and Return Information:

Individuals Who Returned Usable Diaries.....	78662
Return Rate.....	40.6%
Usable Diaries Return Rate times Telephone Response Rate:	12.7%

eFirst Questionnaire:

Survey Booklet:

Total Addresses in Designated Sample.....	61571
Less: Undeliverable Addresses.....	11594
Media Affiliated.....	940
Other Ineligible (Sex/Age).....	4532
Total Eligible Households in Sample.....	44505
Completed Survey Booklets.....	10129
Survey Booklet Response Rate.....	22.8%

Television Diary Placement and Return Information:

Individuals Who Returned Usable Diaries.....	5911
Return Rate.....	58.4%
Usable Diaries Return Rate times Booklet Response Rate:	13.3%

* Source: Nielsen Segmentation & Local Market Solutions
 January 1, 2015.

** Source: The Nielsen Company, November 2014. The cable sample
 performance data includes a portion of the DMA+ which is not
 included in the Nielsen data. See Special Notes page for details.

DEMOGRAPHIC AND PRODUCT QUESTIONS

The following demographic and product questions in the USA Plus have 'no answer' rates that are 5.0% or greater. Percentages are based on the number of people eligible to respond to the individual question. Scarborough Research's standard ascription procedures as described in the methods portion of this document were used to model answers for respondents who did not answer eligible questions.

Demographic	#	%
Use EDevice	4127	12.0
Household Income	24374	12.0
Language Spoken at Home	1883	8.0
# Years at Present Home	9514	6.0
# of Ind. Employed in HH	410	5.0
Home Ownership	3491	5.0
Personal Income	2475	8.0
TVProvider	78	5.0
Type of Home	5421	6.0
Home Value	15408	11.0
Where were you born?	1783	7.0

Product Question	#	%
Airlines Used for Travel Past 12 Months	103623	50.8
# Domestic Air Round Trips Past 12 Months	114734	56.2
Places Visited Outside Cont.U.S. Past 3 Years	100132	49.1
# Trips Outside Continental U.S. Past 3 Years	107268	52.6
# of Times Shopped/Visited Past 30 Days	98978	48.5
# Times Bought Mrchandise/Svcs Mail Order Pst 12 Mo	102109	50.1
Amount Spent on Clothing Items 12 Months	98199	48.1
Health Insurance Provider	100897	49.5
Tobacco/Other Nicotine Products Used Past 30 Days	98224	48.2
How Often Usually Smoke Cigarettes	100355	49.2
No. of Cigarettes Smoked Yesterday	100496	49.3
No. of Times Tried to Quit Smoking Past 12 Months	101705	49.9
Sports Interest/Events Attended Past 12 mos	99568	48.8
When Usually See a New Movie at Theater Past 12 Mo	99960	49.0
Usual Price Range When Buy a Bottle of Wine	99165	48.6
Brand of Beer Drank Past 30 Days	99641	48.8
Type of Liquor Drank Past 30 Days	98339	48.2
Time Usually Spent Commuting	98614	48.3
Sections Generally Read/Look in Dly/Sat/Sun Paper	98215	48.1
Brand of Wireless/Cell Phone	105631	51.8
\$ Last Month Wireless/Cell Phone Bill	103699	50.8
# of Text Messages Sent Yesterday	118133	57.9
Internet Sites Visited or Apps Used Past 30 Days	98304	48.2
\$ Spent on Internet Purchases Past 12 mos	100951	49.5
Time Spent On Internet In An Average Week	98701	48.4
Internet Service Provider You Use	101060	49.5
Type of Computer Owned	98555	48.3
Amount HH Spent on Groceries Past 7 Days	106884	52.4
How HH Usually Obtains "cents-off" Coupons	98321	48.2
How often HH Uses "cents-off" Coupons	98598	48.3
Year/Make/Model of Vehicle HH Owns/Leases	112213	55.0
Miles HH Traveled 1 Way to Buy Last Vehicle	111008	54.4
Reason HH Used Dealer for Last Used Vehicle	111084	54.5
Financial Institutions HH Uses/Primary Bank	98923	48.5
Type of Investments Household Currently Has	106603	52.3
Type of Home Improvements Done Pst 12 mo (\$ Spent)	106552	52.2
Amount Spent on HH Items Past 12 Months	103669	50.8

