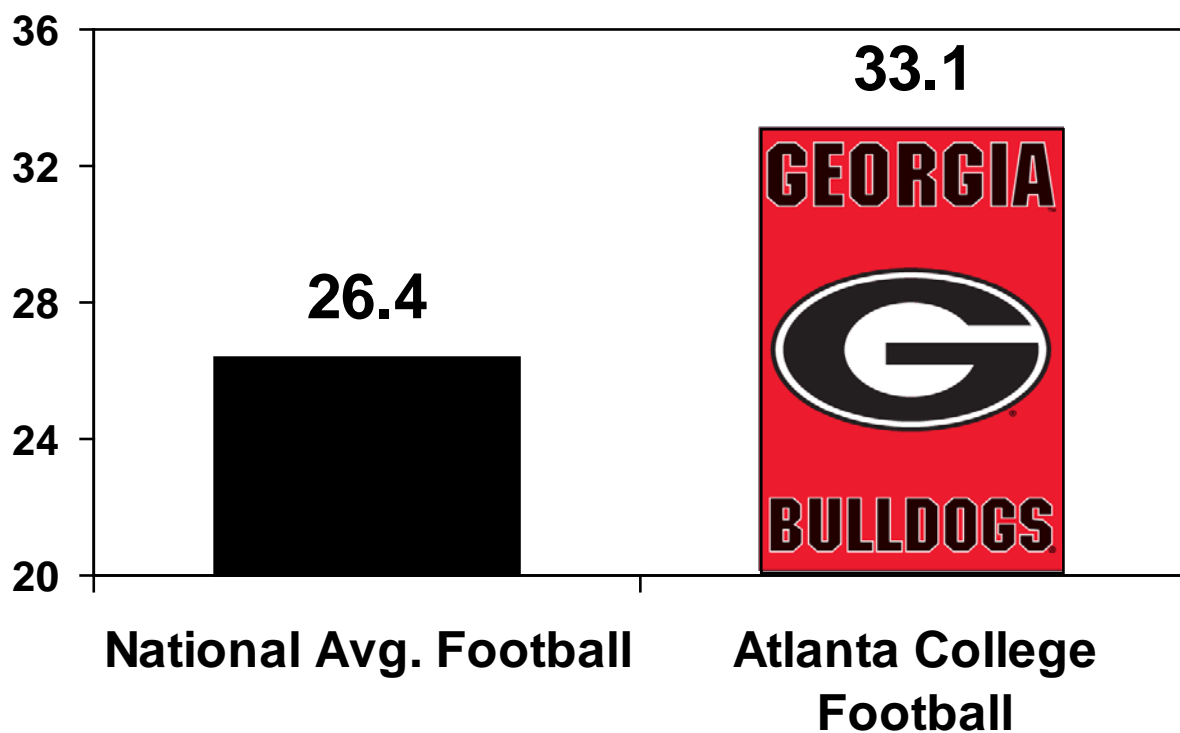




GEORGIA BULLDOGS

**1,164,792** Metro Atlanta Adults Listen to College Football on the Radio!



Nationally 26% of the Adult population listens to college football on the radio. Atlanta out-performs the national average with one out of three Adults listening!



