

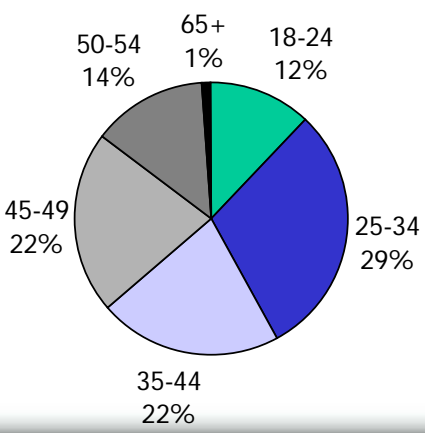
## COSMETIC SURGERY

Rank	Media	Cume Rating
1	WSTR-FM	52.5
2	WWWQ-FM	25.4
3	WVEE-FM	14.6
4	WBTS-FM	14.2
5	WFSH-FM	12.5
6	WKHX-FM	12.2
7	WJZZ-FM	10.9
8	WSB-FM	10
9	WGST	8.9
10	WNNX-FM	7.7

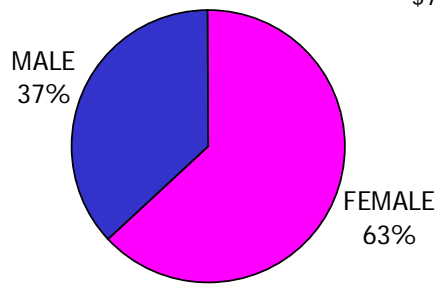


OVER HALF (52.5%) OF ALL ATLANTA ADULTS WHO PLAN ON HAVING COSMETIC SURGERY IN THE NEXT 12 MONTHS LISTEN TO STAR94!

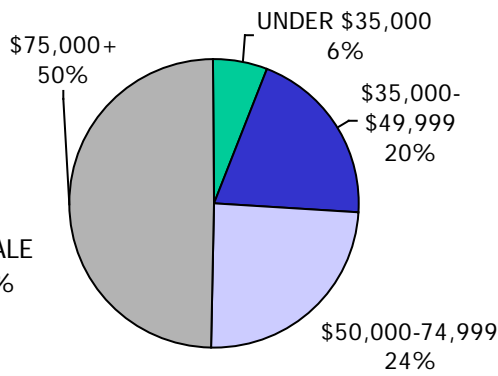
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics

## \$150,000+ HOUSEHOLD INCOME

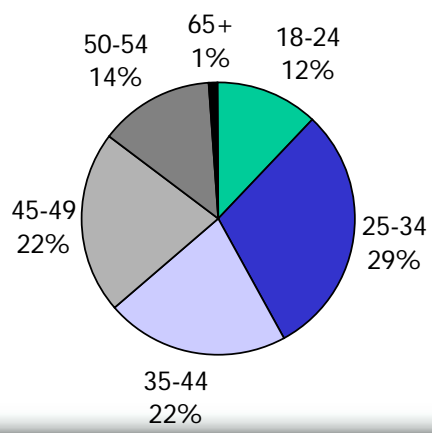
Rank	Media	Cume Rating
1	WSB	30.7
2	WSTR-FM	22.5
3	WZGC-FM	16.2
4	WVEE-FM	14.4
5	WKLS-FM	13.6
6	WGST	13.4
7	WKHX-FM	12.6
8	WLTM-FM	11.2
9	WHTA-FM	10.9
10	WNNX-FM	9.4

ANNUAL HOUSEHOLD INCOME - \$150,000 OR MORE

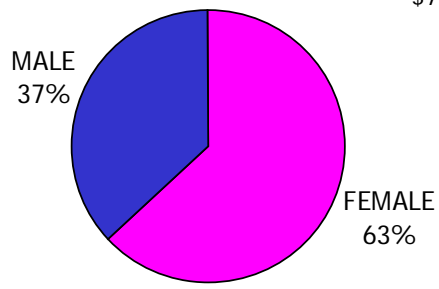


**STAR 94 LISTENERS HAVE BUYING POWER!**  
**STAR 94 DELIVERS 22.5% OF EVERY HOUSEHOLD WITH INCOMES OF \$150,000 OR MORE.**

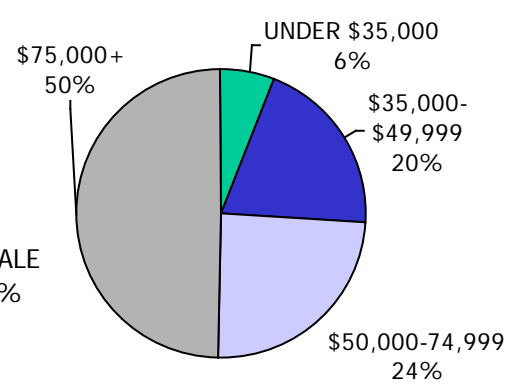
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics



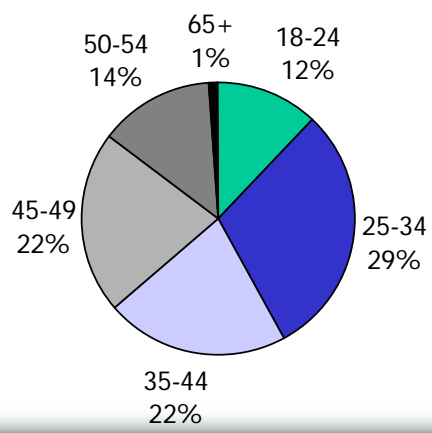
## WOMEN \$150,000+ HOUSEHOLD INCOME

Rank	Media	Cume Rating
1	WSB	36.4
2	WSTR-FM	32.9
3	WVEE-FM	23.5
4	WLTM-FM	21.6
5	WSB-FM	20.2
6	WBTS-FM	17.3
7	WHTA-FM	14.1
8	WWWQ-FM	12.9
9	WALR-FM	12.5
10	WAMJ-FM	12.1

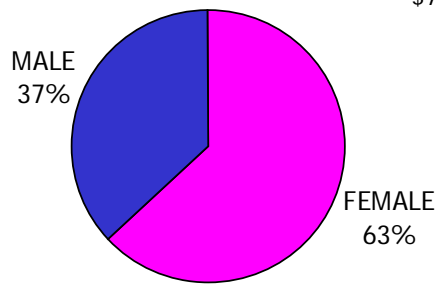


**STAR 94'S WOMEN HAVE BUYING POWER!**  
STAR 94 DELIVERS ONE THIRD (32.9%) OF ALL WOMEN WITH INCOMES OF \$150,000 OR MORE.

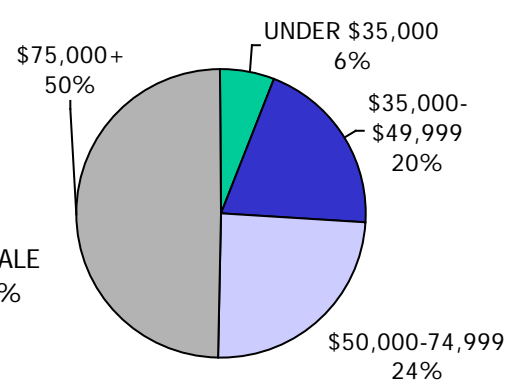
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics



## MAJOR APPLIANCE

Rank	Media	Most Often Rating
1	WSTR-FM	9.4
2	WSB	8.4
3	WVEE-FM	7.5
4	WKLS-FM	6.1
5	WBTS-FM	5.2
6	WABE-FM	4.8
7	WPZE-FM	4.8
8	WWWQ-FM	3.9
9	WSB-FM	3.7
10	WLTM-FM	3.1

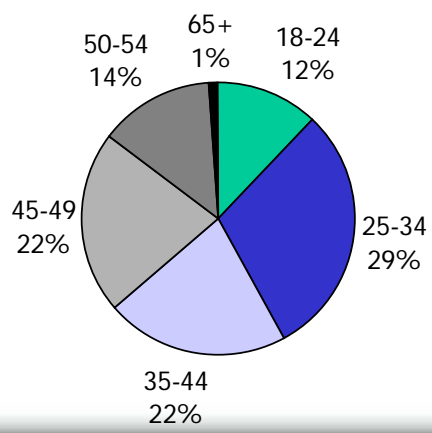
PLAN BUY IN 12 MONTHS-MAJOR HOUSEHOLD APPLIANCE



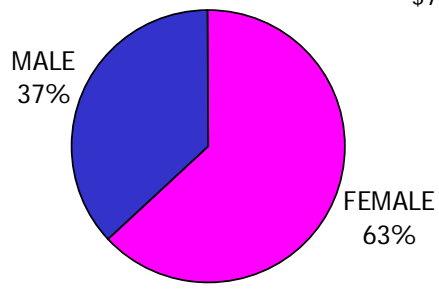
STAR 94 LISTENERS HAVE BUYING POWER!

