



June 2005

## JACK FM RATINGS PROFILE: SECOND BOOK AVERAGES, 4 MARKET ANALYSIS

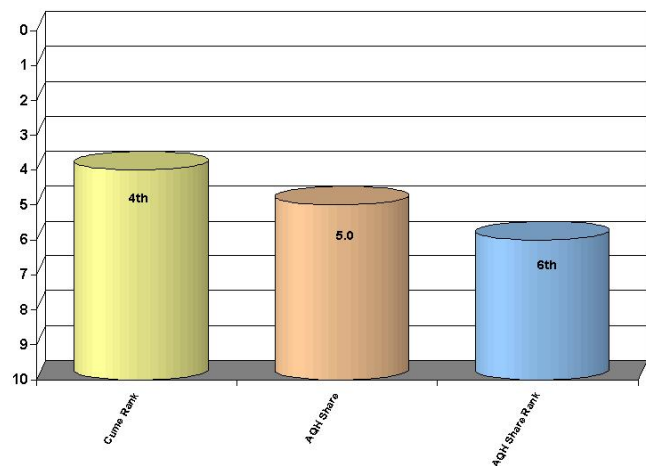
The following graphs are the "second book" performance of Jack FM as reported by Arbitron based on the average of the 4 markets:

- Denver – KJAC
- Dallas – KJJK
- Jackson – WWJK
- Kansas City – KCJK

All data is taken from the Arbitron Winter 2005 book, except for Denver, which is taken from the Arbitron Fall 2004 book. These are the second books of each Jack FM station.

### Cume Rank, AQH Share and AQH Share Rank (25-54)

- ❖ Jack is ranked 4<sup>th</sup> in 25-54 Cume
- ❖ Jack has a 5.0 AQH share
- ❖ Jack's AQH share rank is 6<sup>th</sup>



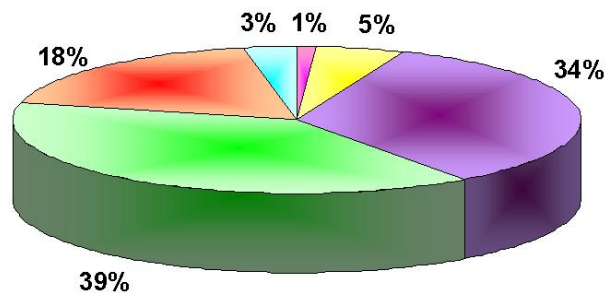
Charts provided represent top-line data only. For more in-depth results of these tables and other questions, including breakdown by age, cume and AQH share and rank, and all tracking to Book 1, please visit our website.

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# JACK FM

### Audience Composition

- ❖ 73% of Jack's audience is 25-44, split evenly 25-34 (34%) and 35-44 (39%)
- ❖ Jack has the largest 25-44 audience composition of all formats
- ❖ 51% of Jack's listeners are male, 49% are female



### Cume Rank, AQH Share and AQH Share Rank (25-54) Tracking

	1 <sup>st</sup> Book 5 Market Average	2 <sup>nd</sup> Book 4 Market Average
Cume Rank	8 <sup>th</sup>	4 <sup>th</sup>
AQH Share	4.2	5.0
AQH Share Rank	8 <sup>th</sup>	6 <sup>th</sup>

### Cume Duplication (25-54)

- ❖ AC – 37%
- ❖ Classic Rock – 36%
- ❖ Country – 27%
- ❖ Alternative/Active – 25%
- ❖ Triple A – 22%
- ❖ CHR Pop – 20%
- ❖ News/Talk/Sports – 20%

