

# 2006 Festival of Homes

Reaching Pittsburgh's Best Home Buying Prospects

with



*Presented by:*  
Kristin Freno  
WZPT Star 100.7  
July 12, 2006



**Builders Association of Metropolitan Pittsburgh**



The Average Age of the Star 100.7 Adult Listener is 34.8 Years...  
Closely Matching the 35.3 Average Age of Pittsburgh's Home Buyer.

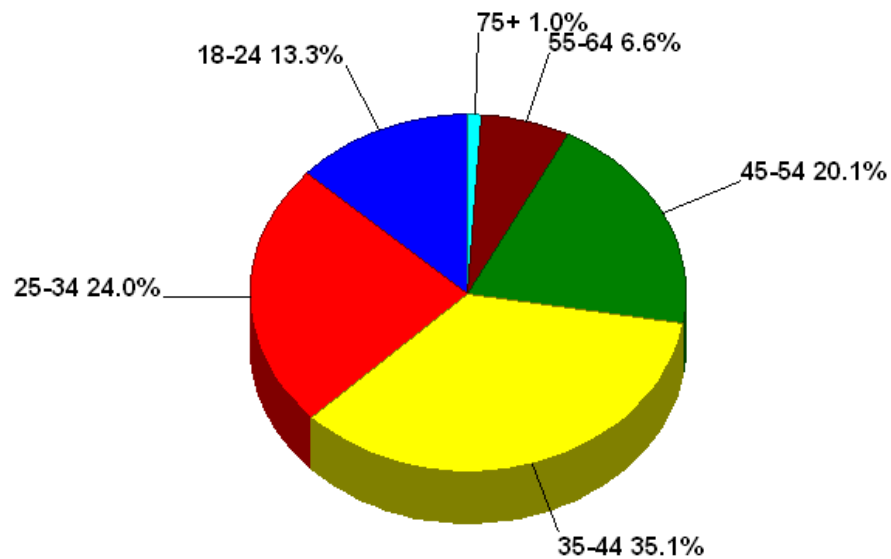
Report: MEDIA PROFILE REPORT  
Market: PITTSBURGH, PA for APR-MAY 2006  
Bases: GENERAL BASE = ADULTS AGE 18+  
Media: WZPT-FM

THE MEDIA AUDIT

Age Analysis

Media Persons: 140,200

### Age Analysis of Star 100.7 Listeners





The Average Income of the Star 100.7 Adult Listener is \$64,000...  
Closely Matching the \$64,099 Average Income of Pittsburgh's Home Buyer.

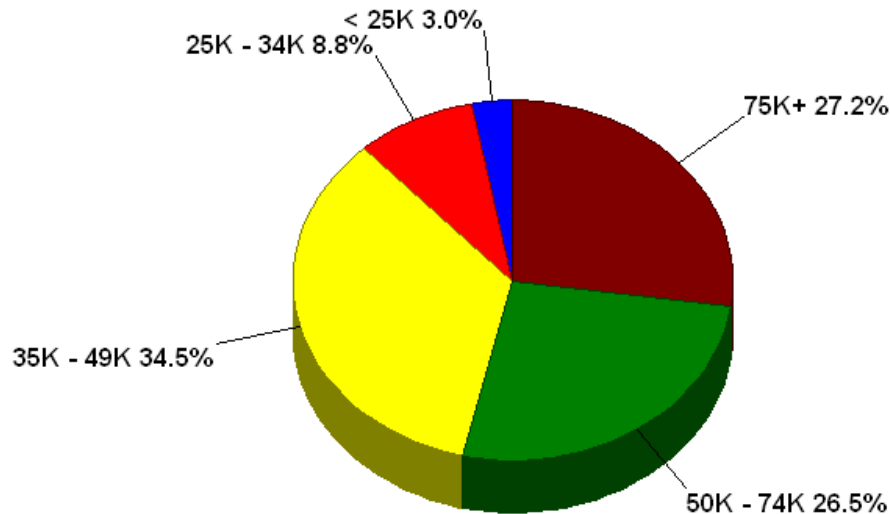
Report: MEDIA PROFILE REPORT  
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Annual Income