TV

The USA Plus has a TV diary return rate of 40.6 percent. The balance of respondents (59.4 percent) did not return a usable TV diary. These respondents were ascribed a TV diary using a modeling procedure described on page 4 of the Scarborough Description of Methodology. A usable TV diary has 6 to 7 days completed. In addition, of the diary modeling procedure those diaries with 6 days of the television diary completed are ascribed the seventh day of television viewing. In USA Plus 7.9 percent of the usable TV diaries completed 6 days and required a seventh day to be ascribed. Therefore, in USA Plus 59.4 percent of the total in-tab were modeled for 7 days of viewing and 7.9% were modeled for 1 day of viewing. The percentage of those TV diaries that completed 6 days and required the seventh day to be ascribed by demo is as follows:

Percent of usable TV diaries with 6 of 7 days completed		
	#	%
Males	2415	7.0
Females	4236	7.0
18-34	836	6.0
35-54	1492	7.0
55 +	4323	8.0

SCARBOROUGH SPECIAL NOTICES

1. For calculations of confidence intervals for estimates in this report, see 'Reliability of Results' section. The algorithm requires the following statistic for the K factor:

Total Market K = 2.14

For those working with data at Metro Area or below, we suggest using the Metro Area K factor for more precise calculations of confidence intervals.

2. Special Survey Notices*:

- a. See specific syndicated markets for sample balancing for race/ethnicity (Black, Asian, Hispanic).
- b. In the Balance of the US the following census divisions are sample balanced for race and/or Hispanic origin:

East North Central: Race
East South Central: Race
Mountain: Hispanic origin
Pacific: Hispanic origin
South Atlantic: Race
West South Central: Race and Hispanic origin

- c. See specific syndicated markets for sample balancing for Spanish Language Dominant. The Balance of the US is not sample balanced for Spanish Language Dominant.
- d. See specific syndicated markets for additional mailings of the product booklet and/or TV diary with the promise of additional incentives.
- e. In the Balance of the US, certain respondents in the following census divisions received additional mailings of the product booklet and/or TV diary with the promise of additional incentives:

East North Central
East South Central
Middle Atlantic
Mountain
New England
Pacific
South Atlantic
West North Central
West South Central

- f. Due to Louisiana state laws, telephone interviewing is not conducted on Sundays, state holidays, (Fat Tuesday, Good Friday and Veteran's Day) or after 8:00 P.M.
- g. Buffer sample was applied to this sample frame during the course of the survey period.

3. Special Media Activities** that Scarborough has been made aware of:

See specific syndicated markets for individual Market data. There were no notices for the Balance of the US portion of the study.

4. Notice to users regarding matters of potential impact to media audience estimates including disruptions in service, call letter changes, print publication name changes, frequency changes, service initialization or other unusual market conditions:

See specific syndicated markets for individual Market data. There were no notices for the Balance of the US portion of the study.

Any stations noted above as aligned to Scarborough-generated targets because no Nielsen Audio currency data exist will be reported with cume estimates only. Average quarter hour estimates are not available.

* Special Survey Notices identify market conditions or methodological changes which apply to this report. Market conditions involve weather related problems or other phenomenon, both natural and man made, that could have an effect on Scarborough measurement. Methodological changes are modifications in procedure that Scarborough, in its professional judgment, may have had to make in order to make the best estimate possible for the market. This Special Survey Notices Section also includes any information about special testing within this market that Scarborough may have conducted during this survey period.

** Special Media Activity is defined as any promotions, advertising, or special activity which meets the Scarborough policy on Ratings Distortion and Special Station Activities.

