



**100.7 WZLX Listeners**  
**Prime Prospects for Realtors**



# 100.7 WZLX Listener Profile

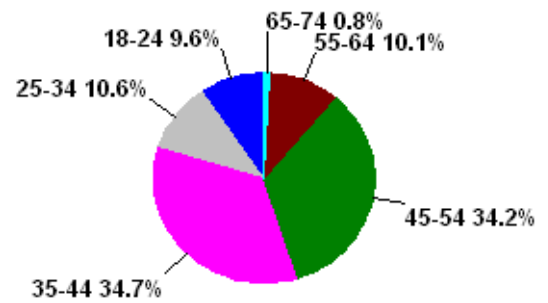
Report: MEDIA PROFILE REPORT  
Market: BOSTON, MA for DEC '04-JAN 2005  
Media: WZLX-FM

ADULTS

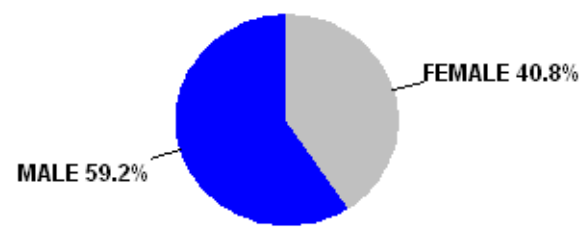
All Groups

Media Persons: 303,800

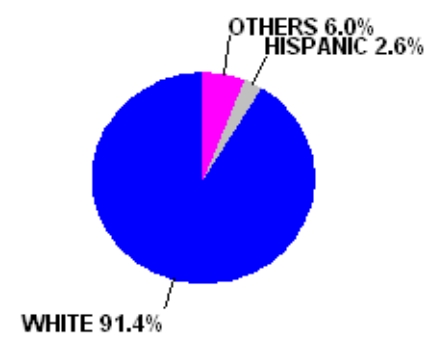
## Age Analysis



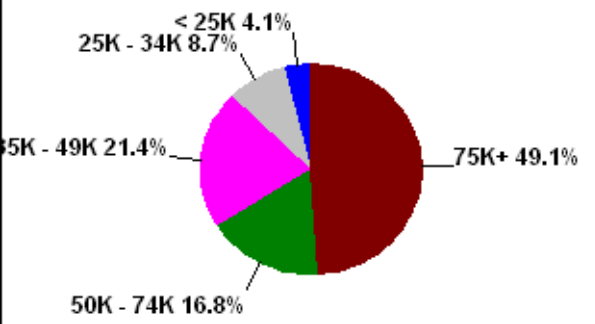
## Gender Profile



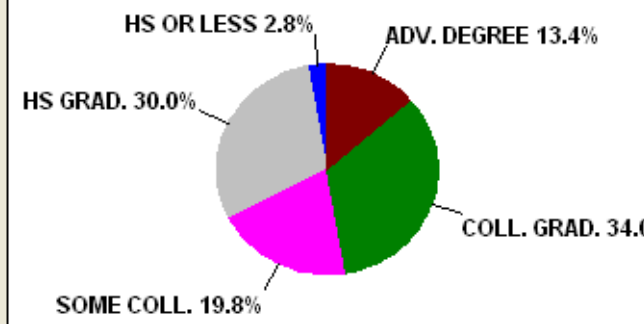
## Ethnicity Profile



## Annual Income



## Education Profile





# 100.7 WZLX – Home Buyers

## WZLX Reaches 22,500 Home Buyers in the Boston Market

Report: RANKER REPORT  
Market: BOSTON, MA for DEC '04-JAN 2005  
Target: PLAN TO BUY A HOME DURING NEXT 2 YEARS

Total Audience: 4,016,400

Rank	Media	Cume Persons
1	WZLX-FM	22,500



# 100.7 WZLX – Home Value

THE MEDIA AUDIT\*\*BOSTON, MA  
December, 2004 - January 2005

WZLX-FM

Average Market Value of Home

\$436,000



# 100.7 WZLX – Income of Home Buyers

REPORT: CROSSTAB REPORTS  
MARKET: BOSTON, MA FOR JUN-JUL'04/DEC'04-JAN'05  
BASE: ADULTS AGE 18+  
PRIMARY TARGET: RADIO 7-DAY CUME--WZLX-FM

Base Persons: 4,016,432

Targets	Average Income
ADULTS AGE 18+	76,658
PLAN NEXT 2 YEARS--NEXT TWO YEARS PLAN TO BUY A HOME: ...	69,194
PLAN NEXT 2 YEARS--OWNERS WHO PLAN TO BUY HOME ...	72,114
PLAN NEXT 2 YEARS--RENTERS WHO PLAN TO BUY HOME ...	61,056



# 100.7 WZLX – Home Buyers

## 63.7% of WZLX Home Buyers have Two Incomes

REPORT: CROSSTAB REPORTS  
MARKET: BOSTON, MA FOR JUN-JUL'04/DEC'04-JAN'05  
BASE: PLAN NEXT 2 YEARS--NEXT TWO YEARS PLAN TO BUY A HOME:  
PRIMARY TARGET: RADIO 7-DAY CUME--WZLX-FM

Base Persons: 414,904

Targets	Vertical Percent	Target Index	
TWO INCOME FAMILY ...	63.7	171	