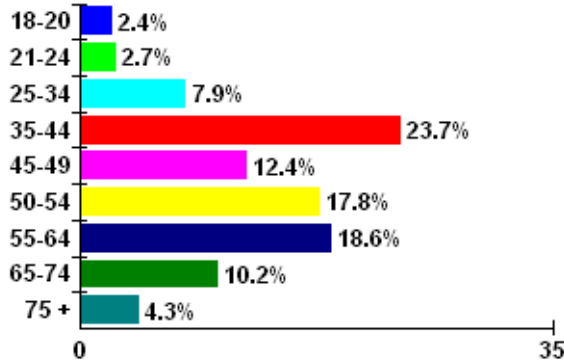


# WIP LISTENER PROFILE

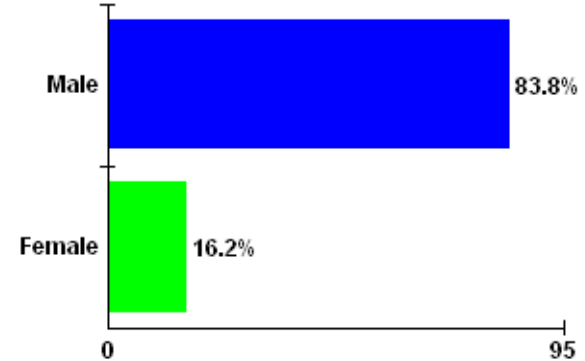
## Audience Profile

Total Income: \$28,034,500,000  
 Mean Income: \$83,860  
 Mean Age: 49  
 Home Owners: 89%  
 Mean Home Value: \$311,760  
 Mean Miles Past Week: 201

