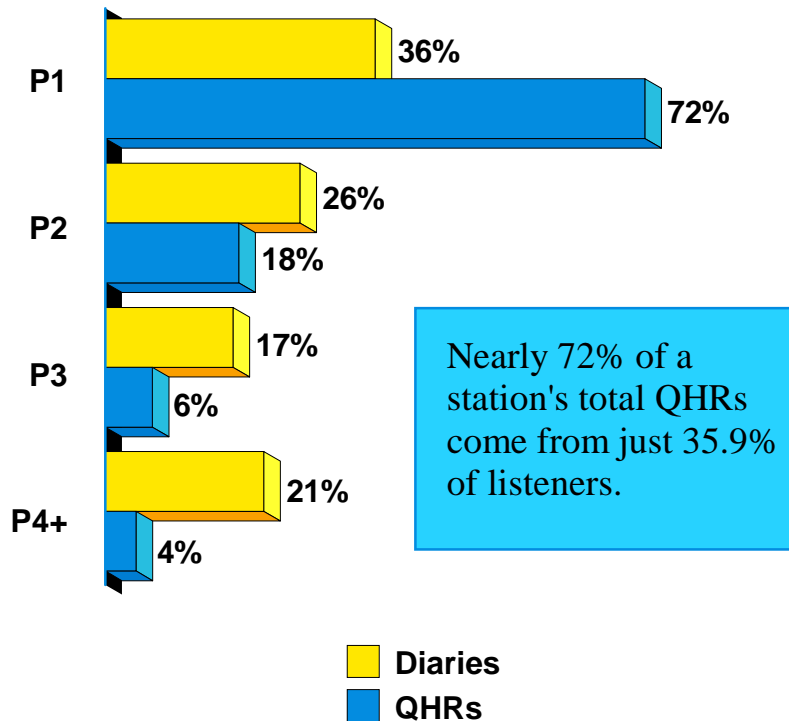
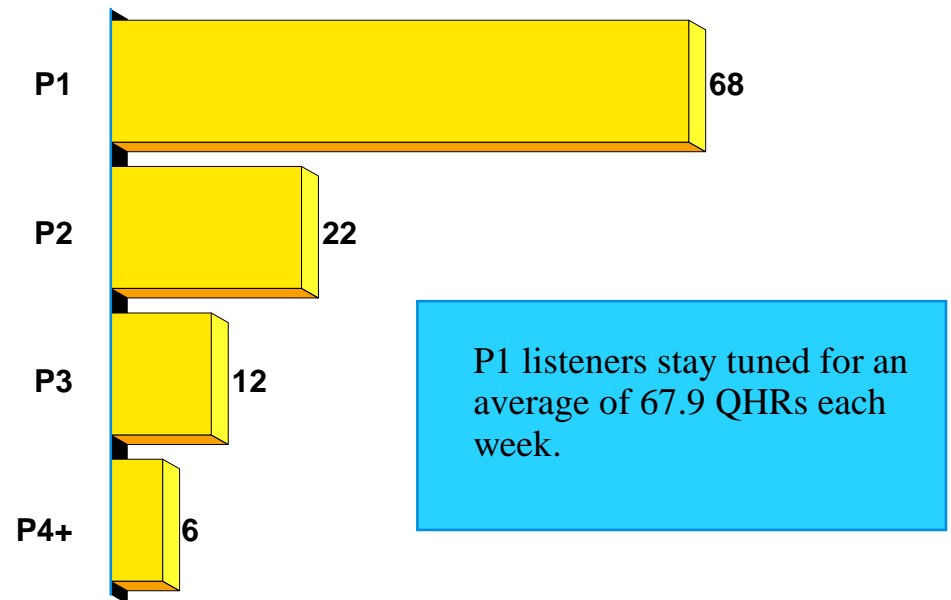


First Preference Listeners Are Key To Ratings And Advertising Success---Loyal Listeners Who Hear Messages With Frequency.

