

# Long Beach Memorial Medical Center

## Reaching the Best Prospects



# Over 6.3 Million Adults in LA are Insured

Report: TARGET QUICK PROFILE  
 Market: LOS ANGELES, CA for MAR-MAY/SEP-OCT 2008  
 Bases: ADULTS AGE 18+  
 Target: HEALTH CARE--HAVE SOME TYPE INSURANCE COVERAGE

THE MEDIA AUDIT

All Groups  
 TOTAL

Base Population: 9,731,060

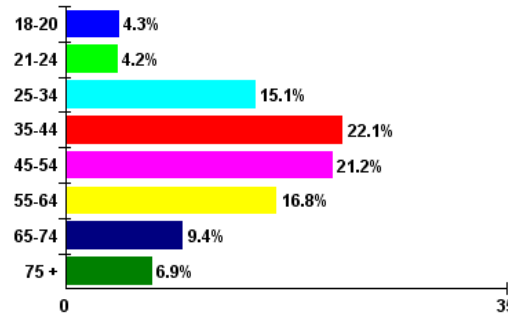
% in Target: 65.1

Target Persons: 6,332,819

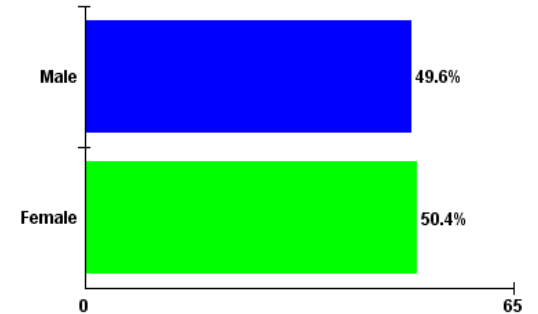
## Target Profile

**Total Income:** \$483,452,046,500  
**Mean Income:** \$76,341  
**Mean Age:** 47  
**Home Owners:** 68%  
**Mean Home Value:** \$641,562  
**Mean Miles Past Week:** 186

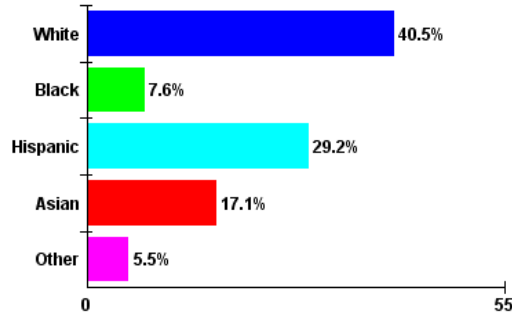
## Age Analysis



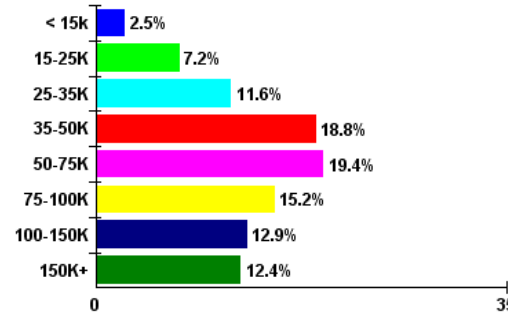
## Gender Profile



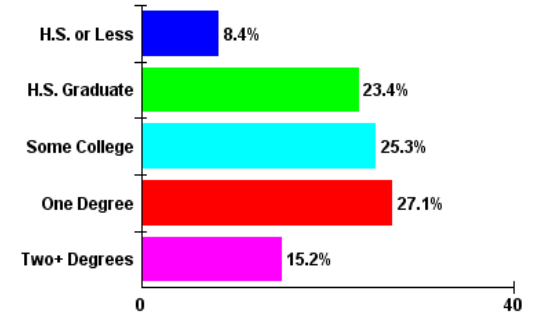
## Ethnicity Profile



## Annual Income



## Education Profile



# 723,000 LA Adults are Insured & Plan Hospital Stay

Report: TARGET QUICK PROFILE  
 Market: LOS ANGELES, CA for MAR-MAY/SEP-OCT 2008  
 Bases: ADULTS AGE 18+  
 Target: PLAN HOSPITAL STAY NEXT YEAR & HAVE MEDICAL INS.

THE MEDIA AUDIT

All Groups  
 TOTAL

Base Population: 9,731,060

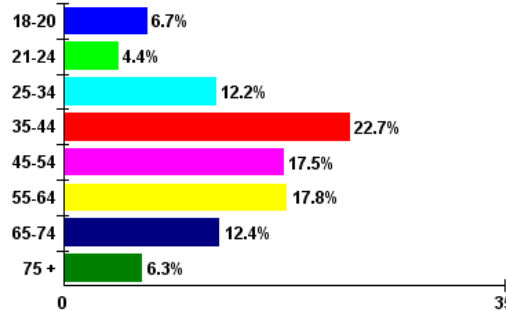
% in Target: 7.4

Target Persons: 723,062

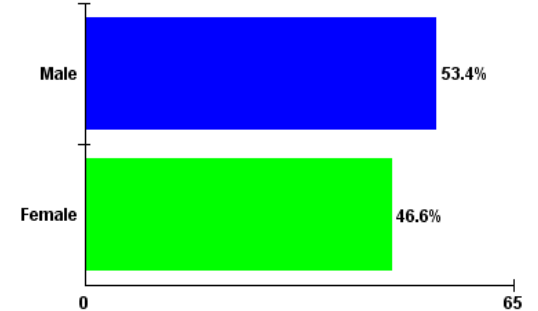
## Target Profile

**Total Income: \$51,929,427,000**  
**Mean Income: \$71,819**  
**Mean Age: 47**  
**Home Owners: 61%**  
**Mean Home Value: \$668,207**  
**Mean Miles Past Week: 178**