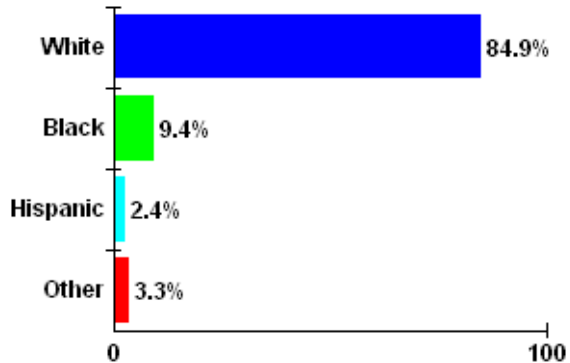
## Age Analysis



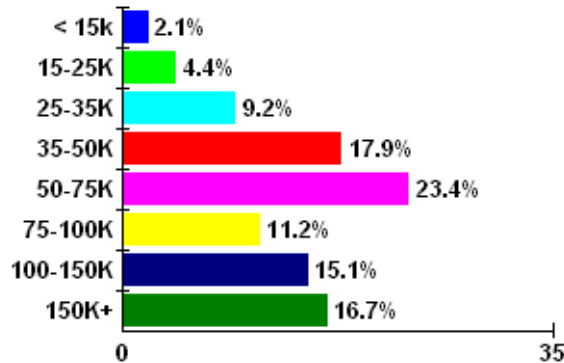
## Gender Profile



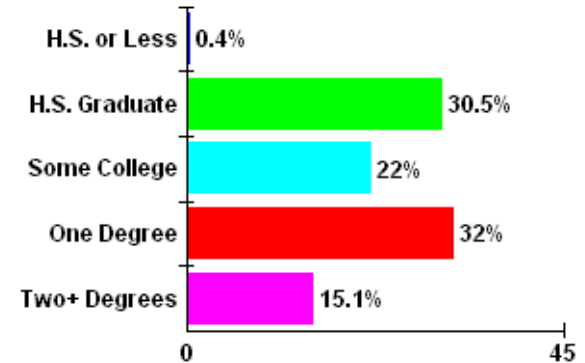
## Ethnicity Profile



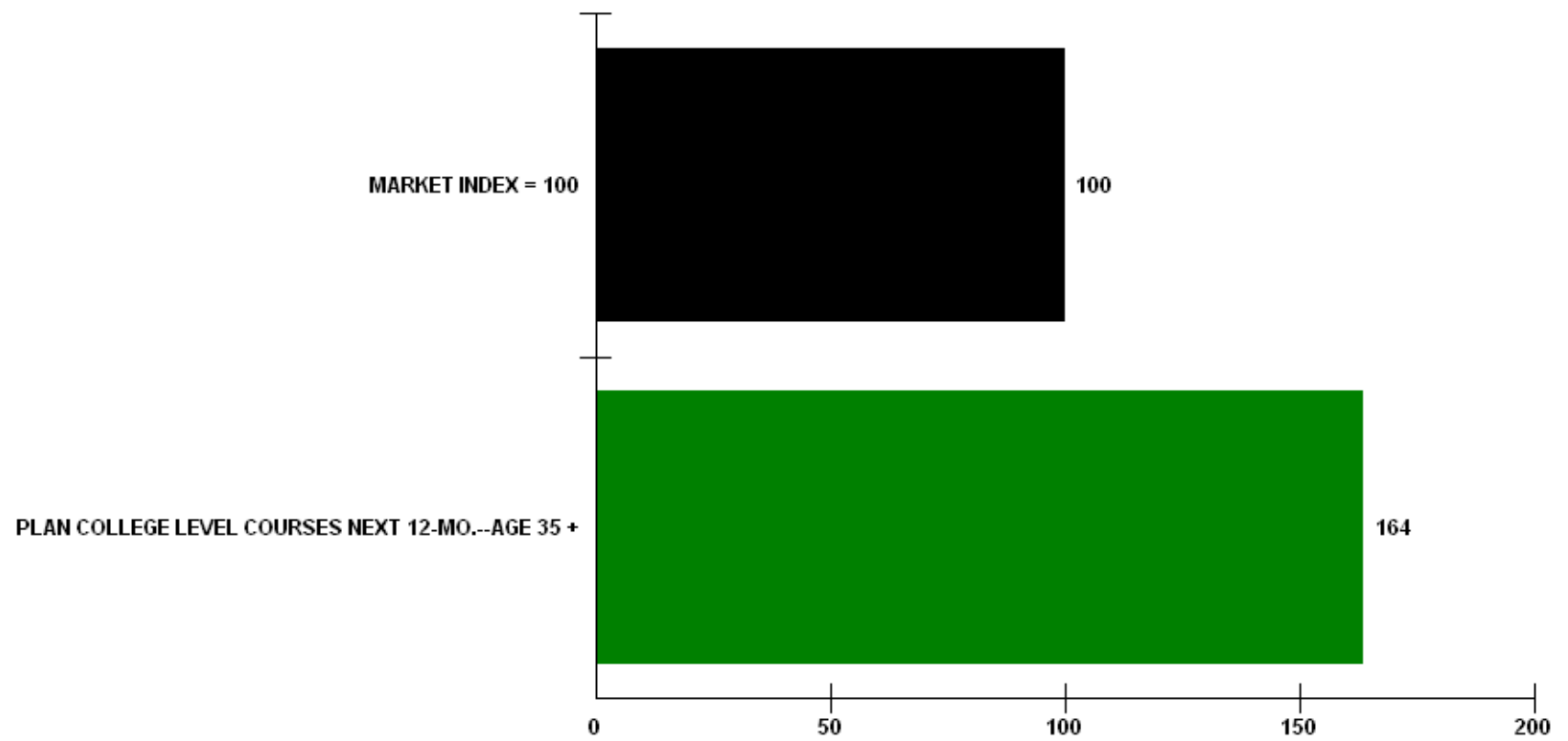
## Annual Income



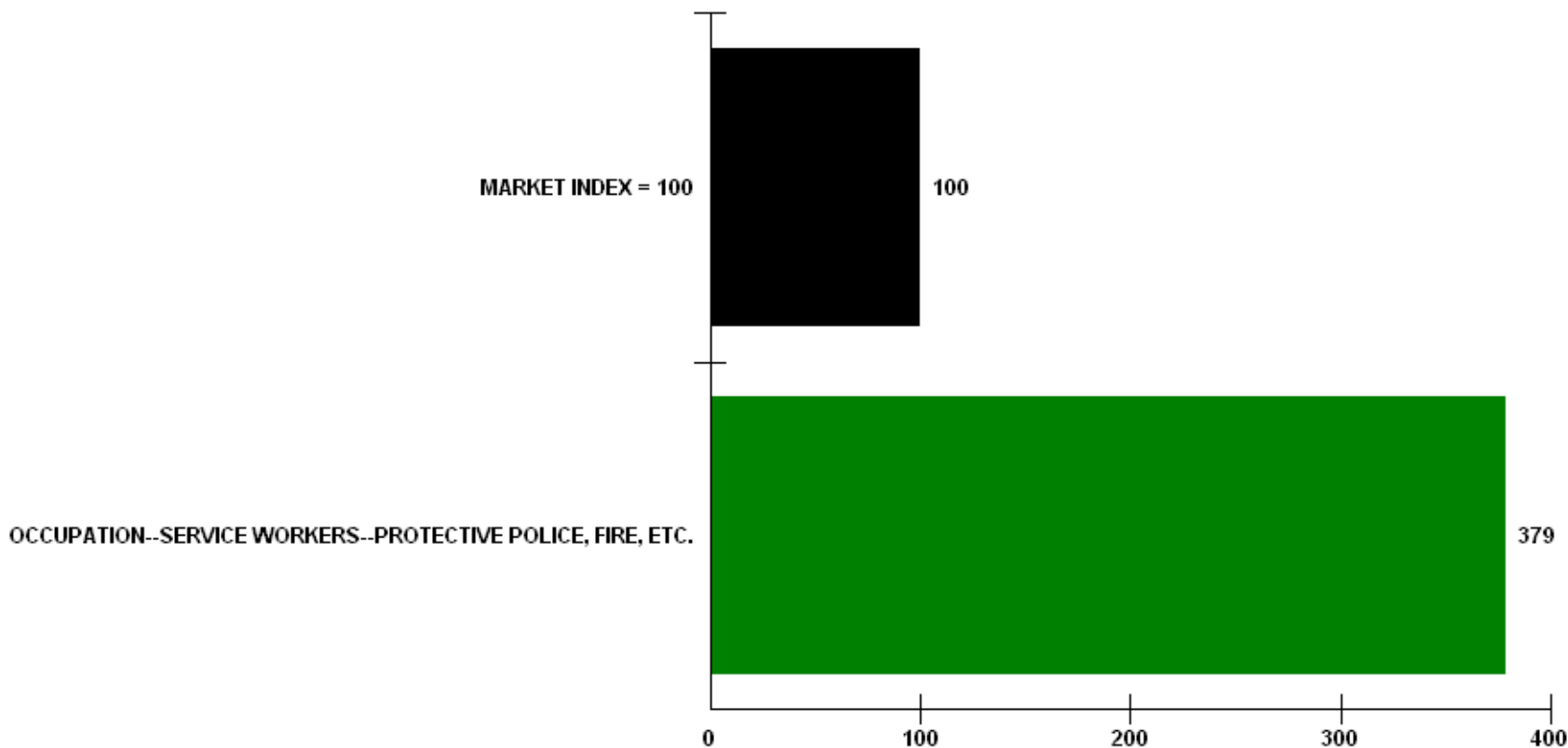
## Education Profile



### WIP Outperforms the Market in those