Composition

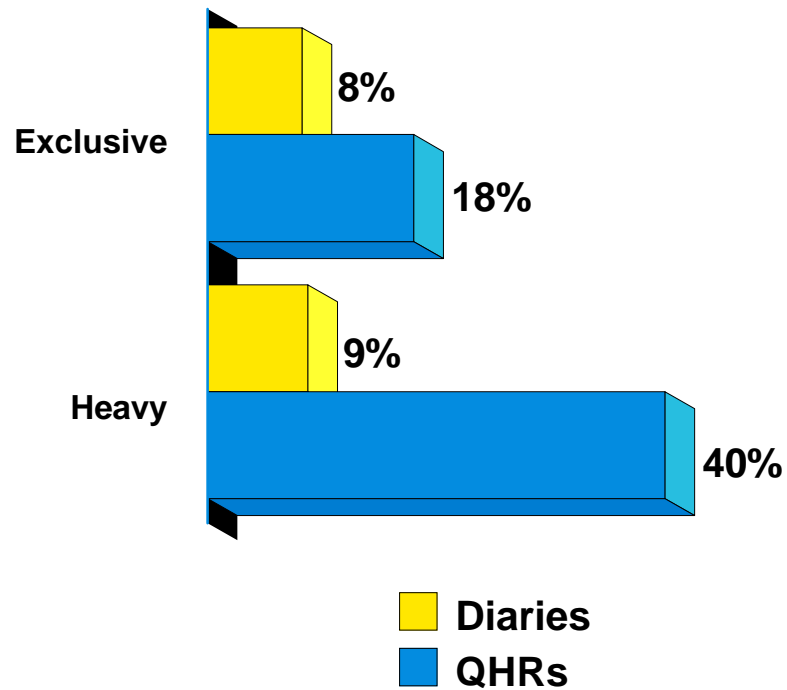


Time Spent Listening in QHRs



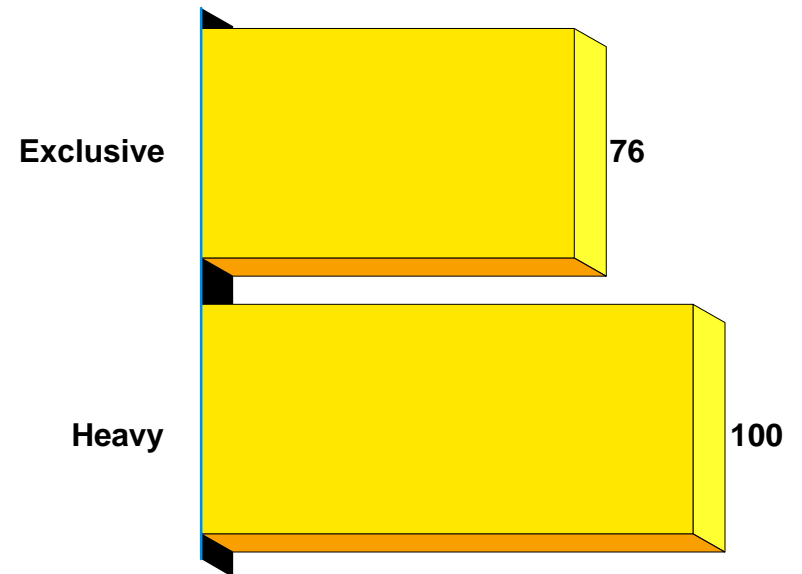
Exclusive And Heavy Listeners Can Make Or “Break” A Station

