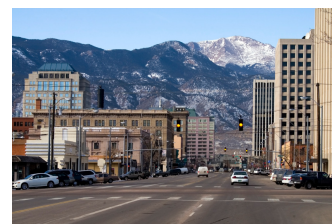


THE MEDIA AUDIT

COMPOSITION REPORTS Cume Statistical Report

Page 1

REPORT MARKET: COLORADO SPRINGS, CO
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: MAR-APR 2007
MEDIA: KRCC-FM



BASE POPULATION: 415,800

% IN MEDIA AUDIENCE: 8.7%

MEDIA PERSONS: 36,000

TARGET	MARKET PERSONS	MEDIA PERSONS	MEDIA RATING	AUDIENCE COMPOSITION	TARGET INDEX
ADULTS AGE 18+	415,800	36,000	8.7	100.0	100
MEN--18+	206,000	17,200	8.3	47.8	96
WOMEN--18+	209,800	18,800	9.0	52.2	103
ANNUAL HOUSEHOLD INCOME--UNDER \$15,000	10,700	900	8.4	2.5	97
ANNUAL HOUSEHOLD INCOME--UNDER \$25,000	45,200	2,500	5.5	6.9	64
ANNUAL HOUSEHOLD INCOME--UNDER \$50,000	222,200	13,500	6.1	37.5	70
ANNUAL HOUSEHOLD INCOME--\$15,000-\$24,999	34,500	1,500	4.3	4.2	50
ANNUAL HOUSEHOLD INCOME--\$25,000-\$34,999	50,700	700	1.4	1.9	16
ANNUAL HOUSEHOLD INCOME--\$35,000-\$49,999	126,300	10,300	8.2	28.6	94
ANNUAL HOUSEHOLD INCOME--\$50,000-\$74,999	93,400	10,900	11.7	30.3	135
ANNUAL HOUSEHOLD INCOME--\$75,000-\$99,999	43,900	4,000	9.1	11.1	105
ANNUAL HOUSEHOLD INCOME--\$100,000-\$149,999	45,200	4,000	8.8	11.1	102
ANNUAL HOUSEHOLD INCOME--\$25,000 PLUS	370,600	33,500	9.0	93.1	104
ANNUAL HOUSEHOLD INCOME--\$35,000 PLUS	319,900	32,800	10.3	91.1	118
ANNUAL HOUSEHOLD INCOME--\$50,000 PLUS	193,600	22,500	11.6	62.5	134
ANNUAL HOUSEHOLD INCOME--\$75,000 PLUS	100,200	11,600	11.6	32.2	134
ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS	56,300	7,500	13.3	20.8	154
ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE	11,200	3,500	31.3	9.7	361
MTV GENERATION--AGE 18-44/VIEW MTV AND/OR VH-1	58,600	5,600	9.6	15.6	110
YUPPIES--AGE 21-34/COLLEGE GRAD/TECH-PROF-MGR JOB	18,800	1,900	10.1	5.3	117
MATURING YUPPIE--25-44/C. GRAD/TECH-PROF-MGR/KIDS	22,800	*	*	*	*
AFFLUENT EMPTY NESTER--\$50K+/NO KIDS HOME/AGE 45+	53,400	8,300	15.5	23.1	180
AFFLUENT FULL NESTERS--\$75K +/-KIDS AT HOME	42,400	4,100	9.7	11.4	112
GRAYING AFFLUENTS--AGE 50+/FAMILY INCOME \$50,000+	61,500	10,800	17.6	30.0	203
AFFLUENT WORKING WOMEN--FAMILY INCOME \$75,000+	35,600	5,100	14.3	14.2	165
AFFLUENT BLUE COLLAR WORKER--FAMILY INCOME \$75000+	18,100	*	*	*	*
AFFLUENT WHITE COLLAR WORKER--FAMILY INCOME \$100K+	35,000	5,000	14.3	13.9	165
YOUNG WITH MONEY--AGE 18-34/\$100,000+ INCOME	15,900	1,000	6.3	2.8	73
ADULTS--AGE 18-20	30,200	*	*	*	*
ADULTS--AGE 21-24	30,200	3,700	12.3	10.3	142
ADULTS--AGE 25-34	81,400	5,300	6.5	14.7	75
ADULTS--AGE 35-44	84,900	3,700	4.4	10.3	50
ADULTS--AGE 45-49	43,700	5,200	11.9	14.4	137
ADULTS--AGE 50-54	38,300	6,000	15.7	16.7	181
ADULTS--AGE 55-64	53,800	8,000	14.9	22.2	172
ADULTS--AGE 65-74	30,200	2,200	7.3	6.1	84

[RADIO = 7-DAY CUME]

MEDIA AUDIENCE ANALYSIS BASED ON 74 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 700 BASE # OF RESPONDENTS

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THE MEDIA AUDIT

COMPOSITION REPORTS Cume Statistical Report

Page 2

REPORT MARKET: COLORADO SPRINGS, CO
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: MAR-APR 2007
MEDIA: KRCC-FM



BASE POPULATION: 415,800

% IN MEDIA AUDIENCE: 8.7%

MEDIA PERSONS: 36,000

TARGET	MARKET PERSONS	MEDIA PERSONS	MEDIA RATING	AUDIENCE COMPOSITION	TARGET INDEX
ADULTS--AGE 75 PLUS	23,200	2,100	9.1	5.8	105
ADULTS--AGE 18-24	60,400	3,700	6.1	10.3	71
ADULTS--AGE 18-34	141,800	9,000	6.3	25.0	73
ADULTS--AGE 18-44	226,700	12,600	5.6	35.0	64
ADULTS--AGE 18-49	270,400	17,800	6.6	49.4	76
ADULTS--AGE 18-54	308,600	23,800	7.7	66.1	89
ADULTS--AGE 25-44	166,300	9,000	5.4	25.0	63
ADULTS--AGE 25-49	210,000	14,200	6.8	39.4	78
ADULTS--AGE 25-54	248,200	20,100	8.1	55.8	94
ADULTS--AGE 25-64	302,000	28,100	9.3	78.1	107
ADULTS--AGE 35-49	128,600	8,900	6.9	24.7	80
ADULTS--AGE 35-54	166,800	14,800	8.9	41.1	102
ADULTS--AGE 35-64	220,600	22,800	10.3	63.3	119
ADULTS--AGE 45-54	81,900	11,100	13.6	30.8	157
ADULTS--AGE 45-64	135,700	19,100	14.1	53.1	163
ADULTS--AGE 18 PLUS	415,800	36,000	8.7	100.0	100
ADULTS--AGE 21 PLUS	385,600	36,000	9.3	100.0	108
ADULTS--AGE 25 PLUS	355,400	32,300	9.1	89.7	105
ADULTS--AGE 35 PLUS	274,000	27,000	9.9	75.0	114
ADULTS--AGE 45 PLUS	189,100	23,400	12.4	65.0	143
ADULTS--AGE 50 PLUS	145,400	18,200	12.5	50.6	145
ADULTS--AGE 65 PLUS	53,400	4,300	8.1	11.9	93
OCCUPATION--PROFESSIONAL, TECHNICAL	58,900	11,000	18.7	30.6	216
OCCUPATION--PROPRIETORS, MANAGERS	44,400	4,500	10.1	12.5	117
OCCUPATION--CLERICAL/SALES WORKER	66,100	4,000	6.1	11.1	70
OCCUPATION--WHITE COLLAR WORKERS	169,300	19,600	11.6	54.4	134
OCCUPATION--BLUE COLLAR WORKERS	84,000	7,200	8.6	20.0	99
OCCUPATION--RETIRED	63,200	5,500	8.7	15.3	101
OCCUPATION--HOMEMAKER	29,700	1,400	4.7	3.9	54
OCCUPATION--BUSINESS OWNER/PARTNER/CORP.OFFICER	20,800	3,500	16.8	9.7	194
EDUCATION--SOME HIGH SCHOOL OR LESS	29,300	*	*	*	*
EDUCATION--HIGH SCHOOL GRADUATE	121,700	4,600	3.8	12.8	44
EDUCATION--SOME COLLEGE	101,700	7,100	7.0	19.7	81
EDUCATION--COLLEGE GRADUATE [ONE DEGREE]	105,400	11,900	11.3	33.1	130
EDUCATION--ADVANCED COLLEGE DEGREE	55,500	12,400	22.3	34.4	258
EDUCATION--SINGLE AND/OR ADVANCED DEGREE	161,000	24,300	15.1	67.5	174

[RADIO = 7-DAY CUME]

MEDIA AUDIENCE ANALYSIS BASED ON 74 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 700 BASE # OF RESPONDENTS

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THE MEDIA AUDIT

COMPOSITION REPORTS Cume Statistical Report

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REPORT MARKET: COLORADO SPRINGS, CO
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: MAR-APR 2007
MEDIA: KRCC-FM



