

Maloney Vision Institute Reaching the Best Prospects

LASIK



MALONEY
VISION INSTITUTE®



Over 218,000 Adults in LA are Planning Lasik Surgery

Report: TARGET QUICK PROFILE
 Market: LOS ANGELES, CA for MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009
 Bases: ADULTS AGE 18+
 Target: PLAN NEXT 12 MONTHS--LASIK EYE SURGERY

THE MEDIA AUDIT

All Groups
 TOTAL

Base Population: 9,733,191

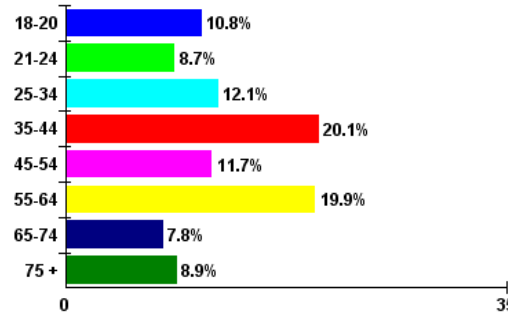
% in Target: 2.2

Target Persons: 218,062

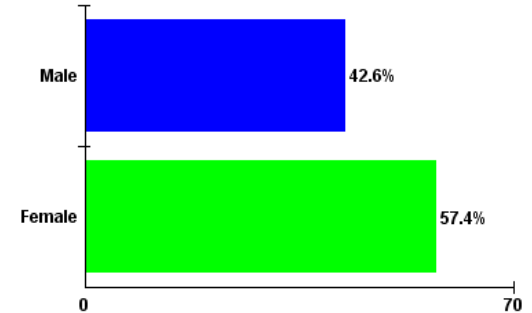
Target Profile

Total Income: \$15,502,613,000
 Mean Income: \$71,093
 Mean Age: 45
 Home Owners: 57%
 Mean Home Value: \$679,029
 Mean Miles Past Week: 181

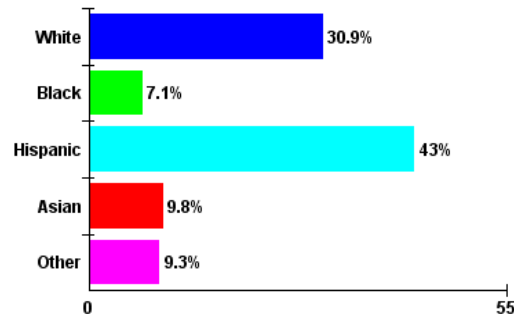
Age Analysis



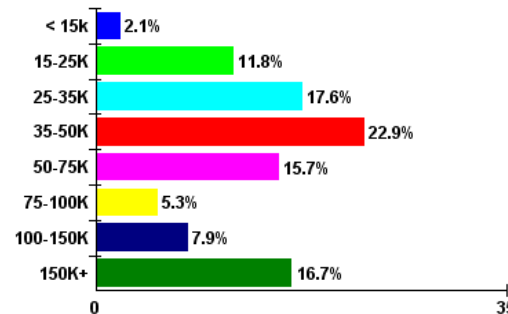
Gender Profile



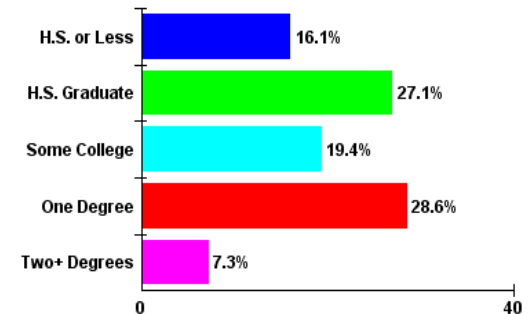
Ethnicity Profile



Annual Income



Education Profile



The Potential for Lasik Prospects is High

- In a study conducted by Ohio State University in 2007, **35% of current contact lens wearers were dissatisfied with their lenses** and **26% reported that they would prefer LASIK surgery** or eyeglasses to contact lens wear. ¹
- Consumer confidence in contact lenses cleaning solutions was shaken in recent recalls of two popular contact lenses disinfectant solutions.



Source: ¹Ocular Surgery News 2007; Vol 25, No 6. p 62.



MALONEY
VISION INSTITUTE

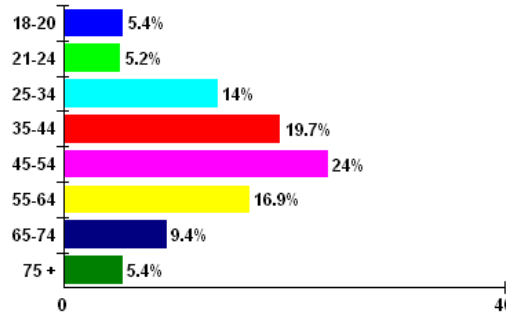
29% of LA Adults Plan to Buy Prescription Glasses/Contacts