September 2014

SCARBOROUGH
Survey Bulletin, Release 2 2014

The purpose of this bulletin is to provide Scarborough users with information regarding survey specification changes and key dates for upcoming surveys.

Updated Methodology Continues in Five Markets

Beginning in Release 1 2014, an updated research design was introduced in the Buffalo, Chattanooga, Lexington, Spokane and Toledo markets. This 100% address-based sample methodology replaces the telephone interview with a mailed invitation (with enclosed incentive) to an online survey that includes the questions previously asked during the telephone survey as well as the consumer product booklet. There is a promised incentive for completion. Follow-up treatments to non-responders include mailed paper booklets and reminders with incentive and promise for return.

Upon completion of the initial survey, respondents receive their promised incentive along with the standard seven-day personal television diary. This mailing includes an incentive promise for diary completion. Non-responders receive additional TV diary mailings with incentive and promise for return.

Live Test of Cell Phone Random Digit Dialing (RDD) Sample Continues

In the Atlanta and Miami markets, the current Cell Phone-Only Address Based Sample and Young Oversample sampling techniques have been replaced with Cell Phone RDD sample. The purpose of the test is to determine if Cell Phone RDD can provide higher response rates and better demographic representation of the Cell Phone-Only population. All other sampling and survey treatments remain the same.

Online Version of the Consumer Booklet - Scarborough Internet Survey Application (SISA)

Respondents who provide an email address during the telephone interview are asked to complete the SISA survey first instead of a mailed paper booklet. If the respondent does not complete the booklet online, he or she then reverts to standard follow-up mailings of the paper booklet.

For Release 1 2014 (Release 2 2013 and Release 1 2014 combined) 31,006 respondents completed the SISA version of the consumer booklet. This number includes SISA First respondents and respondents who did not respond to the multiple paper booklet mailings and were offered SISA as a final attempt to collect the product information. For information regarding the number of SISA completes by market, please contact your local sales representative.

Telephone Questionnaire Changes

Cable Multiple System Operators (MSO) websites visited will be asked as part of the telephone questionnaire for the balance of the U.S. beginning in Release 2 2014. The website data will be reported in the USA+ Release 2 2014 current six-month database within the Newspaper/TV/Cable websites visited past 30 days, past 7 days and yesterday sub-categories.

- Added: Bright House's Road Runner online/RR.com
Charter.net
Cox.com
Optimum.net/Cablevision.com
TWCCentral.com
XFINITY.com/Comcast.net

Other Changes and Enhancements

Quintiles are now being created for the full 12-month survey period for:

- Amount household spent on groceries (HHLD)

Changes to the Outdoor/Out-of-Home/Transportation subcategory text

Change from:

- Old subcategory: Distance walked in town, city pst 7 days/outdoor/out-of-home

Change to:

- New subcategory: Distance walked in town, city or downtown area past 7 days

Change from:

- Old subcategory: Mode of travel/outdoor/out-of-home (any purpose)

Change to:

- New subcategory: Mode of transportation past 7 days (any purpose)

Change from:

- Old subcategory: Roads traveled/outdoor/out-of-home (any purpose)

Change to:

- New subcategory: Roads traveled past 7 days (any purpose)

Change from:

- Old subcategory: Time spent traveling to work one way/outdoor/out-of-home

Change to:

- New subcategory: Time spent traveling to work one way

Change from:

- Old subcategory: Total miles traveled past 7 days/outdoor/out-of-home

Change to:

- New subcategory: Total miles traveled in car, van, truck or bus past 7 days

Supplemental Sample Target Changes

The following client-purchased supplemental sample targets changed for the Release 2 2014, six-month interviewing period.