ONE OUT OF TEN ATLANTA RESIDENTS WHO PLAN TO PURCHASE A MAJOR APPLIANCE IN THE NEXT YEAR LISTEN TO STAR 94 AS THEIR PRIMARY STATION.

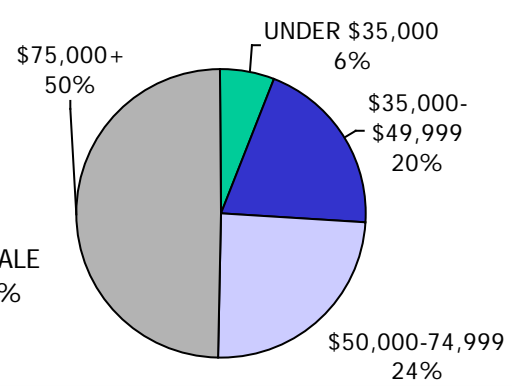
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics

## CONTINUING EDUCATION

ADULTS 35 AND OLDER

Rank	Media	Cume Rating
1	WSB	19.3
2	WSTR-FM	15.1
3	WSB-FM	14
4	WLTM-FM	12.4
5	WPZE-FM	11.9
6	WABE-FM	11.8
7	WZGC-FM	11.5
8	WKLS-FM	11
9	WKHX-FM	10.9
10	WVEE-FM	10.2

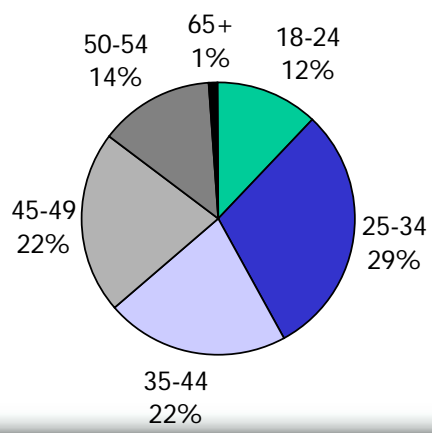


PLAN COLLEGE LEVEL COURSES NEXT 12-MO.-AGE 35+

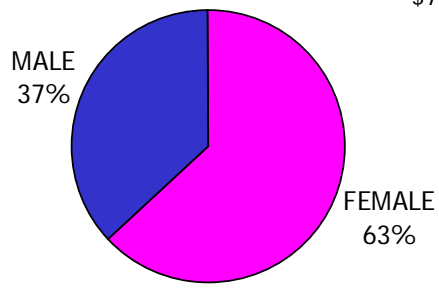
### STAR 94 LISTENERS HAVE LEARNING POWER!

15% OF ALL ADULTS 35 AND OLDER WHO PLAN TO ATTEND COLLEGE IN THE NEXT YEAR LISTEN TO STAR 94.

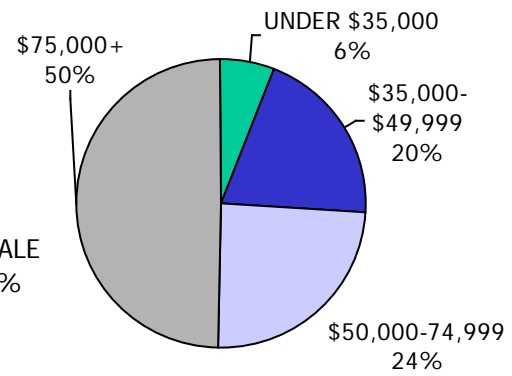
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics

## WOMEN YOUNG INVESTORS

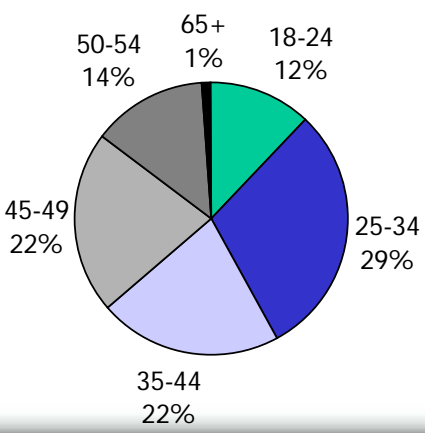
Rank	Media	Cume Rating
1	WSTR-FM	32
2	WVEE-FM	25.4
3	WBTS-FM	19.7
4	WKHX-FM	18.2
5	WPZE-FM	17.7
6	WWWQ-FM	14.6
7	WFSH-FM	12
8	WALR-FM	11.4
9	WHTA-FM	11.2
10	WNNX-FM	11.2



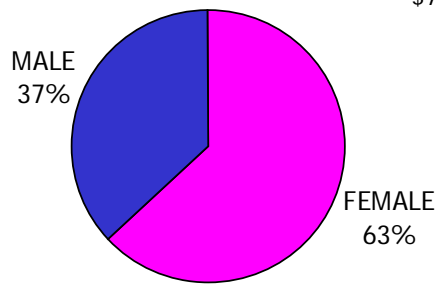
FEMALE INVESTORS—HAVE CD'S/IRA'S/401K'S—AGE 18-34

**STAR 94'S WOMEN HAVE SAVING POWER!**  
**STAR 94 DELIVERS ONETHIRD (32%) OF ALL 18-34 WOMEN WITH CD'S/401K/IRA'S.**

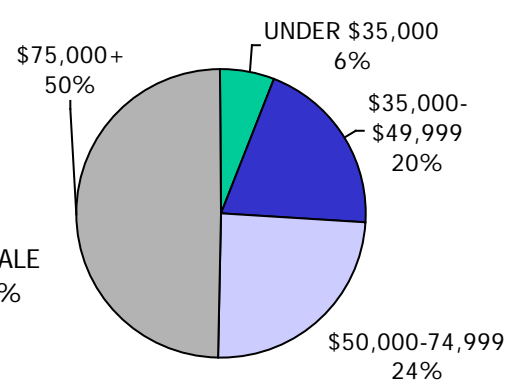
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics



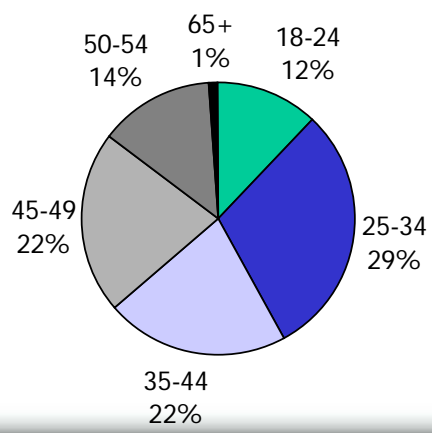
## WOMEN CONCERTS

Rank	Media	Cume Rating
1	WSTR-FM	32.1
2	WSB	18.6
3	WNNX-FM	18.1
4	WZGC-FM	17
5	WSB-FM	16.6
6	WLTM-FM	15.3
7	WALR-FM	15
8	WABE-FM	13.9
9	WBTS-FM	13.3
10	WKHX-FM	12.3

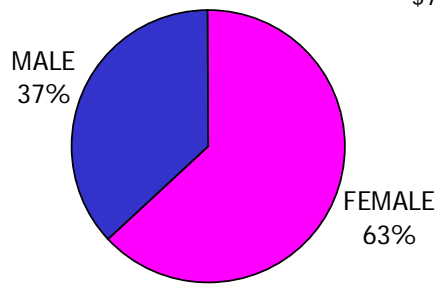


ONE THIRD OF ALL WOMEN WHO ATTENDED A ROCK OR POP MUSIC CONCERT IN THE PAST YEAR LISTEN TO STAR 94.

