



Constant Contact Survey Results

Survey Name: 2013 USA Economic Impact Surveys

Response Status: Partial & Completed

Filter: None

7/22/2013 4:02 PM CDT

* The station and/or licensee is considering a multi-station merger:(check all being considered)

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|--------------------------------|----|------|-----------------------|----------------|
| Radio-Radio | | | 8 | 5.4 % |
| Radio-TV | | | 8 | 5.4 % |
| Sale of Station | | | 4 | 2.7 % |
| Purchase of Station | | | 6 | 4.1 % |
| No change is being considered. | | | 116 | 79.4 % |
| Other | | | 9 | 6.1 % |
| Totals | | | 146 | 100% |



The station and/or licensee is considering an operational consolidation:(check all being considered)

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|---|----|------|-----------------------|----------------|
| Financial services and systems (including budgeting, accounting function and system, payroll and financial reporting) | | | 5 | 3.5 % |
| Human resources (including recruitment, benefits administration). | | | 4 | 2.8 % |
| Engineering and IT services. | | | 9 | 6.4 % |
| Development for membership and underwriting, including combined Contact/Customer Management System, databases, underwriting rate cards, traffic, etc. under central management. | | | 21 | 15.1 % |
| No operational consolidation is being considered. | | | 105 | 75.5 % |
| Other | | | 10 | 7.1 % |
| Totals | | | 139 | 100% |



The station and/or licensee is considering a content collaborative partnership:(check all being considered)

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|--|----|------|-----------------------|----------------|
| Consolidated newsrooms - Stations combine news operations under a single news executive (e.g. SVP/VP, News, or Managing Editor). | | | 16 | 11.7 % |
| Consolidated music or other programming - Will create a minimum of 20 original weekly hours of broadcast material. | | | 4 | 2.9 % |
| No content collaborative is being considered. | | | 96 | 70.5 % |
| Other | | | 23 | 16.9 % |
| Totals | | | 136 | 100% |

How much annual cash support does your station receive from your university, college, school system, *or state agency? (Cash support is defined as licensee payment of salaries, benefits, utilities, lease expenses, etc. INCLUDE DIRECT CASH SUPPORT FROM YOUR STATE. DO NOT INCLUDE IN-KIND SUPPORT.)

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|-----------------------|----|------|-----------------------|----------------|
| \$0 | | | 26 | 17.2 % |
| \$1 - \$49,999 | | | 3 | 1.9 % |
| \$50,000 - \$149,999 | | | 19 | 12.5 % |
| \$150,000 - \$299,999 | | | 27 | 17.8 % |
| \$300,000 - \$599,999 | | | 33 | 21.8 % |
| \$600,000 - \$899,999 | | | 9 | 5.9 % |
| \$900,000 and over | | | 10 | 6.6 % |
| No Response(s) | | | 24 | 15.8 % |
| Totals | | | 151 | 100% |

*What percentage of the total budget does your licensee cash support represent? (Include direct cash support from your state if applicable.)

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|----------------|----|------|-----------------------|----------------|
| 0% | | | 22 | 14.5 % |
| 1 - 10% | | | 21 | 13.9 % |
| 11 - 20% | | | 23 | 15.2 % |
| 21 - 30% | | | 21 | 13.9 % |
| 31 - 40% | | | 12 | 7.9 % |
| 41 - 50% | | | 9 | 5.9 % |
| 51% and more | | | 14 | 9.2 % |
| No Response(s) | | | 29 | 19.2 % |
| Totals | | | 151 | 100% |

*****In regards to imposed service fees or administrative overhead charges paid by the station to the university, college, school system, or state we anticipate

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|--|----|------|-----------------------|----------------|
| no changes. | | | 88 | 58.2 % |
| the university will start charging for services once free. | | | 4 | 2.6 % |
| an increase in charges imposed. | | | 19 | 12.5 % |
| a decrease in charges imposed. | | | 2 | 1.3 % |
| Other | | | 5 | 3.3 % |
| No Response(s) | | | 33 | 21.8 % |
| Totals | | | 151 | 100% |

Please enter the information indicated below.

| Answers | Number of Response(s) |
|---------------------------------|-----------------------|
| First Name | 99 |
| Last Name | 99 |
| Company Name | 98 |
| City | 97 |
| State/Province (US/Canada) | 101 |