

THE MEDIA AUDIT

TARGET QUICK PROFILE All Groups TOTAL

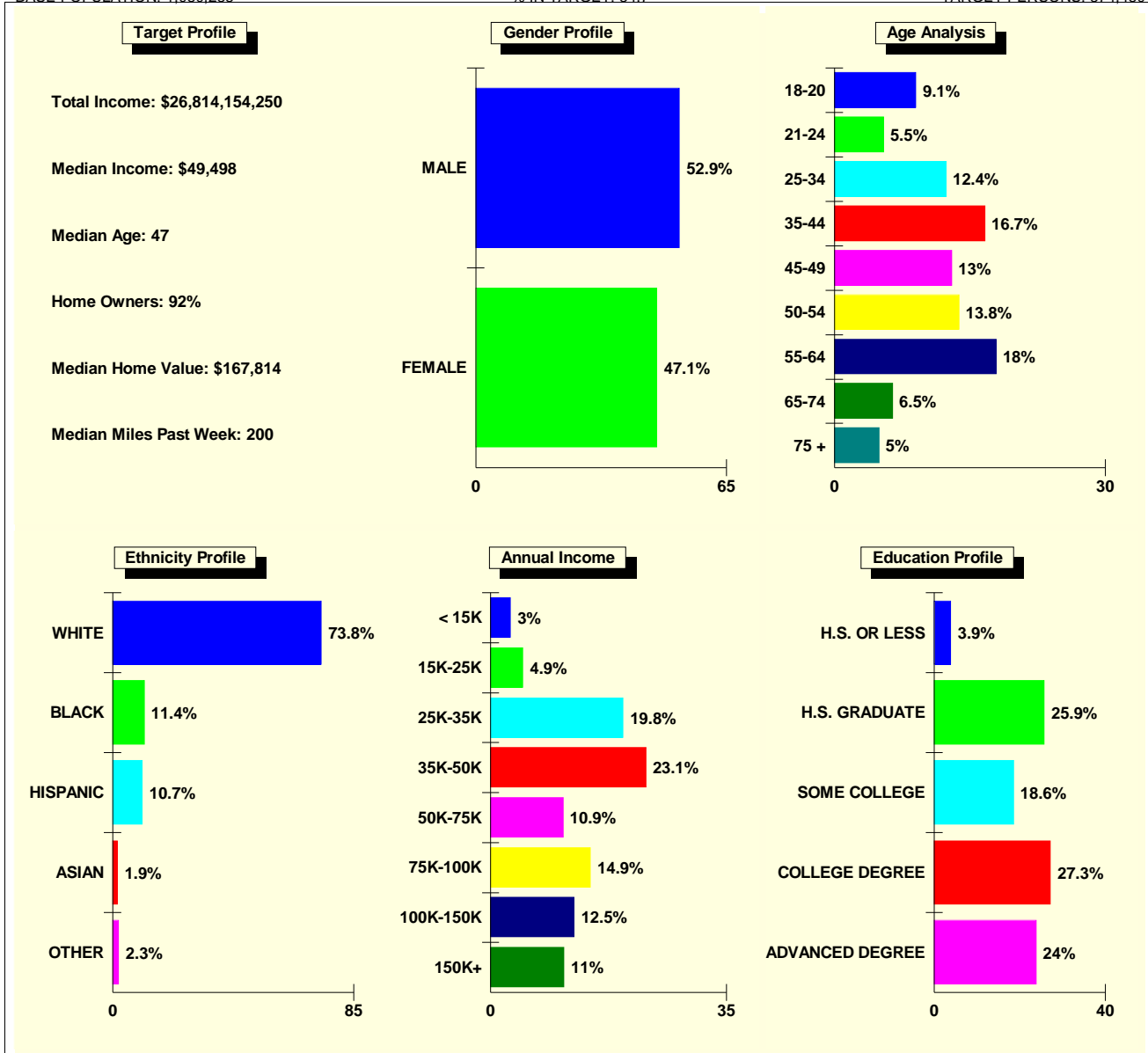


REPORT MARKET: GREENSBORO, NC
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: MAR-MAY 2010
TARGET: FOLLOWED SPORTS PAST 12-MONTHS--ON RADIO

BASE POPULATION: 1,080,238

% IN TARGET: 34.7

TARGET PERSONS: 374,480



DEMOGRAPHICS MAY NOT ADD UP TO 100% BECAUSE SOME RESPONDENTS DO NOT REPORT ONE OR MORE DEMOGRAPHICS

Information is Subject to All Limitations and Restrictions as Stated in the original Survey.
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