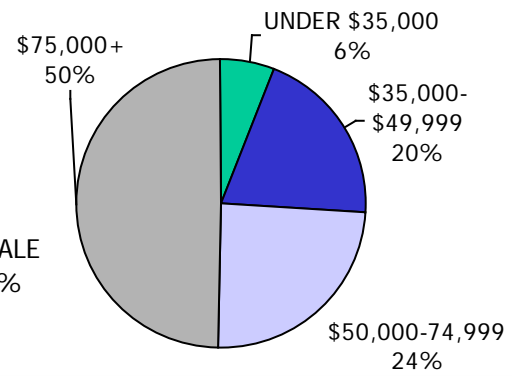
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics

## WOMEN AFFLUENT FULL NESTERS

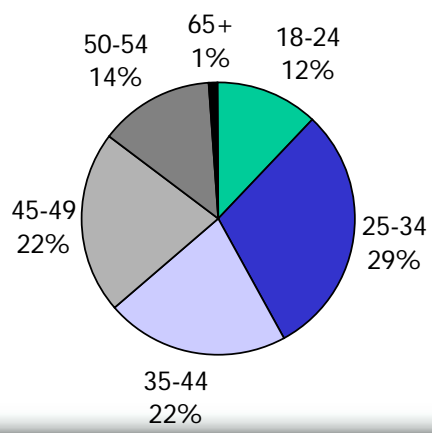
Rank	Media	Cume Rating
1	WSTR-FM	27.7
2	WSB-FM	25.7
3	WSB	20.8
4	WLTM-FM	19.2
5	WVEE-FM	14.7
6	WFSH-FM	14.1
7	WKHX-FM	12.6
8	WBTS-FM	9.9
9	WZGC-FM	9.8
10	WKLS-FM	9.5

FEMALE AFFLUENT FULL NESTERS-\$75K +KIDS AT HOME

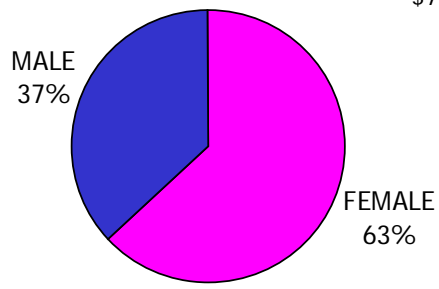


**STAR 94 DELIVERS MOMS!**  
27.7% OF ALL FEMALE AFFLUENT FULL NESTERS LISTEN TO STAR 94.

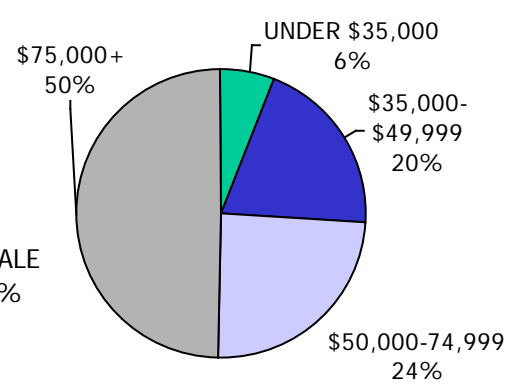
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics



## WOMEN SPORTING FANS

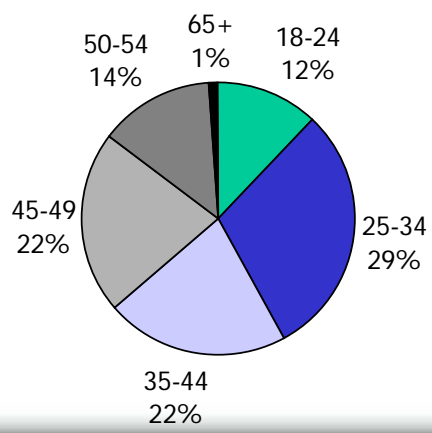
Rank	Media	Cume Rating
1	WSTR-FM	22.6
2	WLTM-FM	21.3
3	WSB-FM	17.3
4	WKHX-FM	17.1
5	WSB	14.5
6	WPZE-FM	14.3
7	WFSH-FM	13.1
8	WBTS-FM	13
9	WVEE-FM	12.9
10	WALR-FM	12.1



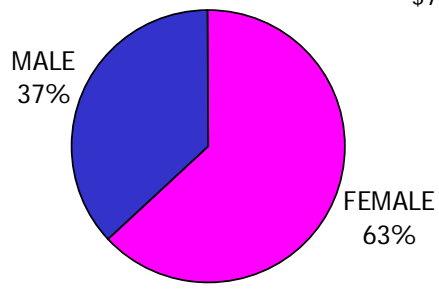
FEMALE REG. READ NEWSPAPER-SPORTS NEWS SECTION

**STAR 94 DELIVERS FEMALE FANS!**  
22.6% OF ALL WOMEN WHO ARE REGULAR READERS OF THE SPORTS SECTION LISTEN TO STAR 94.

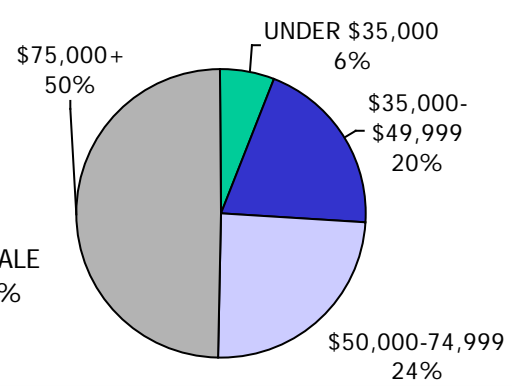
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics



# WOMEN MOVIE AND ENTERTAINMENT

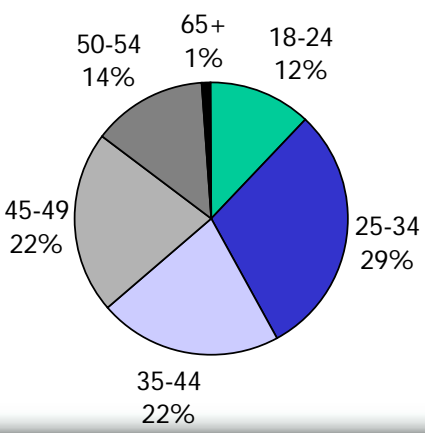
Rank	Media	Cume Rating
1	WSTR-FM	19.3
2	WSB	18.8
3	WBTS-FM	18.2
4	WVEE-FM	17.9
5	WLTM-FM	17.8
6	WSB-FM	16.4
7	WHTA-FM	12.6
8	WNNX-FM	10.9
9	WABE-FM	9.8
10	WFSH-FM	9.4

FEMALE REG. READ NEWSPAPER-MOVIE/ENTERTAINMENT SECTIONS

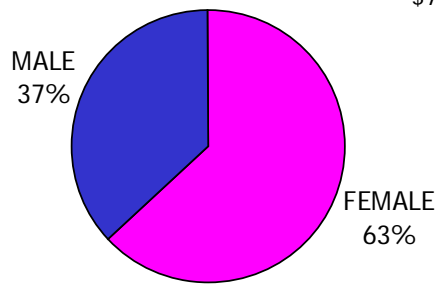


STAR 94 DELIVERS ATLANTA WOMEN WHO ARE LOOKING FOR THINGS TO DO. 19.3% OF ALL WOMEN WHO ARE REGULAR READERS OF THE MOVIE AND ENTERTAINMENT SECTION LISTEN TO STAR 94.

