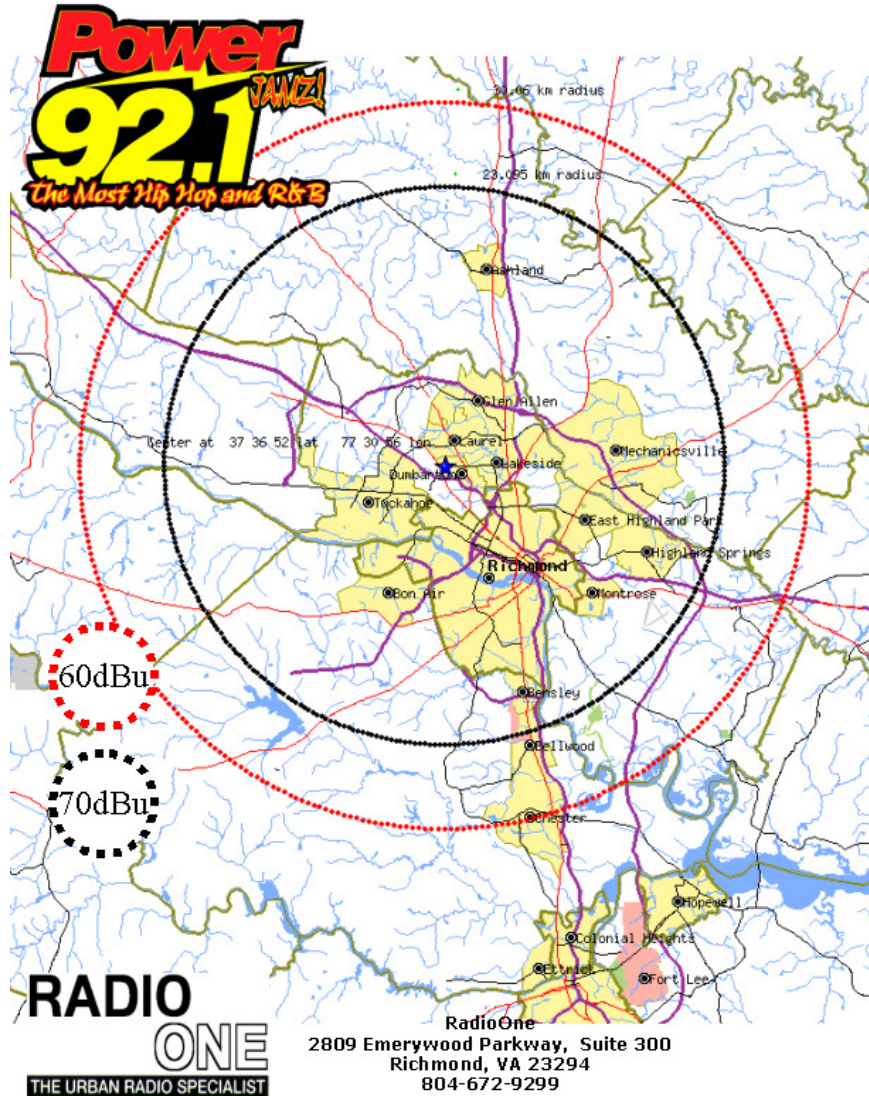




WCDX- iPOWER 92.1 FM



2008 Research Director, Reports

- TT Torrez Delivering 18-34 Year-Old Consumers in Midday: #1 in Market Adults and Women 18-34 years old 10AM-3PM
- More than half (57%) of WCDX-FM's Women 25-54 are listening in-car during drive time exceeding the market by 24%
- 72% of WCDX-FM's Adults 25-54 are first preference listeners.

Listener Profile: 59% Female - 41% Male

- Key Demo: 18-34
- 51% College-educated
- 79% Employed
- 65% Employed Full-time
- 47% Managers/Sales/Professionals
- 47% White Collar
- 32% Blue Collar
- 47% Renters
- 42% Homeowners
- 50% Household income \$50k+
- 61% Households with children