BASE POPULATION: 415,800

% IN MEDIA AUDIENCE: 8.7%

MEDIA PERSONS: 36,000

TARGET	MARKET PERSONS	MEDIA PERSONS	MEDIA RATING	AUDIENCE COMPOSITION	TARGET INDEX
INFLUENCE BUSINESS BANKING DECISIONS	26,400	4,000	15.2	11.1	175
INFLUENCE PURCHASE OF OFFICE EQUIPMENT	74,700	8,600	11.5	23.9	133
INFLUENCE PURCHASE OF OFFICE SUPPLIES	77,600	8,700	11.2	24.2	129
OPINION LEADER	8,700	3,200	36.8	8.9	425
FINANCIAL OPTIMIST--BETTER OFF 6-MOS. FROM NOW	191,800	13,800	7.2	38.3	83
ANNUAL HOUSEHOLD INCOME \$50,000 PLUS--AGE 18-34	65,400	6,000	9.2	16.7	106
ANNUAL HOUSEHOLD INCOME \$50,000 PLUS--AGE 18-49	132,100	11,700	8.9	32.5	102
ANNUAL HOUSEHOLD INCOME \$50,000 PLUS--AGE 25-49	102,400	8,000	7.8	22.2	90
ANNUAL HOUSEHOLD INCOME \$50,000 PLUS--AGE 25-54	123,700	11,600	9.4	32.2	108
ANNUAL HOUSEHOLD INCOME \$50,000 PLUS--AGE 25-64	151,200	16,200	10.7	45.0	124
ANNUAL HOUSEHOLD INCOME \$50,000 PLUS--AGE 35-64	115,600	13,900	12.0	38.6	139
ANNUAL HOUSEHOLD INCOME \$50,000 PLUS--AGE 50 +	61,500	10,800	17.6	30.0	203
TWO INCOME FAMILY	139,200	16,500	11.9	45.8	137
DUAL INCOME NO CHILD	51,700	6,800	13.2	18.9	152
MARITAL STATUS--MARRIED	262,300	26,000	9.9	72.2	114
MARITAL STATUS--NEVER MARRIED	75,600	5,000	6.6	13.9	76
MARITAL STATUS--ENGAGED	6,200	600	9.7	1.7	112
MARITAL STATUS--SEPARATED	6,900	*	*	*	*
MARITAL STATUS--DIVORCED	37,300	3,500	9.4	9.7	108
MARITAL STATUS--WIDOWED	19,800	500	2.5	1.4	29
PLAN BUY--CAR/VAN/TRUCK/SUV	51,200	5,000	9.8	13.9	113
PLAN BUY--NEW CAR/VAN/TRUCK/SUV	14,400	2,900	20.1	8.1	233
PLAN BUY--USED CAR/VAN/TRUCK/SUV	31,600	1,800	5.7	5.0	66
PLAN BUY--CAR	20,900	1,400	6.7	3.9	77
PLAN BUY--VAN/TRUCK/SUV	23,400	2,400	10.3	6.7	118
PLAN BUY--DOMESTIC CAR/VAN/TRUCK/SUV	23,100	800	3.5	2.2	40
PLAN BUY--FOREIGN CAR/VAN/TRUCK/SUV	20,100	3,600	17.9	10.0	207
PLAN BUY--WILL PAY \$20000 PLUS FOR NEXT VEHICLE	19,400	3,800	19.6	10.6	226
PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE	5,100	1,400	27.5	3.9	317
NUMBER OF VEHICLES NOW OWNED--ONE	81,000	4,100	5.1	11.4	58
NUMBER OF VEHICLES NOW OWNED--TWO	158,200	15,300	9.7	42.5	112
NUMBER OF VEHICLES NOW OWNED--THREE OR MORE	165,300	15,900	9.6	44.2	111
MAKE OF VEHICLES NOW OWNED--ANY DOMESTIC	312,000	27,000	8.7	75.0	100
MAKE OF VEHICLES NOW OWNED--ANY FOREIGN	232,800	29,600	12.7	82.2	147
MAKE OF VEHICLES NOW OWNED--ANY JAPANESE/ASIAN	209,100	25,800	12.3	71.7	143
MAKE OF VEHICLES NOW OWNED--ANY EUROPEAN	40,200	6,000	14.9	16.7	172

[RADIO = 7-DAY CUME]

MEDIA AUDIENCE ANALYSIS BASED ON 74 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 700 BASE # OF RESPONDENTS

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THE MEDIA AUDIT

COMPOSITION REPORTS Cume Statistical Report

Page 4

REPORT MARKET: COLORADO SPRINGS, CO
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: MAR-APR 2007
MEDIA: KRCC-FM



BASE POPULATION: 415,800

% IN MEDIA AUDIENCE: 8.7%

MEDIA PERSONS: 36,000

TARGET	MARKET PERSONS	MEDIA PERSONS	MEDIA RATING	AUDIENCE COMPOSITION	TARGET INDEX
MAKE OF VEHICLES NOW OWNED--CADILLAC	15,700	3,700	23.6	10.3	272
MAKE OF VEHICLES NOW OWNED--BUICK	19,400	1,100	5.7	3.1	65
MAKE OF VEHICLES NOW OWNED--OLDSMOBILE	13,300	600	4.5	1.7	52
MAKE OF VEHICLES NOW OWNED--PONTIAC	17,300	1,300	7.5	3.6	87
MAKE OF VEHICLES NOW OWNED--CHEVROLET	108,700	3,600	3.3	10.0	38
MAKE OF VEHICLES NOW OWNED--GMC	29,900	500	1.7	1.4	19
MAKE OF VEHICLES NOW OWNED--HUMMER	*	*	*	*	*
MAKE OF VEHICLES NOW OWNED--LINCOLN/MERCURY	9,800	300	3.1	0.8	35
MAKE OF VEHICLES NOW OWNED--FORD	114,200	9,800	8.6	27.2	99
MAKE OF VEHICLES NOW OWNED--CHRYSLER	26,300	400	1.5	1.1	18
MAKE OF VEHICLES NOW OWNED--DODGE	61,000	7,000	11.5	19.4	133
MAKE OF VEHICLES NOW OWNED--JEEP	35,800	2,100	5.9	5.8	68
MAKE OF VEHICLES NOW OWNED--SATURN	28,100	6,900	24.6	19.2	284
MAKE OF VEHICLES NOW OWNED--GEO	1,800	*	*	*	*
MAKE OF VEHICLES NOW OWNED--ACURA	8,800	500	5.7	1.4	66
MAKE OF VEHICLES NOW OWNED--AUDI	1,300	600	46.2	1.7	533
MAKE OF VEHICLES NOW OWNED--BMW	5,800	1,200	20.7	3.3	239
MAKE OF VEHICLES NOW OWNED--DAEWOO	1,000	*	*	*	*
MAKE OF VEHICLES NOW OWNED--HONDA	59,700	7,200	12.1	20.0	139
MAKE OF VEHICLES NOW OWNED--HYUNDAI	10,500	1,000	9.5	2.8	110
MAKE OF VEHICLES NOW OWNED--ISUZU	4,900	300	6.1	0.8	71
MAKE OF VEHICLES NOW OWNED--INFINITI	1,000	*	*	*	*
MAKE OF VEHICLES NOW OWNED--JAGUAR	200	200	100.0	0.6	1,155
MAKE OF VEHICLES NOW OWNED--KIA	15,700	*	*	*	*
MAKE OF VEHICLES NOW OWNED--LAND ROVER	2,500	*	*	*	*
MAKE OF VEHICLES NOW OWNED--LEXUS	7,500	1,900	25.3	5.3	293
MAKE OF VEHICLES NOW OWNED--MAZDA	11,800	1,500	12.7	4.2	147
MAKE OF VEHICLES NOW OWNED--MERCEDES	6,400	800	12.5	2.2	144
MAKE OF VEHICLES NOW OWNED--MITSUBISHI	13,800	3,100	22.5	8.6	259
MAKE OF VEHICLES NOW OWNED--NISSAN	37,900	3,000	7.9	8.3	91
MAKE OF VEHICLES NOW OWNED--PORSCHE	3,400	*	*	*	*
MAKE OF VEHICLES NOW OWNED--SAAB	1,700	*	*	*	*
MAKE OF VEHICLES NOW OWNED--SUBARU	27,900	7,800	28.0	21.7	323
MAKE OF VEHICLES NOW OWNED--SUZUKI	14,700	*	*	*	*
MAKE OF VEHICLES NOW OWNED--TOYOTA	57,700	7,200	12.5	20.0	144
MAKE OF VEHICLES NOW OWNED--VOLKSWAGEN	17,300	2,200	12.7	6.1	147

[RADIO = 7-DAY CUME]

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THE MEDIA AUDIT

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Page 5

REPORT MARKET: COLORADO SPRINGS, CO
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REPORT PERIOD: MAR-APR 2007
MEDIA: KRCC-FM