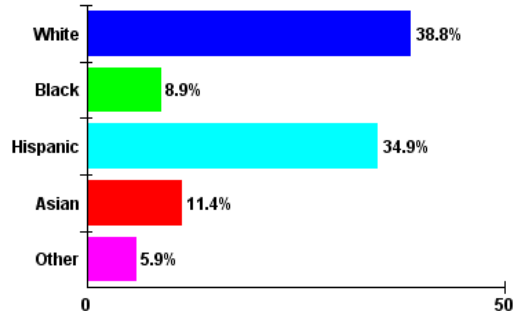
## Age Analysis



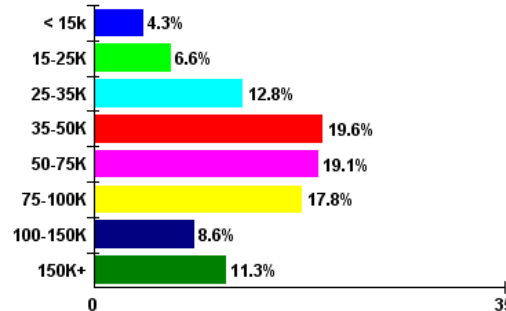
## Gender Profile



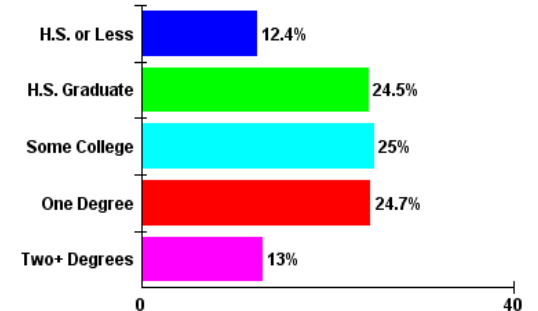
## Ethnicity Profile



## Annual Income



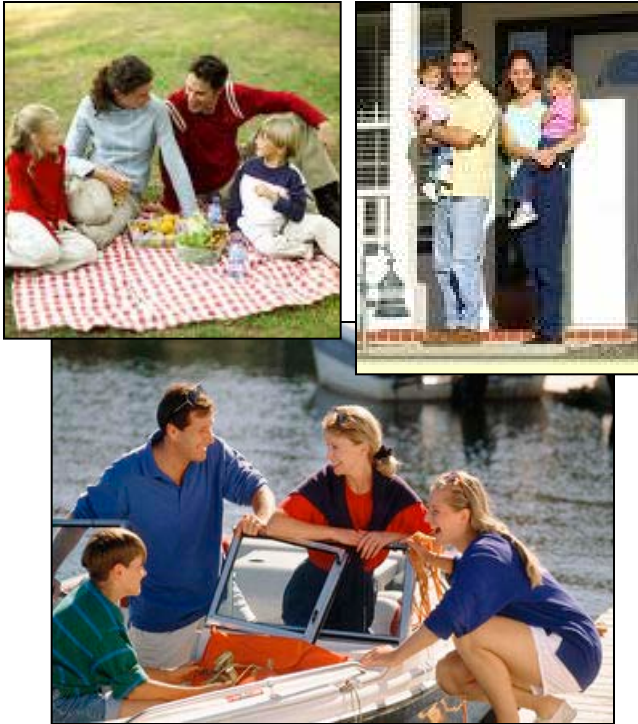
## Education Profile



# Identify Your Customer: Age

## You have suggested...

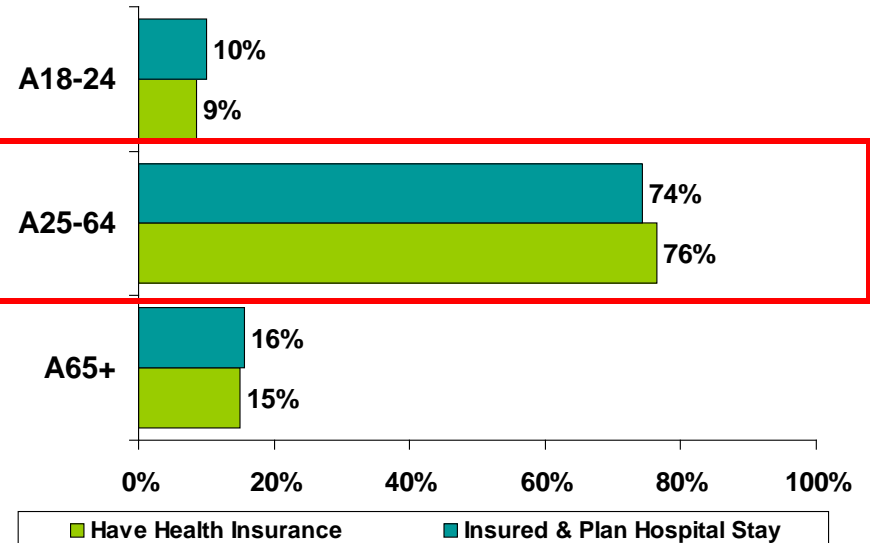
*"Your best targets are adults 45+"*



## Research Data Suggests

**765%** of those that are covered by Health Insurance are age **25-64**.

Insured by Age (% Comp)



Question: Do you have any type of medical/hospitalization insurance coverage at the present time?

