

Casino



Presented by
Kelly



Over 462,200 Adults in Denver Visited a Casino in the Past Year

Report: TARGET QUICK PROFILE
 Market: DENVER, CO for MAY-JUN/OCT-NOV 2008
 Bases: ADULTS AGE 18+
 Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR
 Base Population: 2,019,115

THE MEDIA AUDIT

All Groups
 TOTAL

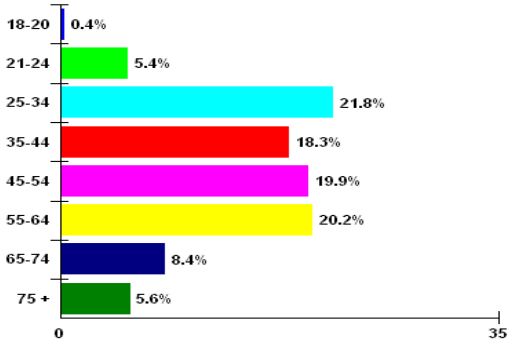
% in Target: 22.9

Target Persons: 462,297

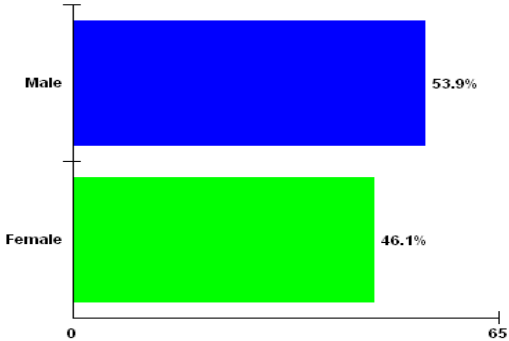
Target Profile

Total Income: \$32,149,682,750
Mean Income: \$69,543
Mean Age: 47
Home Owners: 78%
Mean Home Value: \$278,994
Mean Miles Past Week: 194

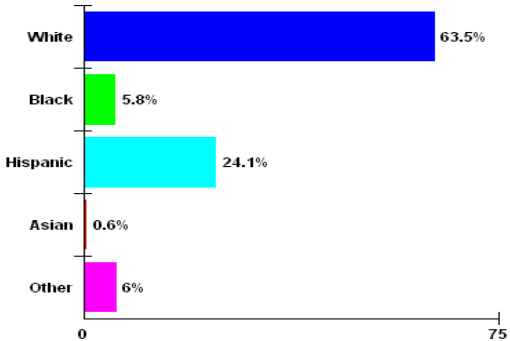
Age Analysis



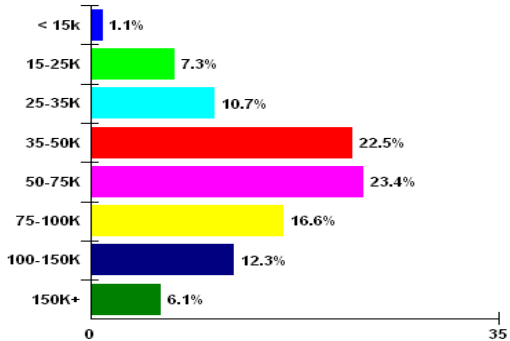
Gender Profile



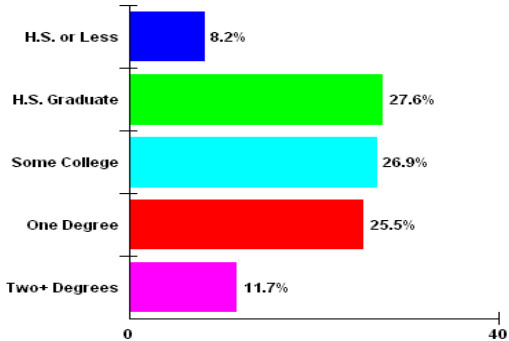
Ethnicity Profile



Annual Income



Education Profile



80% of Denver Casino Gamers are age 25-64; they also index high for **Black & Hispanic**

THE MEDIA AUDIT TARGET MARKET PROFILE REPORT

REPORT MARKET: DENVER, CO
 REPORT BASE: ADULTS AGE 18+
 REPORT PERIOD: MAY-JUN/OCT-NOV2008
 TARGET: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR

