



# Delivering New Orleans Best Customer Prospects for Health Clubs



Citadel Broadcasting Corporation

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## AFFLUENT WORKING WOMEN ARE 76% MORE LIKELY TO EXERCISE AT A HEALTH CLUB

REPORT: CROSSTAB REPORTS  
 MARKET: NEW ORLEANS, LA FOR AUG-OCT 2006  
 BASE: ADULTS AGE 18+  
 PRIMARY TARGET: EXERCISED 12+ TIMES AT A HEALTH CLUB PAST YEAR

Base Persons: 730,757

Targets	Target Index
AFFLUENT WORKING WOMEN--FAMILY INCOME \$75,000+	176

# AFFLUENT WORKING WOMEN

## Spend the Largest Part of their Media Day with RADIO

Report: MEDIA DAY ANALYSIS  
 Market: NEW ORLEANS, LA for AUG-OCT 2006  
 Bases: ADULTS AGE 18+  
 Target: AFFLUENT WORKING WOMEN--FAMILY INCOME \$75,000+

THE MEDIA AUDIT

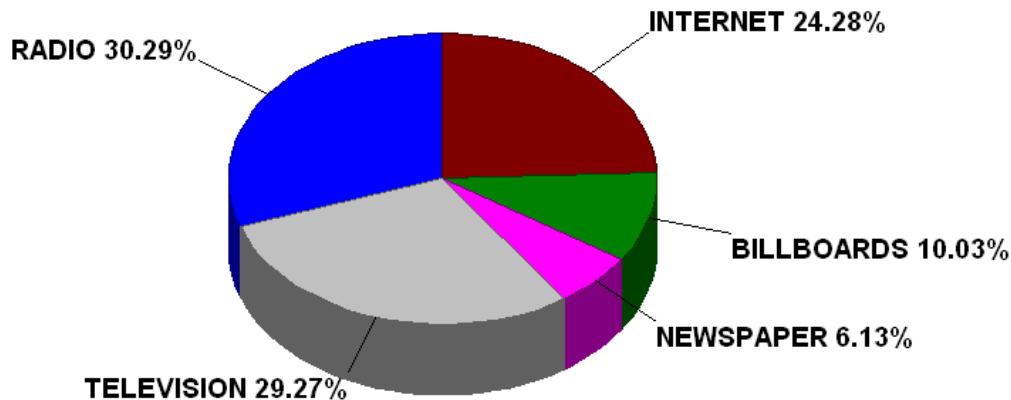
Target Market  
 Total Adults

Base Population: 730,800

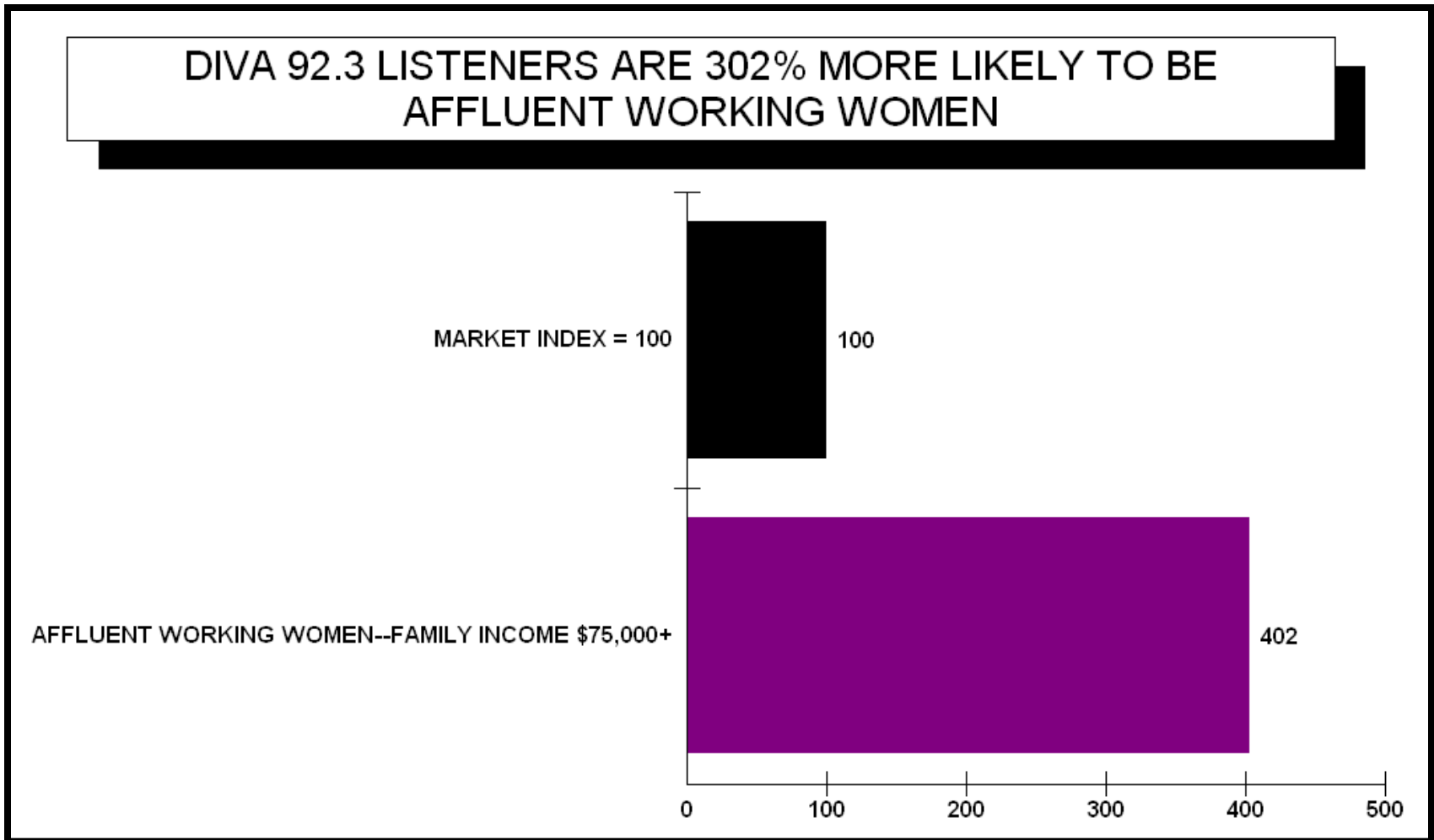
% In Target: 9.1%

Target Persons: 66,600

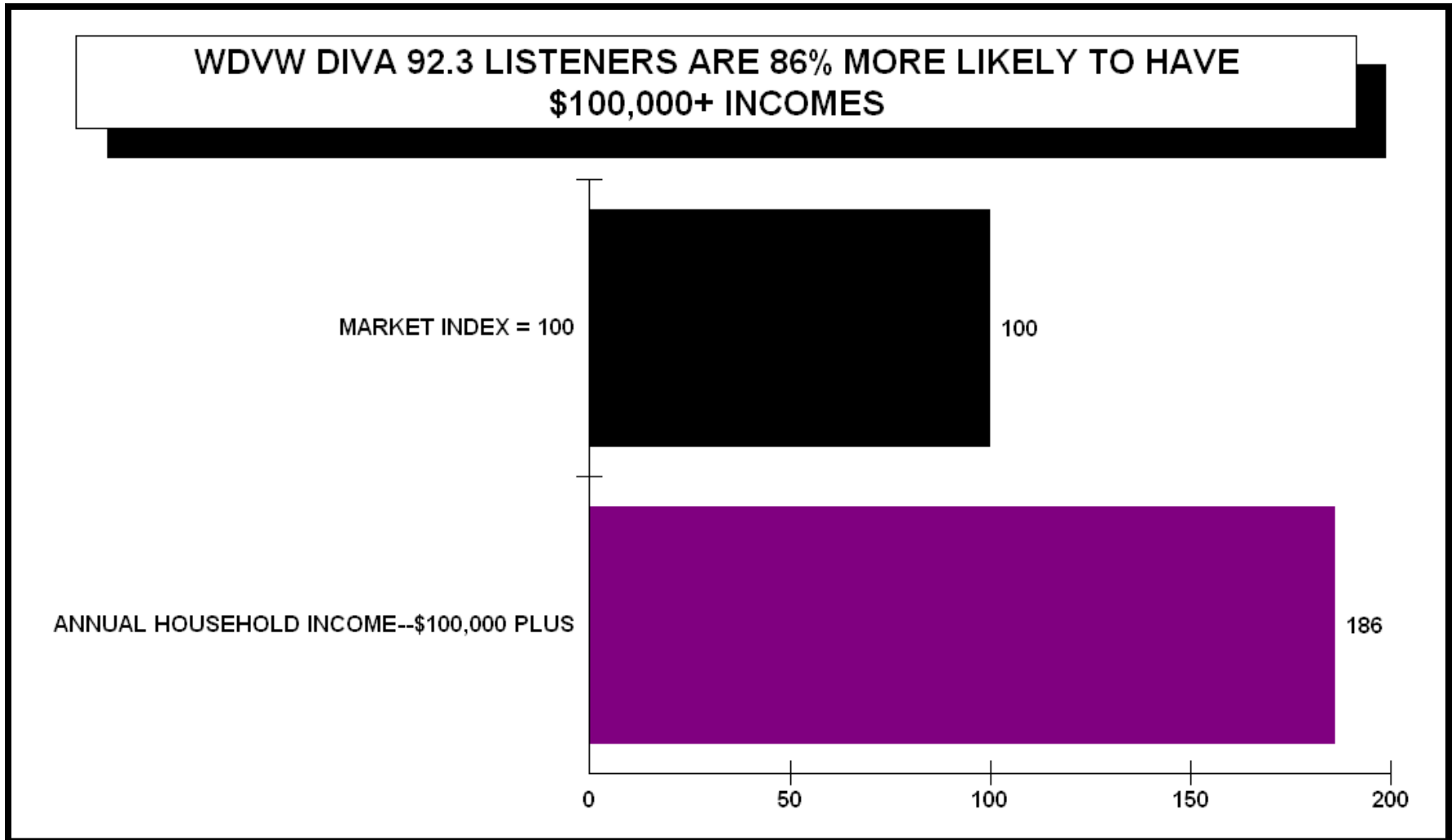
### AFFLUENT WORKING WOMEN - MEDIA DAY ANALYSIS



## DIVA 92.3 WDVW Delivers Hot Prospects for New Orleans Health Clubs ... AFFLUENT WORKING WOMEN



## DIVA 92.3 WDVV Delivers Hot Prospects for New Orleans Health Clubs ... AFFLUENT WORKING WOMEN



## DIVA 92.3 is Most Highly Targeted in Reaching AFFLUENT WORKING WOMEN

