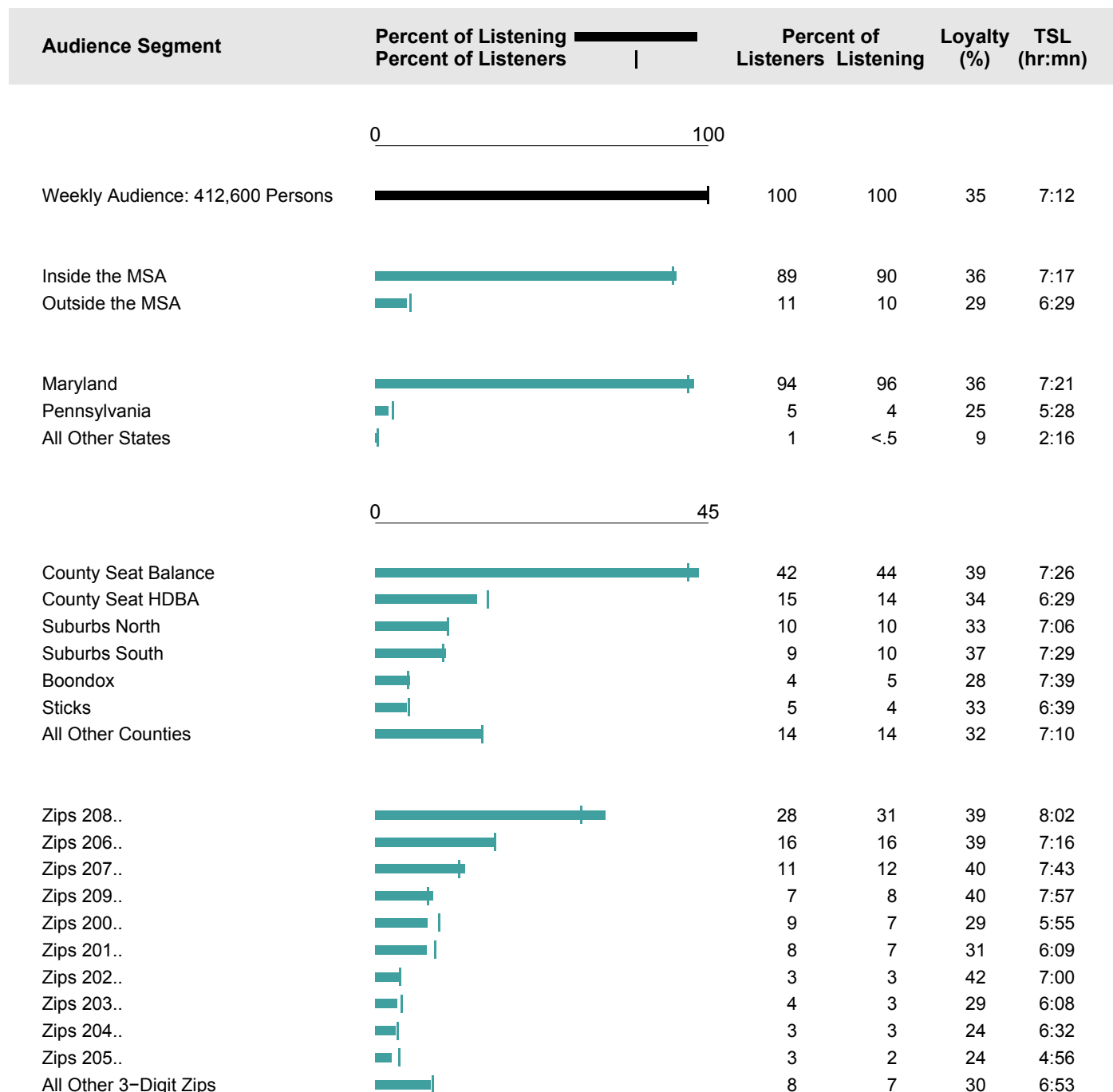


# Where WARA's Listeners Live

## The Geographics 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 zip codes beginning with 208 account for 28% of WARA's 412,600 weekly (cume) listeners and 31% of all listening to the station - i.e., 31% of the average quarter-hour audience across the week. They are more loyal (39%) than the audience overall, and they are heavier listeners on average, listening to WARA for 8 hours and 2 minutes per week.