

Local Radio Market Analysis

Category	% Revenue	18-34	35-54
Retail	20	30	50
Financial Services	5	30	50
Auto	20	40	50
Telecom	15	50	30
Travel	5	25	60
Consumer Package Goods	10	40	40
Consumer Electronics	5	50	30
Pharma & Healthcare	5	30	50
Media	5	50	30
Entertainment	5	50	30
Other	5		
	100		

Country

Hits

AC

Rock

News

MOR

R&B

Other

Local Radio Market Analysis

Format	% Audience	% Revenue	Power Ratio
Country	10	8	0.8
Hits	15	15	1
Adult Contemp	15	20	1.33
Rock	15	20	1.33
News/Talk	10	15	1.5
MOR	10	13	1.3
R&B	10	5	0.5
Other	15	4	0.26
Totals	100	100	1

Local Radio Market Analysis

Demo	18-34			
	%Audience	% Revenue	Power Ratio	
	65	65	1	
Format				
Country	5	5	1	
Hits	20	20	1	
Adult Contemp	20	35	1.75	
Rock	20	15	0.75	
News/Talk	10	10	1	
MOR	10	5	0.5	
R&B	10	5	0.5	
Other	5	5	1	
Totals	100	100	1	

35-54

%Audience % Revenue Power Ratio

20 25 1.25

10 8 0.8

10 4 0.4

20 25 1.25

15 15 1

20 25 1.25

15 15 1

5 3 0.6

5 5 1

100 100 1