Media Persons: 140,200

### Annual Income of Star 100.7 Listeners





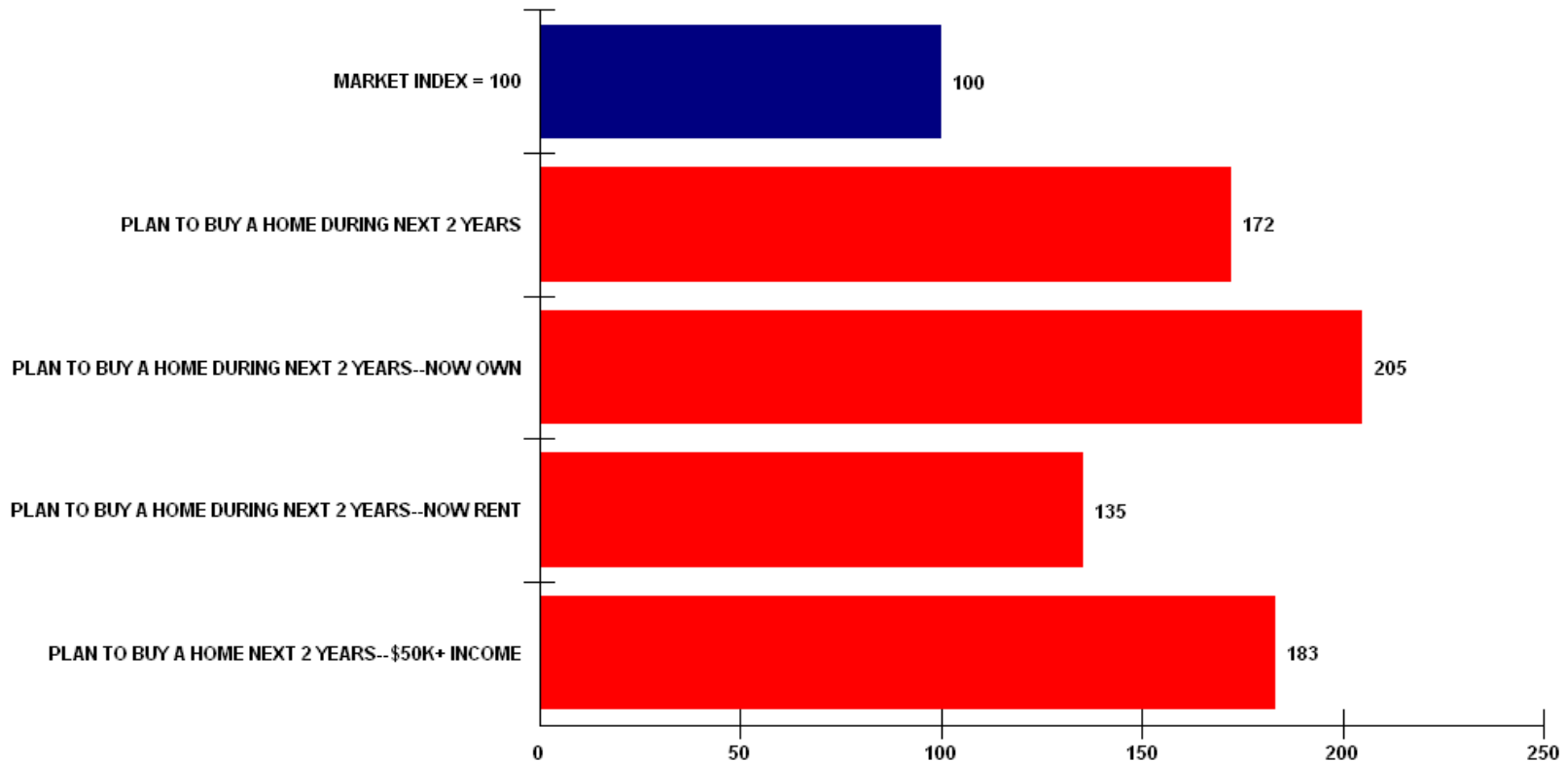
# Star 100.7 Listeners are Much More Likely than the Market Average To Be Qualified Home Buyers

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA  
 Market: PITTSBURGH, PA for APR-MAY 2006  
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Cume Index