Is anyone in your household planning a medical procedure at a hospital during the next 12 months?

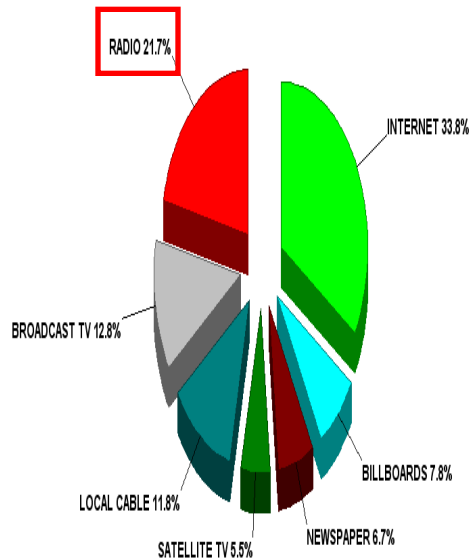
Base: Los Angeles MSA adults

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

# Radio is **Key** in Reaching Healthcare Prospects

Report: MEDIA DAY ANALYSIS, TV BREAKOUT THE MEDIA AUDIT Target Market  
 Market: LOS ANGELES, CA for MAR-MAY/SEP-OCT 2008  
 Base: ADULTS AGE 18+  
 Target: HEALTH CARE--HAVE SOME TYPE INSURANCE COVERAGE  
 Base Population: 9,731,080 % In Target: 65.1% Target Persons: 6,332,818

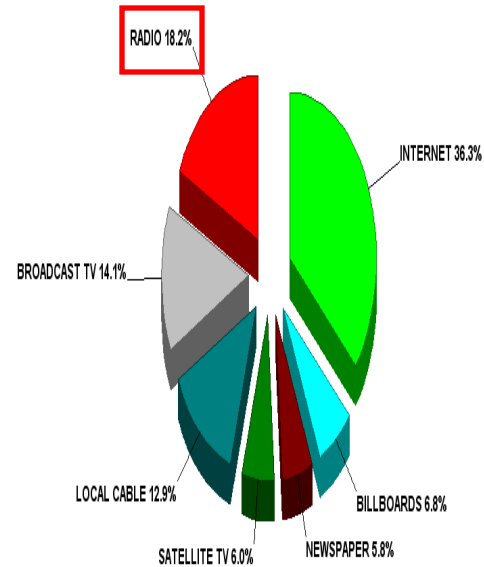
**Insured LA Adults Spend 2.5 Hours Daily with Radio**



TOTAL MARKET PROFILE IS BASED ON 3,214 RESPONDENTS. TARGET MARKET PROFILE IS BASED ON 2,266 RESPONDENTS.

Report: MEDIA DAY ANALYSIS, TV BREAKOUT THE MEDIA AUDIT Target Market  
 Market: LOS ANGELES, CA for MAR-MAY/SEP-OCT 2008  
 Base: ADULTS AGE 18+  
 Target: PLAN HOSPITAL STAY NEXT YEAR & HAVE MEDICAL INS.  
 Base Population: 9,731,080 % In Target: 7.4% Target Persons: 723,062

**Insured Adults Planning a Hospital Stay Spend Over 2 Hours Daily with Radio**



TOTAL MARKET PROFILE IS BASED ON 3,214 RESPONDENTS. TARGET MARKET PROFILE IS BASED ON 254 RESPONDENTS.



# KCRW-FM Reaches The Right Target

Report: MEDIA PROFILE REPORT  
Market: LOS ANGELES, CA for MAR-MAY/SEP-OCT 2008  
Bases: ADULTS AGE 18+  
Media: KCRW-FM  
Target: HEALTH CARE--HAVE SOME TYPE INSURANCE COVERAGE  
Media Persons: 400,528

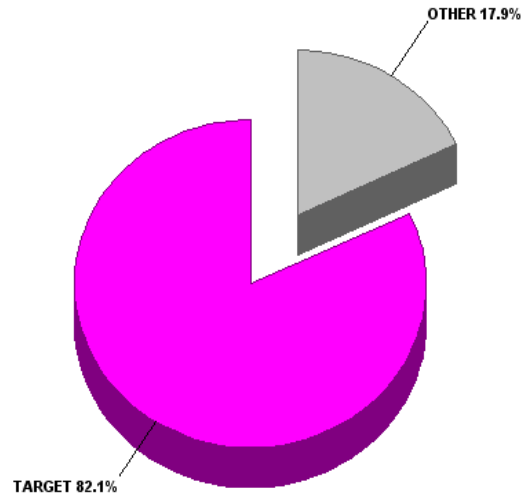
THE MEDIA AUDIT

All Groups

Target Percent: 82.1%

Target Persons: 328,657

**Over 80% of KCRW-FM Listeners Have Health Care Insurance**



MEDIA AUDIENCE ANALYSIS IS BASED ON 133 RESPONDENTS IN THE AUDIENCE OF THE MEDIA



# KCRW-FM Reaches The Right Target

Report: MEDIA PROFILE REPORT  
Market: LOS ANGELES, CA for MAR-MAY/SEP-OCT 2008  
Bases: ADULTS AGE 18+  
Media: KCRW-FM  
Target: ADULTS--AGE 25-64  
Media Persons: 400,528

