



News

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**ALL SPORTS RADIO FORMAT LISTENERS ARE ACTIVE INVESTORS,
ACCORDING TO SCARBOROUGH RESEARCH**

NEW YORK (February 2, 2006) – Scarborough Research, the leading market research firm for identifying the shopping, media and lifestyle patterns of adults in the United States, released a study that finds *All Sports* radio format listeners are 27 percent more likely than the average adult to live in a household that has a financial investment. Other radio formats that stand out to the investment set include *Classical* (investors* are 26 percent more likely than all consumers to tune into this format), *All News* (26 percent more likely), *News/Talk/Information* (25 percent more likely) and *Educational Radio* (24 percent more likely).

In examining different types of investments, Scarborough finds that *All Sports* radio format listeners have a diversified range of investment types. *All Sports* listeners are 44 percent more likely than the average adult to live in household that has stocks or stock options. Additionally, these listeners are 43 percent more likely than all consumers to have a 401-K plan.

“Banking marketers seeking to reach active investors have a prime target in sports radio listeners,” said Howard Goldberg, Senior Vice President, Radio Services, Scarborough Research. “Marketers can combine this with other insights – such as investor retail habits – to create local marketing plans that achieve measurable success.”

All News radio formats are also popular among active investors. Listeners of *All News* formats are 48 percent more likely than all consumers nationally to have stocks or stock options. The charts below provide investor format profiles.

* Investors are consumers who indicate in the Scarborough study that they or someone in their household has a financial investment.

Radio Format	Consumers with any HH investment (INDEX)
<i>All Sports</i>	127
<i>Classical</i>	126
<i>All News</i>	126
<i>News/Talk/Information</i>	125
<i>Educational</i>	124

Radio Format	Consumers with 401-K plan in HH (INDEX)
<i>Album Adult Alternative</i>	159
<i>Modern AC</i>	155
<i>Children's Radio</i>	144
<i>All Sports</i>	143
<i>Talk/Personality</i>	139

Radio Format	Consumers with stocks or stock options in HH (INDEX)
<i>All News</i>	148
<i>All Sports</i>	144
<i>Classical</i>	139
<i>News/Talk/Information</i>	137
<i>Album Adult Alternative</i>	136

SOURCE: Scarborough Research, 2005, Scarborough USA+ (Release 1 2005). The Scarborough USA+ database is a national study of consumer behaviors, including lifestyles, media patterns, and retail preferences. Charts are based on index, which is a comparison to the overall market average. Indices over 100 means consumers are “more likely” than average to have a shopping behavior, under 100 means they are “less likely” than average.

About Scarborough Research

Scarborough Research (www.scarborough.com, info@scarborough.com) measures the lifestyle and shopping patterns, media behaviors, and demographics of American consumers. Products and services include local market consumer insight studies in 80 Top-Tier Markets and 6 Mid-Tier Markets, Scarborough USA+ (a national database), Scarborough Multi-Market Database, Hispanic studies, customer relationship management and database integration solutions. With more than 30 years of experience, Scarborough measures more than 1,700 categories and serves a broad client base of more than 3,500 subscribers including marketers, advertising agencies, electronic and print media, broadcast and cable television, radio stations, sports teams and leagues, and out-of-home companies. Surveying more than 210,000 adults annually, Scarborough is a joint venture between Arbitron Inc. and VNU Media Measurement & Information.

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