



Metro Counties / Population (000)

Suffolk, NY	129.8
	129.8

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1998	1999	2000	2001	2002	2003	Δ 98 - 03
	Δ 02 - 03	2004	2005	2006	2007	2008	Δ 03 - 08
	***. %						

DATA NOT AVAILABLE

Revenue/Retail Sales	1998	2003	2008	Est. Breakout
Revenue/Capita	NA ^{1/}			

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	1998	2003	Growth Rate	2008	Growth Rate
MSA Population	121.5	129.8	1.3%	135.1	0.8%
Households	38.7	43.3	2.3%	45.7	1.1%
Retail Sales	NA ^{1/}	2,068.7	NA ^{1/}	2,598.0	4.7%
EBI ^{2/}	2,263.6	2,708.4	3.7%	3,192.6	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	63.5	11.4	5.8	5.5	7.7	10.9	9.2	13.0
Women (000)	66.3	10.9	5.5	5.0	7.6	11.2	9.6	16.5
Total	129.8	22.3	11.2	10.4	15.3	22.1	18.8	29.6
Percentage	100.0%	17.2%	8.7%	8.0%	11.8%	17.1%	14.5%	22.8%
Per Capita	\$ 20,863							
			Median Household	\$ 52,593				
						Avg Household		
Ethnic Population:	White	83.7%	Black	7.2%	Asian	2.6%	Hispanic	11.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11			6	11	2	13
Tot 12+	0.0			0.0	0.0	0.0	0.0
Avg 12+	0.0			0.0	0.0	0.0	0.0
Tot LCS	**.			***	***	***	100.0
Avg LCS	***.			***	***	***	7.7

This market is embedded in Nassau-Suffolk market.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	2003 Est Revenue (000)1/	Power Ratio	Avg '03 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)										Summer 2004	Spring 2004	Winter 2004	Fall 2003	Summer 2003	Spring 2003	Winter 2003	Fall 2002
● WLNG	Sag Harbor	A	92.1	5.3	348	Main Street Bcstg Co	69							4.3	0.0	0.0	0.0	0.0	0.0	0.0	
● WEHM	Southampton	A	92.9	6.0 cp	249 d	AAA Entertainment	93				800			4.3	0.0	0.0	0.0	0.0	0.0	0.0	
● WHFM	Southampton	A	95.3	5.0	354 a	Cox Radio Inc	71	9805		d3	50			0.6	0.0	0.0	0.0	0.0	0.0	0.0	
● WHBE	East Hampton	A	96.7	4.3	384	AAA Entertainment	03	0003						0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● WBON	Westhampton	A	98.5	1.0 cp	525 c	Jarad Bcstg Co Inc	93	9506		st	800			2.5	0.0	0.0	0.0	0.0	0.0	0.0	
● WBEA	Southold	A	101.7	6.0 cp	269 d	AAA Entertainment	85	0010		na	400			1.8	0.0	0.0	0.0	0.0	0.0	0.0	
● WBAB	Babylon	A	102.3	6.0	269 a	Cox Radio Inc	58	9805			n/a			4.3	0.0	0.0	0.0	0.0	0.0	0.0	
● WBAZ	Bridgehampton	A	102.5	4.8	348 d	AAA Entertainment	95	0010		na	300			4.3	0.0	0.0	0.0	0.0	0.0	0.0	
● WRCN	Riverhead	A	103.9	1.4	486 b	Barnstable Bcstg Inc	62	9711		d2	2,100			1.8	0.0	0.0	0.0	0.0	0.0	0.0	
● WDRE	Calverton-Roano	A	105.3	0.7	607 c	Jarad Bcstg Co Inc	98				850			1.8	0.0	0.0	0.0	0.0	0.0	0.0	
● WLIR	Hampton Bays	A	107.1	6.0	279	Jarad Bcstg Co Inc	80	0402			100			3.1	0.0	0.0	0.0	0.0	0.0	0.0	
# FM Stations -													0.0	28.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# Combos -																					
FM TOTALS																					

AM Stations

Calls	City of License	FCC Class	Day		Night Power (kW)	C Owner	Year Date Std Acq'd	Sales Price (000)	L M A	2003 Est Revenue (000)1/	Power Ratio	Avg '03 Local Comm	ARB 12+ Metro Shares (see rights)															
			Freq	Power (kW)									Summer 2004		Spring 2004		Winter 2004		Fall 2003		Summer 2003		Spring 2003		Winter 2003		Fall 2002	
● WRIV	Riverhead	D	1390	1.0	0.06	TriA, Vincent	55 8710	220					2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
● WFTU	Riverhead	B	1570	1.0	0.50	Five Towns College	63 0106						0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
# AM Stations -													0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
# Duopolies -																												
Stations Profiled -																												
Total Local Commercial Share													31.3 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0															

Note: Market first rated Summer 2004

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.