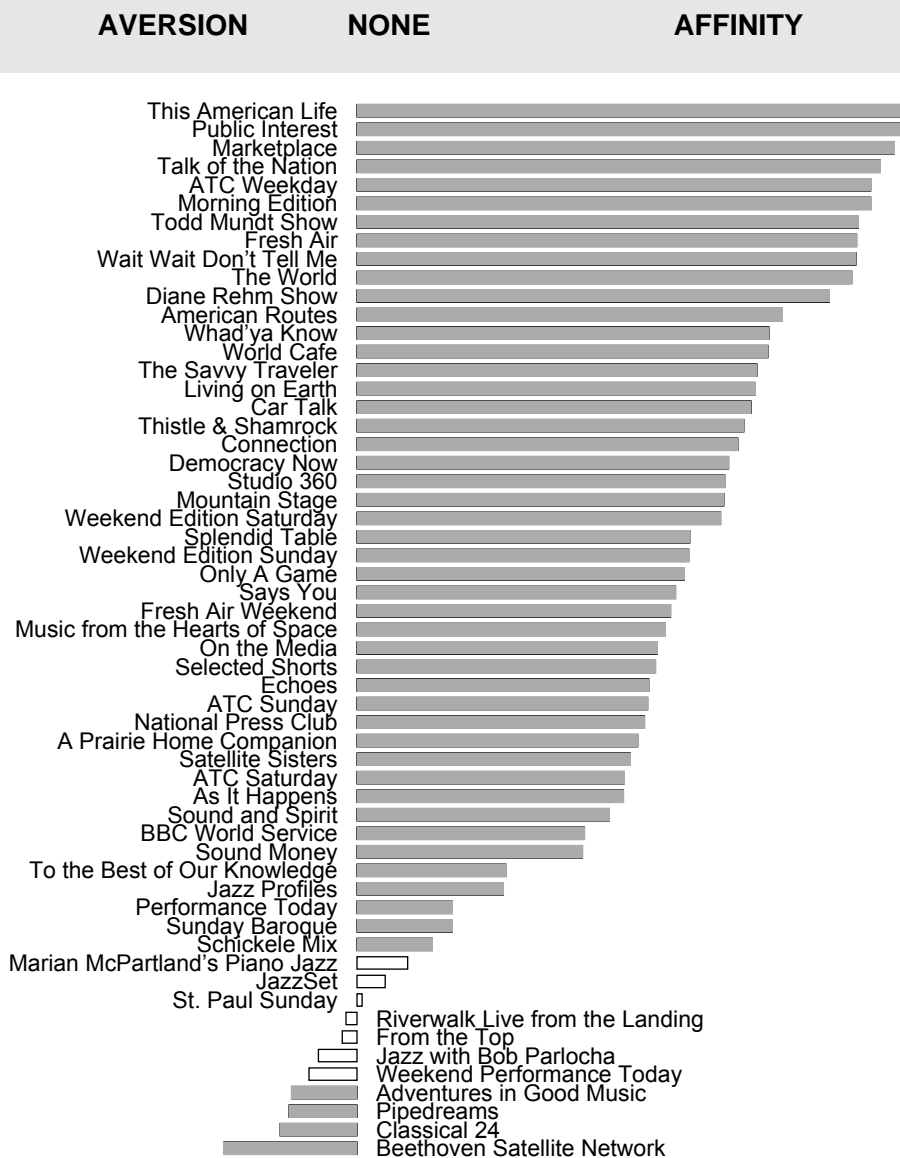


THE AFFINITY OF WARA-FM'S AUDIENCE
WITH THE AUDIENCE FOR NATIONAL PROGRAMS
SPRING 2002






What national programs have audiences similar to WARA-FM's? AFFINITY indicates the degree to which national programs APPEAL to the type of people who listen to the station. AVERSION indicates the degree to which the audiences differ. Programs heard by significant numbers of listeners are shown.

WARA-FM's audience is unlikely to be well-served by programs that attract different types of listeners. However, affinity between a station's and a program's audience doesn't guarantee that the program is right for the station; it indicates only that the audiences are demographically similar. Programmers should also consider a program's quality, power, and fit with the station's format.

STATISTICAL CERTAINTY

The affinity/aversion statistic is influenced by many factors. This analysis statistically "controls" for these factors and suggests how much faith can be put in each affinity estimate.

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|---|--|
|  | Affinity or aversion is significant in a formal statistical sense. |
|  | Appears to be significant, but some factors obscure certainty. |
|  | The level of affinity or aversion is too small to be significant. |