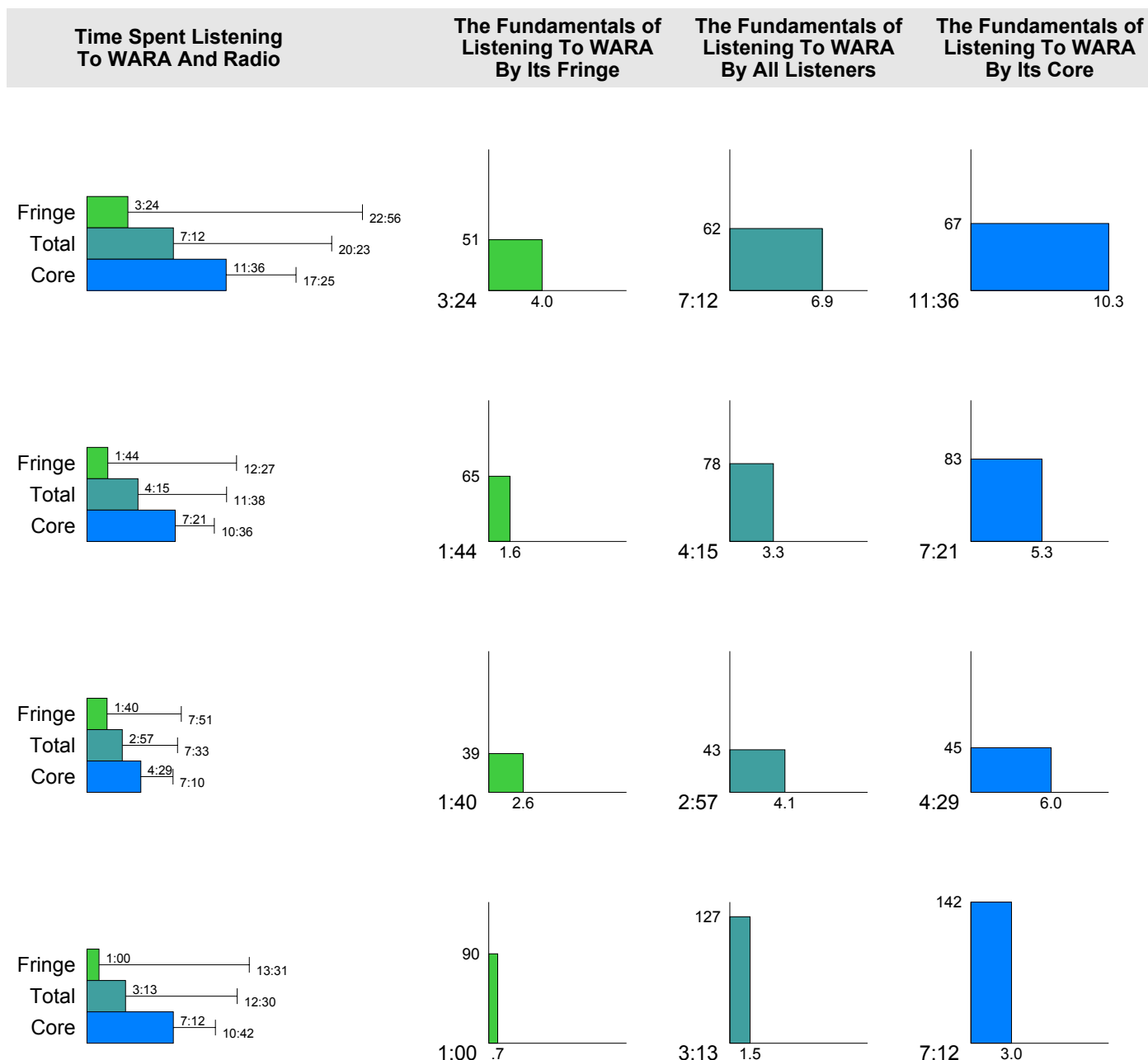


The Dynamics of Listening To WARA by Location

Uptown USA Calendar 2000



HOW TO READ (continued) TSL to WARA at each location is depicted by bars; the line extending from each bar represents TSL to radio at this location. TSL is the product of occasions and duration, shown in the right three graphs. Occasions (box width) are the number of times listeners tune in WARA during the week at this location. Duration (box height) is the average time (in minutes) they spend with the station per occasion at this location. TSL is represented by box volume and is printed in hours and minutes in the lower left corner.

FOR INSTANCE 63% of the time that WARA's core listens to radio in cars – 7 hours and 10 minutes per week – is tuned to WARA – 4 hours and 29 minutes. This listening is the product of 6.0 occasions per week averaging 45 minutes apiece. 88% of WARA's core listeners use radio in cars. Although 79% of the core audience listen to WARA in cars, in-car listening accounts for only 34% of its listening to the station.