

# LOYALTY OF WARA-FM'S FRINGE 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.

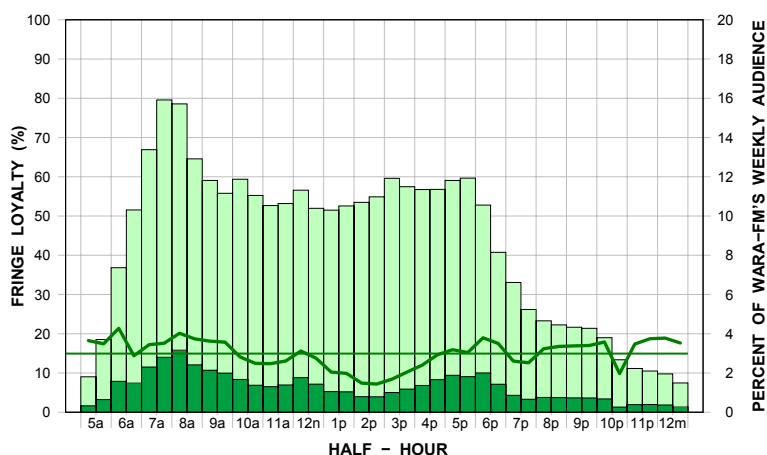
WARA-FM's FRINGE listeners account for 50% of its weekly audience (or cume). FRINGE listeners do 24% of all listening to the station; that is, they generate 24% of the station's AQH audience and share.

Some may assert that certain programming can or should "bring a new audience to the station." The efficacy of such programming can be judged directly by its service to the FRINGE; this would be the "new audience."

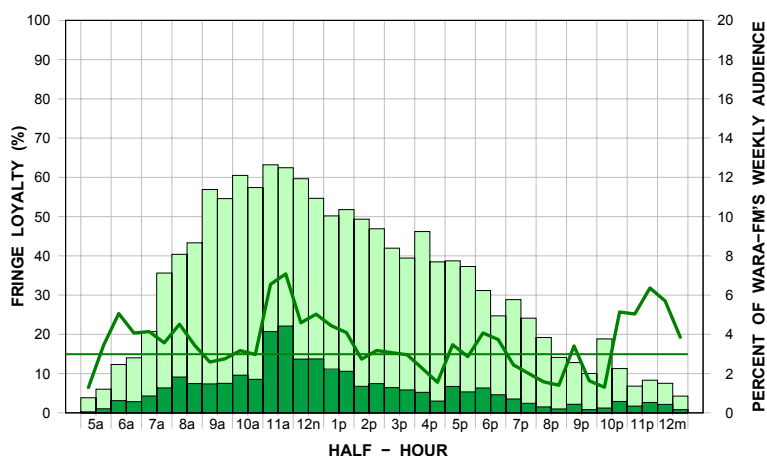
However, stations that focus on serving only FRINGE tend to under-perform in terms of public service and listener support. Their FRINGE audience is typically small; their CORE audience can be virtually non-existent.

At the best stations, FRINGE listeners are not served at the expense of the CORE. Programming that serves one serves the other.

### Monday-Friday



### Saturday



### Sunday