## Star 100.7 Dramatically the Market in Delivering Qualified Home Buyers





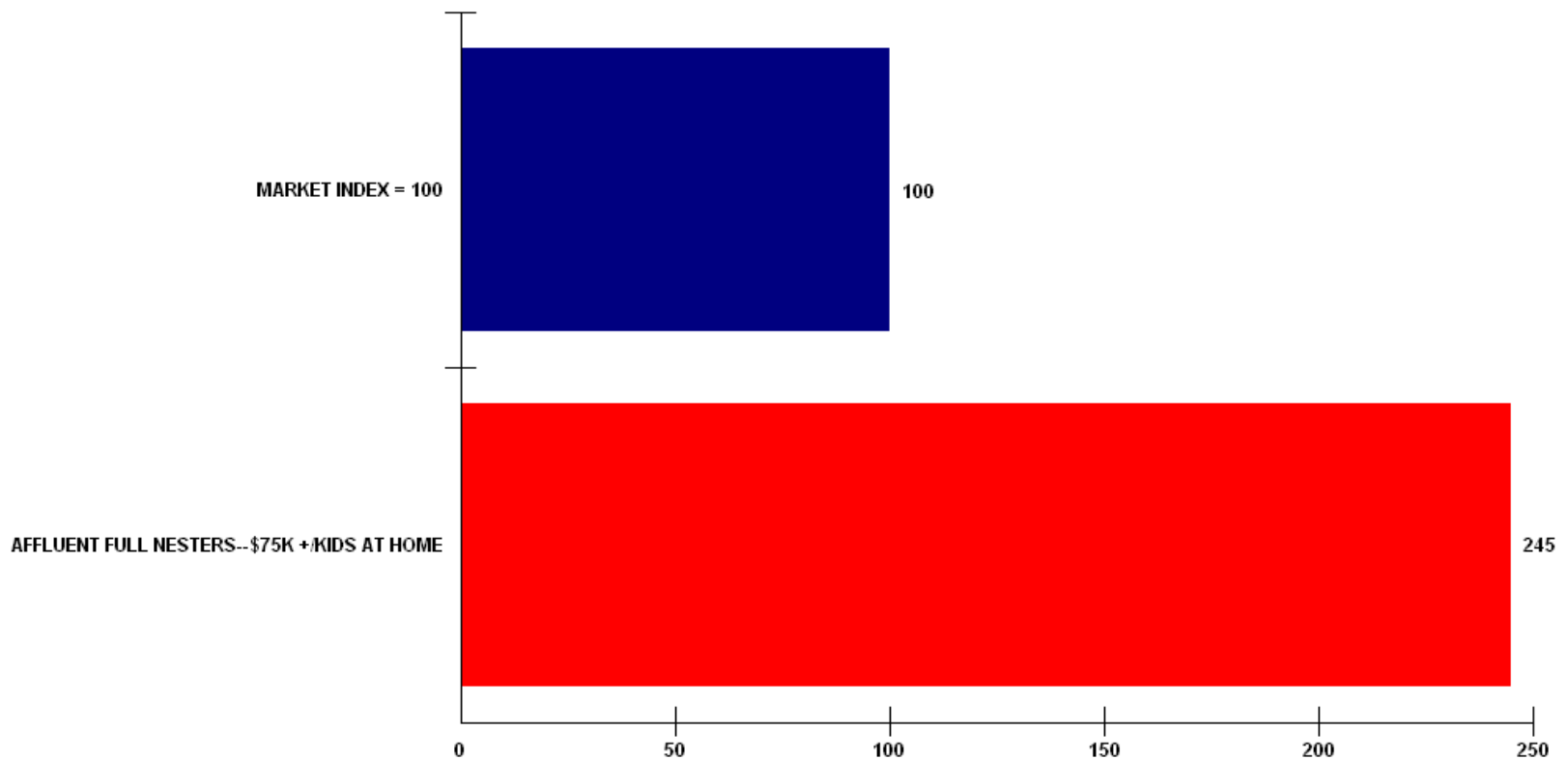
## Star 100.7 Delivers Affluent Families

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA  
Market: PITTSBURGH, PA for APR-MAY 2006  
Bases: GENERAL BASE = ADULTS AGE 18+  
Media: WZPT-FM