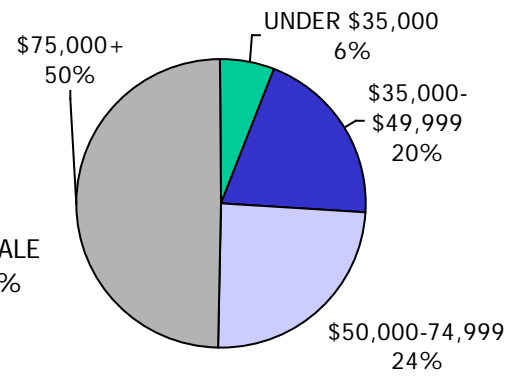
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics

## WOMEN MOVIE GOERS

Rank	Media	Cume Rating
1	WSTR-FM	18.2
2	WSB-FM	16.3
3	WVEE-FM	15.5
4	WLTM-FM	15.3
5	WBTS-FM	12.8
6	WKHX-FM	12.4
7	WSB	12.4
8	WFSH-FM	11.3
9	WPZE-FM	10.9
10	WNNX-FM	7.7

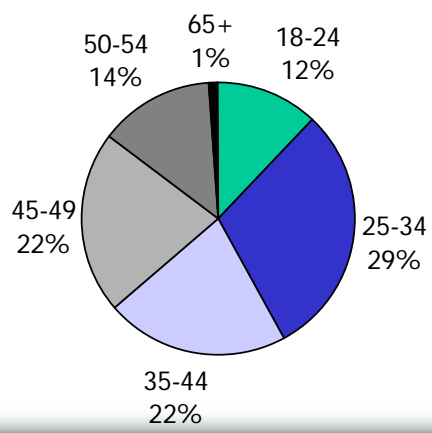
FEMALE PAST 4 WEEKS ATTENDED MOVIE THEATER

KETS NOW!

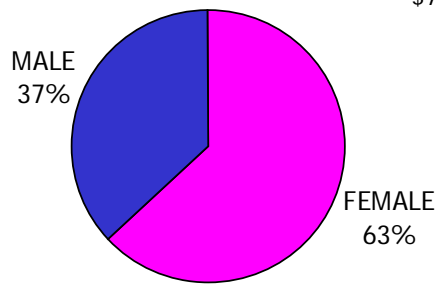


STAR 94 DELIVERS 18.2% OF EVERY WOMEN IN THE ATLANTA METRO ARE WHO HAVE BEEN TO A MOVIE IN THE PAST MONTH!

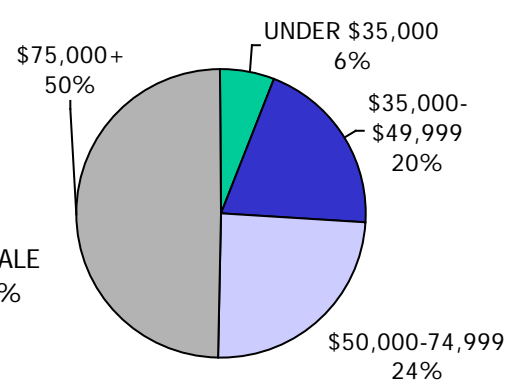
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics



## SNOW SKIING

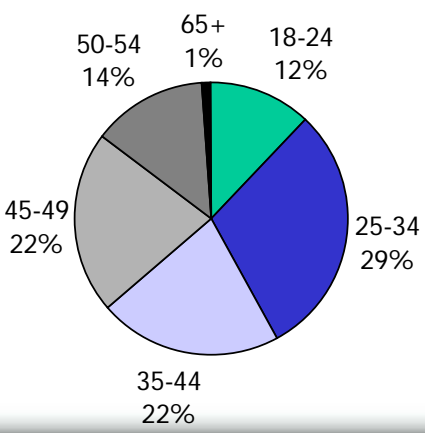
Rank	Media	Cume Rating
1	WSTR-FM	32
2	WSB	23.1
3	WZGC-FM	17.2
4	WNNX-FM	17
5	WABE-FM	15.2
6	WKLS-FM	14.1
7	WGST	12
8	WLTM-FM	11.2
9	WHTA-FM	9.4
10	WSB-FM	7.9

PARTICIPATED IN SNOW SKIING

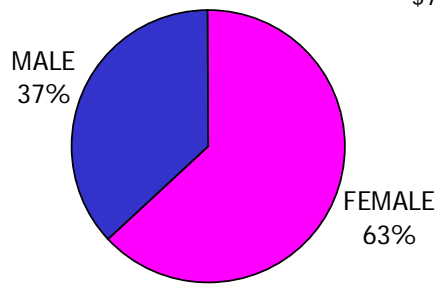


REACH 1/3 OF ALL ATLANTA SNOW SKIERS WITH STAR 94!  
32% OF ALL RESIDENTS WHO PARTICIPATED IN SNOW SKIING IN THE PAST YEAR LISTEN TO STAR 94.

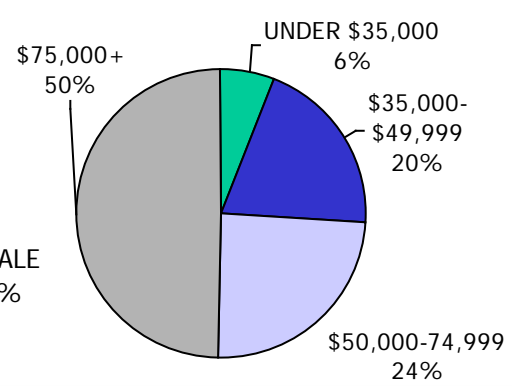
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics



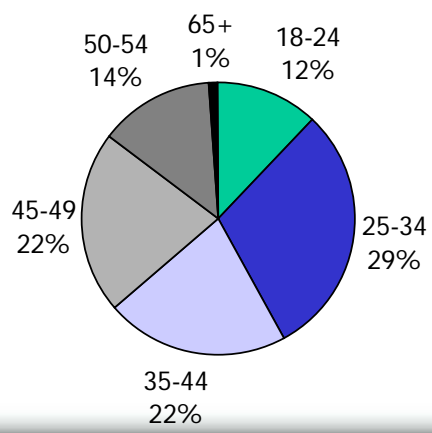
# AFFLUENT WORKING WOMEN

Rank	Media	Cume Rating
1	WSTR-FM	20.8
2	WSB	20.5
3	WSB-FM	20.1
4	WLTM-FM	15.7
5	WVEE-FM	14.3
6	WKHX-FM	14.2
7	WFSH-FM	12.6
8	WABE-FM	9.7
9	WBTS-FM	8.9
10	WZGC-FM	8.7

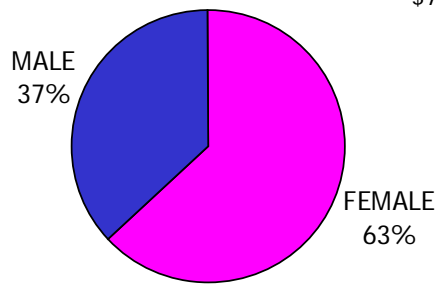


ONE OUT OF FIVE (20.8%) OF ALL WORKING WOMEN WHO LIVE IN HOUSEHOLDS OF \$75,000 OR MORE LISTEN TO STAR 94!