Report: TARGET QUICK PROFILE THE MEDIA AUDIT All Groups TOTAL
 Market: LOS ANGELES, CA for MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009
 Bases: ADULTS AGE 18+
 Target: PLAN BUY NEXT 12 MONTHS--GLASSES/CONTACT LENS
 Base Population: 9,733,191 % in Target: 28.7 Target Persons: 2,792,439

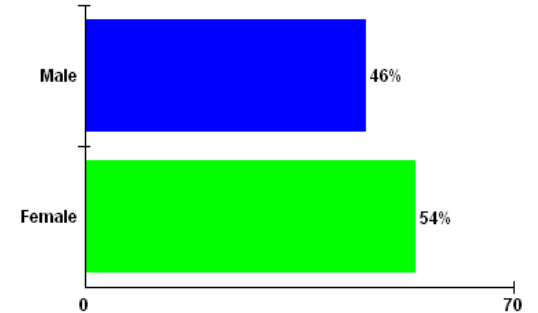
Target Profile

Total Income: \$206,342,865,750
 Mean Income: \$73,893
 Mean Age: 46
 Home Owners: 61%
 Mean Home Value: \$611,866
 Mean Miles Past Week: 187

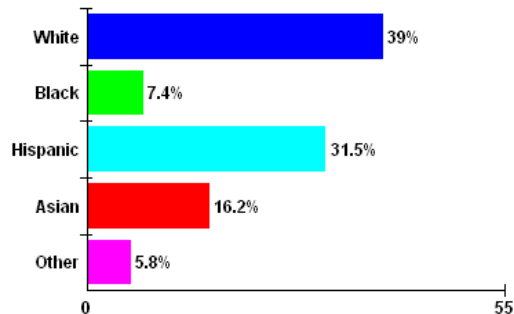
Age Analysis



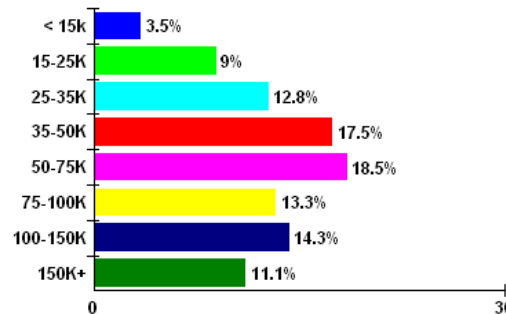
Gender Profile



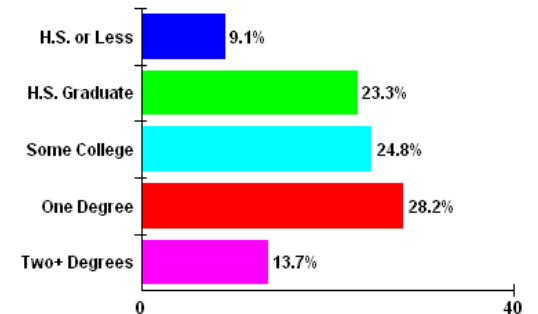
Ethnicity Profile



Annual Income



Education Profile



Identify Your Customer: Age

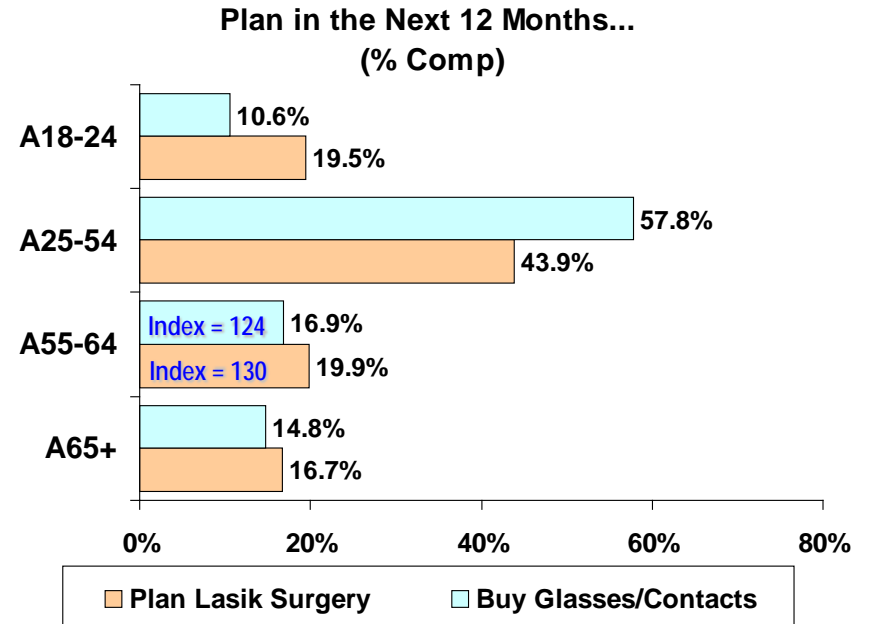
You have suggested...

“Your best targets are adults 25-54”



Research Data Suggests

Adults age 55-64 present opportunity.
64% of those considering Lasik are age **25-64**.



