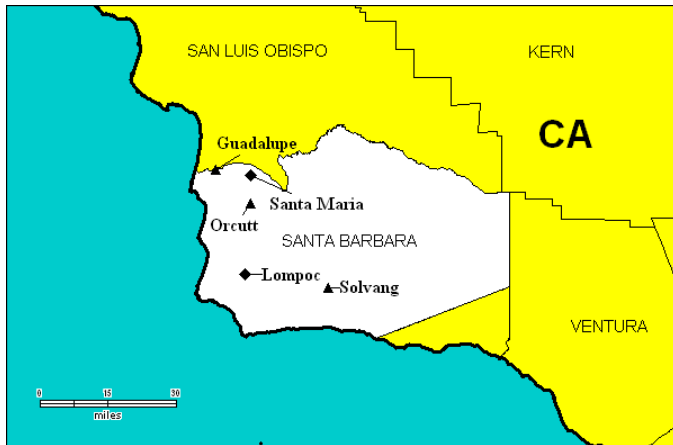


Santa Maria-Lompoc, CA Market Overview



Metro Counties / Population (000)

Santa Barbara, CA	199.6
	199.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★

1999	2000	2001	2002	2003	2004	Δ 99 - 04
\$4,600	\$5,300	\$6,000	\$6,100	\$5,900	\$6,000	5.2%
Δ 03 - 04	2005	2006	2007	2008	2009	Δ 04 - 09
1.7%	\$6,100	\$6,400	\$6,600	\$6,900	\$7,200	3.9%

	1999	2004	2009	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.98/1,000	\$1.91/1,000	Local 85%
Revenue/Capita	\$22.68	\$30.06	\$35.26	National 15%

Demographic and Economic Overview

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

	1999	2004	Growth Rate	2004	2009	Growth Rate
MSA Population	202.8	199.6	-0.3%	199.6	204.2	0.5%
Households	69.8	67.9	-0.6%	67.9	69.0	0.3%
Retail Sales	NA ^{1/}	3,026.0	NA ^{1/}	3,026.0	3,772.5	4.5%
EBI ^{2/}	3,385.3	3,827.1	2.5%	3,827.1	4,377.5	2.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	99.9	16.6	8.3	13.8	14.7	14.5	12.8	19.3	
Women (000)	99.7	15.9	7.7	13.2	12.7	13.7	12.8	23.6	
Total	199.6	32.5	16.0	27.0	27.4	28.2	25.7	42.9	
Percentage	100.0%	16.3%	8.0%	13.5%	13.7%	14.1%	12.9%	21.5%	
Per Capita	\$ 19,176		Median Household		\$ 42,655		Avg Household		\$ 56,350
Ethnic Population:	White	71.7%	Black	2.2%	Asian	4.2%	Hispanic	36.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	6		7	9	6	15
Tot 12+	6.2	32.7		36.5	38.9	13.3	52.2
Avg 12+	2.1	5.5		5.2	4.3	2.2	3.5
Tot LCS	11.9	62.6		69.9	74.5	25.5	100.0
Avg LCS	4.0	10.4		10.0	8.3	4.2	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.