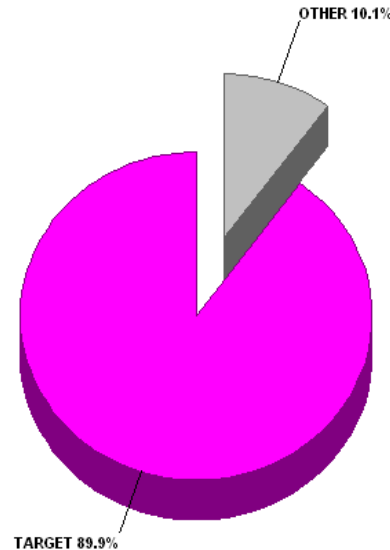
THE MEDIA AUDIT

All Groups

Target Percent: 89.9%

Target Persons: 360,090

90% of KCRW-FM Listeners are Age 25-64



MEDIA AUDIENCE ANALYSIS IS BASED ON 133 RESPONDENTS IN THE AUDIENCE OF THE MEDIA

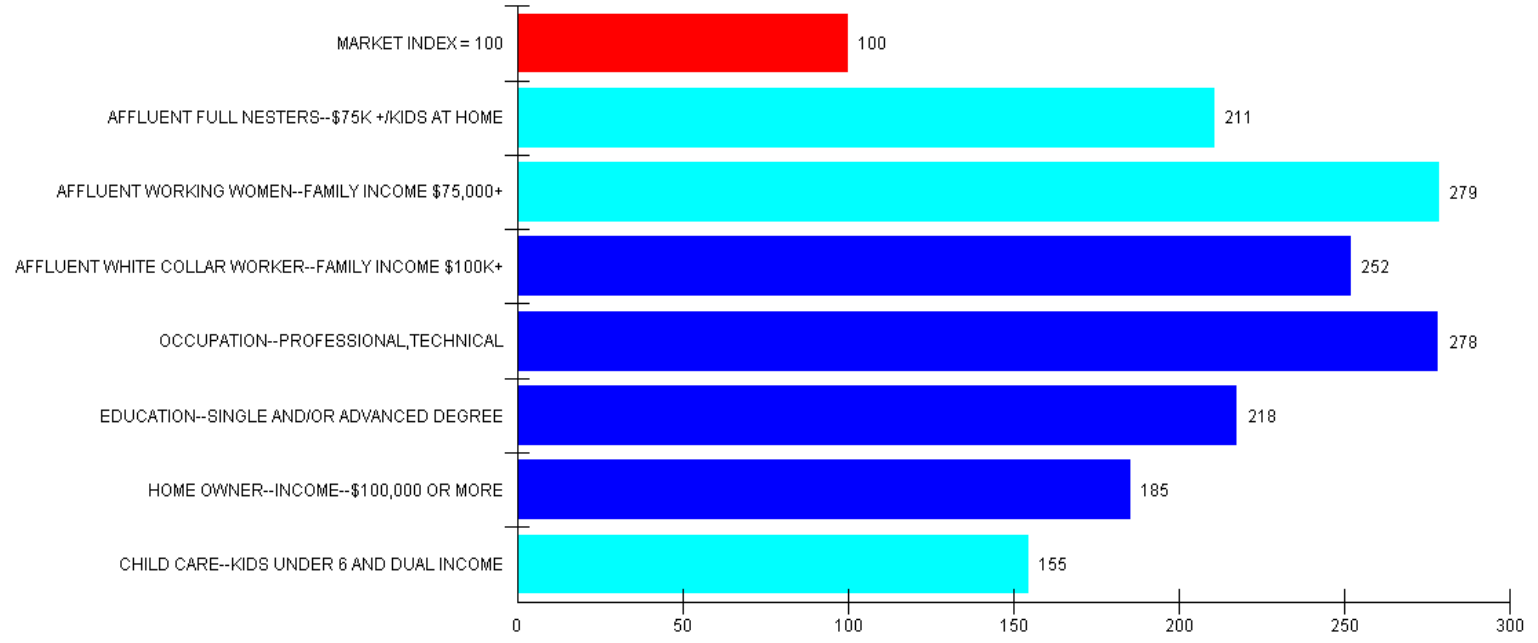


# KCRW-FM Reaches The Right Target

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

THE MEDIA AUDIT Cume Index

## KCRW-FM Listeners are Affluent Professionals with Children



MARKET PROFILE IS BASED ON 3,214 RESPONDENTS. AUDIENCE PROFILE IS BASED ON 133 RESPONDENTS



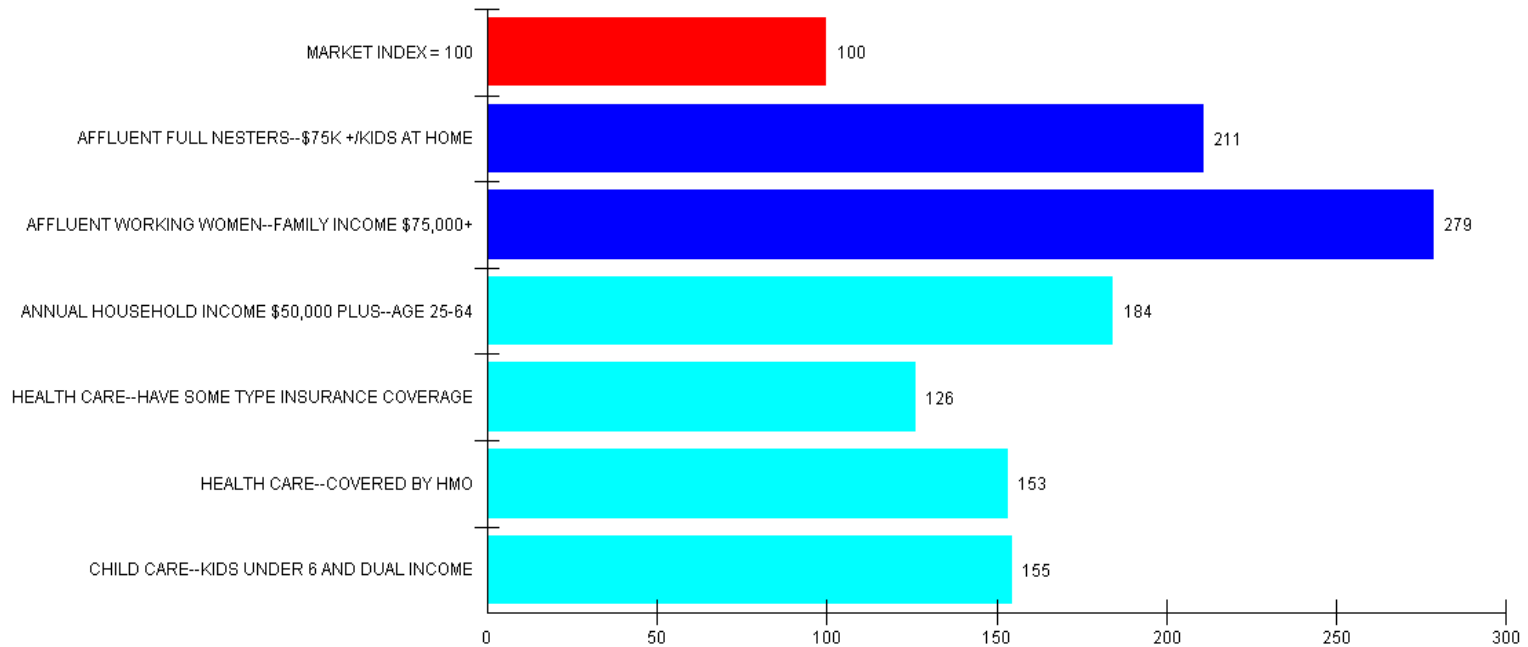
# KCRW-FM Reaches Your Best Prospects

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

THE MEDIA AUDIT

Cume Index

## KCRW-FM Effectively Reaches Long Beach Memorial Medical Center's Best Prospects



MARKET PROFILE IS BASED ON 3,214 RESPONDENTS. AUDIENCE PROFILE IS BASED ON 133 RESPONDENTS



# KCRW-FM Female Insured Listeners Have the Highest Average HHI

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

REPORT MARKET: LOS ANGELES, CA

REPORT BASE: WOMEN-18+  
REPORT PERIOD: MAR-MAY/SEP-OCT 2008  
PRIMARY TARGET: HEALTH CARE-HAVE SOME TYPE INSURANCE COVERAGE