BASE POPULATION: 415,800

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MEDIA PERSONS: 36,000

TARGET	MARKET PERSONS	MEDIA PERSONS	MEDIA RATING	AUDIENCE COMPOSITION	TARGET INDEX
MAKE OF VEHICLES NOW OWNED--VOLVO	8,400	900	10.7	2.5	124
LUXURY CAR OWNERS--CADILLAC/LINCOLN	21,200	3,700	17.5	10.3	202
LUXURY CAR OWNERS--BMW/MER/LEX/INF/JAG/PORSCHE	18,100	4,200	23.2	11.7	268
OWN RV/MOTOR HOME	36,100	4,000	11.1	11.1	128
OWN POWER OR MOTOR BOAT	24,400	700	2.9	1.9	33
OWN SAILBOAT	2,500	600	24.0	1.7	277
OWN MOTOR CYCLE	58,100	5,600	9.6	15.6	111
OWN SUV	134,100	11,500	8.6	31.9	99
OWN PICKUP TRUCK	154,800	11,700	7.6	32.5	87
OWN A VAN	86,100	5,300	6.2	14.7	71
HIGH MILEAGE DRIVERS--350 + MILES PER WEEK	65,100	8,900	13.7	24.7	158
PLAN TO REMODEL HOME NEXT 12 MONTHS	88,700	7,500	8.5	20.8	98
PLAN BUY NEXT 12 MOS--STEREO/CD OR MP3 PLAYER/IPOD	66,200	5,000	7.6	13.9	87
PLAN BUY NEXT 12 MONTHS--VIDEO CAMERA/VCR/DVD	59,400	3,800	6.4	10.6	74
PLAN BUY NEXT 12 MOS--PERSONAL COMPUTER/EQUIPMENT	98,500	12,100	12.3	33.6	142
PLAN BUY NEXT 12 MOS--COMPUTER SOFTWARE	106,500	12,200	11.5	33.9	132
PLAN BUY NEXT 12 MONTHS--GLASSES/CONTACT LENS	129,300	13,900	10.8	38.6	124
PLAN NEXT 12 MONTHS--LASIK EYE SURGERY	9,100	400	4.4	1.1	51
PLAN NEXT 12 MONTHS--COSMETIC SURGERY OR PROCEDURE	7,000	*	*	*	*
PLAN BUY IN 12 MONTHS--MAJOR HOUSEHOLD APPLIANCE	39,400	3,800	9.6	10.6	111
PLAN BUY NEXT 12 MONTHS--NEW TV SET	61,000	6,700	11.0	18.6	127
PAST 4-WEEKS--BUY/RENTED MOVIE VCR TAPES OR DVD'S	208,200	24,100	11.6	66.9	134
PAST 4-WEEKS--BUY/RENTED VIDEO GAMES	52,800	4,600	8.7	12.8	101
PAST 4-WEEKS--BOUGHT STEREO ALBUMS/CD'S	115,300	10,600	9.2	29.4	106
PAST 4-WEEKS--BOUGHT BOTTLED WATER	192,900	16,400	8.5	45.6	98
PLAN TO BUY A HOME DURING NEXT 2 YEARS	48,000	3,100	6.5	8.6	75
PLAN TO BUY A HOME DURING NEXT 2 YEARS--NOW OWN	27,300	2,700	9.9	7.5	114
PLAN TO BUY A HOME DURING NEXT 2 YEARS--NOW RENT	20,300	*	*	*	*
PLAN TO BUY A HOME NEXT 2 YEARS--\$50K+ INCOME	22,600	1,700	7.5	4.7	87
MARKET VALUE OF HOME--UNDER \$100,000	15,800	700	4.4	1.9	51
MARKET VALUE OF HOME--\$100,000-\$199,999	89,200	7,200	8.1	20.0	93
MARKET VALUE OF HOME--\$200,000-\$299,999	97,000	11,400	11.8	31.7	136
MARKET VALUE OF HOME--\$300,000-\$399,999	32,700	4,800	14.7	13.3	170
MARKET VALUE OF HOME--\$400,000-\$499,999	18,100	1,000	5.5	2.8	64
MARKET VALUE OF HOME--\$500,000-\$999,999	15,800	2,300	14.6	6.4	168
MARKET VALUE OF HOME--\$1,000,000 PLUS	1,400	1,000	71.4	2.8	825

[RADIO = 7-DAY CUME]

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Page 6

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MEDIA PERSONS: 36,000

TARGET	MARKET PERSONS	MEDIA PERSONS	MEDIA RATING	AUDIENCE COMPOSITION	TARGET INDEX
MARKET VALUE OF HOME--\$200,000 PLUS	165,100	20,500	12.4	56.9	143
MARKET VALUE OF HOME--\$300,000 PLUS	68,100	9,100	13.4	25.3	154
MARKET VALUE OF HOME--\$400,000 PLUS	35,300	4,300	12.2	11.9	141
MARKET VALUE OF HOME--\$500,000 PLUS	17,200	3,300	19.2	9.2	222
HOME OWNER--DWELLING UNIT--OWNED	316,100	33,500	10.6	93.1	122
HOME OWNER--INCOME--UNDER \$50,000	143,900	11,600	8.1	32.2	93
HOME OWNER--INCOME--\$50,000-\$74,999	78,900	10,400	13.2	28.9	152
HOME OWNER--INCOME--\$75,000-\$99,999	38,800	4,000	10.3	11.1	119
HOME OWNER--INCOME--\$100,000 OR MORE	54,500	7,500	13.8	20.8	159
HOME/APT. RENTER--DWELLING UNIT--RENTED	89,800	1,700	1.9	4.7	22
HOME/APT. RENTER--INCOME--UNDER \$15,000	8,100	500	6.2	1.4	71
HOME/APT. RENTER--INCOME--\$15,000-\$24,999	14,400	*	*	*	*
HOME/APT. RENTER--INCOME--\$25,000-\$34,999	20,100	*	*	*	*
HOME/APT. RENTER--INCOME--\$35,000-\$49,999	29,100	700	2.4	1.9	28
HOME/APT. RENTER--INCOME--\$50,000-\$74,999	14,100	600	4.3	1.7	49
HOME/APT. RENTER--INCOME--\$75,000 OR MORE	4,000	*	*	*	*
PAST 4-WEEKS AUTO PARTS STORES SHOPPED	149,000	13,200	8.9	36.7	102
PAST 4-WKS HARDWARE/BUILDING SUPPLY STORE	258,100	28,300	11.0	78.6	127
PAST 4-WEEKS DRUG STORES SHOPPED	271,500	30,300	11.2	84.2	129
PAST 4-WEEKS DISCOUNT STORES SHOPPED	368,800	30,600	8.3	85.0	96
PAST 4-WEEKS ATTENDED MOVIE THEATER	176,000	21,700	12.3	60.3	142
FREQUENT RESTAURANT DINER--4 + TIMES PAST 2 WKS	45,500	8,300	18.2	23.1	211
FREQUENT BEER DRINKER--6 + TIMES PAST 2 WEEKS	22,400	2,300	10.3	6.4	119
FREQUENT WINE DRINKER--3 + TIMES PAST 2 WEEKS	36,800	7,100	19.3	19.7	223
PAST 4-WEEKS VISITED BARS OR NIGHT CLUBS	94,900	10,900	11.5	30.3	133
PAST 4-WEEKS PURCHASED MEN'S CLOTHING	136,400	16,200	11.9	45.0	137
PAST 4-WEEKS PURCHASED WOMEN'S CLOTHING	192,900	13,900	7.2	38.6	83
PAST 4-WEEKS PURCHASED CHILDREN'S CLOTHING	159,700	10,000	6.3	27.8	72
PAST 4-WEEKS SHOPPED SPORTING GOODS STORES	123,000	14,200	11.5	39.4	133
PAST 4-WEEKS SHOPPED JEWELRY STORES	39,500	2,600	6.6	7.2	76
PARTICIPATED PAST 12 MONTHS--LAWN/GARDENING	269,100	27,000	10.0	75.0	116
PARTICIPATED PAST 12 MONTHS--HUNTING/FISHING	104,400	7,900	7.6	21.9	87
PARTICIPATED PAST 12 MONTHS--SNOW SKIING/BOARDING	76,100	9,900	13.0	27.5	150
PARTICIPATED PAST 12 MONTHS--GOLF 3 PLUS TIMES	41,200	4,200	10.2	11.7	118
ATTEND 3+ COLLEGE/PROF. SPORTS EVENTS PAST YEAR	90,200	7,700	8.5	21.4	99
ATTENDED PAST 12 MONTHS--COUNTRY MUSIC CONCERT	33,500	2,800	8.4	7.8	97

[RADIO = 7-DAY CUME]

MEDIA AUDIENCE ANALYSIS BASED ON 74 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 700 BASE # OF RESPONDENTS

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THE MEDIA AUDIT

COMPOSITION REPORTS Cume Statistical Report

Page 7

REPORT MARKET: COLORADO SPRINGS, CO
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: MAR-APR 2007
MEDIA: KRCC-FM



BASE POPULATION: 415,800

% IN MEDIA AUDIENCE: 8.7%

MEDIA PERSONS: 36,000

TARGET	MARKET PERSONS	MEDIA PERSONS	MEDIA RATING	AUDIENCE COMPOSITION	TARGET INDEX
ATTENDED PAST 12 MONTHS--ROCK/POP. MUSIC CONCERT	70,600	6,600	9.3	18.3	108
ATTENDED PAST 12 MONTHS--OPERA/SYMPHONY/THEATER	104,800	21,200	20.2	58.9	234
ATTENDED PAST 12 MONTHS--MAJOR THEME PARK	47,800	4,200	8.8	11.7	101
FREQUENT DIETERS--4+ WEEKS PAST YEAR	75,100	5,200	6.9	14.4	80
EXERCISED 12+ TIMES AT A HEALTH CLUB PAST YEAR	115,600	8,000	6.9	22.2	80
PURCHASED 12+ BOOKS FROM A BOOK STORE PAST YEAR	154,200	21,700	14.1	60.3	163
VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR	94,600	4,100	4.3	11.4	50
PURCHASED LOTTERY TICKETS PAST 4-WEEKS	108,000	4,500	4.2	12.5	48
PLAN TO TAKE OCEAN CRUISE NEXT 2-3 YEARS	88,800	3,900	4.4	10.8	51
PLAN TO TAKE COLLEGE LEVEL COURSES NEXT 12-MONTHS	91,700	4,500	4.9	12.5	57
PLAN COLLEGE LEVEL COURSES NEXT 12-MO.--AGE 18-34	52,000	1,700	3.3	4.7	38
PLAN COLLEGE LEVEL COURSES NEXT 12-MO.--AGE 35 +	39,700	2,900	7.3	8.1	84
USED TRAVEL AGENT 3+ TIMES PAST YEAR	22,100	1,700	7.7	4.7	89
RENTED CAR 5+ TIMES PAST YEAR	39,000	5,100	13.1	14.2	151
STAYED IN HOTEL/MOTEL 10+ NIGHTS PAST YEAR	108,700	14,900	13.7	41.4	158
POTENTIAL SPA USERS--FEMALE/AGE 25-54/\$75K+ INCOME	34,200	3,300	9.6	9.2	111
ART PATRONS--ADVANCED DEGREE/\$100K/ATTND OP/SY/TH	11,200	2,600	23.2	7.2	268
HOME REPAIRS--IN HOME 20YR+ & HOME EQUITY LOAN	11,400	700	6.1	1.9	71
HAVE A DOG	216,700	16,100	7.4	44.7	86
HAVE A CAT	119,300	12,000	10.1	33.3	116
FAST FOOD RESTAURANT--3 + PURCHASES PAST WEEK	94,400	6,600	7.0	18.3	81
FAST FOOD RESTAURANT--5 + PURCHASES PAST WEEK	35,900	4,100	11.4	11.4	132
ATE FAST FOOD PAST 4-WEEKS--ARBY'S	33,100	2,100	6.3	5.8	73
ATE FAST FOOD PAST 4-WEEKS--BURGER KING	90,900	4,800	5.3	13.3	61
ATE FAST FOOD PAST 4-WEEKS--CARL'S JR.	31,900	1,600	5.0	4.4	58
ATE FAST FOOD PAST 4-WEEKS--CHICK-FIL-A	12,900	1,500	11.6	4.2	134
ATE FAST FOOD PAST 4-WEEKS--CHIPOTLE MEXICAN GRILL	20,500	2,100	10.2	5.8	118
ATE FAST FOOD PAST 4-WEEKS--KFC	31,700	1,100	3.5	3.1	40
ATE FAST FOOD PAST 4-WEEKS--MCDONALDS	178,200	12,800	7.2	35.6	83
ATE FAST FOOD PAST 4-WEEKS--SONIC	37,900	4,300	11.3	11.9	131
ATE FAST FOOD PAST 4-WEEKS--SUBWAY	41,800	4,000	9.6	11.1	111
ATE FAST FOOD PAST 4-WEEKS--TACO BELL	77,300	3,500	4.5	9.7	52
ATE FAST FOOD PAST 4-WEEKS--WENDY'S	106,100	5,900	5.6	16.4	64
WEEKLY SUPERMARKET EXPENDITURES--\$100 +	256,800	26,400	10.3	73.3	119
WEEKLY SUPERMARKET EXPENDITURES--\$150 +	139,500	16,800	12.0	46.7	139
SHOP SUPERMARKET PAST WEEK--ALBERTSON'S	58,900	6,900	11.7	19.2	135