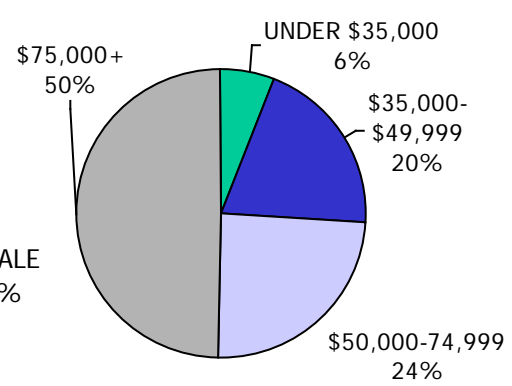
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics

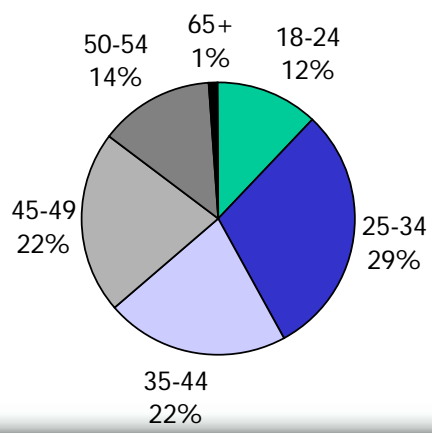
## WOMEN FOREIGN AIR TRAVEL

Rank	Media	Cume Rating
1	WSTR-FM	20.4
2	WSB	20.2
3	WSB-FM	17.5
4	WBTS-FM	17.1
5	WABE-FM	14
6	WVEE-FM	13.9
7	WZGC-FM	12.8
8	WLTM-FM	10.9
9	WHTA-FM	10.6
10	WFSH-FM	6.8

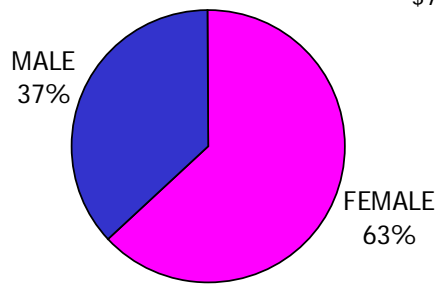


ONE OUT OF FIVE (20.4%) OF ALL WOMEN WHO HAVE TAKEN 2 OR MORE AIRLINE TRIPS OUT OF THE COUNTRY LISTEN TO STAR 94!

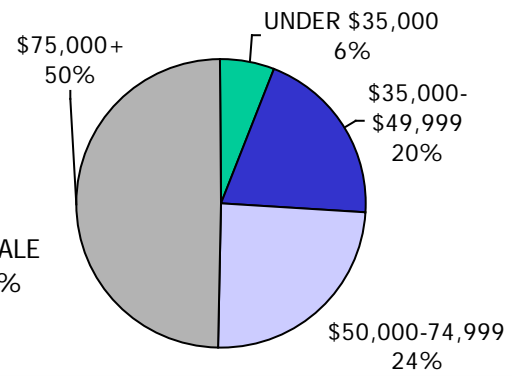
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics



### WOMEN DOMESTIC AIR TRAVEL

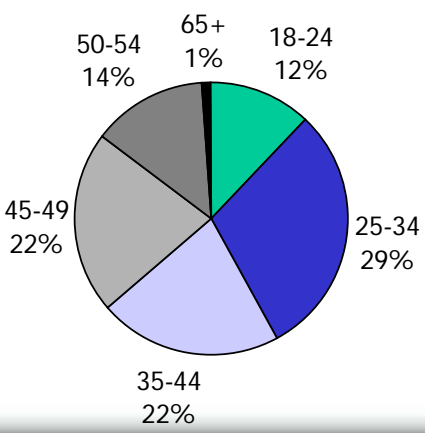
Rank	Media	Cume Rating
1	WSTR-FM	24.5
2	WSB	21.4
3	WABE-FM	20.2
4	WBTS-FM	17.4
5	WVEE-FM	14.4
6	WALR-FM	14.1
7	WSB-FM	12.2
8	WWWQ-FM	12
9	WZGC-FM	12
10	WFSH-FM	10.7



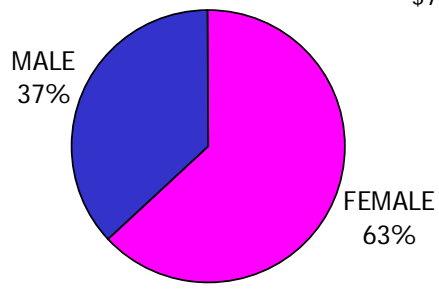
FEMALE DOMESTIC AIR TRAVEL—FLEW 6 PLUS TIMES PAST YEAR

ONE OUT OF FOUR (24.5%) OF ALL WOMEN WHO HAVE TAKEN 6 OR MORE DOMESTIC AIRLINE TRIPS LISTEN TO STAR 94!

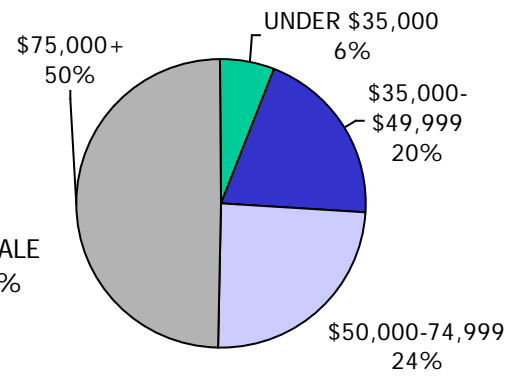
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics

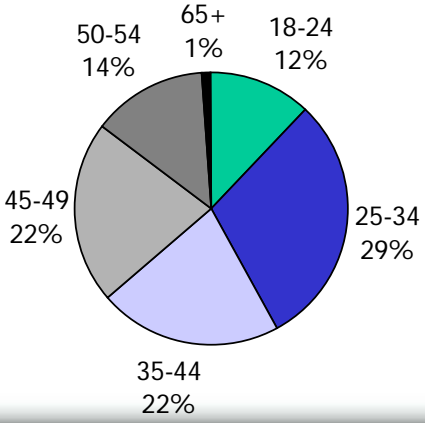
## WOMEN PROPRIETOR/MANAGER

Rank	Media	Cume Rating
1	WSTR-FM	23.4
2	WSB-FM	18.8
3	WVEE-FM	14.5
4	WBTS-FM	14.3
5	WFSH-FM	14
6	WLTM-FM	11.2
7	WYAY-FM	10.8
8	WKHX-FM	10.7
9	WSB	10.5
10	WZGC-FM	10.4

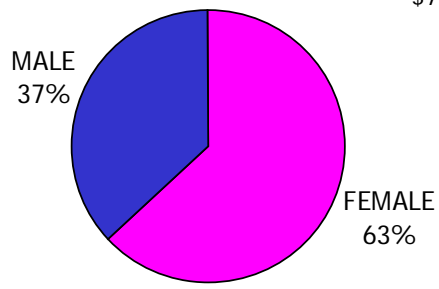


ONE OUT OF FOUR (23.4%) OF ALL FEMALE BUSINESS OWNERS OR MANAGERS LISTEN TO STAR 94!