<u>Market</u>	<u>County</u>	<u>Supplemental Target Intab Change</u>
New York	Bergen/Passaic, NJ	25 Removed
San Francisco	Sonoma, CA	150 Removed
Tampa	Polk, FL	25 Added

High Density Black Area (HDBA) Changes

<u>Market</u>	<u>County</u>	<u>Change</u>
Birmingham	Tuscaloosa, AL	Removed
New York	Fairfield, CT	Added
San Francisco	Alameda, CA	Removed

High Density Hispanic Area (HDHA) Changes

<u>Market</u>	<u>County</u>	<u>Change</u>
Austin	Hays, TX	Added
San Francisco	San Mateo, CA	Removed

Looking Ahead

Fieldwork Dates: Release 1 2015 (R115) and Release 2 2015 (R215)

Scarborough's markets are fielded in three groups (waves designated Red, White or Blue). Each six-month fieldwork period represents one-half of the data set for each release.

Consumer booklet and television diary close dates span across several weeks in order to maximize return rates. The close date for each market is based on data delivery dates. The exact close date for each market is reported in the sample performance tables that accompany the data:

<u>Release & Wave</u>	<u>Phone Start</u>	<u>Phone Close</u>	<u>Booklet/Diary Close</u>
R115 Red	08/05/14	01/24/15	02/23/15 - 03/23/15
R115 White	09/03/14	02/21/15	03/23/15 - 04/20/15
R115 Blue	09/30/14	03/21/15	04/20/15 - 05/18/15
R215 Red	02/03/15	07/25/15	08/24/15 - 09/21/15
R215 White	03/03/15	08/22/15	09/21/15 - 10/19/15
R215 Blue	03/31/15	09/19/15	10/19/15 - 11/16/15

Key Dates for the Consumer Booklet

The following dates indicate opportunities for clients and prospective clients to give recommendations for changes in store lists in the consumer booklet for Release 2 2015. Please note the e-mail schedule stretches across several days for each wave.

<u>Wave</u>	<u>Booklets e-mailed to clients</u>	<u>Date due from Clients</u>
Red Wave	09/26/14 – 10/06/14	10/17/14 – 10/27/14
White Wave	10/27/14 – 11/03/14	11/17/14 – 11/24/14
Blue Wave	11/21/14 – 12/05/14	12/17/14 – 01/02/15

Recommendations for store list updates and booklet category changes are accepted throughout the year. Input may be e-mailed to carissa.browning@nielsen.com.

For more detailed information on the topics in this bulletin, please contact your local sales representative.

Scarborough
Dallas (214) 520-0270
New York 1-855-807-2272

April 2015

SCARBOROUGH
Survey Bulletin, Release 1 2015

The purpose of this bulletin is to provide Scarborough users with information regarding survey specification changes and key dates for upcoming surveys.

Quality Improvements – Response Rate Initiatives

Several initiatives have been introduced in an effort to improve response rates.

- Testing of Pre-Alert Letters with \$1 cash incentives were sent to select households with younger skewing demographics to notify them of an upcoming phone call in the following Blue wave markets starting in November 2014 and continuing through the end of the release. The Pre-Alert Letters were mailed in advance of attempts to contact respondents to complete the survey.

Jacksonville	Louisville	Raleigh
Las Vegas	Providence	

- Testing of Pre-Alert Postcards were sent to select households with younger skewing demographics to notify them of an upcoming phone call in the following White and Blue wave markets starting in November 2014 and continuing through the end of the release. The Pre-Alert Postcards were mailed in advance of attempts to contact respondents to complete the survey.

Albuquerque	Des Moines	Memphis
Austin	El Paso	Mobile
Bakersfield	Flint	New Orleans
Baltimore	Grand Rapids	New York
Birmingham	Green Bay	Norfolk
Boston	Greensboro	Oklahoma City
Charlotte	Greenville	Pittsburgh
Chicago	Harrisburg	Portland
Cincinnati	Honolulu	Richmond
Cleveland	Houston	Sacramento
Colorado Springs	Kansas City	Seattle
Columbus	Knoxville	Syracuse
Dallas	Las Vegas	Tulsa
Denver	Little Rock	Washington, D.C.