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THE MEDIA AUDIT

COMPOSITION REPORTS Cume Statistical Report

Page 8

REPORT MARKET: COLORADO SPRINGS, CO
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: MAR-APR 2007
MEDIA: KRCC-FM



BASE POPULATION: 415,800

% IN MEDIA AUDIENCE: 8.7%

MEDIA PERSONS: 36,000

TARGET	MARKET PERSONS	MEDIA PERSONS	MEDIA RATING	AUDIENCE COMPOSITION	TARGET INDEX
SHOP SUPERMARKET PAST WEEK--KING SOOPERS	174,000	24,000	13.8	66.7	159
SHOP SUPERMARKET PAST WEEK--MILITARY COMMISSARY	55,500	4,400	7.9	12.2	92
SHOP SUPERMARKET PAST WEEK--SAFEWAY	195,100	15,000	7.7	41.7	89
SHOP SUPERMARKET PAST WEEK--SAM'S CLUB	17,800	*	*	*	*
SHOP SUPERMARKET PAST WEEK--WAL-MART	193,200	9,700	5.0	26.9	58
SHOP SUPERMARKET PAST WEEK--WHOLE FOODS MARKET	18,800	4,600	24.5	12.8	283
SHOPPED PAST 6-MONTHS--K-MART	105,900	6,000	5.7	16.7	65
SHOPPED PAST 6-MONTHS--WAL-MART	343,700	22,100	6.4	61.4	74
SHOPPED PAST 6-MONTHS--TARGET	219,800	24,100	11.0	66.9	127
SHOPPED PAST 6-MONTHS--JC PENNEY	115,800	7,400	6.4	20.6	74
SHOPPED PAST 6-MONTHS--SEARS	130,500	18,200	13.9	50.6	161
SHOPPED PAST 6-MONTHS--BURLINGTON COAT FACTORY	55,000	3,300	6.0	9.2	69
SHOPPED PAST 6-MONTHS--DILLARD'S	87,800	8,500	9.7	23.6	112
SHOPPED PAST 6-MONTHS--FAMILY DOLLAR	90,500	3,200	3.5	8.9	41
SHOPPED PAST 6-MONTHS--KOHL'S	149,400	11,500	7.7	31.9	89
SHOPPED PAST 6-MONTHS--MACY'S	84,500	13,100	15.5	36.4	179
SHOPPED PAST 6-MONTHS--MARSHALLS	20,800	1,500	7.2	4.2	83
SHOPPED PAST 6-MONTHS--ROSS DRESS FOR LESS	69,100	4,800	6.9	13.3	80
SHOPPED PAST 6-MONTHS--T.J. MAXX	29,400	2,600	8.8	7.2	102
SHOP ELECTRONICS/APPLIANCES--BEST BUY	167,800	17,300	10.3	48.1	119
SHOP ELECTRONICS/APPLIANCES--CIRCUIT CITY	36,000	2,900	8.1	8.1	93
SHOP ELECTRONICS/APPLIANCES--HOME DEPOT	67,200	9,600	14.3	26.7	165
SHOP ELECTRONICS/APPLIANCES--LOWE'S	63,300	4,100	6.5	11.4	75
SHOP ELECTRONICS/APPLIANCES--SAM'S CLUB	15,900	200	1.3	0.6	15
SHOP ELECTRONICS/APPLIANCES--SEARS	155,300	15,100	9.7	41.9	112
SHOP ELECTRONICS/APPLIANCES--TARGET	18,000	1,500	8.3	4.2	96
SHOP ELECTRONICS/APPLIANCES--WAL-MART	98,600	5,000	5.1	13.9	59
PLAN BUY NEXT 12 MONTHS--NEW FURNITURE	71,100	9,200	12.9	25.6	149
PLAN BUY NEXT 12 MONTHS--BED/MATTRESS/ETC.	62,000	5,600	9.0	15.6	104
SHOP FURNITURE/MATTRESS--AMERICAN FURNITURE COMPANY	24,700	1,300	5.3	3.6	61
SHOP FURNITURE/MATTRESS--AMERICAN FURNITURE WAREHOUSE	159,900	7,300	4.6	20.3	53
SHOP FURNITURE/MATTRESS--DENVER MATTRESS COMPANY	47,000	1,700	3.6	4.7	42
SHOP FURNITURE/MATTRESS--LA-Z-BOY FURNITURE GALLERIES	11,300	700	6.2	1.9	72
SHOP FURNITURE/MATTRESS--SEARS	27,700	3,400	12.3	9.4	142
SHOP FURNITURE/MATTRESS--WAL-MART	26,500	3,000	11.3	8.3	131
SHOP FURNITURE/MATTRESS--WOODLEY'S FINE FURNITURE	13,100	1,400	10.7	3.9	123

[RADIO = 7-DAY CUME]

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Page 9

REPORT MARKET: COLORADO SPRINGS, CO
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BASE POPULATION: 415,800

% IN MEDIA AUDIENCE: 8.7%

MEDIA PERSONS: 36,000

TARGET	MARKET PERSONS	MEDIA PERSONS	MEDIA RATING	AUDIENCE COMPOSITION	TARGET INDEX
MOVED IN PAST YEAR--TO A HOUSE	65,200	6,500	10.0	18.1	115
MOVED IN PAST YEAR--TO AN APARTMENT	34,800	1,500	4.3	4.2	50
CONSUMED SOFT DRINKS 5 + TIMES PAST 7-DAYS	158,300	11,400	7.2	31.7	83
CONSUMED SOFT DRINKS 10 + TIMES PAST 7-DAYS	68,800	5,000	7.3	13.9	84
USUALLY DRINK DIET SOFT DRINKS	97,900	10,500	10.7	29.2	124
USUALLY DRINK REGULAR [NOT DIET] SOFT DRINKS	201,600	12,000	6.0	33.3	69
CONSUMED PAST 7-DAYS--COCA COLA	152,200	13,900	9.1	38.6	105
CONSUMED PAST 7-DAYS--DR PEPPER	98,500	8,500	8.6	23.6	100
CONSUMED PAST 7-DAYS--MOUNTAIN DEW	68,900	6,100	8.9	16.9	102
CONSUMED PAST 7-DAYS--PEPSI COLA	138,300	7,100	5.1	19.7	59
CONSUMED PAST 7-DAYS--7-UP	35,800	1,100	3.1	3.1	35
CONSUMED PAST 7-DAYS--SPRITE	59,500	3,600	6.1	10.0	70
HOME TELEPHONE SERVICE--PHONE COMPANY	365,700	33,700	9.2	93.6	106
HOME TELEPHONE SERVICE--CABLE COMPANY	14,300	800	5.6	2.2	65
HOME TELEPHONE SERVICE--VOIP/INTERNET	16,000	1,200	7.5	3.3	87
NOW OWN A CELLULAR PHONE	335,300	28,100	8.4	78.1	97
CELL PHONE CARRIER USED--AT&T [CINGULAR]	86,900	7,100	8.2	19.7	94
CELL PHONE CARRIER USED--QWEST WIRELESS	25,100	1,300	5.2	3.6	60
CELL PHONE CARRIER USED--SPRINT NEXTEL	45,500	3,900	8.6	10.8	99
CELL PHONE CARRIER USED--T-MOBILE	48,000	3,500	7.3	9.7	84
CELL PHONE CARRIER USED--VERIZON WIRELESS	101,100	11,100	11.0	30.8	127
BUILDING SUPPLY SHOP PAST 6 MOS--ACE HARDWARE	44,700	6,500	14.5	18.1	168
BUILDING SUPPLY SHOP PAST 6 MOS--HOME DEPOT	287,200	26,300	9.2	73.1	106
BUILDING SUPPLY SHOP PAST 6 MOS--LOWE'S	215,800	17,700	8.2	49.2	95
DRUG STORE SHOP PAST 6 MONTHS--KING SOOPERS	15,600	4,200	26.9	11.7	311
DRUG STORE SHOP PAST 6 MONTHS--LONGS DRUGS	55,100	8,700	15.8	24.2	182
DRUG STORE SHOP PAST 6 MONTHS--WAL-MART	53,700	5,600	10.4	15.6	120
DRUG STORE SHOP PAST 6 MONTHS--WALGREENS	304,300	27,400	9.0	76.1	104
MALLS SHOPPED OFTEN--CHAPEL HILLS MALL	190,600	20,300	10.7	56.4	123
MALLS SHOPPED OFTEN--THE CITADEL	196,500	18,300	9.3	50.8	108
MALLS SHOPPED OFTEN--CITADEL CROSSING	32,600	500	1.5	1.4	18
MALLS SHOPPED OFTEN--THE SHOPS AT BRIARGATE	13,900	2,400	17.3	6.7	199
DOMESTIC AIR TRAVEL--FLEW 3 PLUS TIMES PAST YEAR	97,500	15,700	16.1	43.6	186
DOMESTIC AIR TRAVEL--FLEW 6 PLUS TIMES PAST YEAR	32,000	7,100	22.2	19.7	256
FOREIGN AIR TRAVEL--FLEW 1+ TIMES PAST 2 YEARS	95,000	14,700	15.5	40.8	179
FOREIGN AIR TRAVEL--FLEW 2+ TIMES PAST 2 YEARS	48,200	8,000	16.6	22.2	192