BASE POPULATION: 2,019,115

% IN TARGET: 22.9%

MARKET PROFILE GROUPS	MARKET PROFILE PERCENT	TARGET PROFILE PERCENT	INDEX 0	100
GENDERS--MALE	50.0	53.9	107	
GENDERS--FEMALE	50.0	46.1	92	
AGES--18-20	5.9	0.4	5	
AGES--21-24	6.2	5.4	87	
AGES--25-34	20.1	21.8	108	
AGES--35-44	20.7	18.3	88	
AGES--45-49	10.4	10.1	97	
AGES--50-54	9.5	9.8	102	
AGES--55-64	14.2	20.2	141	
AGES--65-74	6.9	8.4	122	
AGES--75 +	6.2	5.6	90	
ETHNICITY--WHITE	65.6	63.5	96	
ETHNICITY--BLACK	4.6	5.8	127	
ETHNICITY--HISPANIC	19.6	24.1	123	
ETHNICITY--ASIAN	3.5	0.6	15	
INCOME--< 15K	2.6	1.1	40	
INCOME--15K-25K	10.3	7.3	71	
INCOME--25K-35K	11.7	10.7	91	
INCOME--35K-50K	21.0	22.5	106	
INCOME--50K-75K	22.3	23.4	104	
INCOME--75K-100K	15.1	16.6	109	
INCOME--100K-150K	11.6	12.3	106	
INCOME--150K+	5.3	6.1	114	
EDUCATION--H.S. OR LESS	9.0	8.2	90	
EDUCATION--H.S. GRADUATE	26.6	27.6	103	
EDUCATION--SOME COLLEGE	25.2	26.9	106	
EDUCATION--COLLEGE DEGREE	25.2	25.5	101	
EDUCATION--ADVANCED DEGREE	13.8	11.7	84	

Denver Casino Gamers Spend a Significant Portion of their Time with Radio

Report: MEDIA DAY ANALYSIS, TV BREAKOUT
Market: DENVER, CO for MAY-JUN/OCT-NOV 2008
Bases: ADULTS AGE 18+
Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR
Base Population: 2,019,115

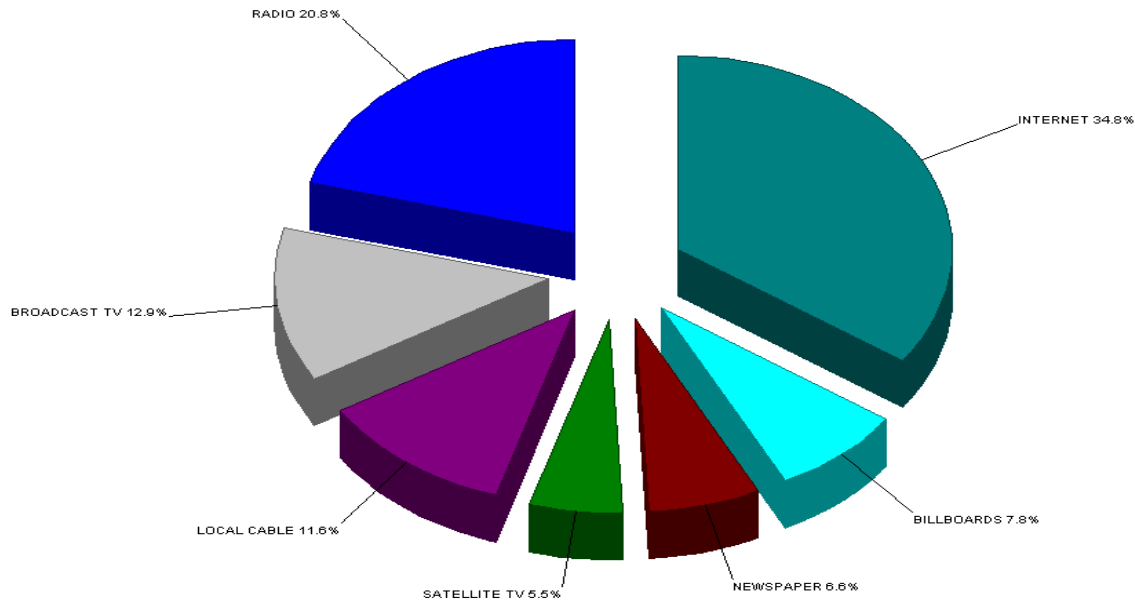
THE MEDIA AUDIT

Target Market

% In Target: 22.9%

Target Persons: 462,297

Casino Gamers Spend 2.5 hours daily with Radio



TOTAL MARKET PROFILE IS BASED ON 2,082 RESPONDENTS. TARGET MARKET PROFILE IS BASED ON 503 RESPONDENTS.