Composition By Exclusive/Heavy



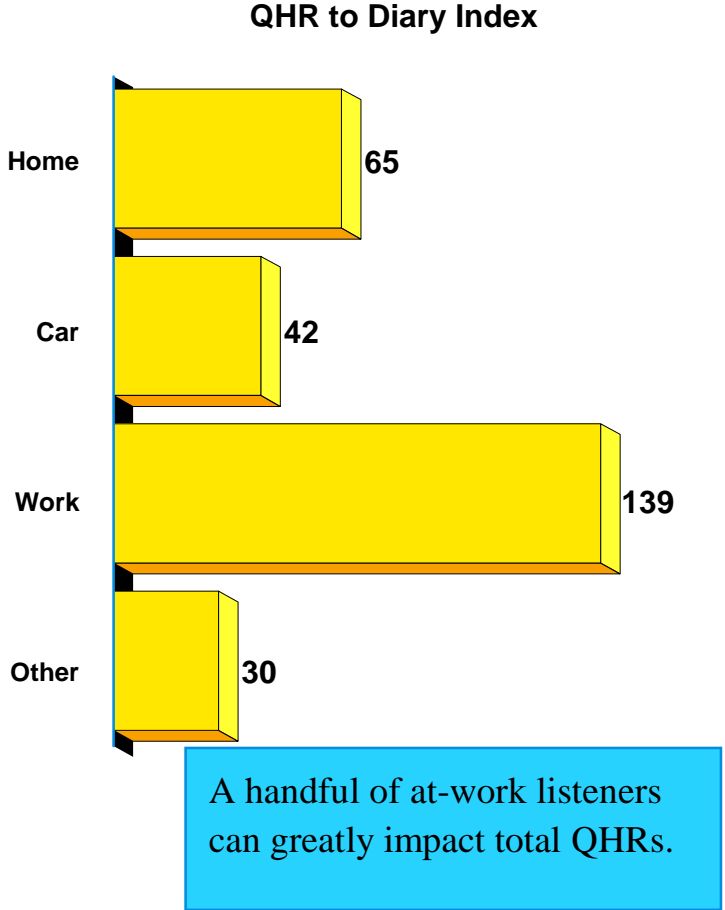
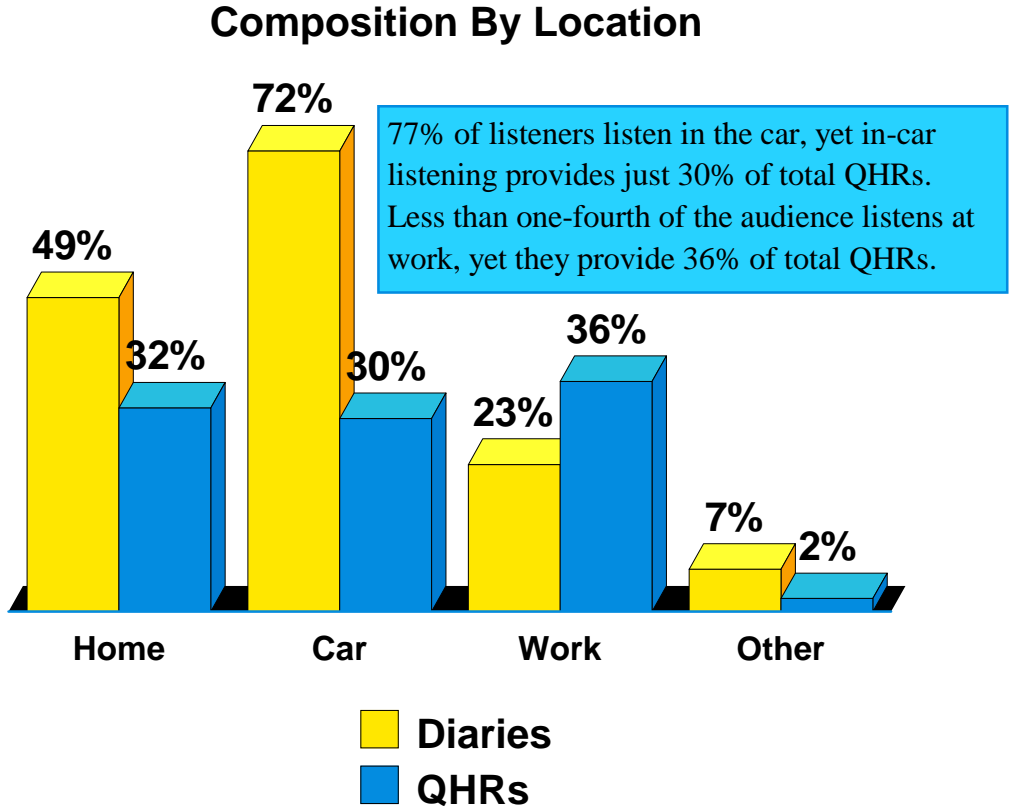
8% of listeners are exclusive, yet they contribute nearly 18% of all quarter-hours.

