



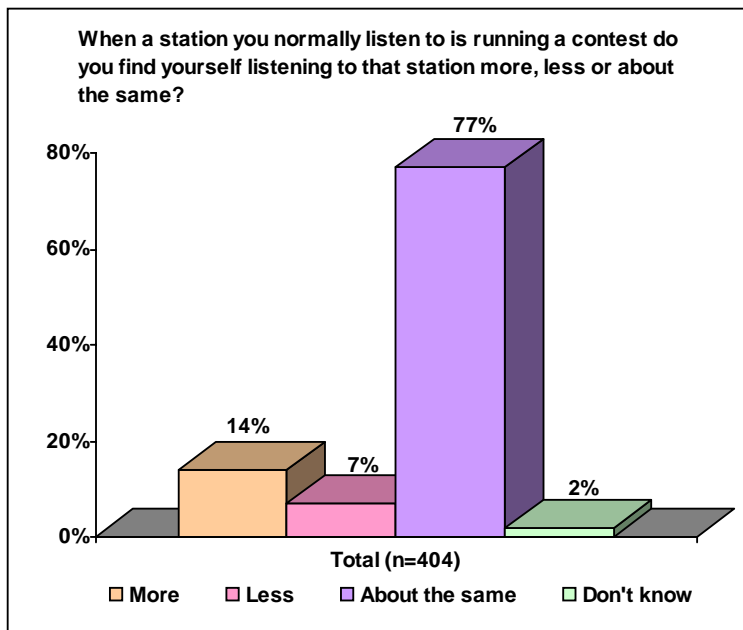
June 2005
Vol. 16, Issue 4

Local Contests...Winners Every Time!

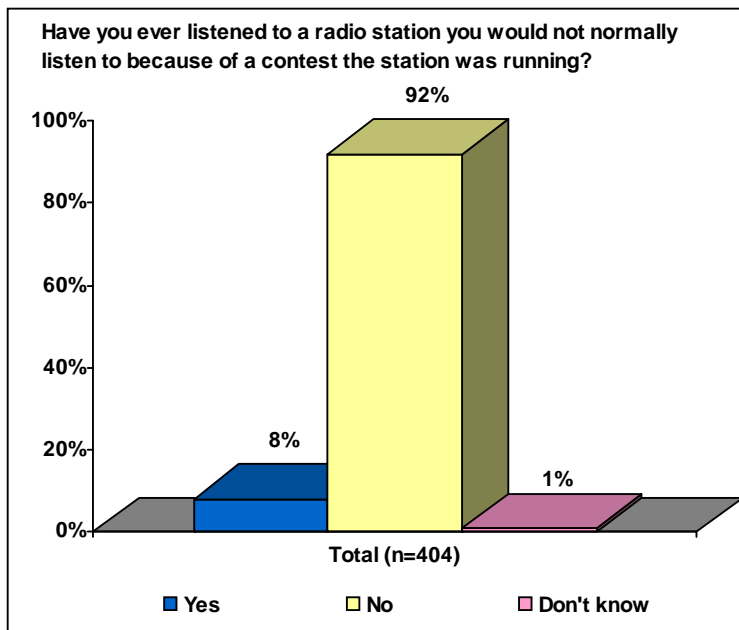
Paragon Media Strategies recently surveyed 404 radio listeners (42% male / 58% female) to determine listeners' opinions about national radio contests. This study tracks listeners' feelings about radio contests from 2003, 2002 and 1999. Respondents were broken into three categories:

- **Players:** Sometimes actively participate in radio contests by calling in or registering to play. **(16% of total respondents)**
- **Listeners:** Listen to the contest and sometimes mentally play along, but never call in or register to play. **(59% of total respondents)**
- **Avoiders:** Tune out radio contests when they come on the radio station they are listening to. **(23% of total respondents)**

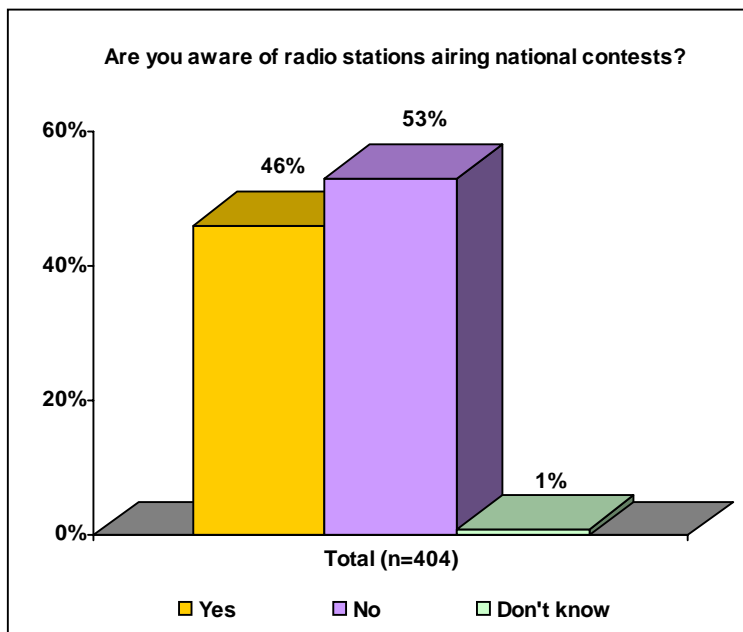
Radio Contests' Effects on TSL



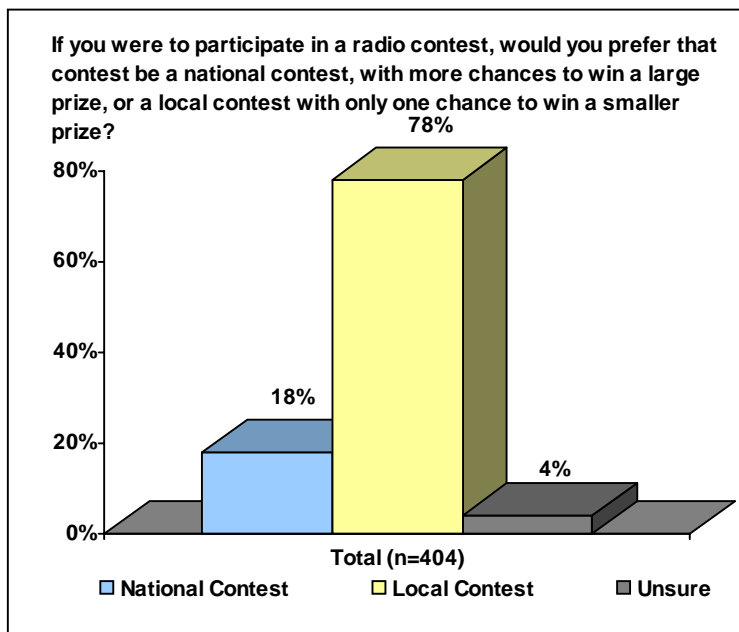
New Listeners Due to Contests



National Radio Contest Awareness



National Contests vs. Local Contests



Results provided represent top-line data only. For more in-depth results of these tables, other questions included in the poll, and tracking data from 2003, 2002 and 1999, please visit our website:

www.paragonmediastrategies.com