Denver Gamers and KQKS-FM Listeners Look very Similar When it Comes to Age

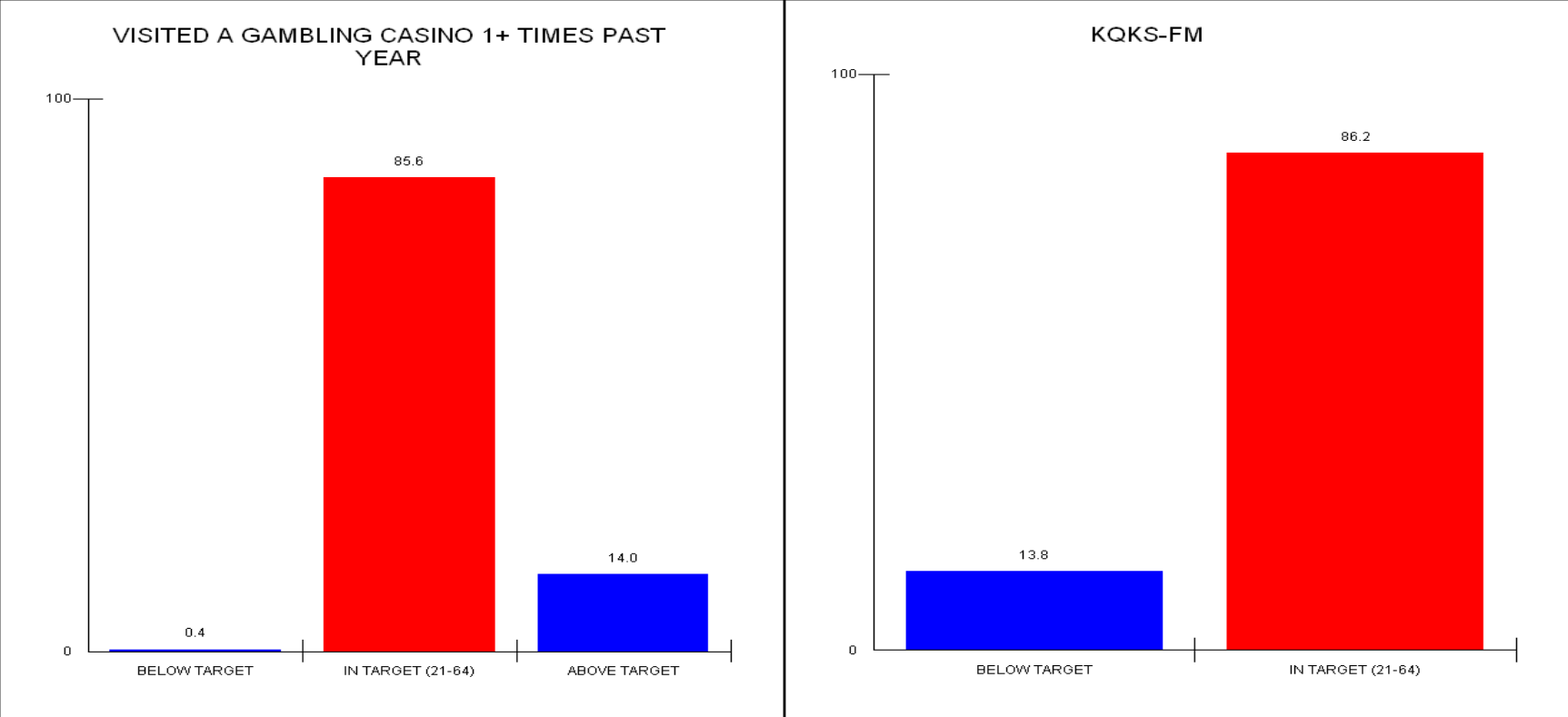
Report: AGE DEMO ANALYSIS
 Market: DENVER, CO for MAY-JUN/OCT-NOV 2008
 Bases: ADULTS AGE 18+
 Media: KQKS-FM
 Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR

THE MEDIA AUDIT

Total Market Persons: 2,019,115
 Total Market Persons: 2,019,115

Media Percent: 9.6%
 Target Percent: 22.9%

Media Persons: 194,258
 Target Persons: 462,297



MEDIA AUDIENCE ANALYSIS IS BASED ON 91 RESPONDENTS IN THE AUDIENCE OF THE MEDIA.
 MARKET PROFILE IS BASED ON 2,062 RESPONDENTS. TARGET PROFILE IS BASED ON 503 RESPONDENTS IN THE AUDIENCE OF THE MEDIA.

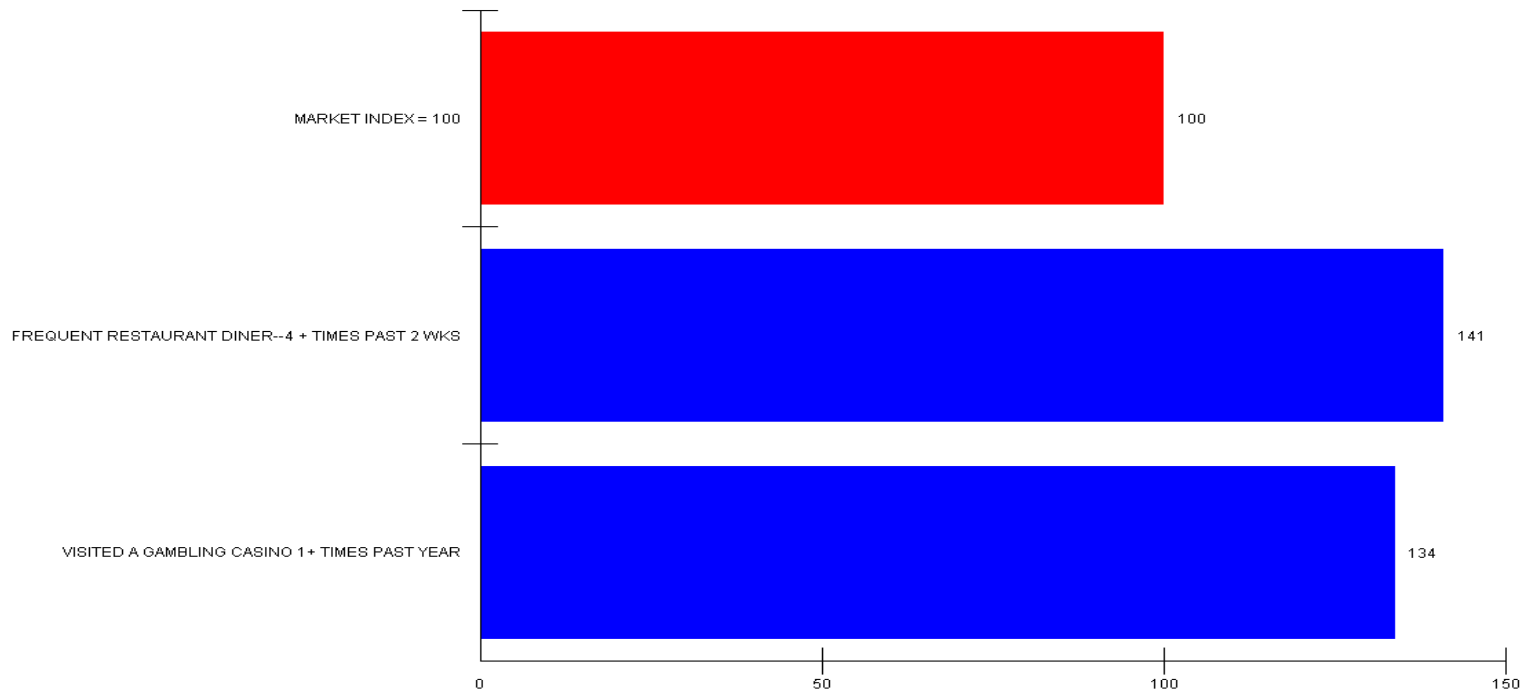
KQKS-FM is an Excellent Choice for Targeting Casino Gamers