Question: During the next 12 months, do you plan Lasik Eye Surgery?

During the next 12 months, do you plan to purchase prescription eyeglasses or contacts?

Base: Los Angeles MSA adults

Source: The Media Audit, Los Angeles Mar.-May & Sep.-Oct. 2008, Mar.-May 2009

Adults Considering Lasik Spend 23% More Time with Radio

Report: MEDIA DAY ANALYSIS, TV BREAKOUT
 Market: LOS ANGELES, CA for MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009
 Bases: ADULTS AGE 18+
 Target: PLAN NEXT 12 MONTHS--LASIK EYE SURGERY

THE MEDIA AUDIT

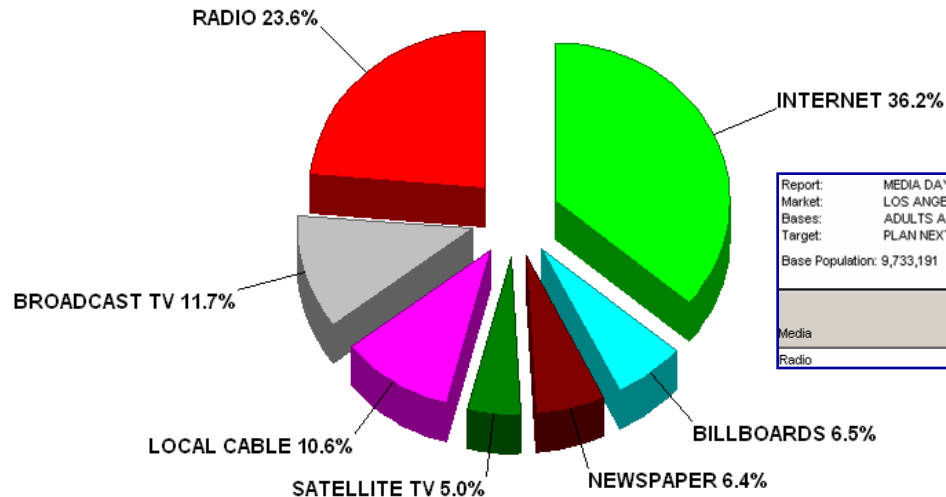
Target Market

Base Population: 9,733,191

% In Target: 2.2%

Target Persons: 218,061

Lasik Candidates Spend at Least 3 Hours Daily with Radio



Report: MEDIA DAY ANALYSIS, TV BREAKOUT			
Market: LOS ANGELES, CA for MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009			
Bases: ADULTS AGE 18+			
Target: PLAN NEXT 12 MONTHS--LASIK EYE SURGERY			
Base Population: 9,733,191			
	Total Market Minutes	Target Market Minutes	Index to Market
Radio	152.14	187.52	123

TOTAL MARKET PROFILE IS BASED ON 4,814 RESPONDENTS. TARGET MARKET PROFILE IS BASED ON 109 RESPONDENTS.



Over Half of Adults that Plan Lasik Do NOT READ the Weekday Newspaper

THE MEDIA AUDIT CROSSTAB REPORTS Cross Target Vertical Percent

REPORT MARKET: LOS ANGELES, CA
 REPORT BASE: ADULTS AGE 18+
 REPORT PERIOD: MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009
 PRIMARY TARGET: PLAN NEXT 12 MONTHS--LASIK EYE SURGERY

BASE POPULATION: 9,733,191 % IN TARGET: 2.2% TARGET PERSONS: 218,061

TARGET	BASE PERSONS	PRIMARY PERSONS	VERTICAL PERCENT 0	19	37	56
NOT EXPOSED TO--WEEKDAY NEWSPAPER	5,871,270	121,885	55.9			
NOT EXPOSED TO--SUNDAY NEWSPAPER	5,324,077	107,515	49.3			

THE MEDIA AUDIT CROSSTAB REPORTS Cross Target Vertical Percent

REPORT MARKET: LOS ANGELES, CA
 REPORT BASE: ADULTS AGE 18+
 REPORT PERIOD: MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009
 PRIMARY TARGET: PLAN BUY NEXT 12 MONTHS--GLASSES/CONTACT LENS

BASE POPULATION: 9,733,191 % IN TARGET: 28.7% TARGET PERSONS: 2,792,439

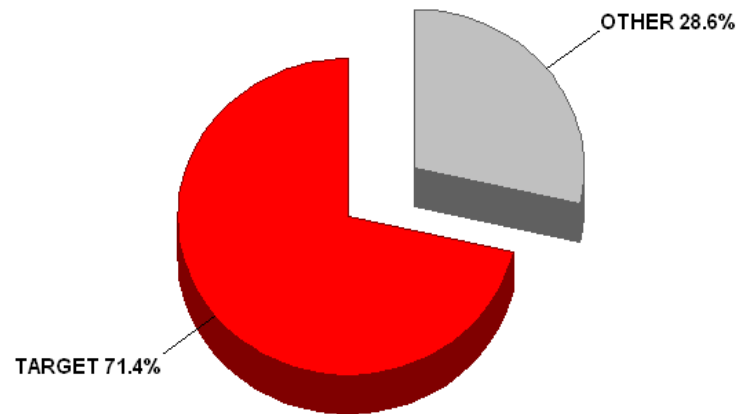
TARGET	BASE PERSONS	PRIMARY PERSONS	VERTICAL PERCENT 0	18	37	55
NOT EXPOSED TO--WEEKDAY NEWSPAPER	5,871,270	1,530,574	54.8			
NOT EXPOSED TO--SUNDAY NEWSPAPER	5,324,077	1,324,584	47.4			