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MEDIA PERSONS: 36,000

TARGET	MARKET PERSONS	MEDIA PERSONS	MEDIA RATING	AUDIENCE COMPOSITION	TARGET INDEX
PRIMARY BUSINESS AIR TRAVELERS	88,300	12,500	14.2	34.7	164
HAVE IRA/KEOGH ACCOUNT	151,000	21,600	14.3	60.0	165
HAVE CD'S/SAVINGS CERTIFICATES	108,300	15,500	14.3	43.1	165
HAVE A 401K ACCOUNT	140,400	20,200	14.4	56.1	166
HAVE CAR LOAN	151,500	8,400	5.5	23.3	64
HAVE HOME EQUITY LOAN	114,800	9,700	8.4	26.9	98
LIQUID ASSETS [CASH/STOCKS/CD'S/ETC]--\$100K PLUS	71,600	12,200	17.0	33.9	197
LIQUID ASSETS [CASH/STOCKS/CD'S/ETC]--\$250K PLUS	28,700	4,400	15.3	12.2	177
TRADED STOCKS/BONDS/SECURITIES DURING PAST YEAR	71,400	12,800	17.9	35.6	207
INVESTORS--HAVE CD'S/IRA'S/401K'S	227,900	27,900	12.2	77.5	141
INVESTORS--HAVE CD'S/IRA'S/401K'S--AGE 18-34	54,500	5,900	10.8	16.4	125
INVESTORS--HAVE CD'S/IRA'S/401K'S--AGE 35-54	105,200	12,400	11.8	34.4	136
INVESTORS--HAVE CD'S/IRA'S/401K'S--AGE 55 PLUS	68,200	9,600	14.1	26.7	163
CUSTOMER--ALL CREDIT UNIONS [NET]	169,300	16,300	9.6	45.3	111
CUSTOMER--ENT FEDERAL C.U.	93,500	10,100	10.8	28.1	125
CUSTOMER--SECURITY SERVICE FEDERAL C.U.	28,000	900	3.2	2.5	37
CUSTOMER--CHASE BANK	20,600	2,000	9.7	5.6	112
CUSTOMER--US BANK	28,100	1,500	5.3	4.2	62
CUSTOMER--WELLS FARGO BANK	67,800	8,100	11.9	22.5	138
HEALTH CARE--HAVE SOME TYPE INSURANCE COVERAGE	291,400	29,000	10.0	80.6	115
HEALTH CARE--HAVE BLUE CROSS/BLUE SHIELD	38,600	4,800	12.4	13.3	144
HEALTH CARE--HAVE OTHER MEDICAL INSURANCE COVERAGE	195,000	16,000	8.2	44.4	95
HEALTH CARE--COVERED BY HMO	59,700	8,400	14.1	23.3	163
PLAN HOSPITAL STAY NEXT YEAR & HAVE MEDICAL INS.	32,200	3,700	11.5	10.3	133
POLITICAL PARTY AFFILIATION--DEMOCRAT	79,400	14,700	18.5	40.8	214
POLITICAL PARTY AFFILIATION--REPUBLICAN	156,800	6,100	3.9	16.9	45
POLITICAL PARTY AFFILIATION--INDEPENDENT	152,000	13,700	9.0	38.1	104
PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION	269,500	27,100	10.1	75.3	116
PAST YEAR VOTED AND IS A DEMOCRAT	52,200	13,500	25.9	37.5	299
PAST YEAR VOTED AND IS A REPUBLICAN	124,400	2,800	2.3	7.8	26
PAST YEAR VOTED AND IS A INDEPENDENT	84,100	9,800	11.7	27.2	135
RACE--WHITE [NOT HISPANIC]	300,700	28,800	9.6	80.0	111
RACE--HISPANIC DESCENT	48,200	800	1.7	2.2	19
RACE--OTHER	66,900	6,400	9.6	17.8	110
STAGE IN LIFE CYCLE--SINGLE,U/35,NO CHILDREN	48,500	3,100	6.4	8.6	74
STAGE IN LIFE CYCLE--MARRIED,U/35,NO CHILDREN	21,300	2,300	10.8	6.4	125

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TARGET	MARKET PERSONS	MEDIA PERSONS	MEDIA RATING	AUDIENCE COMPOSITION	TARGET INDEX
STAGE IN LIFE CYCLE--CHILDREN AT HOME,ANY AGE	194,000	12,800	6.6	35.6	76
STAGE IN LIFE CYCLE--CHILDREN--ANY UNDER 6	84,700	5,200	6.1	14.4	71
STAGE IN LIFE CYCLE--CHILDREN--ANY AGE 6 PLUS	154,900	8,900	5.7	24.7	66
STAGE IN LIFE CYCLE--CHILDREN--ANY AGE 6-12	75,700	3,800	5.0	10.6	58
STAGE IN LIFE CYCLE--CHILDREN--ANY AGE 13 PLUS	106,200	6,400	6.0	17.8	70
STAGE IN LIFE CYCLE--CHILDREN--ANY AGE 13-17	64,400	6,000	9.3	16.7	108
STAGE IN LIFE CYCLE--CHILDREN--ANY AGE 18 PLUS	59,200	1,000	1.7	2.8	20
STAGE IN LIFE CYCLE--MARRIED,35+,NO CHILD AT HOME	90,400	11,900	13.2	33.1	152
STAGE IN LIFE CYCLE--SINGLE,35+,NO CHILD AT HOME	52,700	5,000	9.5	13.9	110
CHILD CARE--KIDS UNDER 6 AND DUAL INCOME	35,900	4,400	12.3	12.2	142
CHILD CARE--KIDS UNDER 6 AND SINGLE PARENT	8,200	*	*	*	*
WORKING WOMEN	128,900	12,500	9.7	34.7	112
WORKING WOMEN--AGE GROUP--18-34	43,900	1,900	4.3	5.3	50
WORKING WOMEN--AGE GROUP--35 PLUS	85,000	10,600	12.5	29.4	144
WORKING MOTHERS	64,100	3,400	5.3	9.4	61
SINGLE PARENTS	38,400	1,000	2.6	2.8	30
FAMILY SIZE--1 PERSON	47,700	4,500	9.4	12.5	109
FAMILY SIZE--2 PERSONS	121,000	15,800	13.1	43.9	151
FAMILY SIZE--3-4 PERSONS	174,600	12,600	7.2	35.0	83
FAMILY SIZE--5 OR MORE	72,500	3,100	4.3	8.6	49
SINGLE--NEVER MARRIED/WID./DIV./SEPERATED	139,600	9,000	6.4	25.0	74
SINGLE--NEVER MARRIED/WID./DIV./SEP.--AGE 18-34	65,800	3,100	4.7	8.6	54
SINGLE--NEVER MARRIED/WID./DIV./SEP.--AGE 35-54	37,300	1,800	4.8	5.0	56
SINGLE--NEVER MARRIED/WID./DIV./SEP.--AGE 55 PLUS	36,500	4,100	11.2	11.4	130
LIVE IN--EL PASO COUNTY	415,800	36,000	8.7	100.0	100
FOLLOWED SPORTS PAST 12-MONTHS--ON RADIO	130,600	14,000	10.7	38.9	124
FOLLOWED SPORTS PAST 12-MONTHS--ON TELEVISION	314,900	26,700	8.5	74.2	98
FOLLOWED SPORTS PAST 12-MONTHS--ON RADIO/TV	322,800	27,900	8.6	77.5	100
FOLLOW SPORTS ON TV/RADIO--BOXING	70,500	5,100	7.2	14.2	84
FOLLOW SPORTS ON TV/RADIO--GOLF	89,900	6,400	7.1	17.8	82
FOLLOW SPORTS ON TV/RADIO--ICE SKATING	84,200	9,400	11.2	26.1	129
FOLLOW SPORTS ON TV/RADIO--NASCAR	103,500	3,900	3.8	10.8	44
FOLLOW SPORTS ON TV/RADIO--SUPER BOWL	271,700	23,300	8.6	64.7	99
FOLLOW SPORTS ON TV/RADIO--TENNIS	58,300	10,800	18.5	30.0	214
FOLLOW SPORTS ON TV/RADIO--WRESTLING	43,400	2,200	5.1	6.1	59
FOLLOW SPORTS ON TV/RADIO--COLLEGE BASEBALL	47,300	3,800	8.0	10.6	93

[RADIO = 7-DAY CUME]