- Effective October 2014, the following markets transitioned from receiving refusal postcards to refusal letters with a \$1 cash incentive. Refusal letters are sent to respondents who initially refuse to complete the survey.

Albany	Houston	Norfolk
Austin	Jacksonville	Oklahoma City
Birmingham	Las Vegas	Orlando
Charlotte	Little Rock	Raleigh
Dallas	Mobile	San Diego
All Hispanic Study Markets		

- Effective October 2014, a \$1 cash incentive was added to the second booklet and diary mailing attempt in all markets in addition to the current monetary promise.

Call Center Expansion

Interviewing from Sarasota, Florida was reduced but overall interviewing capacity has been expanded by increasing the size of the San Antonio, Texas call center, as well as, introducing Scarborough interviewing into the Nielsen facility in Oldsmar, Florida.

Address-Based Methodology Continues in Five Markets

In Release 1 2014, an updated research design was introduced in the Buffalo, Chattanooga, Lexington, Spokane and Toledo markets. This 100% address-based sample methodology replaced the telephone interview with a mailed invitation (with enclosed incentive) to an online survey that includes the questions previously asked during the telephone survey as well as those in the consumer product booklet. Respondents who do not fill out the online survey are then sent paper booklets. All mailing treatments and reminders contain cash upfront in the envelopes along with a promised incentive upon completion.

Upon completion of the initial booklet survey, respondents receive their promised booklet incentive along with the standard seven-day personal television diary and cash promise when returned. Non-responders receive additional TV diary mailings with a cash incentive included and a promised incentive when returned.

The Address-Based Methodology continues in R1 2015 with the following enhancements:

- Improved management of the oversamples
 - Separated Adults 18-24 supplemental sample into Men 18-24 and Women 18-24 individual samples
 - Increased Black/African-American proportionality
- Fourth diary mailing became mandatory rather than an optional mailing treatment

Live Test of Cell Phone Random Digit Dialing (RDD) Sample Concluded

The live test of Cell Phone RDD sample conducted from Release 2 2013 through Release 2 2014 in the Atlanta and Miami markets has concluded. Effective Release 1 2015, the standard Cell Phone-Only Address Based Sample and Young Oversample sampling techniques have been reinstated in the Atlanta and Miami markets.

Online Version of the Consumer Booklet - Scarborough Internet Survey Application (SISA)

Respondents who provide an email address during the telephone interview are initially asked to complete the SISA survey instead of a mailed paper booklet. If the respondent does not complete the booklet online, he or she then reverts to receiving the standard follow-up mailings of the paper booklet.

Analyses from previous fieldwork periods indicated that Hispanics and Black/African-Americans respond better to paper booklets. In order to improve quality returns, effective Release 1, 2015, Hispanic and Black/African-American respondents were sent paper booklets first, then offered SISA at the end of the mailing treatment process.

For Release 2 2014 (Release 1 2014 and Release 2 2014 6 month periods combined) 29,353 respondents completed the SISA version of the consumer booklet. This number includes SISA First respondents and respondents who did not respond to the multiple paper booklet mailings and were offered SISA as a final attempt to collect the product information. For information regarding the number of SISA completes by market, please contact your local sales representative.

Telephone Questionnaire Changes

Ethnic Descent will be asked in all markets among Hispanic adults beginning in Release 1 2015. The question was previously asked only in Chicago, Dallas, Fresno, Houston, Los Angeles, Miami, New York, Phoenix, Sacramento, San Antonio and San Francisco. Three additional responses were also added to the question list. The new data will be reported in the current six-month database.

Change from: Are you:

- Cuban
- Mexican, Mexican-American, Chicano
- Puerto Rican
- Other

Change to: Are you:

- Central American
- Cuban
- Mexican, Mexican-American, Chicano
- Puerto Rican
- South American
- Other Caribbean
- Other

Type of electronic device used to read newspaper includes additional responses beginning in Release 1 2015. The question subcategory text has also been updated to reflect the updated responses. The new data will be reported in the current six-month database.