KCRW Reaches The Right Target

Report: MEDIA PROFILE REPORT THE MEDIA AUDIT All Groups
Market: LOS ANGELES, CA for MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009
Bases: ADULTS AGE 18+
Media: KCRW-FM & KCRW.COM
Target: ANNUAL HOUSEHOLD INCOME \$50,000 PLUS--AGE 25-64
Media Persons: 441,821 Target Percent: 71.4% Target Persons: 315,514

71% of KCRW Audience is Age 25-64 with a Household Income of \$50K+



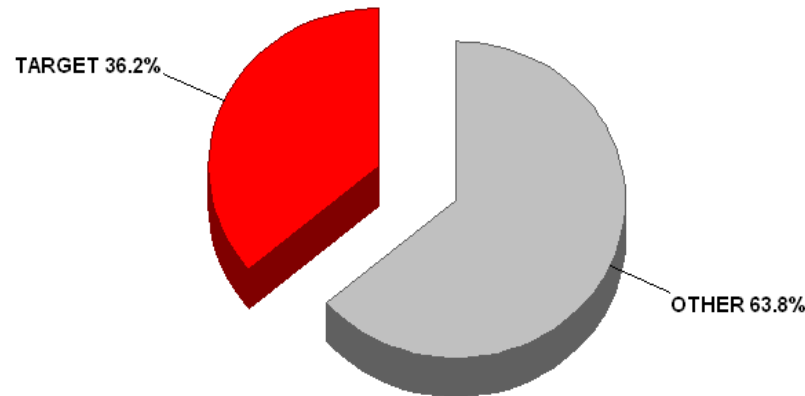
MEDIA AUDIENCE ANALYSIS IS BASED ON 216 RESPONDENTS IN THE AUDIENCE OF THE MEDIA



KCRW Reaches The Right Target

Report: MEDIA PROFILE REPORT THE MEDIA AUDIT All Groups
Market: LOS ANGELES, CA for MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009
Bases: ADULTS AGE 18+
Media: KCRW-FM & KCRW.COM
Target: PLAN BUY NEXT 12 MONTHS--GLASSES/CONTACT LENS
Media Persons: 441,821 Target Percent: 36.2% Target Persons: 160,088