MEDIA AUDIENCE ANALYSIS BASED ON 74 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 700 BASE # OF RESPONDENTS

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THE MEDIA AUDIT

COMPOSITION REPORTS Cume Statistical Report

Page 12

REPORT MARKET: COLORADO SPRINGS, CO
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: MAR-APR 2007
MEDIA: KRCC-FM



BASE POPULATION: 415,800

% IN MEDIA AUDIENCE: 8.7%

MEDIA PERSONS: 36,000

TARGET	MARKET PERSONS	MEDIA PERSONS	MEDIA RATING	AUDIENCE COMPOSITION	TARGET INDEX
FOLLOW SPORTS ON TV/RADIO--COLLEGE BASKETBALL	143,900	14,400	10.0	40.0	116
FOLLOW SPORTS ON TV/RADIO--COLLEGE FOOTBALL	193,700	19,900	10.3	55.3	119
FOLLOW SPORTS ON TV/RADIO--COLLEGE ICE HOCKEY	72,800	7,600	10.4	21.1	121
FOLLOW SPORTS ON TV/RADIO--PROFESSIONAL BASEBALL	141,700	12,800	9.0	35.6	104
FOLLOW SPORTS ON TV/RADIO--PROFESSIONAL BASKETBALL	283,600	23,400	8.3	65.0	95
FOLLOW SPORTS ON TV/RADIO--PROFESSIONAL FOOTBALL	146,100	11,900	8.1	33.1	94
FOLLOW SPORTS ON TV/RADIO--PROFESSIONAL ICE HOCKEY	111,400	8,100	7.3	22.5	84
FOLLOW SPORT ON RADIO--COLLEGE BASEBALL	30,500	3,500	11.5	9.7	133
FOLLOW SPORT ON RADIO--COLLEGE BASKETBALL	77,700	9,500	12.2	26.4	141
FOLLOW SPORT ON RADIO--COLLEGE FOOTBALL	96,300	10,200	10.6	28.3	122
FOLLOW SPORT ON RADIO--COLLEGE ICE HOCKEY	42,300	4,100	9.7	11.4	112
FOLLOW SPORT ON RADIO--PROFESSIONAL BASEBALL	135,400	12,300	9.1	34.2	105
FOLLOW SPORT ON RADIO--PROFESSIONAL BASKETBALL	141,200	11,900	8.4	33.1	97
FOLLOW SPORT ON RADIO--PROFESSIONAL FOOTBALL	277,600	23,400	8.4	65.0	97
FOLLOW SPORT ON RADIO--PROFESSIONAL ICE HOCKEY	106,200	8,100	7.6	22.5	88
FOLLOW SPORT ON RADIO--NASCAR	103,000	3,900	3.8	10.8	44
FOLLOW SPORT ON TV--COLLEGE BASEBALL	46,600	3,800	8.2	10.6	94
FOLLOW SPORT ON TV--COLLEGE BASKETBALL	141,400	14,400	10.2	40.0	118
FOLLOW SPORT ON TV--COLLEGE FOOTBALL	192,600	19,900	10.3	55.3	119
FOLLOW SPORT ON TV--COLLEGE ICE HOCKEY	70,100	7,000	10.0	19.4	115
FOLLOW SPORT ON TV--PROFESSIONAL BASEBALL	135,400	12,300	9.1	34.2	105
FOLLOW SPORT ON TV--PROFESSIONAL BASKETBALL	141,200	11,900	8.4	33.1	97
FOLLOW SPORT ON TV--PROFESSIONAL FOOTBALL	277,600	23,400	8.4	65.0	97
FOLLOW SPORT ON TV--PROFESSIONAL ICE HOCKEY	106,200	8,100	7.6	22.5	88
FOLLOW SPORT ON TV--NASCAR	103,000	3,900	3.8	10.8	44
NOT EXPOSED TO--WEEKDAY NEWSPAPER	234,800	16,900	7.2	46.9	83
NOT EXPOSED TO--SUNDAY NEWSPAPER	182,800	13,300	7.3	36.9	84
NOT EXPOSED TO--RADIO--AVERAGE WEEKDAY	129,100	7,400	5.7	20.6	66
NOT EXPOSED TO--TELEVISION--AVERAGE WEEKDAY	45,200	5,000	11.1	13.9	128
NOT EXPOSED TO--INTERNET--AVERAGE WEEKDAY	106,000	5,800	5.5	16.1	63
NOT EXPOSED TO--DIRECT MAIL--PAST WEEK	117,700	13,800	11.7	38.3	135
HEAVY EXPOSURE RADIO	106,300	7,600	7.1	21.1	83
HEAVY EXPOSURE TELEVISION	77,900	1,800	2.3	5.0	27
HEAVY EXPOSURE NEWSPAPER	53,900	5,100	9.5	14.2	109
HEAVY EXPOSURE OUTDOOR	144,700	17,500	12.1	48.6	140
HEAVY EXPOSURE DIRECT MAIL	61,000	2,500	4.1	6.9	47

[RADIO = 7-DAY CUME]

MEDIA AUDIENCE ANALYSIS BASED ON 74 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 700 BASE # OF RESPONDENTS

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THE MEDIA AUDIT

COMPOSITION REPORTS Cume Statistical Report

Page 13

REPORT MARKET: COLORADO SPRINGS, CO
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: MAR-APR 2007
MEDIA: KRCC-FM



BASE POPULATION: 415,800

% IN MEDIA AUDIENCE: 8.7%

MEDIA PERSONS: 36,000

TARGET	MARKET PERSONS	MEDIA PERSONS	MEDIA RATING	AUDIENCE COMPOSITION	TARGET INDEX
HEAVY EXPOSURE INTERNET	132,900	13,000	9.8	36.1	113
PAST 2 YEARS USED ATTORNEY TO COLLECT DAMAGES	15,400	1,400	9.1	3.9	105
YEARS LIVED IN CITY--1 YEAR OR LESS	41,800	4,200	10.0	11.7	116
YEARS LIVED IN CITY--UNDER 5 YEARS	120,000	6,200	5.2	17.2	60
YEARS LIVED IN CITY--UNDER 10 YEARS	168,500	11,300	6.7	31.4	77
YEARS LIVED IN CITY--10 YEARS OR MORE	258,800	26,600	10.3	73.9	119
YEARS LIVED IN CITY--20 YEARS OR MORE	163,300	16,700	10.2	46.4	118
YEARS AT PRESENT ADDRESS--1 YEAR OR LESS	99,700	8,000	8.0	22.2	93
YEARS AT PRESENT ADDRESS--UNDER 5 YEARS	238,600	18,800	7.9	52.2	91
YEARS AT PRESENT ADDRESS--UNDER 10 YEARS	310,200	24,200	7.8	67.2	90
YEARS AT PRESENT ADDRESS--10 YEARS OR MORE	120,800	13,600	11.3	37.8	130
YEARS AT PRESENT ADDRESS--20 YEARS OR MORE	51,000	3,800	7.5	10.6	86
PAST 7-DAY CUME RADIO--KATC-FM	66,800	4,400	6.6	12.2	76
PAST 7-DAY CUME RADIO--KBIQ-FM	38,700	1,400	3.6	3.9	42
PAST 7-DAY CUME RADIO--KCME-FM	31,100	5,900	19.0	16.4	219
PAST 7-DAY CUME RADIO--KIBT-FM	45,800	*	*	*	*
PAST 7-DAY CUME RADIO--KILO-FM	72,700	4,500	6.2	12.5	71
PAST 7-DAY CUME RADIO--KKFM-FM	53,900	2,300	4.3	6.4	49
PAST 7-DAY CUME RADIO--KKLI-FM	33,500	2,400	7.2	6.7	83
PAST 7-DAY CUME RADIO--KKMG-FM	52,600	3,000	5.7	8.3	66
PAST 7-DAY CUME RADIO--KKPK-FM	43,900	1,400	3.2	3.9	37
PAST 7-DAY CUME RADIO--KRCC-FM	36,000	36,000	100.0	100.0	1,155
PAST 7-DAY CUME RADIO--KRDO-FM/AM	29,800	2,100	7.0	5.8	81
PAST 7-DAY CUME RADIO--KTLF-FM	16,100	900	5.6	2.5	65
PAST 7-DAY CUME RADIO--KVOR	42,300	3,700	8.7	10.3	101
PAST 7-DAY CUME RADIO--KVUU-FM	44,800	1,500	3.3	4.2	39
PAST 7-DAY CUME RADIO--KYZX-FM	21,600	3,000	13.9	8.3	160
PAST 7-DAY CUME RADIO--KCCY-FM	61,500	5,400	8.8	15.0	101
PAST 7-DAY CUME RADIO--KOA	29,300	3,400	11.6	9.4	134
PAST 7-DAY CUME RADIO--BAHAKEL RADIO	88,300	7,200	8.2	20.0	94
PAST 7-DAY CUME RADIO--CITADEL RADIO	196,000	12,700	6.5	35.3	75
PAST 7-DAY CUME RADIO--CLEAR CHANNEL RADIO	106,400	4,000	3.8	11.1	43
PAST 7-DAY CUME RADIO--NEWS-PRESS & GAZETTE RADIO	29,800	2,100	7.0	5.8	81
PAST 7-DAY CUME RADIO--SALEM RADIO	46,700	1,600	3.4	4.4	40
PAST WEEK CUME TV VIEWING--CH 5/30 KOAA-TV NBC	271,000	27,900	10.3	77.5	119
PAST WEEK CUME TV VIEWING--CH 13 KRDO-TV ABC	277,600	26,800	9.7	74.4	112

[RADIO = 7-DAY CUME]