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### Star 100.7 Listeners are 145% More Likely to be Affluent Full Nesters





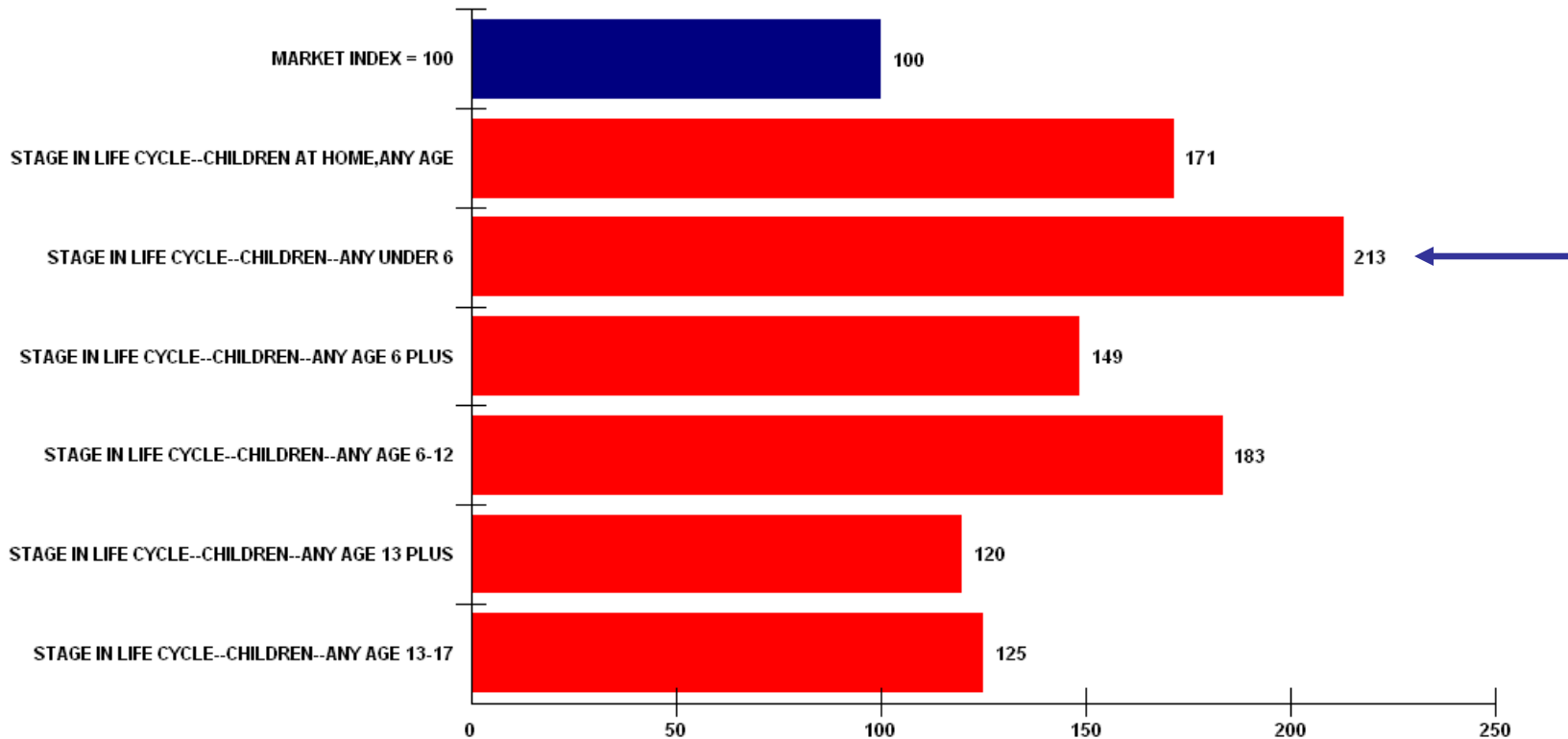
# Star 100.7 Listeners Have GROWING Families That Need Larger Homes.

