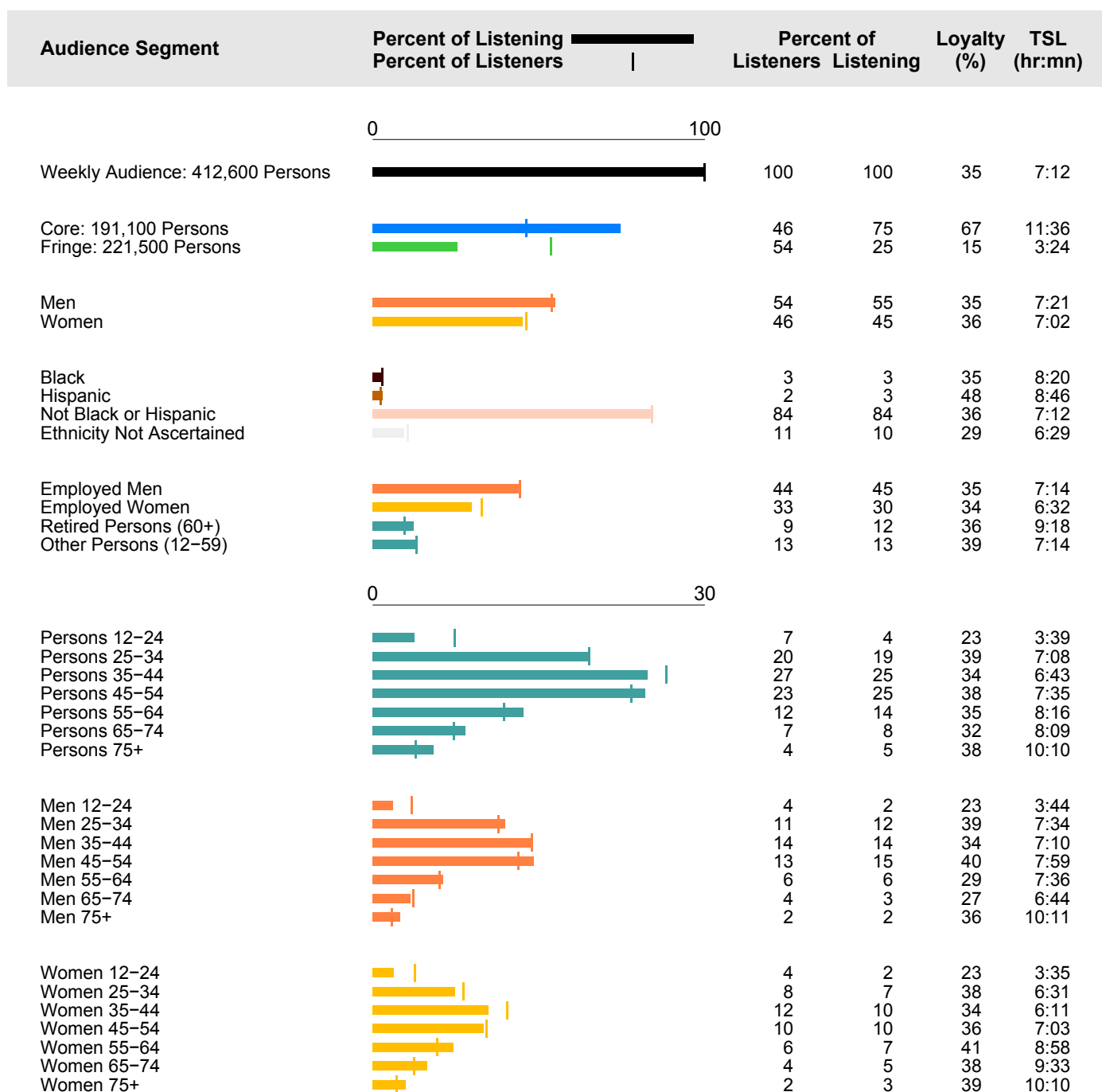


# Who WARA's Listeners Are

## The Demographics of Listening

### Uptown USA Calendar 2000



**HOW TO READ** The horizontal bars show the amount of listening done by each audience segment to WARA. Vertical marks show the concentration of listeners in each audience segment. The actual percentages are displayed as numbers on the right side of the page, along with loyalty (percent of radio listening time spent with WARA) and time spent listening per week (in hours and minutes).

**FOR INSTANCE** Persons in WARA's core audience account for 46% of the station's 412,600 weekly (cume) listeners, yet they account for 75% of all listening to the station – i.e., 75% of the average quarter-hour audience across the week. By definition, WARA is the core's favorite station. They listen on average 11 hours and 36 minutes per week, and they are highly loyal (67% of their radio use is to WARA).