MEDIA AUDIENCE ANALYSIS BASED ON 74 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 700 BASE # OF RESPONDENTS

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THE MEDIA AUDIT

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Page 14

REPORT MARKET: COLORADO SPRINGS, CO
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: MAR-APR 2007
MEDIA: KRCC-FM



BASE POPULATION: 415,800

% IN MEDIA AUDIENCE: 8.7%

MEDIA PERSONS: 36,000

TARGET	MARKET PERSONS	MEDIA PERSONS	MEDIA RATING	AUDIENCE COMPOSITION	TARGET INDEX
PAST WEEK CUME TV VIEWING--CH 11 KKTU-TV CBS	283,700	19,900	7.0	55.3	81
PAST WEEK CUME TV VIEWING--CH 21 KXRM-TV FOX	268,100	22,100	8.2	61.4	95
PAST WEEK CUME TV VIEWING--CH 57 KXTU-TV CW	87,500	8,400	9.6	23.3	111
PAST WEEK CUME TV VIEWING--CH 27 KGHV-TV UNI	22,900	2,600	11.4	7.2	131
PAST WEEK CUME TV VIEWING--CH 8 KTSC-TV PBS	133,900	19,500	14.6	54.2	168
PAST WEEK CUME TV VIEWING--CH 51 KWHS-TV IND	33,100	600	1.8	1.7	21
WK CUME TV NEWS*EARLY MORNING--CH 5/30 KOAA-TV NBC	63,700	2,600	4.1	7.2	47
WK CUME TV NEWS*EARLY MORNING--CH 13 KRDO-TV ABC	60,700	2,700	4.4	7.5	51
WK CUME TV NEWS*EARLY MORNING--CH 11 KKTU-TV CBS	63,100	4,200	6.7	11.7	77
WK CUME TV NEWS*EARLY EVENING--CH 5/30 KOAA-TV NBC	116,800	7,800	6.7	21.7	77
WK CUME TV NEWS*EARLY EVENING--CH 13 KRDO-TV ABC	117,700	10,300	8.8	28.6	101
WK CUME TV NEWS*EARLY EVENING--CH 11 KKTU-TV CBS	120,100	6,200	5.2	17.2	60
WK CUME TV NEWS*PRIME TIME--CH 21 KXRM-TV FOX	50,400	1,200	2.4	3.3	28
WK CUME TV NEWS*LATE EVENING--CH 5/30 KOAA-TV NBC	72,500	6,100	8.4	16.9	97
WK CUME TV NEWS*LATE EVENING--CH 13 KRDO-TV ABC	60,700	4,500	7.4	12.5	86
WK CUME TV NEWS*LATE EVENING--CH 11 KKTU-TV CBS	68,900	4,000	5.8	11.1	67
VIEW TV AVG WEEKDAY--BETWEEN 5 00 AM AND 7 00 AM	104,300	4,600	4.4	12.8	51
VIEW TV AVG WEEKDAY--BETWEEN 7 00 AM AND 9 00 AM	81,800	5,100	6.2	14.2	72
VIEW TV AVG WEEKDAY--BETWEEN 9 00 AM AND 3 00 PM	84,600	2,300	2.7	6.4	31
VIEW TV AVG WEEKDAY--BETWEEN 3 00 PM AND 4 00 PM	85,900	2,000	2.3	5.6	27
VIEW TV AVG WEEKDAY--BETWEEN 4 00 PM AND 5 00 PM	119,800	7,000	5.8	19.4	67
VIEW TV AVG WEEKDAY--BETWEEN 5 00 PM AND 6 00 PM	181,700	11,800	6.5	32.8	75
VIEW TV AVG WEEKDAY--BETWEEN 6 00 PM AND 6 30 PM	192,500	16,000	8.3	44.4	96
VIEW TV AVG WEEKDAY--BETWEEN 6 30 PM AND 7 00 PM	185,200	15,400	8.3	42.8	96
VIEW TV AVG WEEKDAY--BETWEEN 7 00 PM AND 10 00 PM	275,600	26,800	9.7	74.4	112
VIEW TV AVG WEEKDAY--BETWEEN 10 00 PM AND 10 30 PM	132,900	12,100	9.1	33.6	105
VIEW TV AVG WEEKDAY--BETWEEN 10 30 PM AND MIDNIGHT	71,600	4,500	6.3	12.5	73
HAVE CABLE AND/OR SATELLITE	313,400	28,100	9.0	78.1	104
DO NOT HAVE CABLE OR SATELLITE	102,400	7,900	7.7	21.9	89
HAVE LOCAL CABLE (MAY ALSO HAVE SATELLITE)	170,500	14,000	8.2	38.9	95
HAVE LOCAL CABLE ONLY (NO SATELLITE)	168,200	13,600	8.1	37.8	93
HAVE SATELLITE TV SERVICE ONLY	141,900	13,900	9.8	38.6	113
HDTV--OWN	124,800	11,600	9.3	32.2	107
HDTV--PLAN TO BUY NEXT 12-MONTHS	30,900	5,400	17.5	15.0	202
DIGITAL RECORDING DEVICE NOW HAVE--DVR	94,900	8,600	9.1	23.9	105
DIGITAL RECORDING DEVICE NOW HAVE--TIVO	21,700	2,600	12.0	7.2	138

[RADIO = 7-DAY CUME]

MEDIA AUDIENCE ANALYSIS BASED ON 74 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 700 BASE # OF RESPONDENTS

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REPORT MARKET: COLORADO SPRINGS, CO
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: MAR-APR 2007
MEDIA: KRCC-FM



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% IN MEDIA AUDIENCE: 8.7%

MEDIA PERSONS: 36,000

TARGET	MARKET PERSONS	MEDIA PERSONS	MEDIA RATING	AUDIENCE COMPOSITION	TARGET INDEX
DIGITAL RECORDING DEVICE NOW HAVE--DVR OR TIVO	111,200	10,400	9.4	28.9	108
DIGITAL RECORDING DEVICE NOW HAVE--ANY TYPE	116,000	11,200	9.7	31.1	112
LISTEN RADIO AVERAGE WEEKDAY--BETWEEN 5AM & 10AM	208,600	24,200	11.6	67.2	134
LISTEN RADIO AVERAGE WEEKDAY--BETWEEN 10AM & 3PM	157,900	9,200	5.8	25.6	67
LISTEN RADIO AVERAGE WEEKDAY--BETWEEN 3PM & 7PM	201,400	23,300	11.6	64.7	134
LISTEN RADIO AVERAGE WEEKDAY--BETWEEN 7PM & MIDNIGHT	48,800	3,800	7.8	10.6	90
LISTEN RADIO AVERAGE WEEKDAY--BETWEEN MIDNIGHT & 5AM	24,000	2,600	10.8	7.2	125
LISTEN RADIO AVERAGE WEEKDAY--BETWEEN 5AM & 7PM	282,900	28,600	10.1	79.4	117
LISTEN RADIO AVERAGE WEEKDAY--DID NOT LISTEN	129,100	7,400	5.7	20.6	66
USE OF INTERNET TYPICAL DAY--BETWEEN MIDNIGHT AND 8 00 AM	77,800	8,300	10.7	23.1	123
USE OF INTERNET TYPICAL DAY--BETWEEN 8 00 AM AND 11 00 AM	223,900	22,500	10.0	62.5	116
USE OF INTERNET TYPICAL DAY--BETWEEN 11 00 AM AND 1 00 PM	193,100	18,000	9.3	50.0	108
USE OF INTERNET TYPICAL DAY--BETWEEN 1 00 PM AND 6 00 PM	257,300	23,700	9.2	65.8	106
USE OF INTERNET TYPICAL DAY--BETWEEN 6 00 PM AND 10 00 PM	235,600	25,800	11.0	71.7	126
USE OF INTERNET TYPICAL DAY--BETWEEN 10 00 PM AND MIDNIGHT	69,300	6,000	8.7	16.7	100
USE OF INTERNET TYPICAL DAY--NO USE PAST MONTH	68,600	5,300	7.7	14.7	89
PAST WEEK VIEW CABLE--ABC FAMILY	68,300	4,300	6.3	11.9	73
PAST WEEK VIEW CABLE--A&E	89,400	6,600	7.4	18.3	85
PAST WEEK VIEW CABLE--CNBC	55,300	5,300	9.6	14.7	111
PAST WEEK VIEW CABLE--CNN	117,200	11,100	9.5	30.8	109
PAST WEEK VIEW CABLE--COMEDY CENTRAL	104,200	9,300	8.9	25.8	103
PAST WEEK VIEW CABLE--THE DISCOVERY CHANNEL	202,000	19,500	9.7	54.2	111
PAST WEEK VIEW CABLE--ESPN	108,000	9,500	8.8	26.4	102
PAST WEEK VIEW CABLE--ESPN 2	82,100	7,700	9.4	21.4	108
PAST WEEK VIEW CABLE--FOX NEWS CHANNEL	154,000	8,500	5.5	23.6	64
PAST WEEK VIEW CABLE--HEADLINE NEWS	93,300	8,700	9.3	24.2	108
PAST WEEK VIEW CABLE--LIFETIME	70,900	2,100	3.0	5.8	34
PAST WEEK VIEW CABLE--MSNBC	79,300	8,400	10.6	23.3	122
PAST WEEK VIEW CABLE--MTV	52,300	6,000	11.5	16.7	133
PAST WEEK VIEW CABLE--NICKELODEON	56,500	1,300	2.3	3.6	27
PAST WEEK VIEW CABLE--SPIKE TV	76,500	6,400	8.4	17.8	97
PAST WEEK VIEW CABLE--TNT	117,200	10,500	9.0	29.2	103
PAST WEEK VIEW CABLE--THE WEATHER CHANNEL	127,900	10,700	8.4	29.7	97
PAST WEEK VIEW CABLE--USA NETWORK	112,300	7,000	6.2	19.4	72
PAST WEEK VIEW CABLE--VH-1	46,500	5,400	11.6	15.0	134
PAST WEEK VIEW CABLE--FOX SPORTS NET ROCKY MOUNTAIN	60,500	2,800	4.6	7.8	53

[RADIO = 7-DAY CUME]

MEDIA AUDIENCE ANALYSIS BASED ON 74 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 700 BASE # OF RESPONDENTS

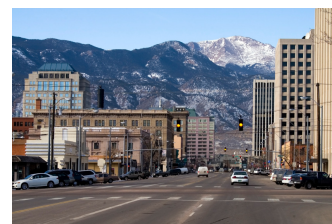
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Page 16

