

# AUDIENCE RESPONSE TO PROGRAMMING ON WARA-FM SPRING 2002

	Percent of Listeners	Percent of Listening	Loyalty (%)	Power -   +
Total Schedule	100	100	37	
<i>Morning Edition</i>	62	25	45	■
<i>ATC Weekday</i>	55	16	40	■
<i>Connection</i>	41	12	35	■
<i>BBC World Service</i>	42	9	36	■
<i>Talk of the Nation</i>	31	8	32	■
<i>On Point</i>	24	5	34	■
<i>Here &amp; Now</i>	25	4	35	■
<i>Fresh Air</i>	24	4	33	■
<i>Weekend Edition Saturday</i>	22	3	36	■
<i>Car Talk</i>	20	2	40	■
<i>Weekend Edition Sunday</i>	15	2	34	■
<i>Wait Wait Don't Tell Me</i>	16	2	38	■
<i>Only A Game</i>	11	1	34	■
<i>This American Life</i>	10	1	30	■
<i>Whad'ya Know</i>	6	1	31	■
<i>ATC Saturday</i>	7	1	39	■
<i>Fresh Air Weekend</i>	7	1	24	■
<i>SoundPrint</i>	6	1	31	■
<i>ATC Sunday</i>	6	1	38	■
All Other Local Formats (3)	-	1	22	■
All Other Acquired Programs (10)	-	2	28	■

This table shows how WARA's audience responds to the various local and acquired programming offered by the station. Programs and formats are ranked by the amount of listening they generate.

PERCENT OF LISTENERS shows the extent of WARA's weekly audience (cume) hearing the programming. PERCENT OF LISTENING shows how much of all listening to WARA is generated by the programming.

LOYALTY indicates the ability of WARA's programming to serve the station's own listeners. It reports listening to the station as a percent of all radio listening by its weekly audience when the programming is offered. Loyalty is a function of listeners' choice only while they have their radio is on. People who are not listening to radio when programming is offered are neither loyal nor disloyal to that programming.

POWER indicates how well programming serves WARA's listeners. Power is the loyalty of WARA's audience during the programming compared to its loyalty across the Total Schedule. Power indicates strength; it does not report how many people listen, and it controls for the number of people using radio when the programming is offered. The higher the power (the farther the bar goes to the right) the better the programming is at serving WARA's listeners. Programming with the lowest power (the longest bars pointed left) may be scheduled ineffectively or may be an inappropriate choice for the station. The thickness of the bar reflects the amount of listening generated by the programming.