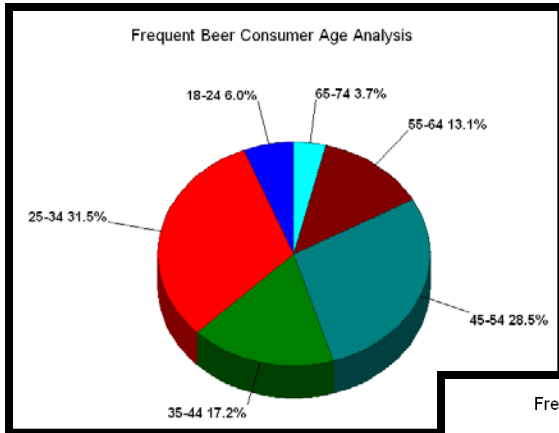




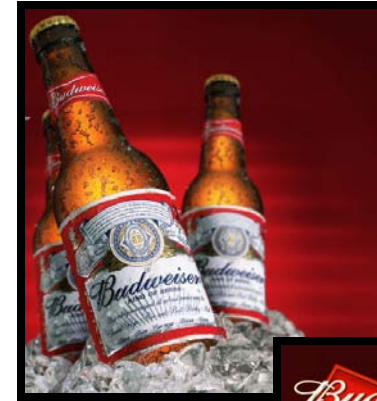
## Reaching Frequent Beer Consumers In the Lexington Market

Clear Channel – Lexington, KY  
November, 2006

# Profile of Frequent Beer Consumer in Lexington Market



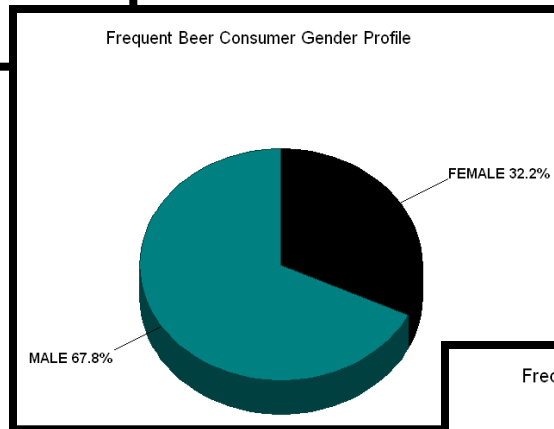
77.9% 21-49



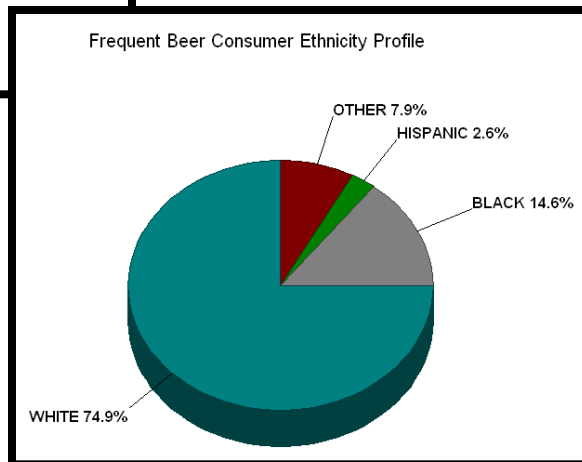
Report: TARGET MARKET PROFILE REPORT  
 Market: LEXINGTON, KY for APR-MAY 2006  
 Bases: GENERAL BASE = ADULTS AGE 18+  
 Target: PAST 2-WEEKS DRANK BEER ON 5+ DAYS

Base Population: 393,400

Market Profile Groups	Target Profile Percent
MALES AGE 18 +	67.8
FEMALES AGE 18 +	32.2
AGE 18-20	*
AGE 21-24	6.0
AGE 25-34	31.5
AGE 35-44	17.2
AGE 45-49	23.2
AGE 50-54	5.2
AGE 55-64	13.1
AGE 65-74	3.7
AGE 75 +	*
RACE-WHITE	74.9
RACE-BLACK	14.6
RACE-HISPANIC	2.6
RACE-ASIAN	*
RACE-OTHER	7.9
UNDER \$25000	15.4
\$25000-\$34999	15.4
\$35000-\$49999	35.2
\$50000-\$74999	16.1
\$75000 PLUS	18.0
H.S. OR LESS	6.7
H.S. GRADUATE	24.3
SOME COLLEGE	26.6
COLLEGE DEGREE	35.2
ADVANCED DEGREE	6.7

