

>> Fig. 5**First-Quarter 2009 DR Radio Categorical
Breakdown of Dollars Spent by Outlet and Category**

Reported Time Period: Jan 1-Mar. 31, 2009 Category	Total Dollars(000)	Network Radio Dollars(000)	National Spot Radio Dollars(000)	Local Radio Dollars(000)
Apparel	\$47.4	\$26.1	\$0	\$21.3
Audio supplies and equipment	\$645.0	\$641.8	\$0	\$3.2
Automotive and travel	\$0	\$0	\$0	\$0
Business	\$0.1	\$0.1	\$0	\$0
Collectibles and art	\$0	\$0	\$0	\$0
Computers, software and home office	\$55.0	\$6.0	\$0	\$49.0
Correspondence Schools	\$0	\$0	\$0	\$0
Crafts, hobbies, sporting goods and toys	\$54.1	\$21.0	\$0	\$33.1
Drug and toiletry	\$2,580.1	\$1,337.4	\$0	\$1,242.7
Food and beverage	\$10.9	\$0	\$2.6	\$8.3
General	\$2,283.7	\$2,126.0	\$103.0	\$54.7
Home and building	\$114.1	\$0	\$0	\$114.1
Household, furniture and appliances	\$3,949.9	\$1,457.7	\$0	\$2,492.2
Lawn, garden, seeds and bulbs	\$0	\$0	\$0	\$0
Multiple category ad	\$1,676.4	\$0	\$0	\$1,676.4
Publishers and book clubs	\$86.3	\$15.3	\$0	\$71.0
Video supplies and equipment	\$53.5	\$53.5	\$0	\$0
Grand Total	\$11,556.5	\$5,684.9	\$105.6	\$5,766.0