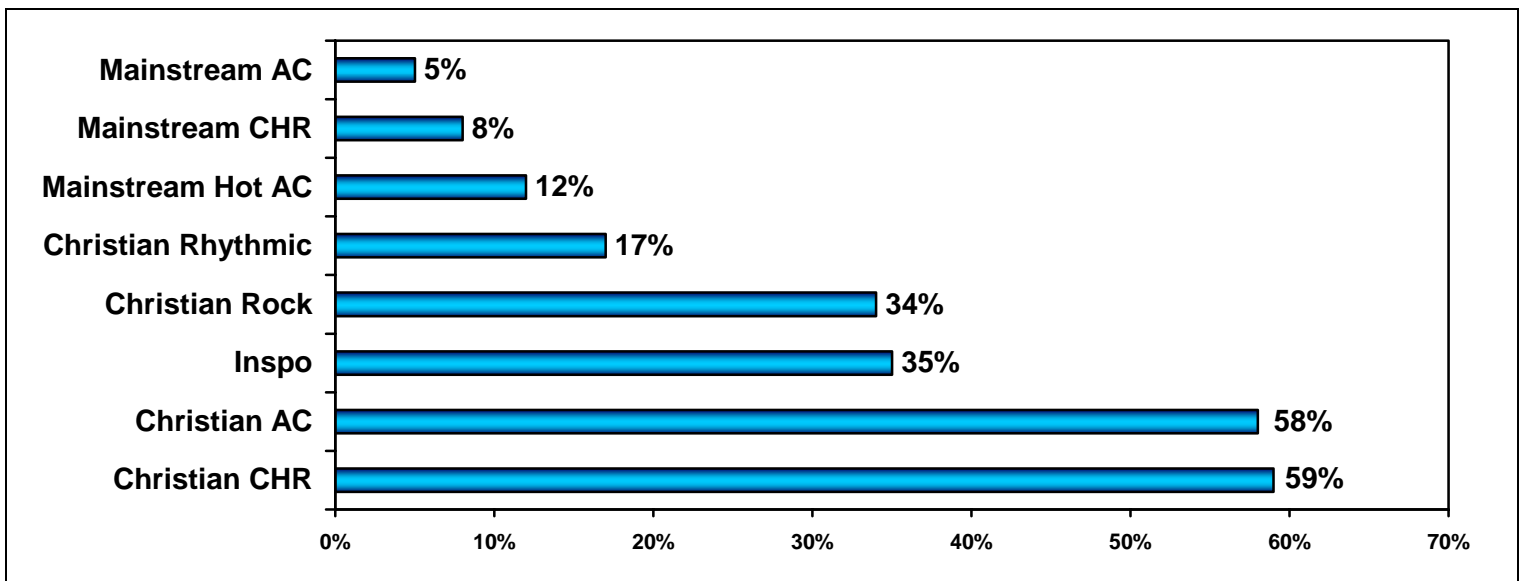


CHRISTIAN CHR FORMAT STUDY

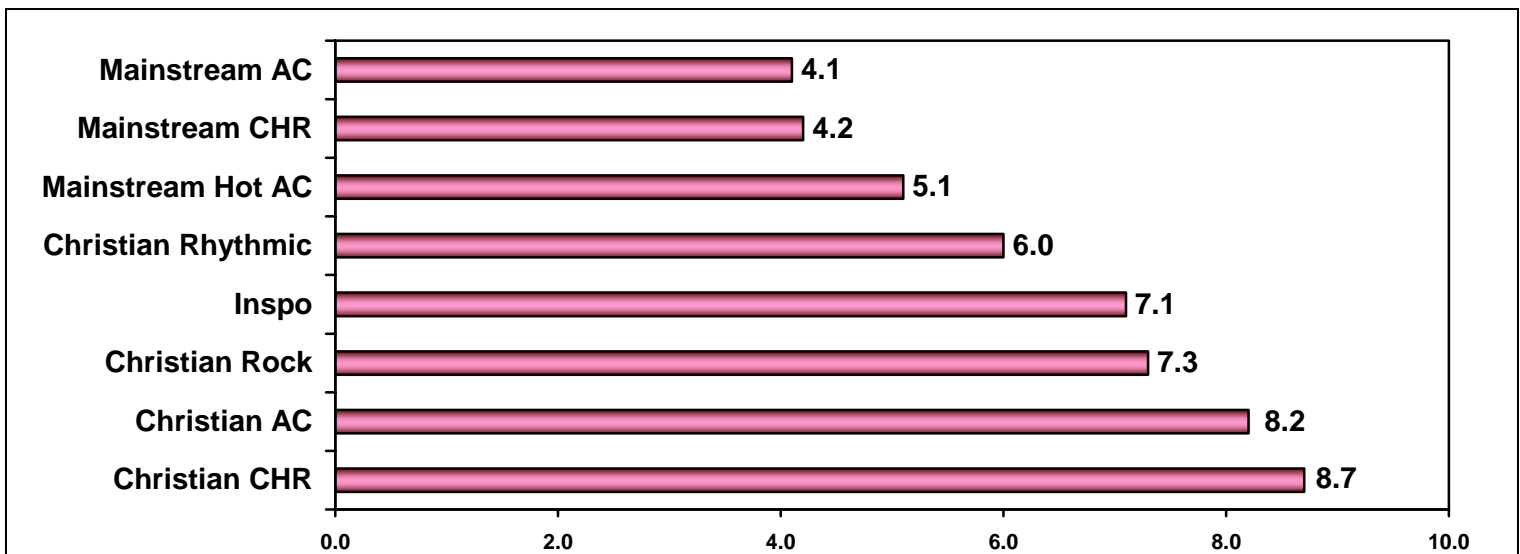
Part III: Christian CHR Format Blend Ratings

Paragon Media Strategies, in conjunction with Goodratings Strategic Services, conducted an online survey of 605 Christian CHR listeners (37% male / 63% female) November 10th – 21st, 2005. This study explores who the Christian CHR listener is, why they listen to Christian radio and what other formats they listen to and like. This is the third part of a five part series that summarizes the results of the study.

Christian CHR Listeners' Format Preference



Average Format Rating (10-point scale)



Charts provided represent top-line data only. For more in-depth results of these tables and other questions, please visit our website: www.paragonmediastrategies.com