BASE PERSONS: 4,966,341  
BASE INCOME: \$284,487,972,500

PRIMARY TARGET: 64.3% OF BASE PERSONS  
PRIMARY TARGET INCOME: 78.1% OF BASE INCOME

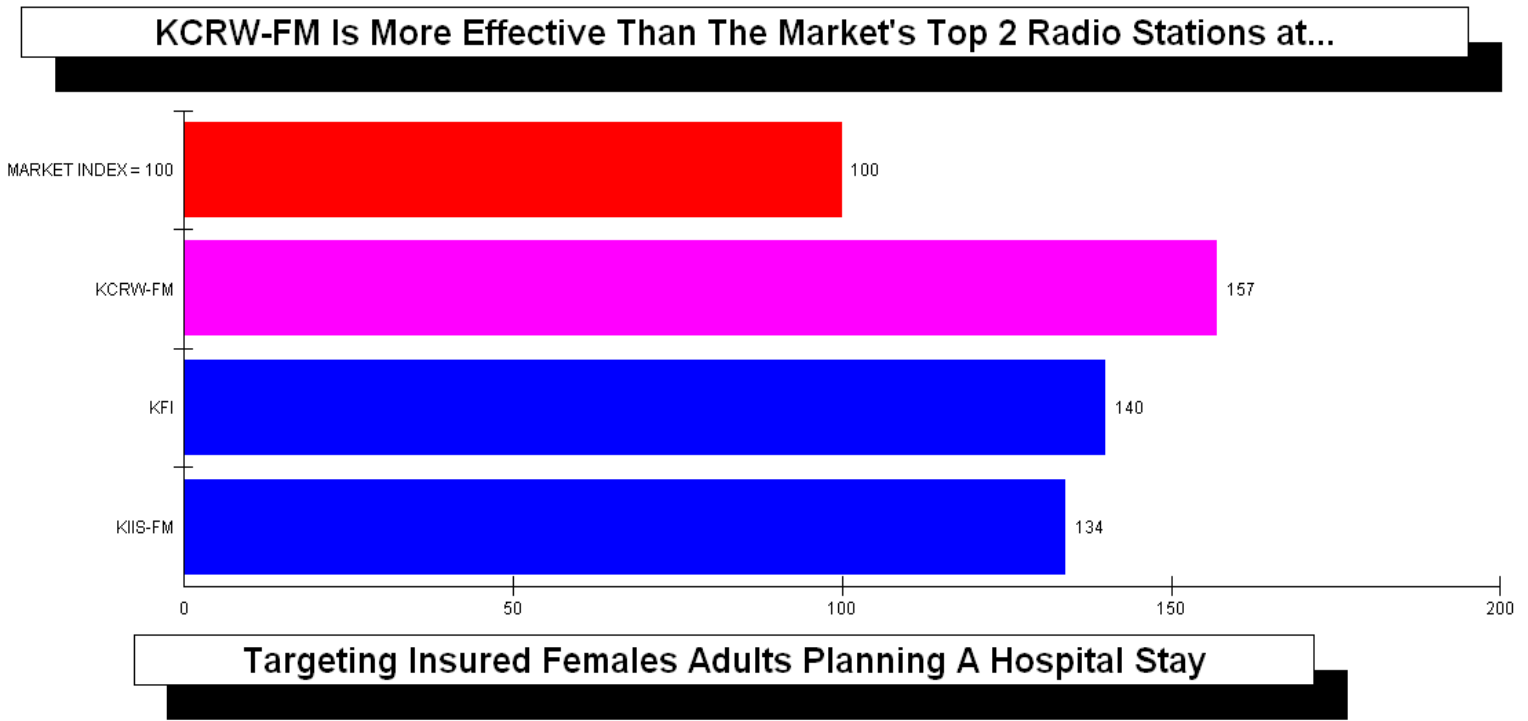
PRIMARY TARGET: 3,191,712 PERSONS  
PRIMARY TARGET INCOME: \$222,073,415,500

TARGET	AVG (MEAN) INCOME \$	\$53,955	\$107,910
PAST 7-DAY CUME RADIO--KCRW-FM	107,910		
PAST 7-DAY CUME RADIO--KBIG-FM	93,626		
PAST 7-DAY CUME RADIO--KYSR-FM	92,381		
PAST 7-DAY CUME RADIO--KPCC-FM	90,771		
PAST 7-DAY CUME RADIO--KTLK	90,571		
PAST 7-DAY CUME RADIO--KF5H-FM	90,134		
PAST 7-DAY CUME RADIO--KKG0-FM	89,746		
PAST 7-DAY CUME RADIO--KLSX-FM	87,012		
PAST 7-DAY CUME RADIO--KFWB	86,282		
PAST 7-DAY CUME RADIO--KLOS-FM	86,153		
PAST 7-DAY CUME RADIO--KOST-FM	85,363		
PAST 7-DAY CUME RADIO--KFI	83,786		
PAST 7-DAY CUME RADIO--KCBS-FM	83,284		
PAST 7-DAY CUME RADIO--KNX	82,463		
PAST 7-DAY CUME RADIO--KKJZ-FM	80,583		
PAST 7-DAY CUME RADIO--KSPN	79,723		
PAST 7-DAY CUME RADIO--KUSC-FM	79,615		
PAST 7-DAY CUME RADIO--KROD-FM	79,326		
PAST 7-DAY CUME RADIO--KTWV-FM	78,011		
PAST 7-DAY CUME RADIO--KIS-FM/KWS-FM	77,380		
PAST 7-DAY CUME RADIO--KRTH-FM	73,838		
PAST 7-DAY CUME RADIO--KLAC	73,355		
PAST 7-DAY CUME RADIO--KRCD-FM/KRCV-FM	71,888		
PAST 7-DAY CUME RADIO--KRLA	70,285		
HEALTH CARE-HAVE SOME TYPE INSURANCE COVERAGE	69,578		
PAST 7-DAY CUME RADIO--KDAY-FM	66,889		
PAST 7-DAY CUME RADIO--KABC	66,481		
PAST 7-DAY CUME RADIO--KPWR-FM	66,443		
PAST 7-DAY CUME RADIO--KHHT-FM	61,313		
PAST 7-DAY CUME RADIO--KQOL-FM	55,158		
PAST 7-DAY CUME RADIO--KJLH-FM	55,117		
PAST 7-DAY CUME RADIO--KLVE-FM	49,566		
PAST 7-DAY CUME RADIO--KBUE-FM/KBUA-FM	46,559		
PAST 7-DAY CUME RADIO--KSCA-FM	46,587		
PAST 7-DAY CUME RADIO--KLAX-FM	42,240		
PAST 7-DAY CUME RADIO--KSSC-FM/KSSD-FM/KSSE-FM	42,150		



# KCRW-FM Better Targets Insured Females Planning a Hospital Stay

Report: MARKET INDEX, MULTIPLE MEDIA SINGLE TARGET REPORT  
 Market: LOS ANGELES, CA for MAR-MAY/SEP-OCT 2008  
 Bases: WOMEN--18+  
 Target: PLAN HOSPITAL STAY NEXT YEAR & HAVE MEDICAL INS.  
 Base Population: 4,966,341  
 % In Target: 6.8%  
 THE MEDIA AUDIT  
 Cume Index  
 Target Persons: 336,649