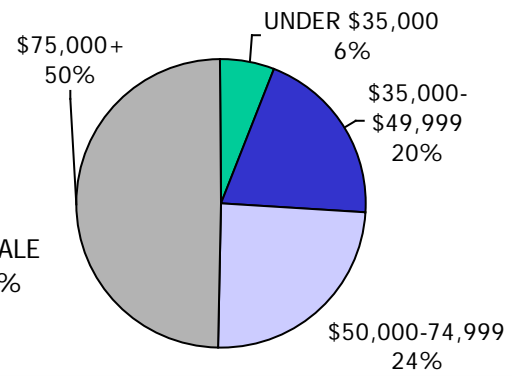
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics

## WOMEN HIGH MILEAGE DRIVERS

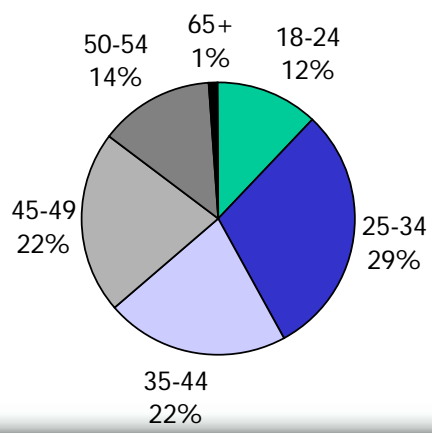
Rank	Media	Cume Rating
1	WSTR-FM	19.9
2	WSB-FM	19.8
3	WSB	16.9
4	WKHX-FM	16.7
5	WLTM-FM	15.5
6	WFSH-FM	10.8
7	WKLS-FM	10.3
8	WPZE-FM	10.3
9	WYAY-FM	9.4
10	WVEE-FM	9.1

FEMALE HIGH MILEAGE DRIVERS-350+ MILES PER WEEK

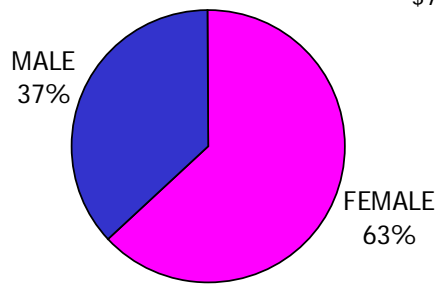


ONE FIFTH (19.9%) OF ALL WOMEN WHO DRIVE THEIR VEHICLE 350+ MILES EACH WEEK LISTEN TO STAR 94.

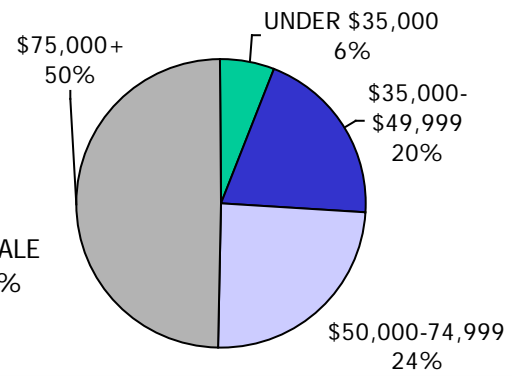
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION

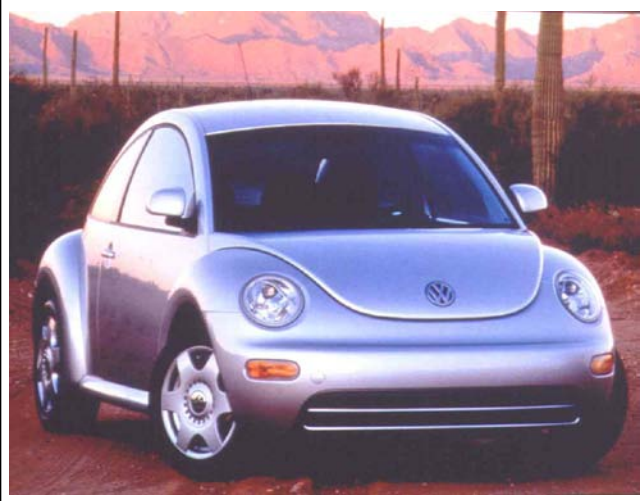


Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics



## VOLKSWAGEN

Rank	Media	Cume Rating
1	WSTR-FM	26.1
2	WHTA-FM	16.9
3	WSB	15.8
4	WLTM-FM	15.7
5	WABE-FM	15.5
6	WNNX-FM	10.9
7	WGST	7.5
8	WZGC-FM	7.2
9	WSB-FM	6.9
10	WYAY-FM	5.3

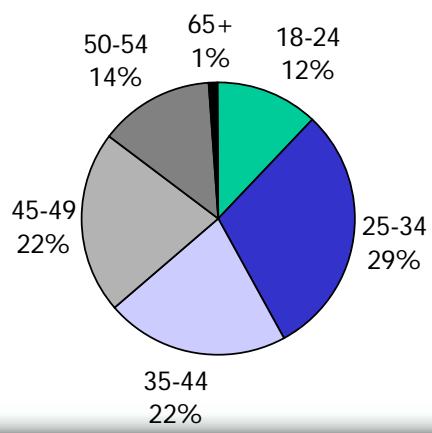


VEHICLES NOW OWNED-VOLKSWAGEN

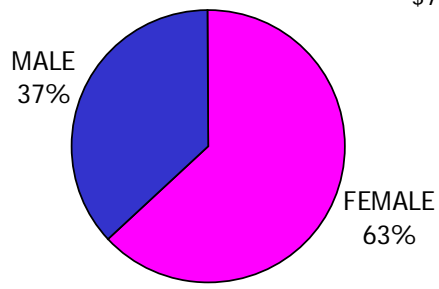
### STAR 94, YOUR #1 DEALER!

ONE OUT OF FOUR (26.1%) OF ALL VOLKSWAGEN OWNERS IN THE ATLANTA METRO AREA LISTEN TO STAR 94!

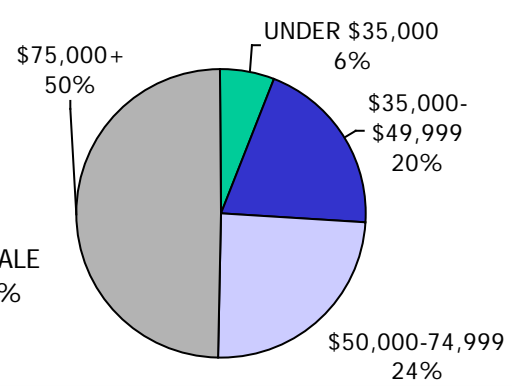
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics

## WOMEN CAR BUYERS

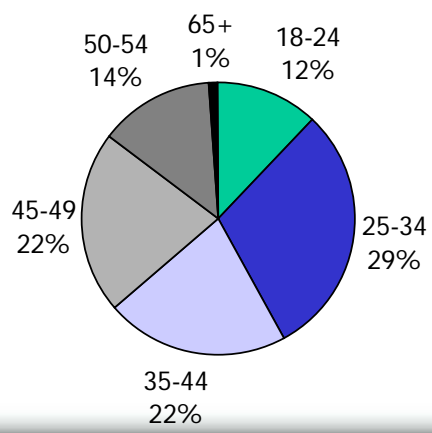
Rank	Media	Cume Rating
1	WSTR-FM	24.7
2	WSB	21.4
3	WSB-FM	20.3
4	WABE-FM	19
5	WNNX-FM	15.1
6	WBTS-FM	9.7
7	WLTM-FM	8.7
8	WALR-FM	8.4
9	WPZE-FM	8.3
10	WKLS-FM	8.3



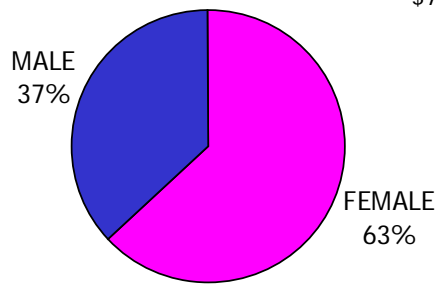
STAR 94, YOUR #1 DEALER!

ONE OUT OF FOUR (24.7%) OF ALL WOMEN WHO PLAN TO BUY A CAR IN THE NEXT YEAR LISTEN TO STAR 94!