36% of KCRW Audience Will Purchase Glasses/Contact Lenses



MEDIA AUDIENCE ANALYSIS IS BASED ON 216 RESPONDENTS IN THE AUDIENCE OF THE MEDIA



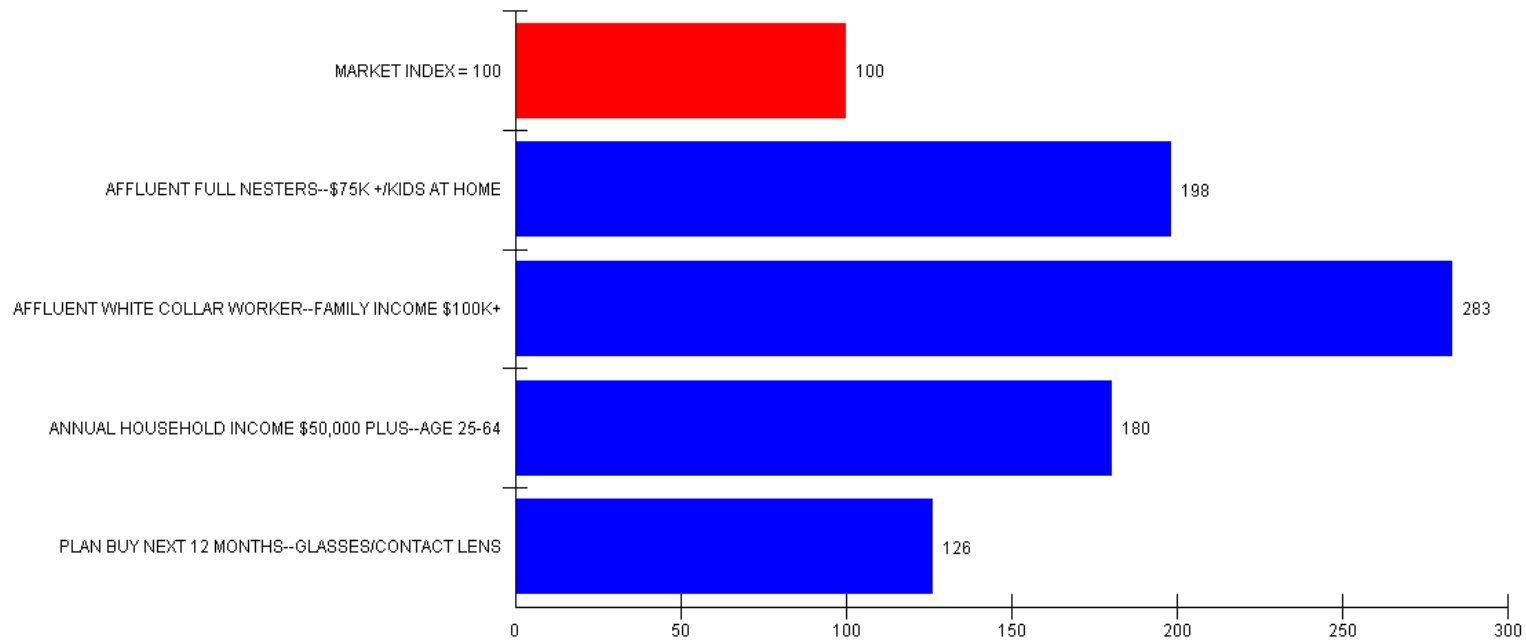
KCRW Reaches The Right Target

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: LOS ANGELES, CA for MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009
Bases: ADULTS AGE 18+
Media: KCRW-FM & KCRV.COM

THE MEDIA AUDIT

Cume Index

KCRW Reaches Affluent Adults Planning on Purchasing Glasses/Contacts



MARKET PROFILE IS BASED ON 4,814 RESPONDENTS. AUDIENCE PROFILE IS BASED ON 216 RESPONDENTS



KCRW-FM Listeners that Will Buy Glasses/Contacts Have the Highest Average HHI

THE MEDIA AUDIT
CROSSTAB INCOME REPORT
CrossTab Income Report -- Avg (Mean)