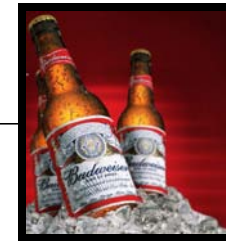


68% Male



75% White

# Media Day Analysis



Report: MEDIA DAY ANALYSIS  
 Market: LEXINGTON, KY for APR-MAY 2006  
 Bases: GENERAL BASE = ADULTS AGE 18+  
 Target: PAST 2-WEEKS DRANK BEER ON 6 + DAYS

THE MEDIA AUDIT

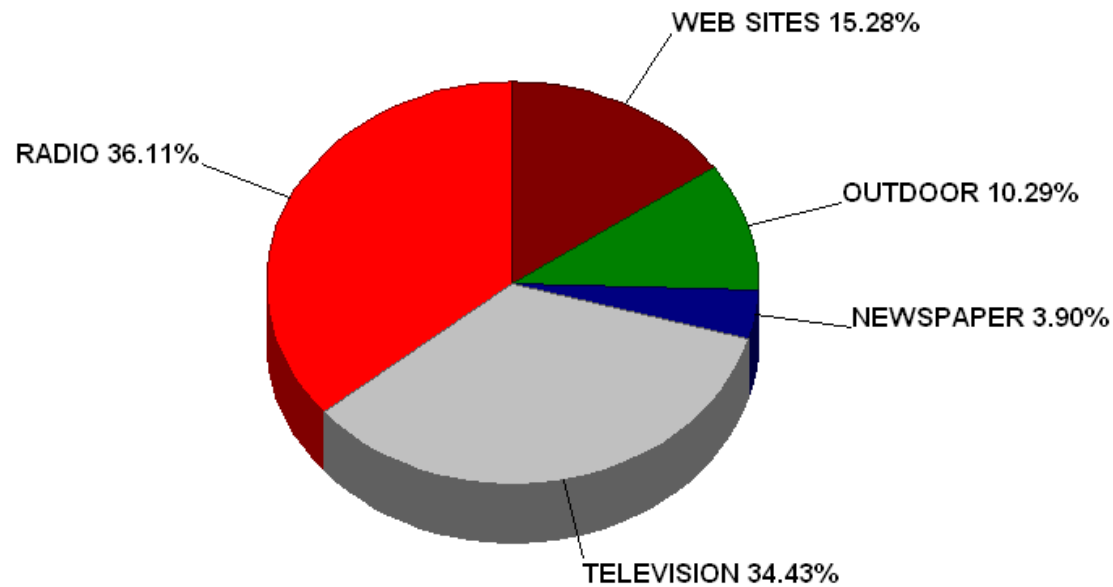
Target Market

Base Population: 393,400

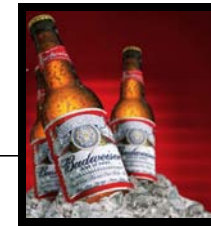
Target Percent: 6.8

Target: 26,700

**Frequent Beer Consumers Spend Over 36% of Their Media Day with Radio**



# Clear Channel Listeners are 43% More Likely Than the Market Average to be FREQUENT BEER CONSUMERS

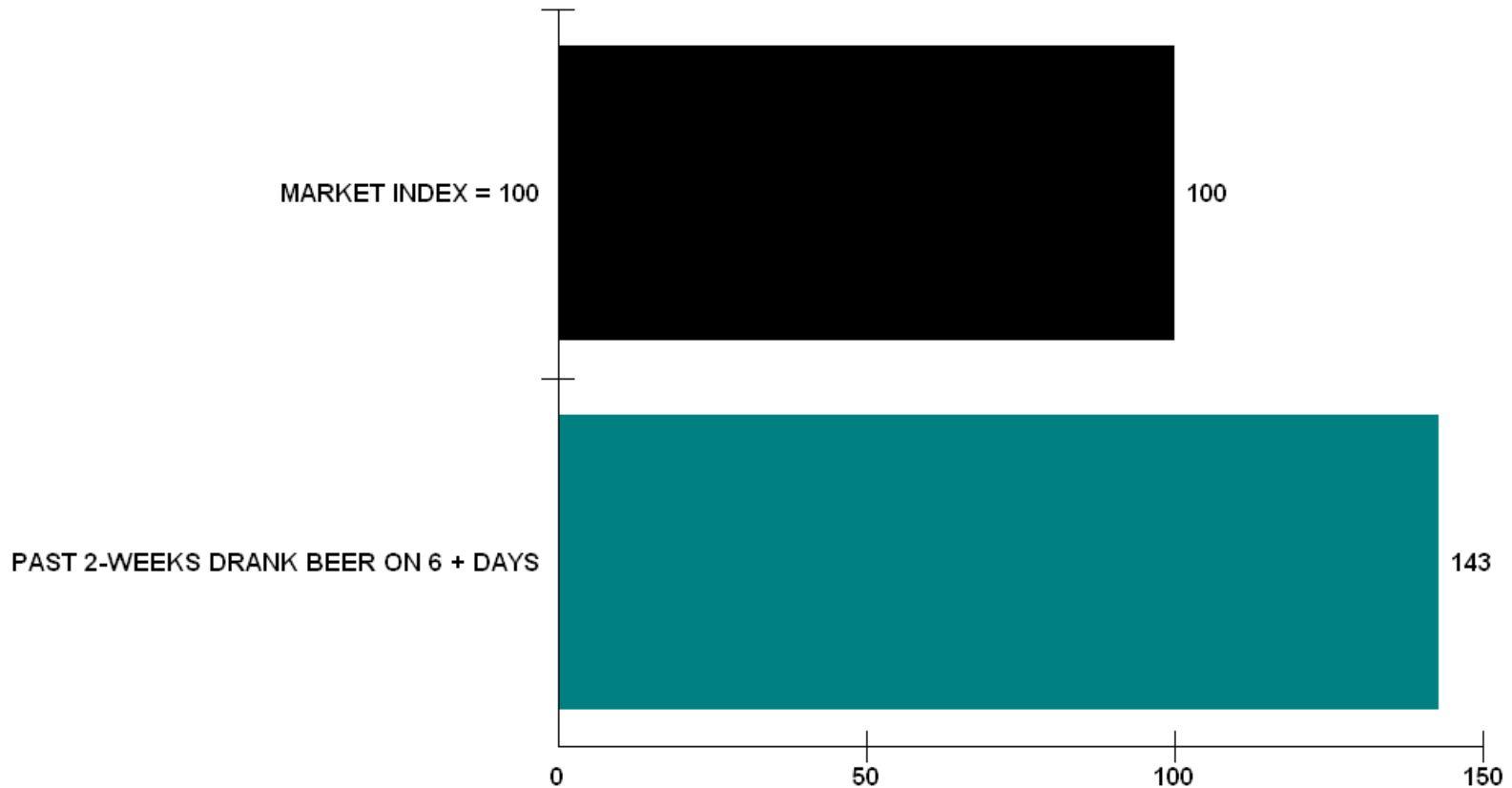


Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA  
Market: LEXINGTON, KY for APR-MAY 2006  
Bases: GENERAL BASE = ADULTS AGE 18+  
Media: CLEAR CHANNEL RADIO

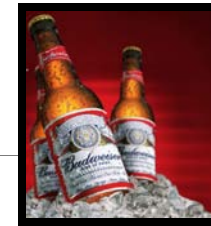
THE MEDIA AUDIT

Cume Index

## Clear Channel Radio - Lexington



# Clear Channel Stations are Highly Targeted In Reaching Frequent Beer Consumers



Report: RANKER REPORT  
 Market: LEXINGTON, KY for APR-MAY 2006  
 Bases: GENERAL BASE = ADULTS AGE 18+  
 Target: PAST 2-WEEKS DRANK BEER ON 6 + DAYS