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: DENVER, CO for MAY-JUN/OCT-NOV 2008
Bases: ADULTS--AGE 25-64
Media: KQKS-FM

THE MEDIA AUDIT

Cume Index

KQKS-FM Targets Casino-Goers and Frequent Diners



MARKET PROFILE IS BASED ON 1,418 RESPONDENTS. AUDIENCE PROFILE IS BASED ON 72 RESPONDENTS

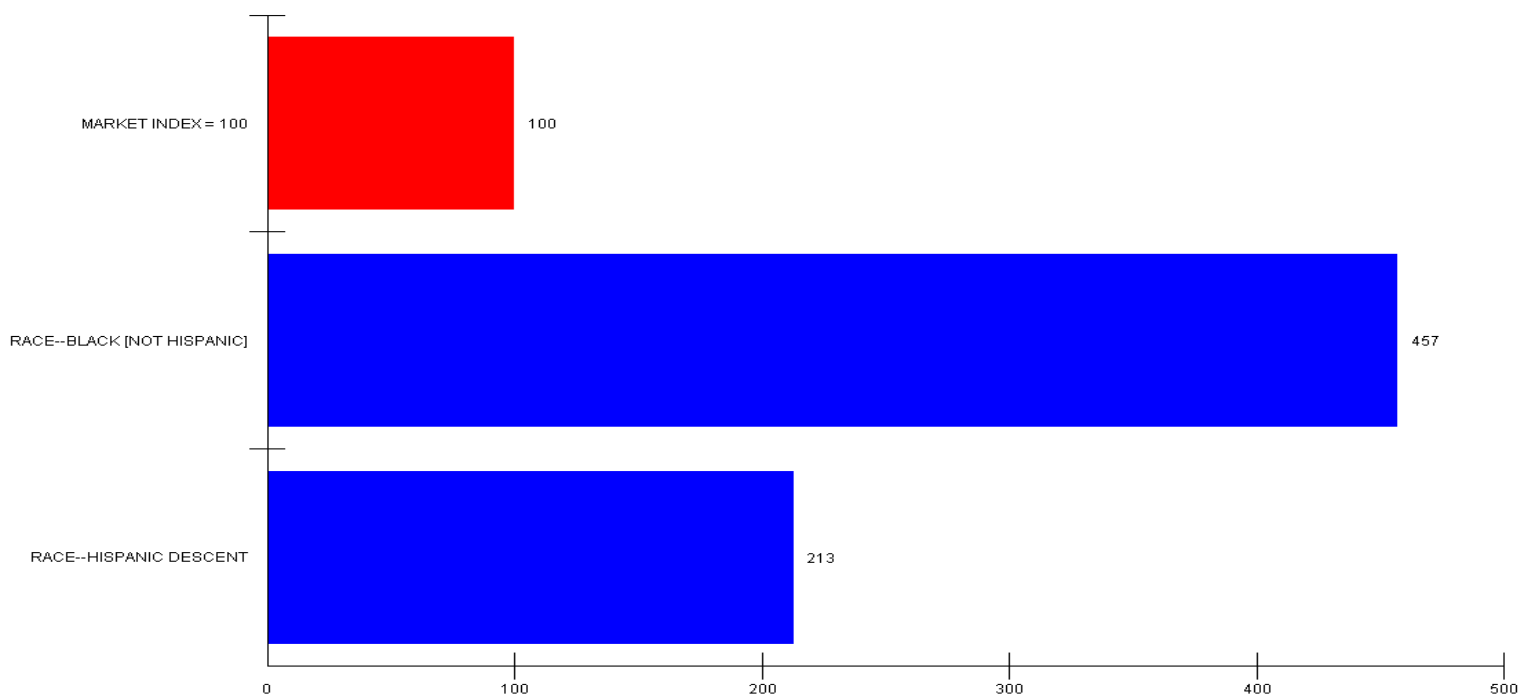
KQKS-FM Efficiently **Delivers** Hispanics & Blacks

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: DENVER, CO for MAY-JUN/OCT-NOV 2008
Bases: ADULTS--AGE 25-64
Media: KQKS-FM