Planning to Continue their Education



### WIP LISTENERS ARE 279% MORE LIKELY TO BE POLICE, FIRE, ETC.



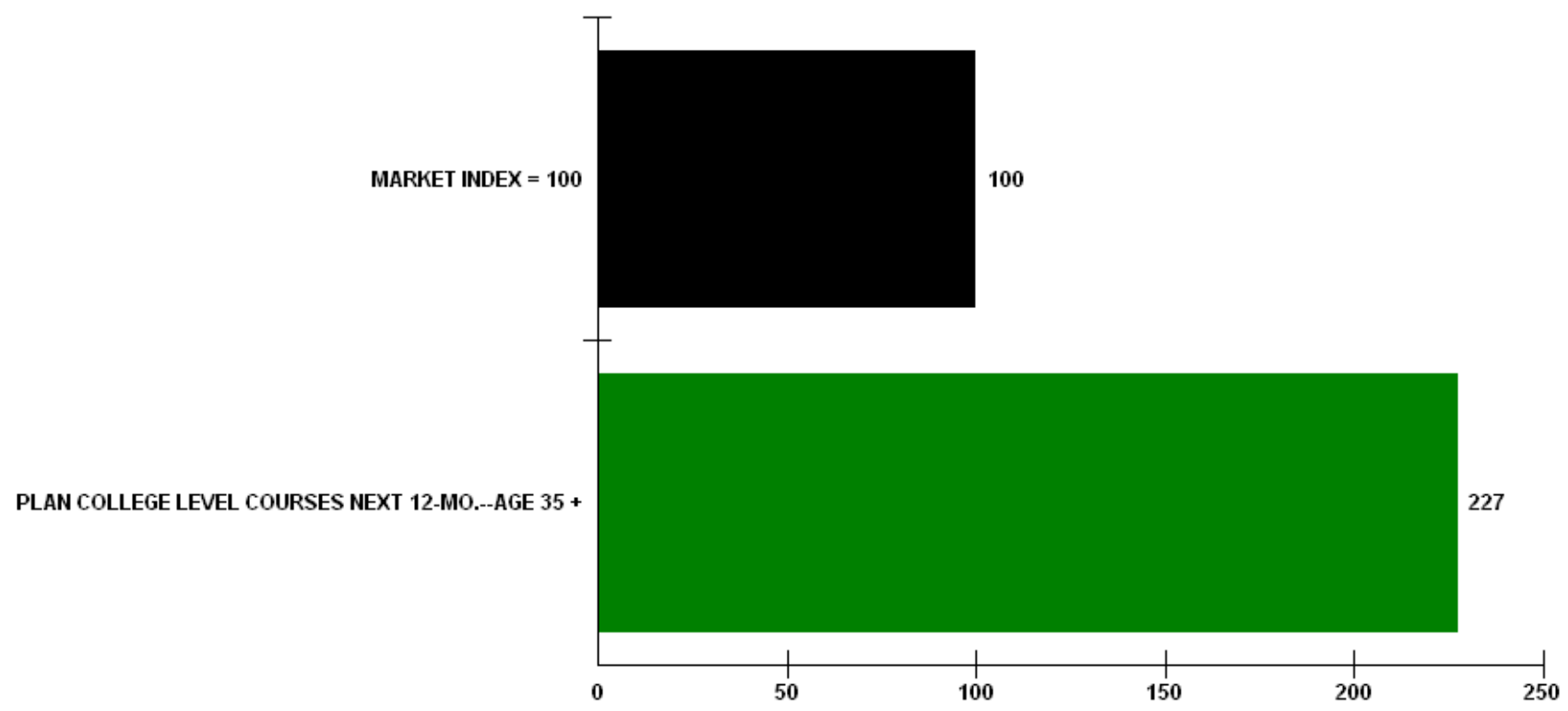


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008  
Bases: EDUCATION--SOME COLLEGE  
Media: WIP

THE MEDIA AUDIT

Cume Index

### WIP OUTPERFORMS IN ADULTS WITH SOME COLLEGE, PLANNING CONTINUING EDUCATION



Source: **The Media Audit** ~ Philadelphia July-Sept07/Jan-Feb08

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
 Market: PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008  
 Bases: ADULTS AGE 18+  
 Media: WIP

THE MEDIA AUDIT

Cume Index

WIP LISTENERS ARE 38% MORE LIKELY THAN THE MARKET AVG TO BE IN LEGAL PROFESSION