REPORT MARKET: LOS ANGELES, CA

REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009
PRIMARY TARGET: PLAN BUY NEXT 12 MONTHS--GLASSES/CONTACT LENS

BASE PERSONS: 9,733,191
BASE INCOME: \$632,724,270,750

PRIMARY TARGET: 28.7% OF BASE PERSONS
PRIMARY TARGET INCOME: 32.6% OF BASE INCOME

PRIMARY TARGET: 2,792,439 PERSONS
PRIMARY TARGET INCOME: \$206,342,866,750

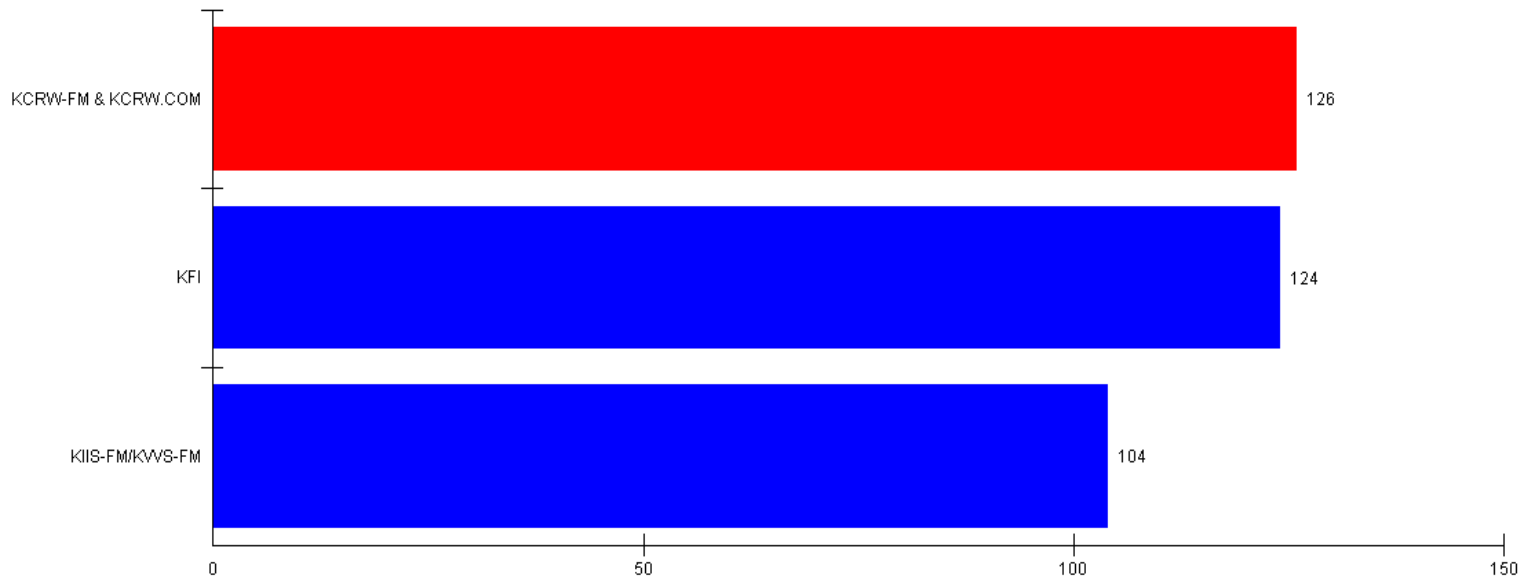
TARGET	PRIMARY PERSONS	TOTAL INCOME	AVG (MEAN) INCOME \$0	\$52,197	\$104,394
PAST 7-DAY CUME RADIO--KCRW-FM	156,003	16,295,709,500	104,394		
PAST 7-DAY CUME RADIO--KRCL	87,588	8,822,536,500	100,728		
PAST 7-DAY CUME RADIO--KPCC-FM	226,280	22,629,161,500	100,006		
PAST 7-DAY CUME RADIO--KSPN	71,860	7,096,460,250	98,754		
PAST 7-DAY CUME RADIO--KFI	348,227	33,385,926,750	95,600		
PAST 7-DAY CUME RADIO--KABC	187,914	17,910,462,250	95,312		
PAST 7-DAY CUME RADIO--KLSX-FM	120,656	11,355,418,500	94,114		
PAST 7-DAY CUME RADIO--KNX	271,962	24,802,441,500	91,198		
PAST 7-DAY CUME RADIO--KLAC	75,907	6,799,647,000	89,578		
PAST 7-DAY CUME RADIO--KCBS-FM	254,437	22,677,430,750	89,128		
PAST 7-DAY CUME RADIO--KKJZ-FM	86,432	7,597,662,500	87,903		
PAST 7-DAY CUME RADIO--KTLK	37,470	3,141,848,000	83,850		
PAST 7-DAY CUME RADIO--KFWB	218,397	18,158,672,500	83,146		
PAST 7-DAY CUME RADIO--KWVE-FM	52,232	4,328,101,000	82,863		
PAST 7-DAY CUME RADIO--KFRG-FM	49,919	4,125,946,500	82,663		
PAST 7-DAY CUME RADIO--KROQ-FM	278,622	22,867,184,250	82,072		
PAST 7-DAY CUME RADIO--KLOS-FM	217,115	17,805,951,750	82,012		
PAST 7-DAY CUME RADIO--KYSR-FM	148,134	12,114,641,250	81,782		
PAST 7-DAY CUME RADIO--KFSS-FM	77,611	6,218,762,250	80,127		
PAST 7-DAY CUME RADIO--KBIG-FM	144,428	11,452,273,000	79,294		
PAST 7-DAY CUME RADIO--KOST-FM	224,983	17,746,978,250	78,881		
PAST 7-DAY CUME RADIO--KUSC-FM	111,689	8,762,357,250	78,453		
PAST 7-DAY CUME RADIO--KRTH-FM	263,705	19,595,763,250	77,239		
PAST 7-DAY CUME RADIO--KGGO-FM	96,212	7,202,713,000	74,863		
PAST 7-DAY CUME RADIO--KTWV-FM	196,006	14,349,656,000	73,210		
PAST 7-DAY CUME RADIO--KIIJ-FM/KVVS-FM	388,610	28,028,666,500	72,125		
PAST 7-DAY CUME RADIO--KPFK-FM	74,668	5,287,372,250	70,822		
PAST 7-DAY CUME RADIO--KHHT-FM	125,937	8,864,575,750	70,389		
PAST 7-DAY CUME RADIO--KSXD-FM	87,578	6,051,346,000	69,097		
PAST 7-DAY CUME RADIO--KRCD-FM/KRCV-FM	78,061	5,324,033,500	68,204		
PAST 7-DAY CUME RADIO--KJLH-FM	66,023	4,353,014,750	65,032		
PAST 7-DAY CUME RADIO--KPWR-FM	225,395	14,405,676,750	63,913		
PAST 7-DAY CUME RADIO--KSCA-FM	60,980	2,690,564,500	44,122		
PAST 7-DAY CUME RADIO--KLVE-FM	98,512	3,482,468,750	35,351		
PAST 7-DAY CUME RADIO--KBUE-FM/KBUA-FM	56,877	1,873,199,250	32,934		



KCRW Effectively Targets Adults that Plan to Buy Glasses/Contacts

Report: RANKER REPORT THE MEDIA AUDIT Cume Index
Market: LOS ANGELES, CA for MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009
Bases: ADULTS AGE 18+
Target: PLAN BUY NEXT 12 MONTHS--GLASSES/CONTACT LENS
Base Population: 9,733,191 % In Target: 28.7% Target Persons: 2,792,439

KCRW Effectively Targets Adults that Plan to Buy Glasses/Contacts



BASED ON 1,482 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 4,814 BASE # OF RESPONDENTS