Change from: Type of mobile device used to read newspapers:

- iPad
- Other tablet computer
- iPhone
- Other smartphone
- Other mobile device

Change to: Type of electronic device used to read newspapers:

- iPad
- Samsung Galaxy Tab
- Other tablet
- iPhone
- Samsung Galaxy smartphone
- Other smartphone
- Other electronic device

Type of Internet Connection has moved from the consumer booklet to the telephone questionnaire beginning in Release 1 2015. The data will be reported in the twelve-month database. To aid in classification, a clarifier was added to each connection type within the phone interview text.

Internet Service Provider (ISP) has moved from the consumer booklet to the telephone questionnaire and has changed from a personal measurement to a household measurement beginning in Release 1 2015. The data will be reported in the current six-month database.

Other Changes

An Updated Privacy Policy is included on Cell-Phone Only/Address Based Sample (ABS/CPO) mailer.

Major/Department stores shopped past 3 months not 30 days and **Malls shopped past 3 months not 30 days** sub-categories have been removed from the database. Major/Department stores shopped and Malls shopped will continue to be reported for past 3 months and past 30 days. Data for these removed sub-categories can still be created in PRIME Lingo® using the custom definitions tool.

Supplemental Sample Target Changes

The following client-purchased supplemental sample targets changed for the Release 1 2015, six-month interviewing period.

<u>Market</u>	<u>County</u>	<u>Supplemental Target Intab Change</u>
Grand Rapids	Kalamazoo, MI	45 Removed
Greenville	Spartanburg, SC	50 Removed
San Francisco	Sonoma, CA	75 Added
Tampa	Polk, FL	75 Removed

Nielsen DMA Definition Changes

The following market's DMA® definitions have changed to reflect Nielsen's 2015 definitions.

<u>Market</u>	<u>County</u>	<u>Change</u>
Denver	Keith, NE	Added
Oklahoma City	Okfuskee, OK	Removed
Portland	Morrow, OR	Removed
Tulsa	Okfuskee, OK	Added

Looking Ahead

Fieldwork Dates: Release 2 2015 (R215) and Release 1 2016 (R116)

Scarborough's markets are fielded in three groups (waves designated Red, White or Blue). Each six-month fieldwork period represents one-half of the data set for each release.

Consumer booklet and television diary close dates span across several weeks in order to maximize return rates. The close date for each market is based on data delivery dates. The exact close date for each market is reported in the sample performance tables that accompany the data:

Release & Wave	Phone Start	Phone Close	Booklet/Diary Close
R215 Red	02/03/15	07/25/15	08/24/15 - 09/21/15
R215 White	03/03/15	08/22/15	09/21/15 - 10/19/15
R215 Blue	03/31/15	09/19/15	10/19/15 - 11/16/15
R116 Red	08/04/15	01/23/16	02/22/16 - 03/21/16
R116 White	09/01/15	02/20/16	03/21/16 - 04/18/16
R116 Blue	09/29/15	03/19/16	04/18/16 - 05/16/16

Key Dates for the Consumer Booklet

The following dates indicate opportunities for clients and prospective clients to give recommendations for changes in store lists in the consumer booklet for Release 1 2016. Please note the e-mail schedule stretches across several days for each wave.

Wave	Booklets e-mailed to clients	Date due from Clients
Red Wave	04/07/15 – 04/16/15	04/28/15 – 05/07/15
White Wave	05/07/15 – 05/18/15	05/29/15 – 06/09/15
Blue Wave	06/05/15 – 06/18/15	06/26/15 – 07/10/15

Recommendations for store list updates and booklet category changes are accepted throughout the year. Input may be e-mailed to carissa.browning@nielsen.com.

For more detailed information on the topics in this bulletin, please contact your local sales representative.

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