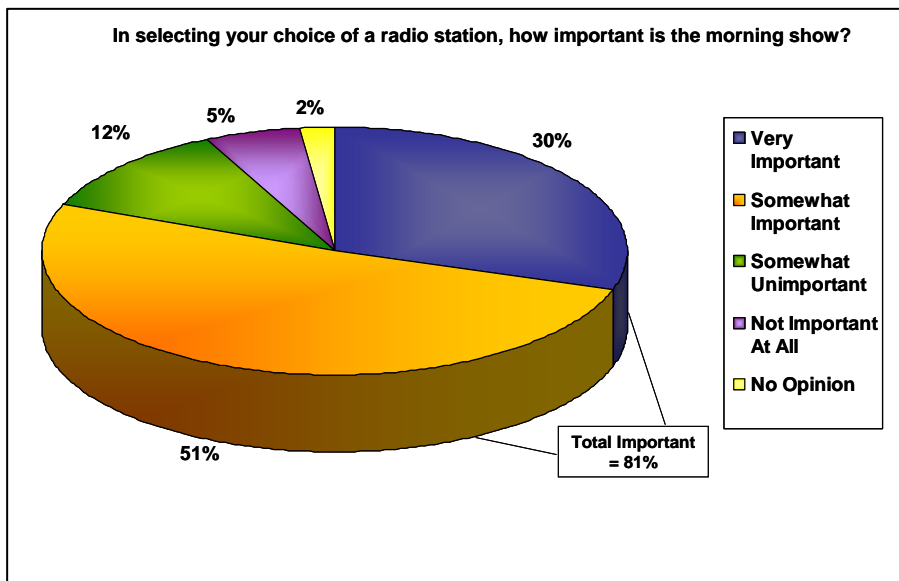




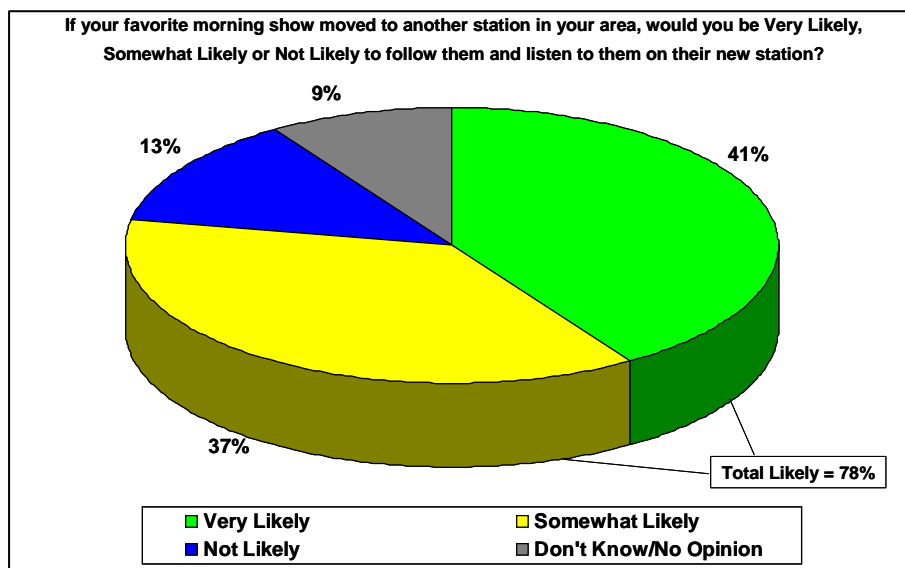
## Morning Shows' Big Impact on Radio Listening

Paragon Media Strategies, in conjunction with All Access, recently completed a nationwide survey of radio listeners covering a variety of topics related to their morning radio listening habits and preferences. Key findings from the survey are summarized in the following charts.

### IMPORTANCE OF THE MORNING SHOW

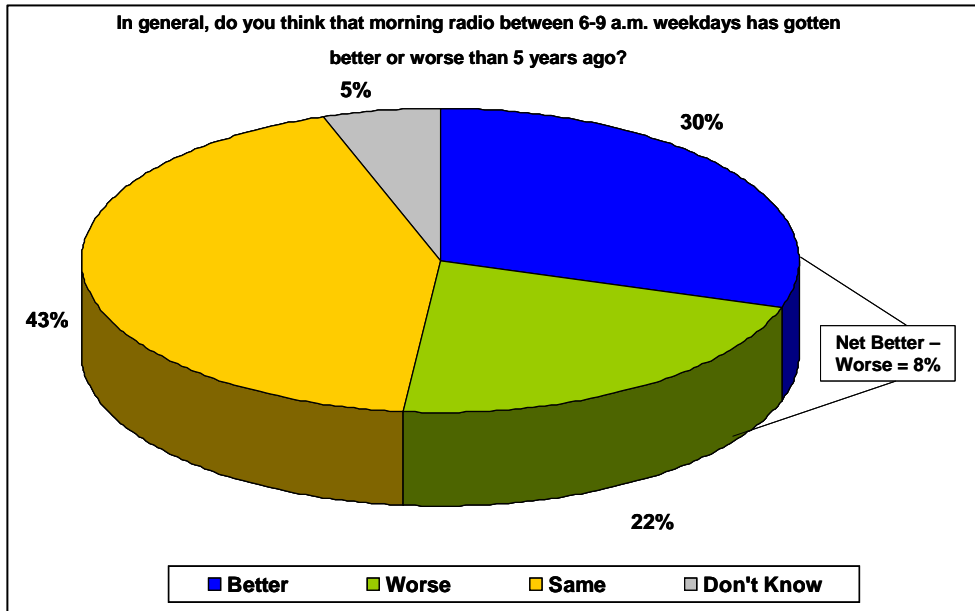


### LOYALTY TO FAVORITE MORNING SHOW





## MORNING RADIO BETTER/WORSE



## LOCAL VS. NATIONAL MORNING SHOWS