THE MEDIA AUDIT

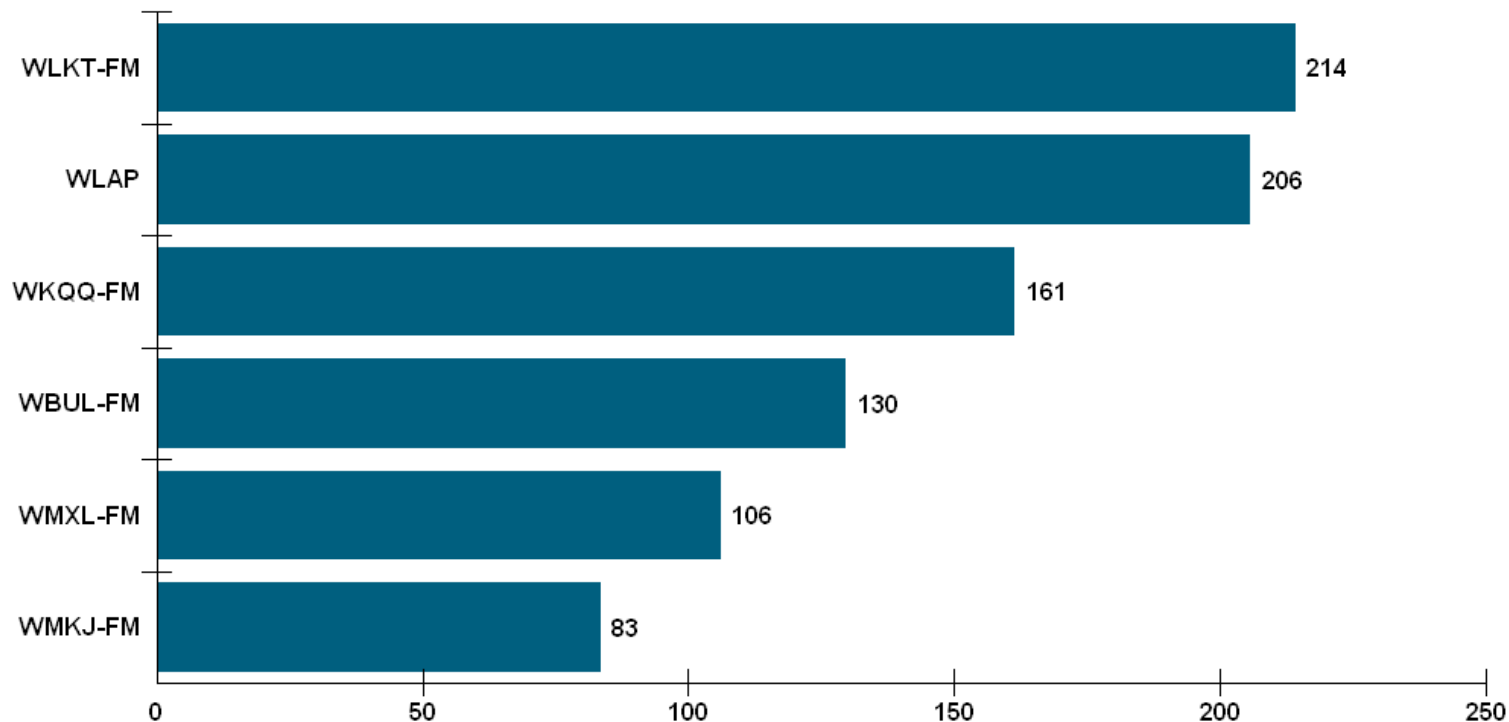
Cume Index

Base Population: 393,400

% In Target: 6.8%

Target Persons: 26,700

## Frequent Beer Consumers



# Clear Channel is THE Radio Cluster to Reach the MOST Frequent Beer Consumers



Report: RANKER REPORT  
 Market: LEXINGTON, KY for APR-MAY 2006  
 Bases: GENERAL BASE = ADULTS AGE 18+  
 Target: PAST 2-WEEKS DRANK BEER ON 6 + DAYS

