

LOYALTY OF WARA-FM'S TOTAL AUDIENCE SPRING 2002

INCLUDES LISTENING TO WARA-AM & WARB

Only a few factors determine WARA-FM's ability to serve its weekly audience. Most center on the programming it chooses to air NOW, and are therefore under its full control.

Factors that relate to the strength or POWER of the station NOW have to do with the quality of the programming, its consistency, and its ability to attract, serve, and hold listeners.

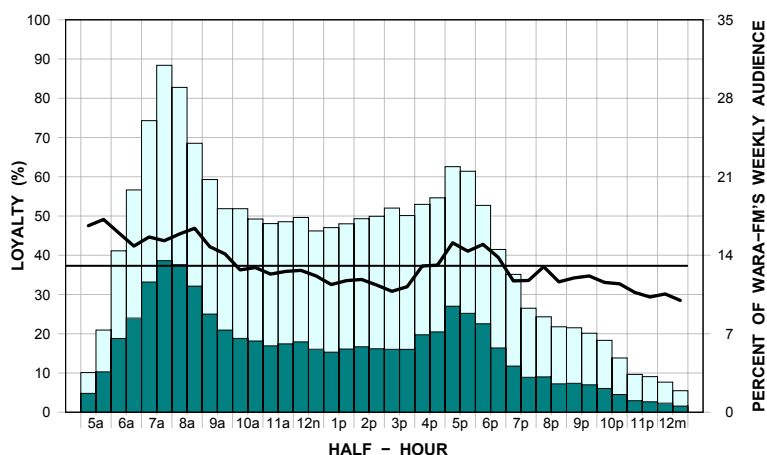
Other factors are external, and although not under the direct influence of the station they must be considered. The number of people using radio and the competitive pull from other stations comprise the environment in which a station's programming competes.

LOYALTY controls for external factors and shows the POWER of a station's programming to SERVE ITS OWN AUDIENCE. It is the single most powerful lens through which to assess programming performance.

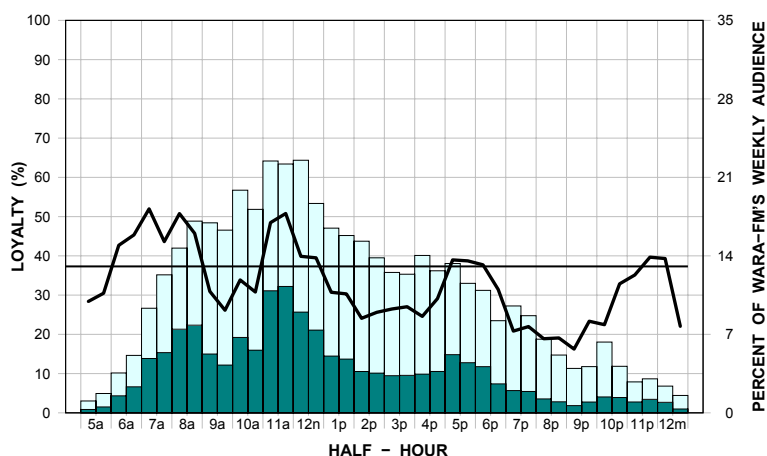
LOYALTY reports listening to the station as a percent of all radio listening by its weekly audience at that time. The squiggly lines display LOYALTY to WARA-FM in each half-hour of programming. The lines are scaled to the left axis. The straight horizontal lines, also scaled to the left axis, benchmark the station's full-week loyalty (37%).

Dark bars show listening to WARA-FM by its weekly audience. Light bars show the weekly audience's use of all other stations. The bars sum to total radio use by the weekly audience and are scaled to the right axis.

Monday-Friday



Saturday



Sunday