BASED ON 145 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 2,002 BASE # OF RESPONDENTS

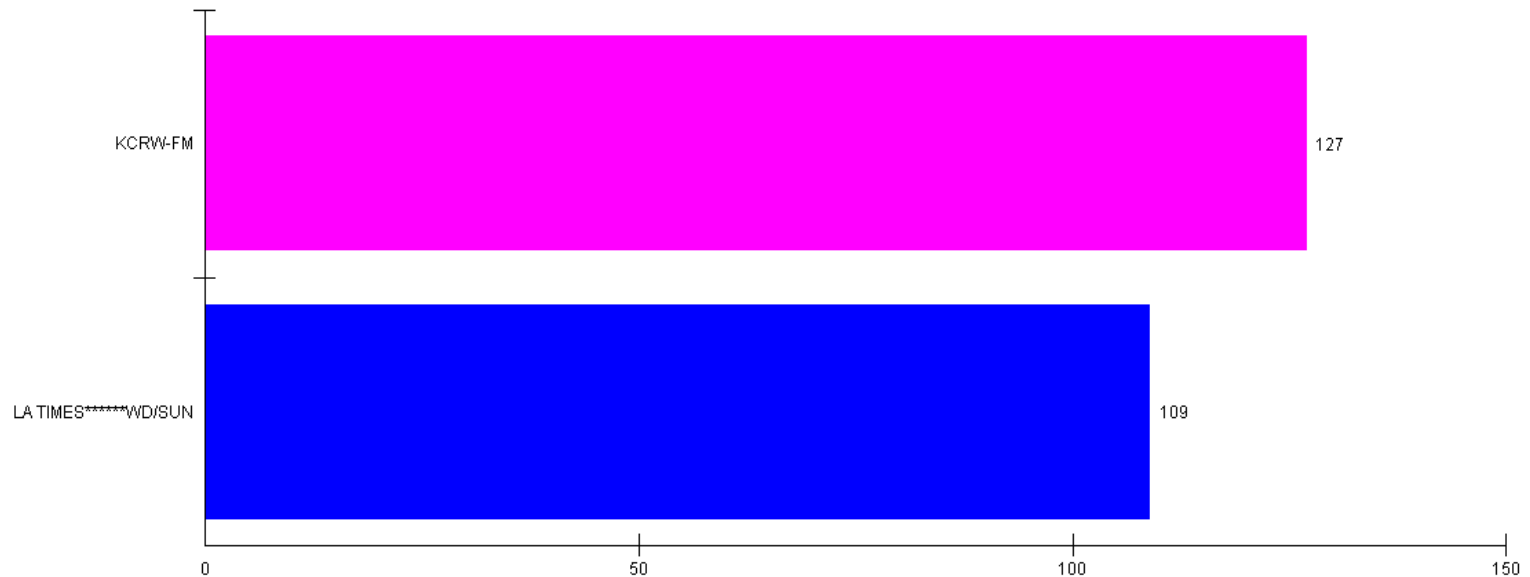


# KCRW-FM is More Effective

## Better Targeting Insured Adults Planning a Hospital Stay

Report: RANKER REPORT  
Market: LOS ANGELES, CA for MAR-MAY/SEP-OCT 2008  
Bases: ADULTS--AGE 25-64  
Target: PLAN HOSPITAL STAY NEXT YEAR & HAVE MEDICAL INS.  
Base Population: 7,016,663  
THE MEDIA AUDIT  
Cume Index  
% In Target: 7.2%  
Target Persons: 507,626

### KCRW-FM Is More Effective at Reaching the Right Target



BASED ON 166 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 2,141 BASE # OF RESPONDENTS



# KCRW-FM Spend Over \$542 Million on Healthcare

Report: ANNUAL CONSUMER BUYING POWER REPORT  
Market: LOS ANGELES, CA for MAR-MAY/SEP-OCT 2008  
Bases: ADULTS AGE 18+  
Media: KCRW-FM

