

**LOS ANGELES METRO MEN 25-54 COMPARAGRAPH  
TOP 10 GENERAL MARKET STATIONS SPRING 2007**



Mon-Fri 6a-7p

M25-54 AQH RTG. RANK	CALL LETTERS	DIAL POSITION	M25-54			MEDIAN AGE	%25-54		TSL Hours/Min.	MEDIAN INCOME	DUPLICATES	
			AQH Rating	Share	FORMAT		M25-54	W25-54			MOST WITH	
											STATION	%
<b>L.A. MSA Market Population</b>						<b>40.2</b>	<b>50%</b>	<b>50%</b>		<b>\$69,500</b>		
1T	KROQ FM	106.7	Alternative	1.0	3.9	28	63%	37%	5:15	\$88,790	KCBS	27%
1T	KCBS FM	93.1 FM	Adult Hits	1.0	3.8	39	58%	42%	5:15	\$91,970	KLOS	34%
<b>3T</b>	<b>KLSX FM</b>	<b>97.1</b>	<b>FM Talk</b>	<b>0.9</b>	<b>3.4</b>	<b>40</b>	<b>70%</b>	<b>30%</b>	<b>8:00</b>	<b>\$98,450</b>	<b>KROQ</b>	<b>31%</b>
3T	KLOS FM	95.5 FM	Classic Rock	0.9	0.3	43	67%	33%	5:00	\$82,440	KCBS	36%
5T	KTWV FM	94.7 FM	Smooth Jazz	0.7	2.8	49	46%	54%	7:15	\$84,250	KOST	19%
5T	KRTH FM	101.1 FM	Classic Hits	0.7	2.7	48	49%	51%	6:30	\$79,010	KLOS	21%
5T	KPWR FM	105.9 FM	CHR/Rhythmic	0.7	2.9	23	60%	40%	5:00	\$55,890	KIIS	34%
5T	KFI AM	640 AM	AM Talk	0.7	2.8	54	52%	48%	6:00	\$94,610	KABC	30%
9T	KLAC AM	570 AM	Sports	0.6	2.3	45	98%	2%	8:00	\$90,800	KSPN	44%
9T	KABC AM	790 AM	AM Talk	0.6	2.3	59	70%	30%	7:45	\$90,010	KFI	49%
9T	KIIS-FM	102.7 FM	CHR/Pop	6.0	2.5	25	36%	64%	4:15	\$63,400	KPWR	32%

L.A. MSA Arbitron Maximizer M25-54 Spring 2007 M-F 6a-7p  
 Median Age based on P12+ Cume  
 Composition based on AQH  
 Median household income from L.A. MSA Scarborough 2/06-1/07 M25-54 total week

**KLSX 97.1 Attributes Among L.A.'s Top 10 General Market Stations (Men 25-54):**

- 1. Only station that perfectly mirrors the median age of the market (40)**
- 2. Top FM station with male composition (70%)**
- 3. Top station with time spent listening (8 hours)**
- 4. Top station with median household income (\$98,450)**
- 5. Low duplication (31%); less than 1 in three KLSX listeners tunes to any competing station**