THE MEDIA AUDIT

Cume Index

KQKS-FM Indexes High for Hispanics and Blacks



MARKET PROFILE IS BASED ON 1,418 RESPONDENTS. AUDIENCE PROFILE IS BASED ON 72 RESPONDENTS

KQKS-FM Listeners Lost Over \$259.8 Million Gambling in 2008

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT
Market: DENVER, CO for MAY-JUN/OCT-NOV 2008
Bases: ADULTS AGE 18+
Target: LOTTERIES AND PARI-MUTUEL AND GAMBLING LOSSES

THE MEDIA AUDIT

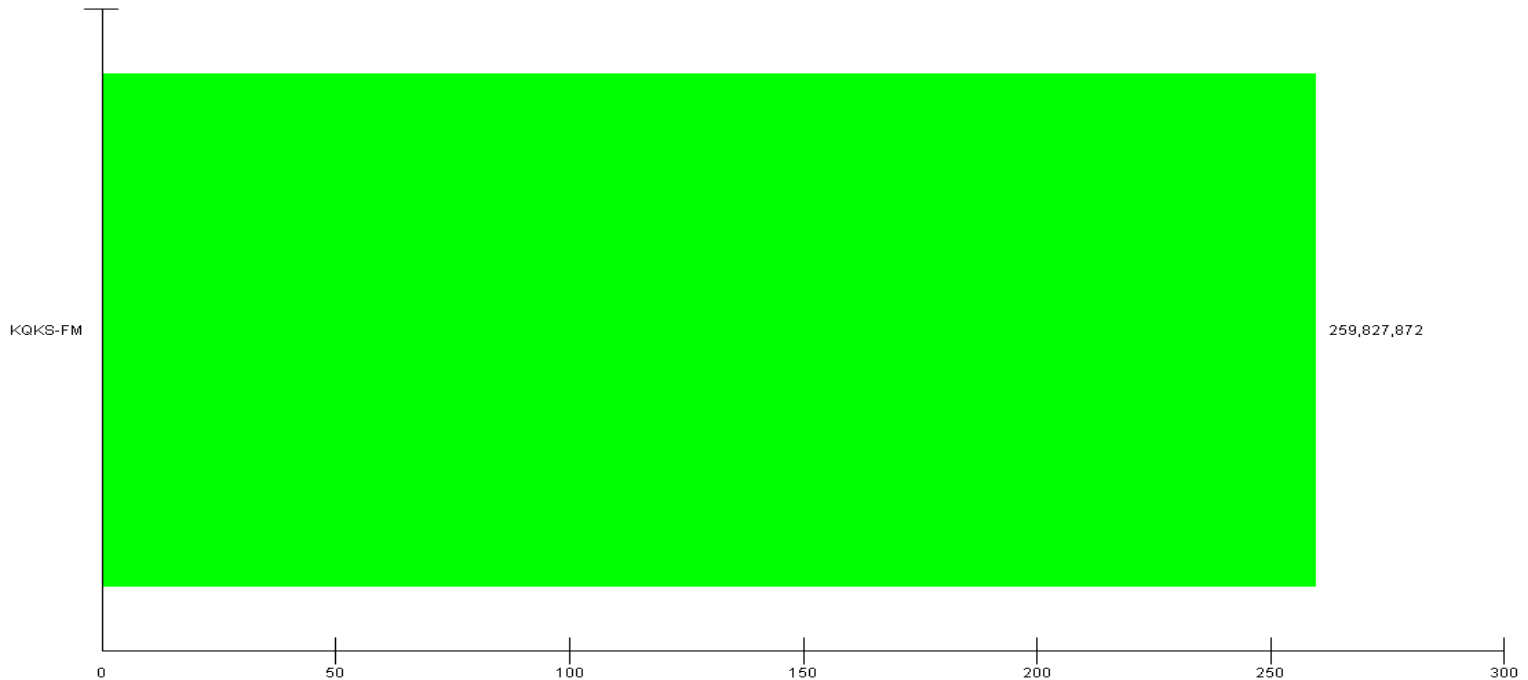
Total Expenditures -- Cume Rating \$'s

Base Population: 2,019,115

% In Target: 28.1%

Target Persons: 567,537

Total Expenditures -- Cume Rating \$'s



BASED ON 648 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 2,082 BASE # OF RESPONDENTS