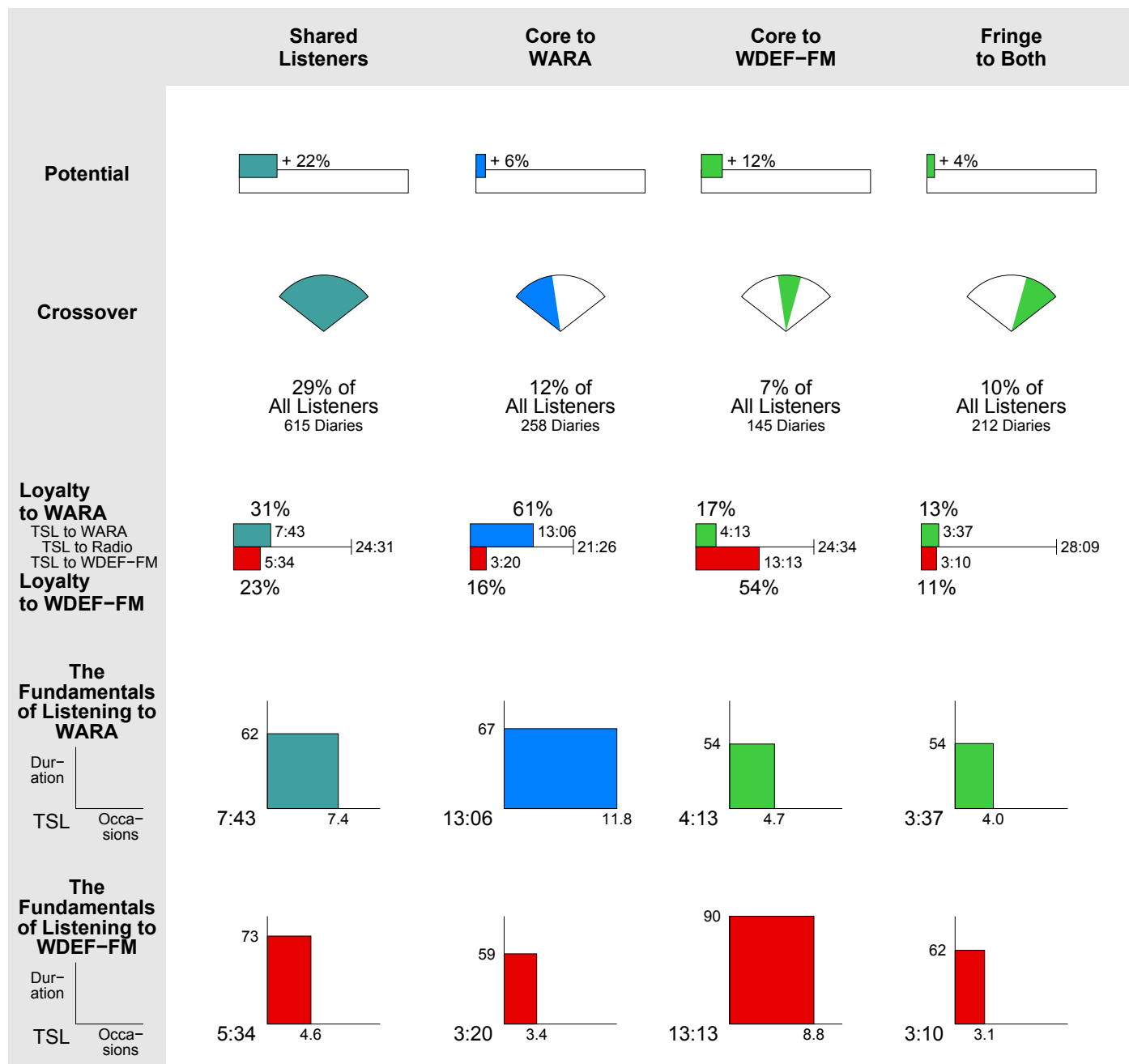


The Dynamics of Competition With WDEF-FM

Uptown USA Calendar 2000



THE BASIC IDEA Because WARA's listeners aren't listening to the station when they cross over to a competitor, the competitor reduces the size of WARA's average audience (AQH) and share. Potential is the amount by which WARA's average audience (AQH) and share would increase if it were to claim all of this crossover listening for itself. As such, potential presents a best-case scenario. Certain types of shared listeners may be easier to influence than others, depending on their attachment to each station.

HOW TO READ The first column shows listening dynamics for all shared listeners; the three right-most columns detail the dynamics for three types of shared listeners. Loyalty and time spent listening (TSL) indicate which of the two stations is preferred by shared listeners. TSL is the time, in hours and minutes, shared listeners spend with each station each week. Loyalty expresses this time as a percent of shared listeners' total weekly radio use. Occasions and duration show the fundamentals of listening by this shared audience.