

WARA-FM'S APPEAL TO MALE & FEMALE AUDIENCES

SPRING 2002

INCLUDES LISTENING TO WARA-AM & WARB

Every minute of radio programming offers an attraction for a certain type of person. This attraction – the quality that brings listeners to it – is called APPEAL.

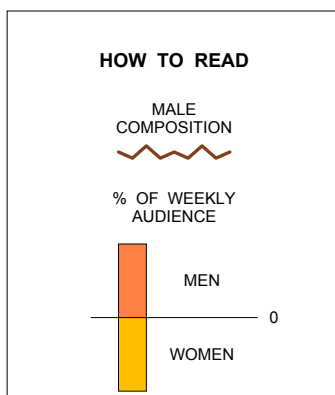
APPEAL is a QUALITY, NOT a QUANTITY.

People listen when programming APPEALS to them. At any moment they choose one station over all others because it is the most APPEALING at that time.

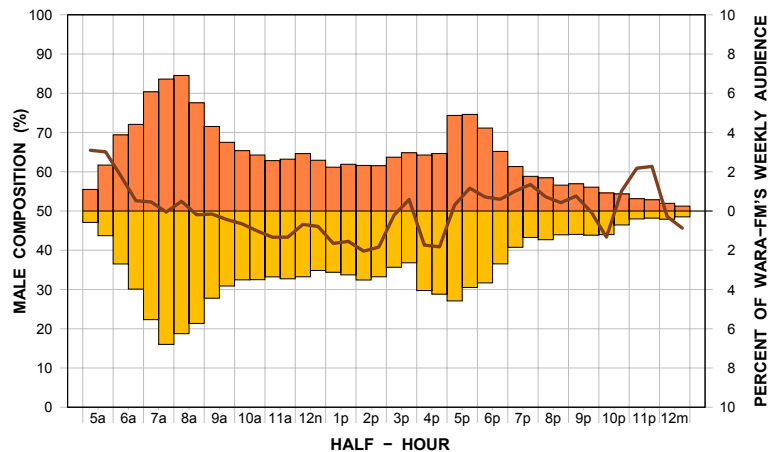
These graphs show how the APPEAL of WARA-FM to men and women varies across the week. At times the station attracts more men; at others it attracts more women.

The line shows the percent of the audience that is male. It is scaled to the left axis. The higher the line, the greater the concentration of men in WARA-FM's audience.

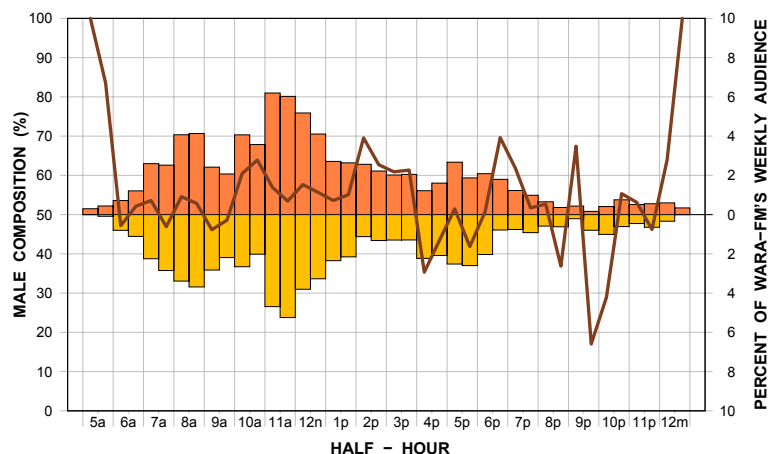
The shaded bars, read on the right axis, indicate listening by each sex. Unlike other graphs in which all bars travel up from the bottom, the bars in these graphs are based in the center. Male bars travel up from the zero point; female bars travel down.



Monday-Friday



Saturday



Sunday