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MEDIA PERSONS: 36,000

TARGET	MARKET PERSONS	MEDIA PERSONS	MEDIA RATING	AUDIENCE COMPOSITION	TARGET INDEX
PAST WEEK VIEW CABLE--HALLMARK CHANNEL	64,400	2,600	4.0	7.2	47
PAST WEEK VIEW CABLE--ANIMAL PLANET	106,900	6,700	6.3	18.6	72
PAST WEEK VIEW CABLE--FOOD NETWORK	92,800	8,700	9.4	24.2	108
PAST WEEK VIEW CABLE--HGTV	94,200	10,000	10.6	27.8	123
PAST WEEK VIEW CABLE--THE HISTORY CHANNEL	168,900	14,900	8.8	41.4	102
PAST WEEK VIEW CABLE--SCI-FI CHANNEL	80,900	6,200	7.7	17.2	89
PAST WEEK VIEW CABLE--TBS	100,900	6,900	6.8	19.2	79
PAST WEEK VIEW CABLE--TLC	113,400	10,100	8.9	28.1	103
PAST WEEK VIEW CABLE--THE TRAVEL CHANNEL	76,900	4,400	5.7	12.2	66
PAST WEEK VIEW CABLE--VERSUS	15,000	300	2.0	0.8	23
PAST WEEK VIEW CABLE--CARTOON NETWORK	72,400	7,200	9.9	20.0	115
PAST WEEK VIEW CABLE--COURT TV	62,900	1,600	2.5	4.4	29
PAST WEEK VIEW CABLE--E!	58,600	6,100	10.4	16.9	120
PAST WEEK VIEW CABLE--FX	66,900	2,700	4.0	7.5	47
PAST WEEK VIEW CABLE--SPEED CHANNEL	37,000	1,600	4.3	4.4	50
REG. READ NEWSPAPER--FRONT PAGE SECTION	197,400	16,400	8.3	45.6	96
REG. READ NEWSPAPER--BUSINESS NEWS SECTION	110,800	8,600	7.8	23.9	90
REG. READ NEWSPAPER--SPORTS NEWS SECTION	72,200	5,900	8.2	16.4	94
REG. READ NEWSPAPER--AUTOMOTIVE CLASSIFIED ADS	32,100	400	1.2	1.1	14
REG. READ NEWSPAPER--EMPLOYMENT CLASSIFIED ADS	26,700	400	1.5	1.1	17
REG. READ NEWSPAPER--FOOD SECTION ON DAY PUBLISHED	91,300	10,400	11.4	28.9	132
REG. READ NEWSPAPER--MOVIE/ENTERTAINMENT SECTIONS	72,000	11,000	15.3	30.6	176
REG. READ NEWSPAPER--LIFE STYLE/FASHION NEWS	95,300	10,200	10.7	28.3	124
REG. READ NEWSPAPER--HOME/TOWNHOME/CONDO/ETC.	40,100	3,300	8.2	9.2	95
REG. READ NEWSPAPER--TRAVEL SECTION ON WEEKENDS	62,300	6,700	10.8	18.6	124
REG. READ NEWSPAPER--TV SCHEDULE BOOK--WEEKENDS	76,500	6,000	7.8	16.7	91
REG. READ NEWSPAPER--SUNDAY ADVERTISING INSERTS	124,800	6,500	5.2	18.1	60
FIVE WEEKDAY CUME--GAZETTE	204,500	20,600	10.1	57.2	116
FOUR SUNDAY CUME--GAZETTE	245,500	18,600	7.6	51.7	88
FIVE WEEKDAY CUME--DENVER POST	28,000	5,000	17.9	13.9	206
FOUR SUNDAY CUME--DENVER POST	37,100	7,900	21.3	21.9	246
PAST 4 EDITION CUME--AUTO TRADER	40,800	800	2.0	2.2	23
PAST 4 EDITION CUME--THE INDEPENDENT	89,100	15,800	17.7	43.9	205
PAST 4 EDITION CUME--WOODMEN EDITION	16,600	500	3.0	1.4	35
PAST 4 EDITION CUME--COLORADO SPRINGS BUSINESS JOURNAL	28,500	3,300	11.6	9.2	134
PAST 4 EDITION CUME--MOUNTAINEER	18,400	400	2.2	1.1	25

[RADIO = 7-DAY CUME]

MEDIA AUDIENCE ANALYSIS BASED ON 74 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 700 BASE # OF RESPONDENTS

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THE MEDIA AUDIT

COMPOSITION REPORTS Cume Statistical Report

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REPORT MARKET: COLORADO SPRINGS, CO
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: MAR-APR 2007
MEDIA: KRCC-FM



BASE POPULATION: 415,800

% IN MEDIA AUDIENCE: 8.7%

MEDIA PERSONS: 36,000

TARGET	MARKET PERSONS	MEDIA PERSONS	MEDIA RATING	AUDIENCE COMPOSITION	TARGET INDEX
PAST 4 EDITION CUME--AMERICAN CLASSIFIEDS	83,100	1,800	2.2	5.0	25
PAST 4 EDITION CUME--WOMEN'S EDITION	20,400	1,900	9.3	5.3	108
PAST 4 EDITION CUME--CO. SPRINGS HOMES & LIFESTYLES	38,500	1,400	3.6	3.9	42
PAST 4 EDITION CUME--SPRINGS MAGAZINE	40,000	3,900	9.8	10.8	113
PAST 4 EDITION CUME--REACH MAGAZINE	37,300	3,100	8.3	8.6	96
PAST 4 EDITION CUME--COLORADIO SPRINGS STYLE	28,500	2,900	10.2	8.1	118
READ NEWSPAPER EMPLOYMENT ADS--REGULARLY	26,700	400	1.5	1.1	17
READ NEWSPAPER EMPLOYMENT ADS--OCCASIONALLY	92,400	6,100	6.6	16.9	76
READ NEWSPAPER EMPLOYMENT ADS--REG./OCCASIONALLY	119,100	6,500	5.5	18.1	63
READ NEWSPAPER EMPLOYMENT ADS--NEVER	296,700	29,500	9.9	81.9	115
READ NEWSPAPER AUTOMOBILE ADS--REGULARLY	32,100	400	1.2	1.1	14
READ NEWSPAPER AUTOMOBILE ADS--OCCASIONALLY	89,900	4,500	5.0	12.5	58
READ NEWSPAPER AUTOMOBILE ADS--REG./OCCASIONALLY	122,100	4,900	4.0	13.6	46
READ NEWSPAPER AUTOMOBILE ADS--NEVER	293,700	31,100	10.6	86.4	122
VISIT WEB CLASSIFIED JOB SITES--REGULARLY	21,000	3,600	17.1	10.0	198
VISIT WEB CLASSIFIED JOB SITES--OCCASIONALLY	83,300	5,700	6.8	15.8	79
VISIT WEB CLASSIFIED JOB SITES--REG./OCCASIONALLY	104,300	9,400	9.0	26.1	104
VISIT WEB CLASSIFIED JOB SITES--NEVER	311,500	26,700	8.6	74.2	99
VISIT WEB AUTOMOBILE SITES--REGULARLY	2,100	*	*	*	*
VISIT WEB AUTOMOBILE SITES--OCCASIONALLY	94,200	9,700	10.3	26.9	119
VISIT WEB AUTOMOBILE SITES--REG./OCCASIONALLY	96,300	9,700	10.1	26.9	116
VISIT WEB AUTOMOBILE SITES--NEVER	319,500	26,300	8.2	73.1	95
VISIT WEB REAL ESTATE SITES--REGULARLY	4,800	*	*	*	*
VISIT WEB REAL ESTATE SITES--OCCASIONALLY	49,200	4,500	9.1	12.5	106
VISIT WEB REAL ESTATE SITES--REG./OCCASIONALLY	54,000	4,500	8.3	12.5	96
VISIT WEB REAL ESTATE SITES--NEVER	361,800	31,500	8.7	87.5	101
ONLINE/INTERNET--LOGGED ON PAST MONTH	340,600	30,700	9.0	85.3	104
ONLINE/INTERNET--LOGGED ON PAST MONTH AT HOME	319,800	28,900	9.0	80.3	104
ONLINE/INTERNET--LOGGED ON PAST MONTH AT WORK	179,700	18,700	10.4	51.9	120
HOME INTERNET CONNECTION--DIAL-UP	65,400	4,500	6.9	12.5	79
HOME INTERNET CONNECTION--DSL	162,000	15,500	9.6	43.1	111
HOME INTERNET CONNECTION--CABLE	80,000	7,600	9.5	21.1	110
HOME INTERNET CONNECTION--DSL OR CABLE	242,000	23,100	9.5	64.2	110
INTERNET E-COMMERCE-- 1 + PURCHASES PAST YEAR	258,000	27,300	10.6	75.8	122
INTERNET E-COMMERCE-- 5 + PURCHASES PAST YEAR	149,500	17,500	11.7	48.6	135
INTERNET E-COMMERCE-- 12 + PURCHASES PAST YEAR	85,700	11,800	13.8	32.8	159

[RADIO = 7-DAY CUME]

MEDIA AUDIENCE ANALYSIS BASED ON 74 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 700 BASE # OF RESPONDENTS

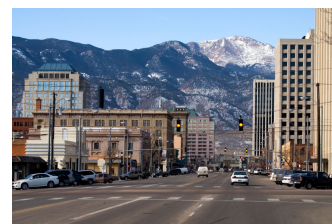
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TARGET	MARKET PERSONS	MEDIA PERSONS	MEDIA RATING	AUDIENCE COMPOSITION	TARGET INDEX
LOGGED ON PAST MONTH TO--AOL	73,500	4,400	6.0	12.2	69
LOGGED ON PAST MONTH TO--MSN	175,500	13,200	7.5	36.7	87
LOGGED ON PAST MONTH TO--YAHOO	213,500	15,000	7.0	41.7	81
LOGGED ON PAST MONTH TO--GOOGLE	289,800	27,300	9.4	75.8	109
LOGGED ON PAST MONTH TO--WEATHER.COM	150,700	15,900	10.6	44.2	122

[RADIO = 7-DAY CUME]

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