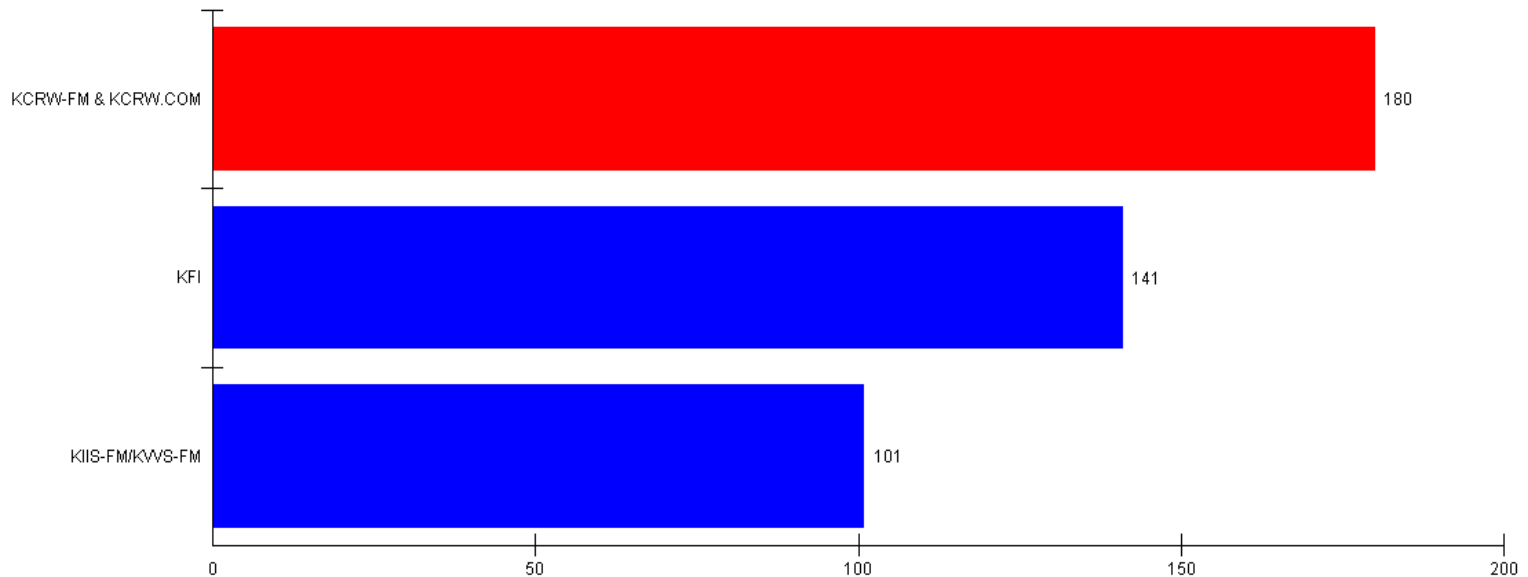


KCRW Better Targets

Middle & Upper-Class Adults Age 25-64

Report: RANKER REPORT THE MEDIA AUDIT Cume Index
Market: LOS ANGELES, CA for MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009
Bases: ADULTS AGE 18+
Target: ANNUAL HOUSEHOLD INCOME \$50,000 PLUS--AGE 25-64
Base Population: 9,733,191 % In Target: 39.6% Target Persons: 3,856,438

KCRW is Most Effective at Reaching Adults Age 25-64 with a HHI of \$50K+



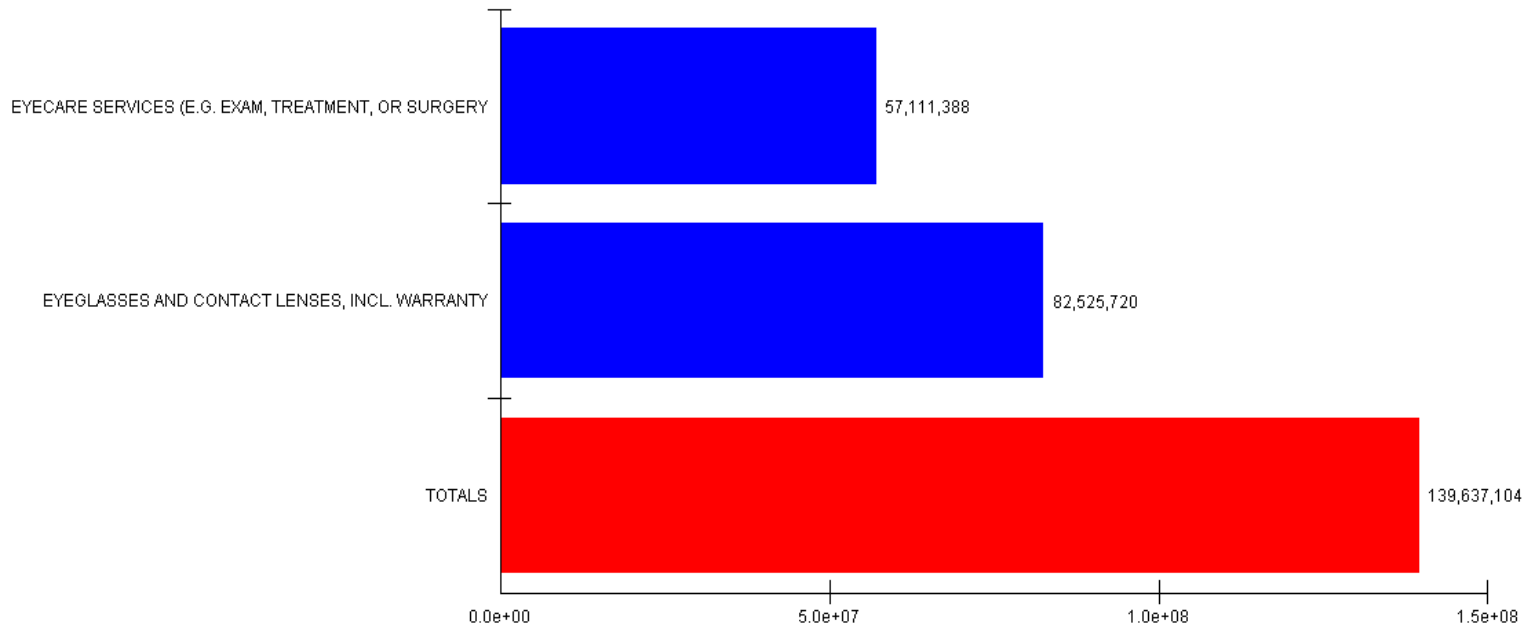
BASED ON 1,767 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 4,814 BASE # OF RESPONDENTS