THE MEDIA AUDIT

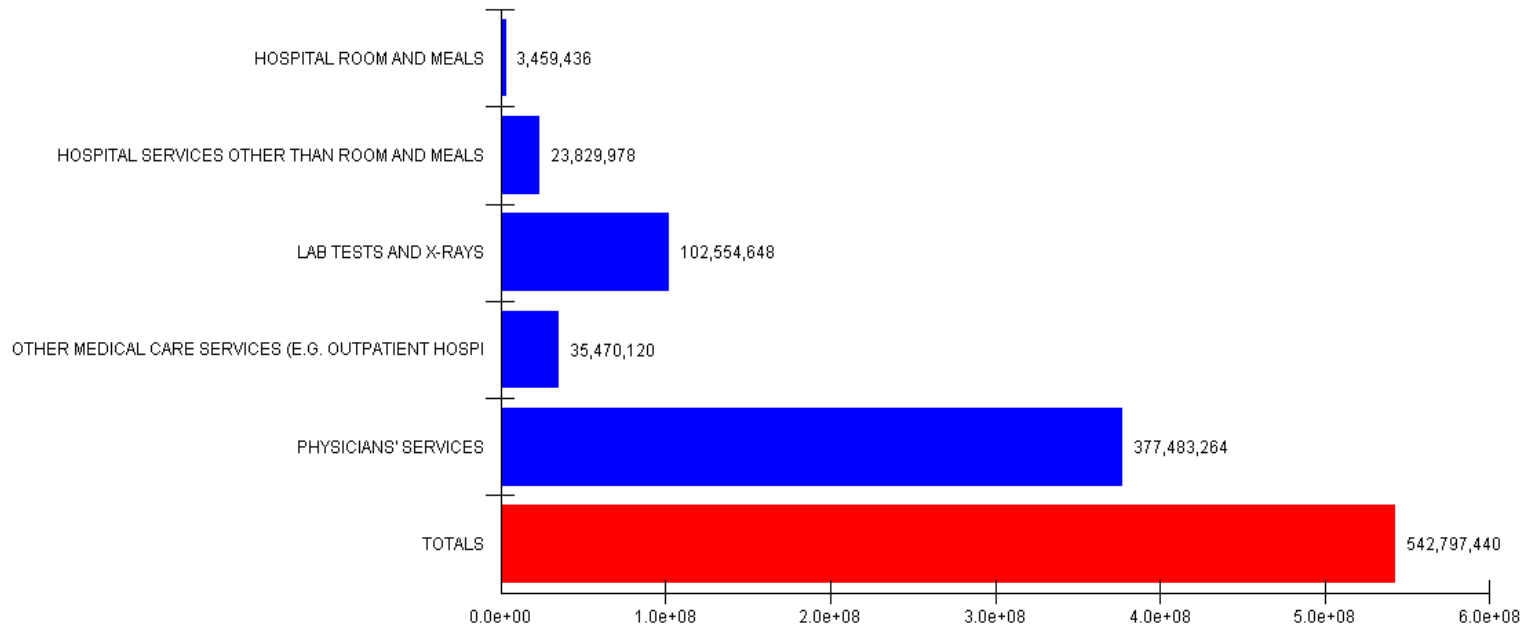
Cume \$ Report

Base Population: 9,731,060

% In Media Audience: 4.1%

Media Persons: 400,528

Cume \$ Total Expenditures



BASED ON 133 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 3,214 BASE # OF RESPONDENTS



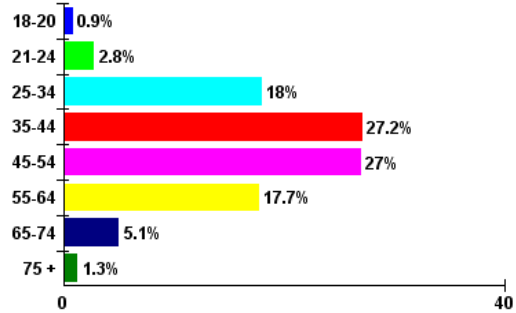
# KCRW-FM Listener Profile

Report: MEDIA QUICK PROFILE THE MEDIA AUDIT All Groups TOTAL  
 Market: LOS ANGELES, CA for MAR-MAY/SEP-OCT 2008  
 Bases: ADULTS AGE 18+  
 Media: KCRW-FM  
 Base Population: 9,731,060 % in Media: 4.1 Media Persons: 400,529

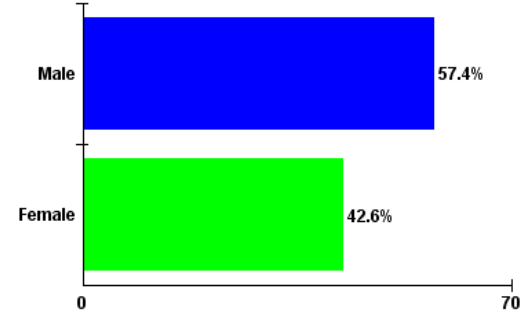
## Audience Profile

**Total Income: \$39,159,911,750**  
**Mean Income: \$97,771**  
**Mean Age: 45**  
**Home Owners: 64%**  
**Mean Home Value: \$655,144**  
**Mean Miles Past Week: 187**

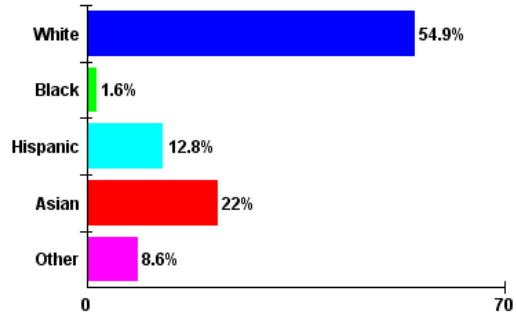
## Age Analysis



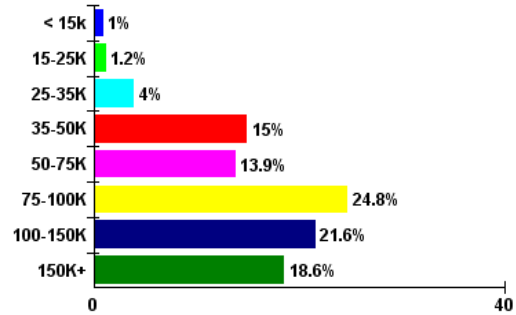
## Gender Profile



## Ethnicity Profile



## Annual Income



## Education Profile