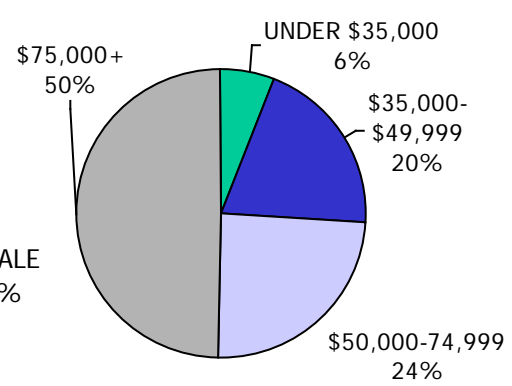
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics

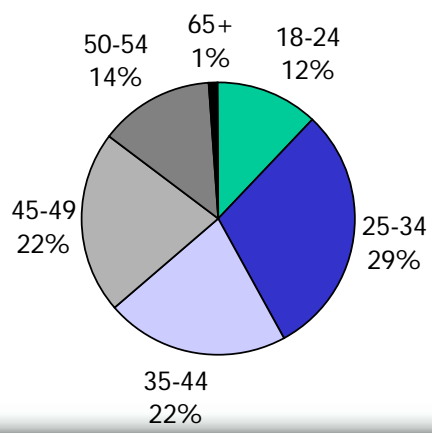
## WOMEN QUALIFIED CAR BUYERS

Rank	Media	Cume Rating
1	WSTR-FM	17.8
2	WKHX-FM	16.6
3	WSB-FM	16.1
4	WSB	13.8
5	WFSH-FM	13.7
6	WVEE-FM	12.7
7	WLTM-FM	11
8	WBTS-FM	10.2
9	WJZZ-FM	9.3
10	WALR-FM	8.1

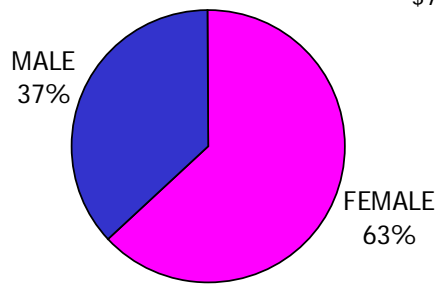


ALMOST ONE IN FIVE WOMEN WITH A CAR LOAN LISTEN TO STAR 94!

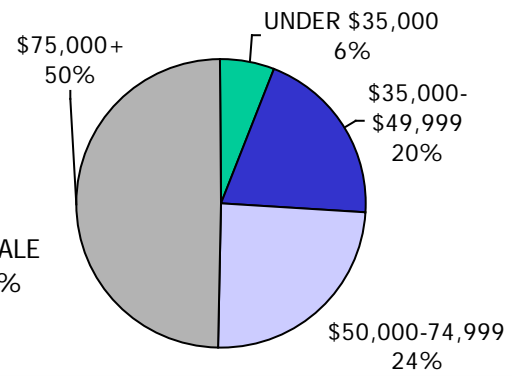
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics



## WOMEN ONLINE CAR SHOPPERS

Rank	Media	Cume Rating
1	WSTR-FM	22.5
2	WLTM-FM	21
3	WBTS-FM	18.8
4	WABE-FM	18.7
5	WHTA-FM	14.7
6	WVEE-FM	14.7
7	WSB	14.3
8	WNNX-FM	14.2
9	WKHX-FM	11.6
10	WSB-FM	11.1

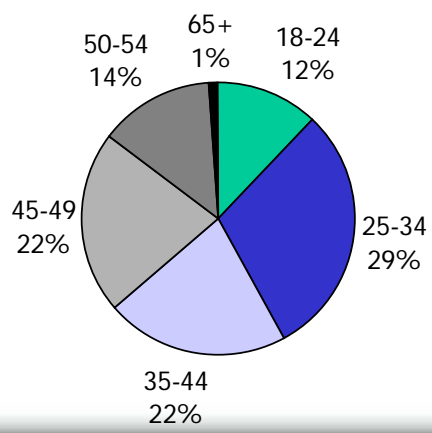
FEMALE MADE VISIT PAST MONTH TO-AUTOTRADER.COM



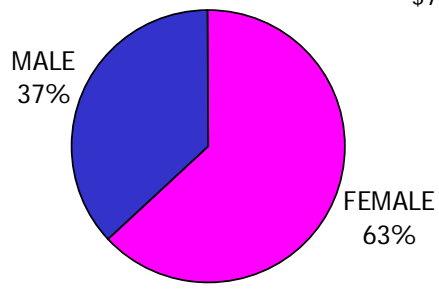
STAR 94, YOUR #1 DEALER!

22.5% OF ALL WOMEN WHO SHOPPED ONLINE AT AUTOTRADER.COM LISTEN TO STAR 94.

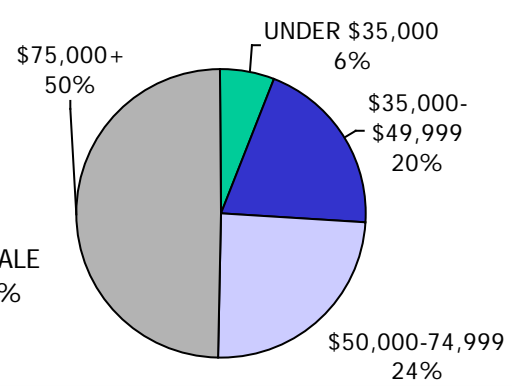
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics

## WOMEN CASINO CUSTOMERS

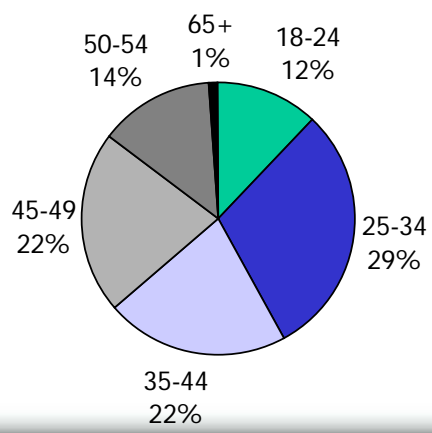
Rank	Media	Cume Rating
1	WSTR-FM	22.1
2	WSB	20.8
3	WSB-FM	17.9
4	WPZE-FM	16.1
5	WKHX-FM	15.7
6	WALR-FM	14.9
7	WVEE-FM	12.8
8	WBTS-FM	12.1
9	WLTM-FM	9.6
10	WZGC-FM	9.3



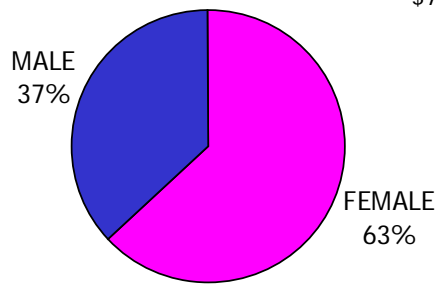
FEMALE VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR

**STAR 94, YOUR #1 DEALER!**  
22.1% OF ALL WOMEN WHO VISITED A CASINO IN THE PAST YEAR LISTEN TO STAR 94.

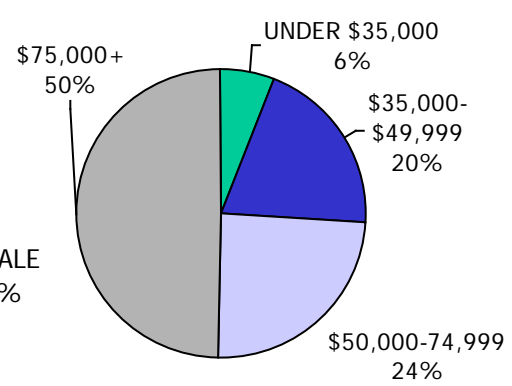
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics

