

MORE COMPELLING TALK RADIO

PURCHASING POWER

AMONG NEWS TALK LISTENERS 18+

- 85% own a residence
- More than 72% earn a household income of \$50,000+
- 66% are employed full/part time
- More than 52% earn a household income of \$75,000+

LEISURE ACTIVITIES

AMONG NEWS TALK LISTENERS 18+

- 82% more likely to have participated in downhill skiing in the past year
- 67% more likely to have participated in backpacking in the past year
- 63% more likely to have participated in golf in the past year
- 57% more likely to have participated in woodworking in the past year

LIFESTYLE PURCHASES

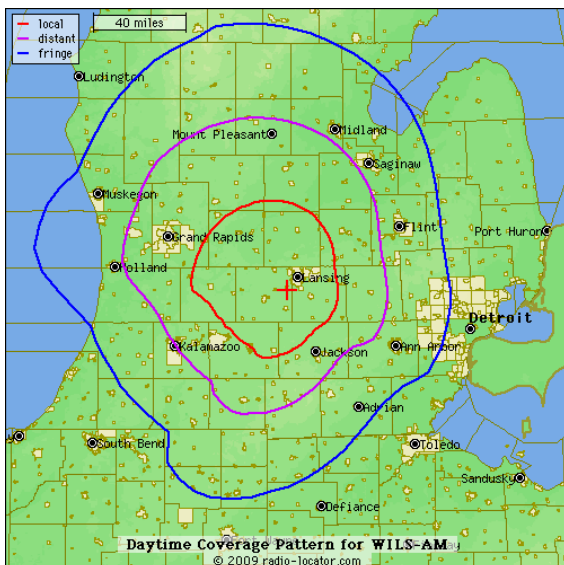
AMONG NEWS TALK LISTENERS 18+

- 119% more likely to have spent \$2000 in home improvements in the past year
- 83% more likely to personally own any mutual funds (bonds)
- 57% more likely to have spent \$40,000 on the most recent vehicle bought/leased

- 55% more likely to have spent \$1500 or more on fine jewelry in the past year
- 49% more likely to have 3 or more working cell phones
- 36% more likely to have purchased/leased most recent vehicle with a credit union loan

***RAB/MRI Gold Digger Report for News/Talk Formats**

WILS COVERAGE MAP



THE NEWS TALK AUDIENCE

45128% ARE AGE 35-64
45981% ARE MALE
541029% ARE FEMALE

***RAB/MRI Radio Format Profile**

WILS STANDARDS PROVIDE MORE VALUE

- 12 COMMERCIAL UNITS PER HOUR MAXIMUM
- COMPETITIVE SEPARATION WITHIN STOP SETS
- 3-1 MAKE GOOD POLICY
- AWARD WINNING PRODUCTION SERVICES FREE
- EFFECTIVE SCHEDULING STRATEGIES
- ACCURATE AND TIMELY BILLING
- LOCALLY OWNED AND LOCALLY INVOLVED