KCRW Reaches an Audience that Spends Over \$139 Million on Eyecare

Report: ANNUAL CONSUMER BUYING POWER REPORT THE MEDIA AUDIT Cume \$ Report
Market: LOS ANGELES, CA for MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009
Bases: ADULTS AGE 18+
Media: KCRW-FM & KCRW.COM
Base Population: 9,733,191 % In Media Audience: 4.5% Media Persons: 441,821

Cume \$ Total Expenditures



BASED ON 216 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 4,814 BASE # OF RESPONDENTS



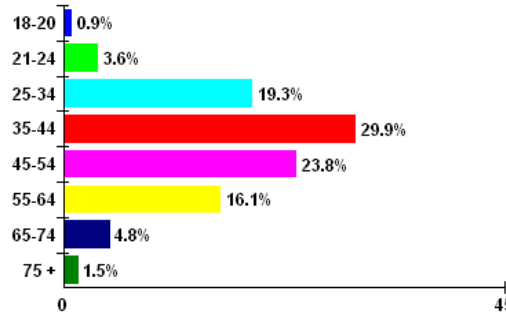
KCRW Audience Profile

Report: MEDIA QUICK PROFILE THE MEDIA AUDIT All Groups
 Market: LOS ANGELES, CA for MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009 TOTAL
 Bases: ADULTS, AGE 18+
 Media: KCRW-FM & KCRW.COM
 Base Population: 9,733,191 % in Media: 4.5 Media Persons: 441,822

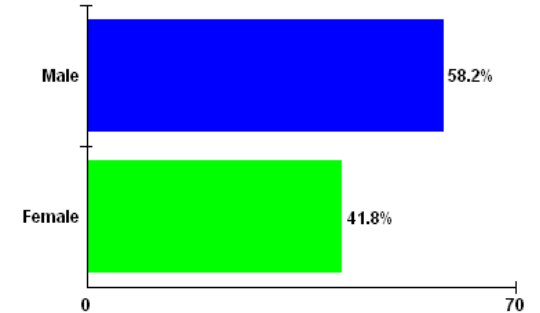
Audience Profile

Total Income: \$44,541,568,750
 Mean Income: \$100,813
 Mean Age: 44
 Home Owners: 60%
 Mean Home Value: \$638,728
 Mean Miles Past Week: 177

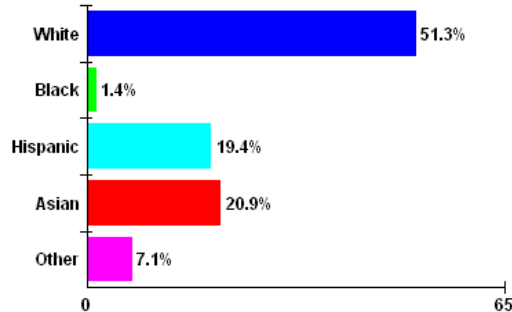
Age Analysis



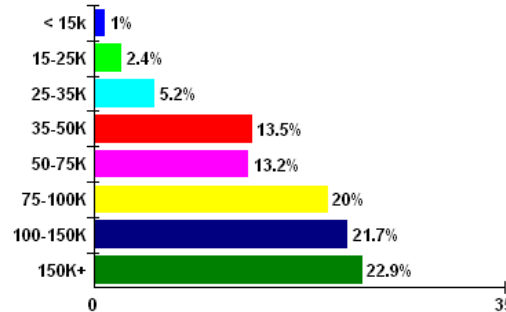
Gender Profile



Ethnicity Profile



Annual Income



Education Profile

