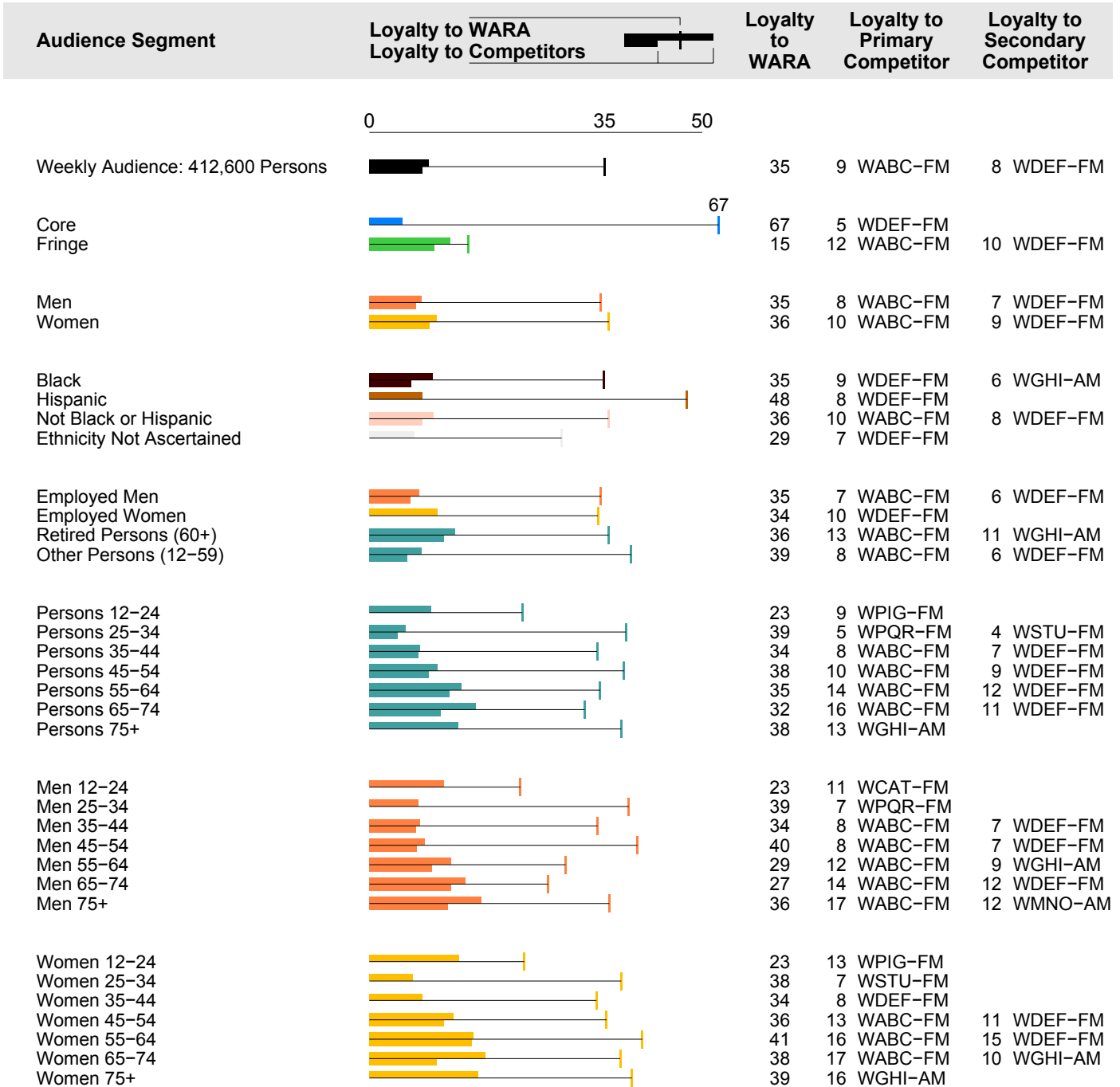


# Stations Competing For WARA's Listeners

## The Demographics of Competition

Uptown USA Calendar 2000



**HOW TO READ** The vertical marks show the loyalty of each audience segment to WARA. The ends of the horizontal bars show the loyalty of each audience segment to the primary competitor (top bar) and secondary competitor (bottom bar). The call letters and actual percentages are displayed as numbers on the right side of the page. Competitors are not shown when sample is too small.

**WHAT TO LOOK FOR** Competition for WARA's listeners varies across audience segments. The intensity of competition is gauged by a segment's loyalty to the competitor relative to WARA. When a segment's loyalty to a competitor is higher, WARA is losing the battle for these shared listeners. This is shown in the graph by a bar passing through the mark. Ideally, all bars would stop left of the marks.