

What size market are you in?

#1-25	31%
#26-50	20%
#51-100	11%
100+	31%
Unrated	8%

Are your personal advertising sales increasing or decreasing?

Up - 10% or more above last year.	16%
Up - Slightly more than last year.	22%
About the same as last year.	15%
Down slightly less than last year.	22%
My sales are off more than 10% for me when compared to last year.	26%

What are you doing to reduce the use of gasoline?

Nothing - still have to make the sales calls!	21%
Using the phone more.	27%
Using the internet/email more.	31%
My manager requires our sales staff to be OUT of the office most of the day.	12%
My manager does not mind if salespeople stay around the office to use phone/computers.	9%

Does your station offer any kind of fuel reimbursement?

Yes	17%
No	83%

Will you likely make more money or less money in 2008?

More	30%
Less	41%
About the same	29%

Have commission rates changed in the past year?

Yes - rates are down for Agency and Direct Sales	26%
Yes - rates are down for Direct Sales	8%
About the same	47%
Commissions have increased for Internet sales only.	13%
Commissions are up for the sale of shorter-length commercials only.	7%

Career outlook in the next year

I hope to remain at this station/cluster and watch sales improve.	62%
I hope to move to another station/cluster in my market.	2%
I hope to move to another city to work in radio.	8%
I would like to work in media, but perhaps in TV, Internet, out-of-home.	12%
I am looking for employment in another industry outside of media.	16%

How long have you worked in the radio industry?

Less than one year.	2%
1-3 years.	3%
More than 3 years.	20%
More than 10 years.	75%