THE MEDIA AUDIT

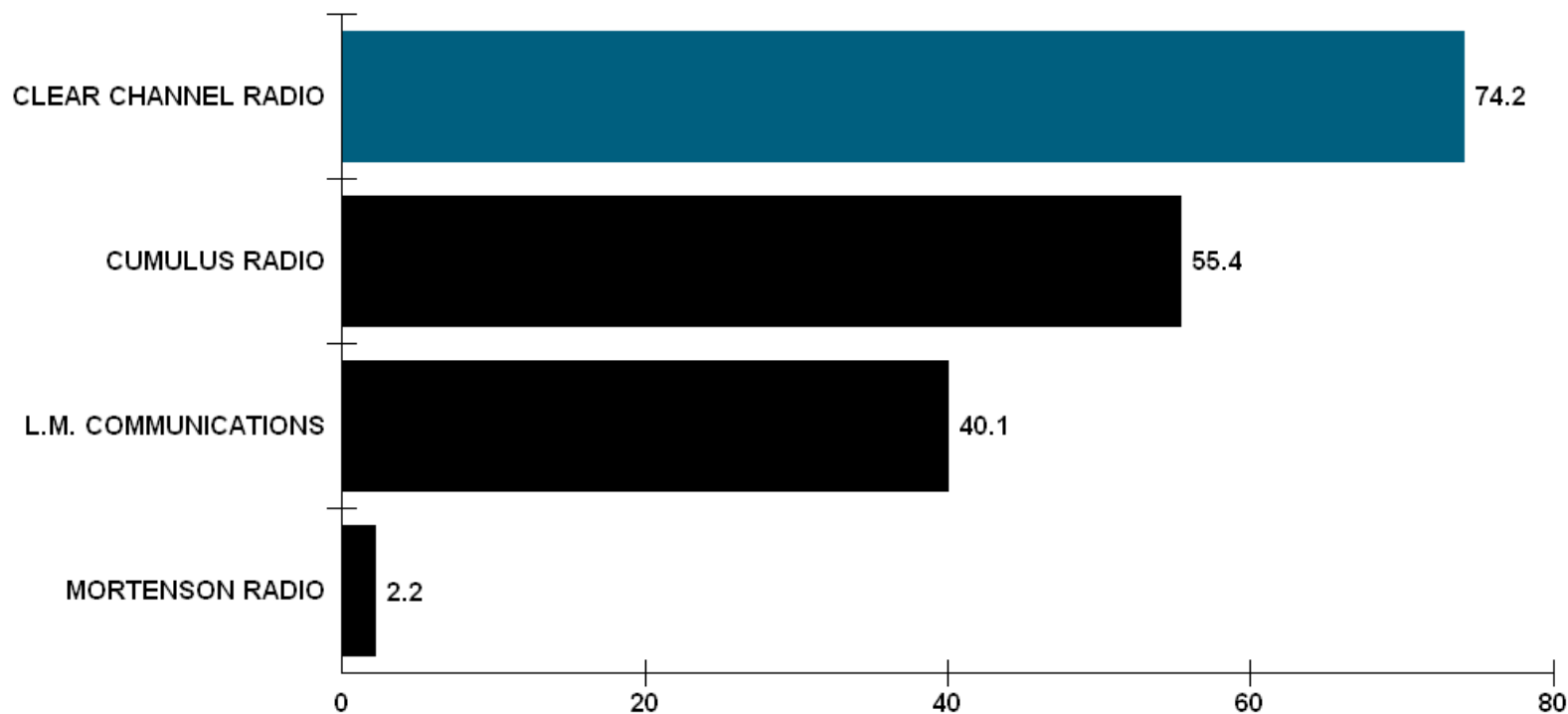
Cume Ratings

Base Population: 393,400

% In Target: 6.8%

Target Persons: 26,700

## Clear Channel Radio Reaches the MOST Frequent Beer Consumers



**Clear Channel Reaches 74.2% of Frequent Beer Consumers**