

LOYALTY OF WARA-FM'S CORE AUDIENCE

SPRING 2002

INCLUDES LISTENING TO WARA-AM & WARB

People who listen more to WARA-FM than to any other station are in its CORE audience. Those who listen more to another station are in its FRINGE.

CORE and FRINGE are the primary audience segments used by AudiGraphics. Each segment differs greatly in its use of radio, WARA-FM, and its programming. The behavior of each segment can diagnose programming successes, weaknesses, and opportunities.

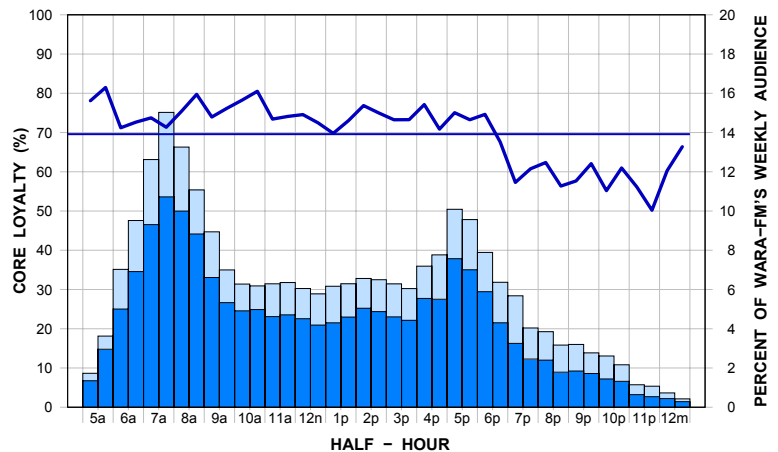
WARA-FM's CORE listeners account for 50% of the station's weekly audience (or cume). CORE listeners do 76% of all listening to the station; that is, they generate 76% of the station's AQH audience and share.

WARA-FM is the FAVORITE STATION of its CORE listeners. They are more likely than FRINGE listeners to consider it IMPORTANT IN THEIR LIVES. As a result, they are much more likely to support it financially.

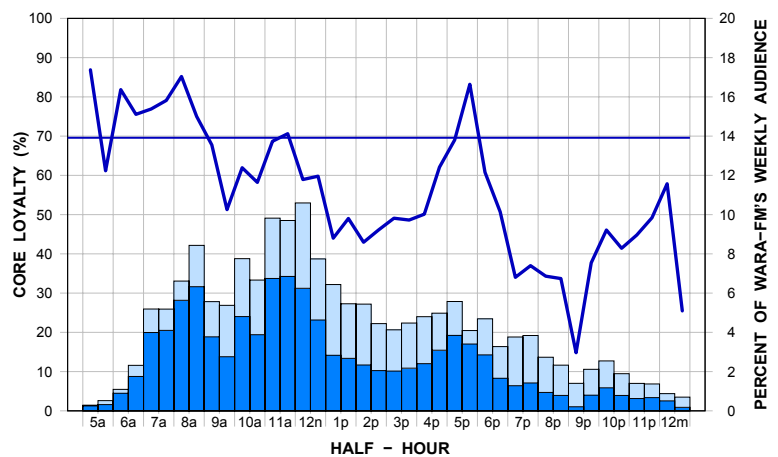
Stations look for programming that serves CORE listeners for another important reason: Programming that doesn't serve their CORE usually serves few listeners, if any.

LOYALTY is a function of listener choice only while people have their radio on. People who are not listening to radio at a particular time are neither loyal nor disloyal at that time.

Monday-Friday



Saturday



Sunday