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA  
 Market: PITTSBURGH, PA for APR-MAY 2006  
 Bases: GENERAL BASE = ADULTS AGE 18+  
 Media: WZPT-FM

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## Star 100.7 Delivers Adults with Children in the Household





# Star 100.7 is a Market Leader in Delivering the Most Qualified Home Buyers

Report: RANKER REPORT  
 Market: PITTSBURGH, PA for APR-MAY 2006  
 Bases: GENERAL BASE = AFFLUENT FULL NESTERS--\$75K +KIDS AT HOME  
 Target: PLAN TO BUY A HOME DURING NEXT 2 YEARS

THE MEDIA AUDIT

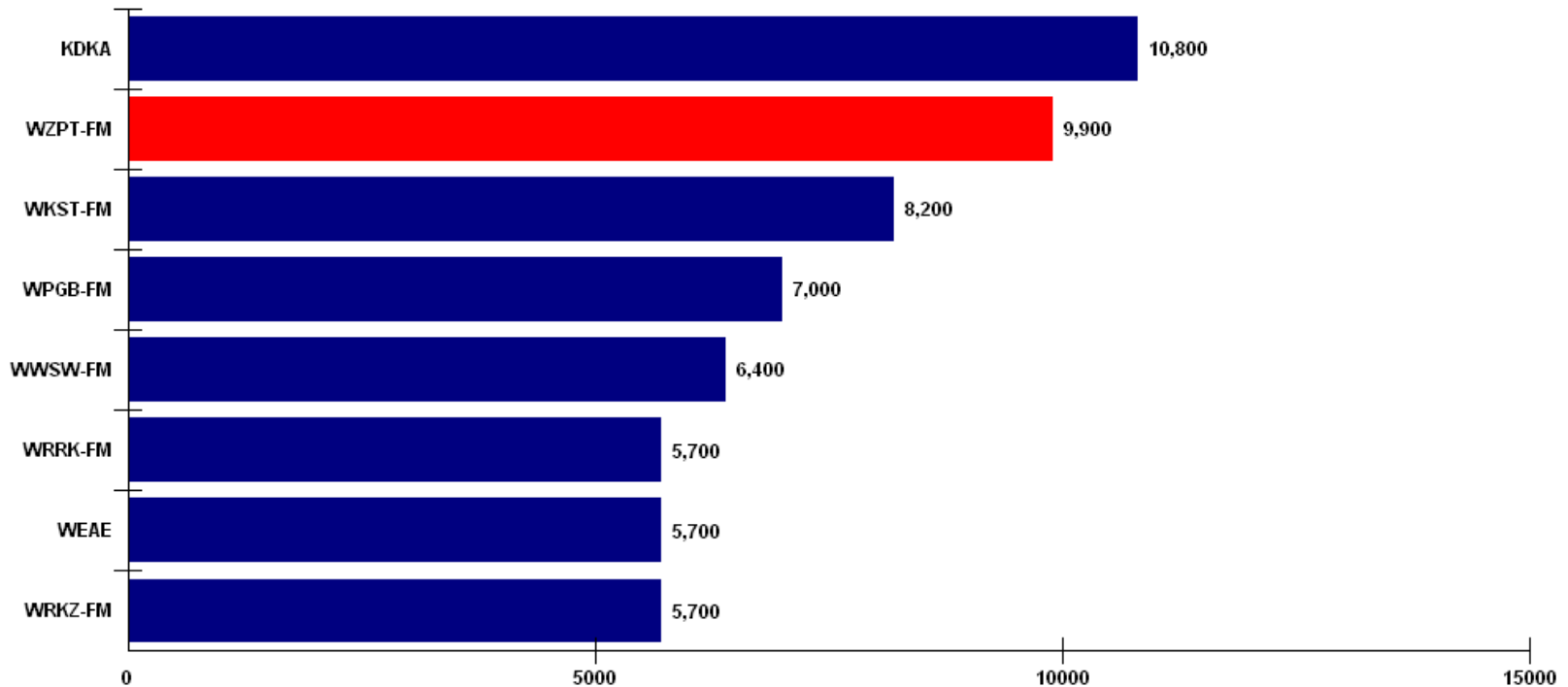
Cume Ratings

Base Population: 167,400

% In Target: 15.9%

Target Persons: 26,700

## Affluent Full Nesters Planning to Buy A Home





# Star 100.7 Reaches More Qualified Home Buyers Than Leading Print Publications

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## Affluent Full Nesters Planning to Buy A Home