## WOMEN OWN EUROPEAN VEHICLE

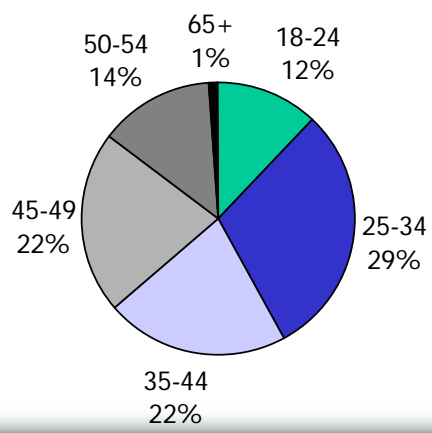
Rank	Media	Cume Rating
1	WSTR-FM	25.1
2	WSB-FM	21.9
3	WABE-FM	20.6
4	WSB	17.9
5	WLTM-FM	17.8
6	WBTS-FM	13.1
7	WZGC-FM	12.5
8	WNNX-FM	9.4
9	WJZZ-FM	9.2
10	WFSH-FM	6.2



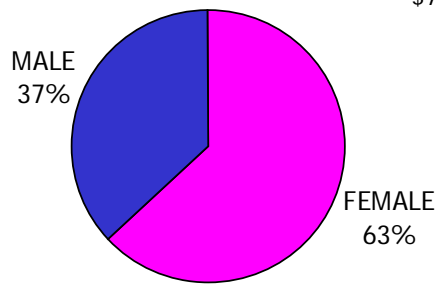
MAKE OF VEHICLES NOW OWNED--ANY EUROPEAN

**STAR 94, YOUR #1 FEMALE EUROPEAN DEALER!**  
**ONE OUT OF FOUR (25.1%) OF ALL FEMALE EUROPEAN VEHICLE OWNERS IN THE ATLANTA METRO AREA LISTEN TO STAR 94!**

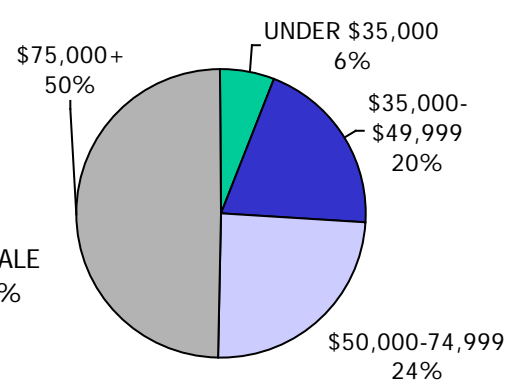
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics





## WOMEN LUXURY APARTMENT RENTERS

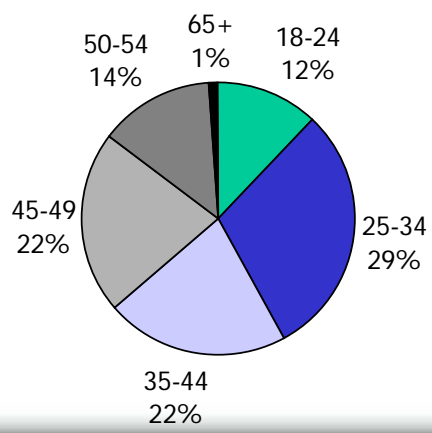
Rank	Media	Cume Rating
1	WSTR-FM	45.5
2	WJZZ-FM	40.8
3	WWWQ-FM	40.8
4	WFSH-FM	29.5
5	WVEE-FM	28.2
6	WBTS-FM	28.2
7	WLTM-FM	17.3
8	WSB-FM	15.2
9	WKHX-FM	7.8
10	WNNX-FM	5.2

FEMALE HOME/APT. RENTER-INCOME-\$75,000 OR MORE

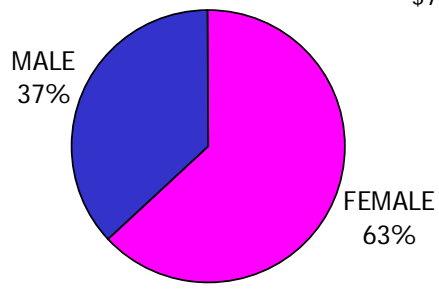


**STAR 94, YOUR #1 FEMALE HIGH END RENTER!**  
ALMOST HALF (45.5%) OF ALL WOMEN WHO RENT THEIR HOME AND HAVE INCOMES OF \$75,000 OR MORE LISTEN TO STAR 94!

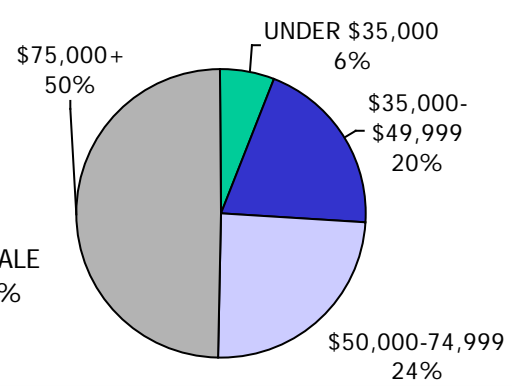
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics

## WOMEN WINE LOVERS

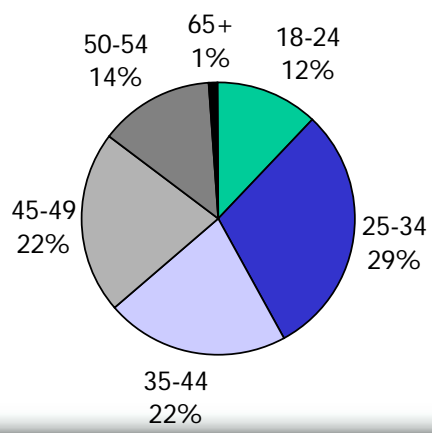
Rank	Media	Cume Rating
1	WSTR-FM	33
2	WSB	30.5
3	WABE-FM	23.3
4	WLTM-FM	22
5	WSB-FM	15.9
6	WZGC-FM	14.3
7	WKHX-FM	10.1
8	WKLS-FM	9.9
9	WNNX-FM	9.2
10	WWVA-FM	6.4

Female PAST 2 WEEKS DRANK WINE ON 3+ DAYS

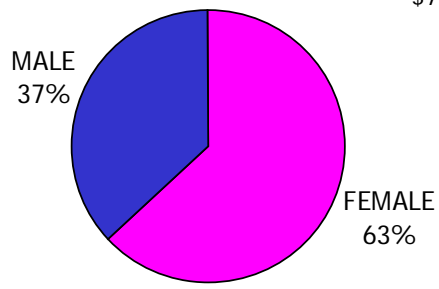


ONE THIRD (33%) OF ALL WOMEN WHO DRANK WINE ON 3 OR MORE DAYS IN THE PAST 2 WEEKS LISTEN TO STAR 94.

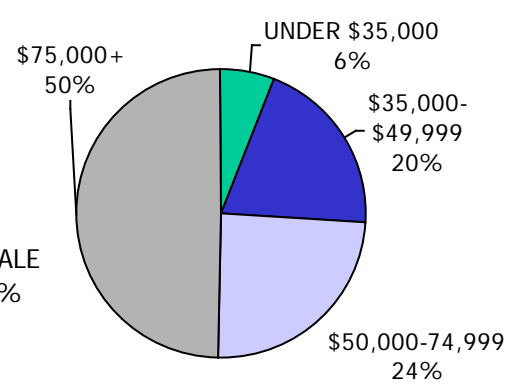
AGE COMPOSITION



GENDER COMPOSITION



INCOME COMPOSITION



Source: The Media Audit Nov-Dec 2005. A syndicated service of International Demographics