GEORGIA BULLDOGS

**1,164,792** Metro Atlanta Adults Listen to College Football on the Radio!



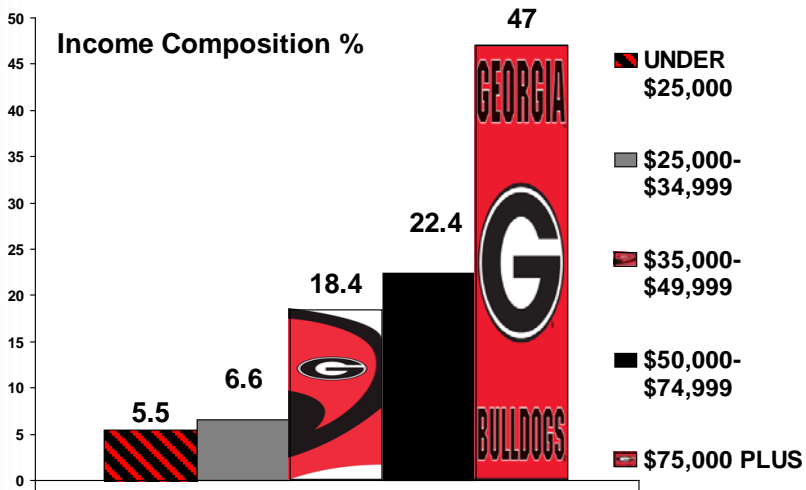
**ONE OUT OF THREE LISTEN!**



Source: The Media Audit 2006/07 FOLLOW SPORT ON RADIO--COLLEGE FOOTBALL

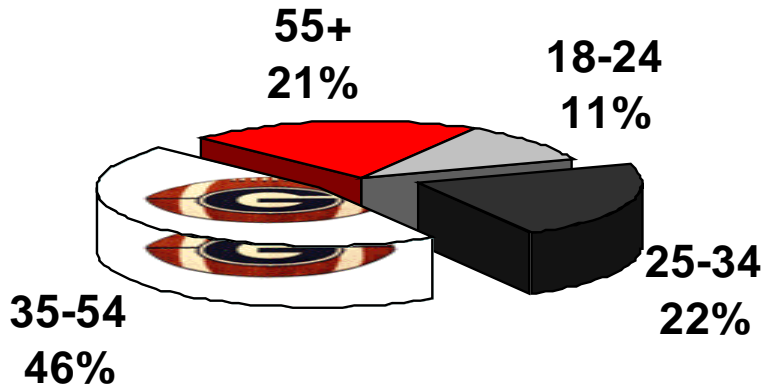


**1,164,792** Metro Atlanta Adults Listen to College Football on the Radio!



Almost ½ (47%) of all those listening have household incomes over \$75,000

**Age Composition**



68% are between the ages of 25 to 54





GEORGIA BULLDOGS

**1,164,792** Metro Atlanta Adults Listen to College Football on the Radio!

**Women**  
**34.3**



**Men**  
**65.7**

45% of all Adult Men and 23% of all Adult Women in the Atlanta Metro listen!

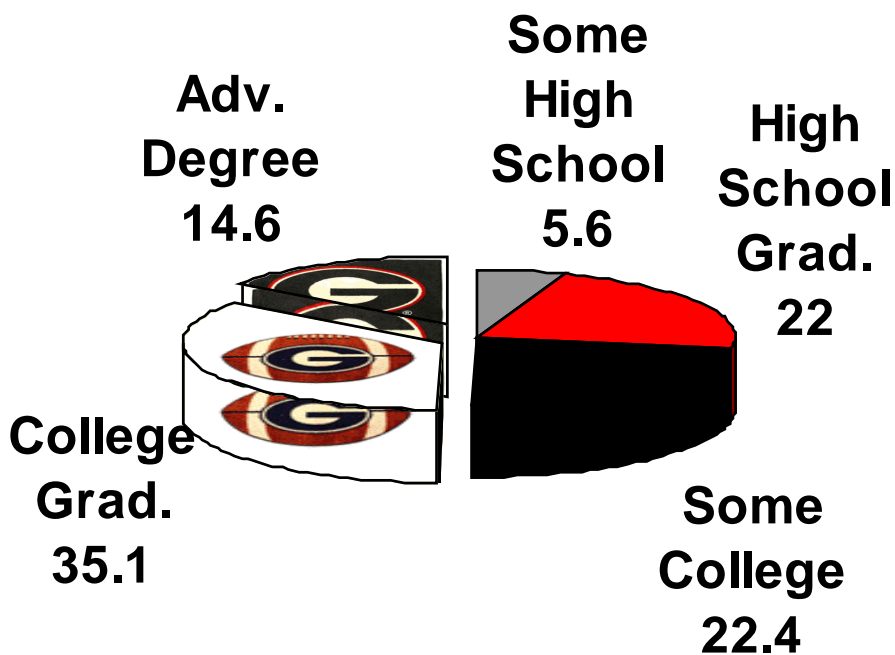
	Atlanta	College Football	Rating	Index
ADULTS AGE 18+	3,459,034	1,164,792	33.7	100
MEN--18+	1,696,245	765,430	45.1	134
WOMEN--18+	1,762,789	399,362	22.7	67

Source: The Media Audit 2006/07 FOLLOW SPORT ON RADIO--COLLEGE FOOTBALL



GEORGIA BULLDOGS

**1,164,792** Metro Atlanta Adults Listen to College Football on the Radio!



1/2 of those listening have a College Degree or Advanced College Degree!

Smart Dawg!