Time Spent Listening in QHRs



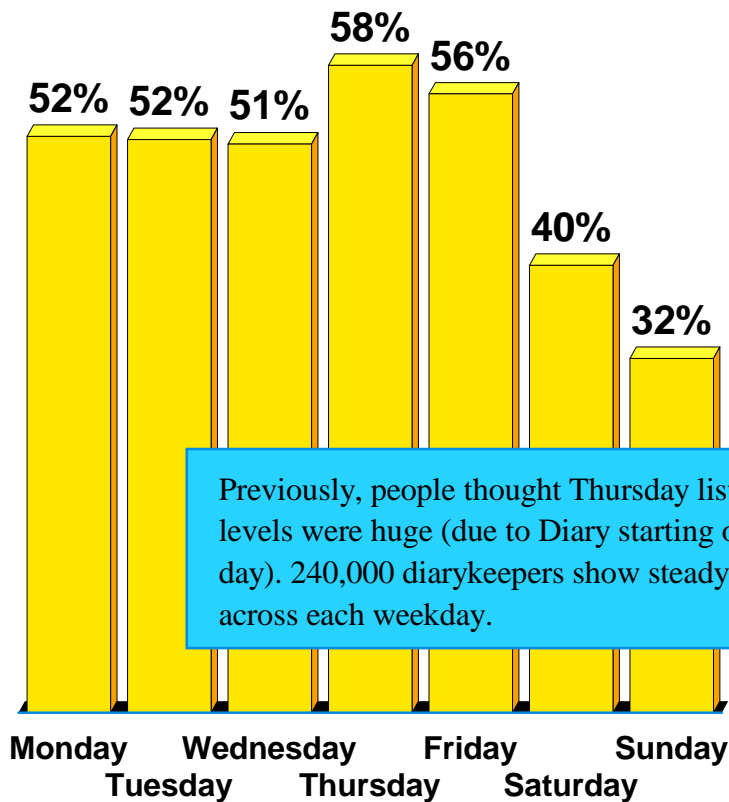
Heavy and exclusive listeners listen longer than the average P1.

In-Car Listeners Build Cume, At-Work Listeners Build QHR



Thursday Listening Levels Don't Show Huge "Spike"

% of Cume By Day



Previously, people thought Thursday listening levels were huge (due to Diary starting on that day). 240,000 diarykeepers show steady levels across each weekday.

National Average

# of Occasions	6.2
TSL/Occasion	5.5
Avg TSL	33.8
# of Days	3.4

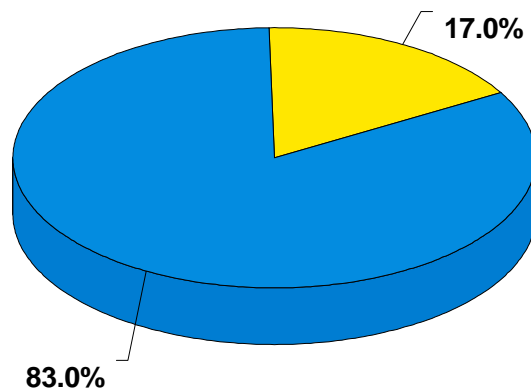
Slight changes to these numbers may create major changes in ratings.

Direct and Strategic Marketing Can Really Pay Off

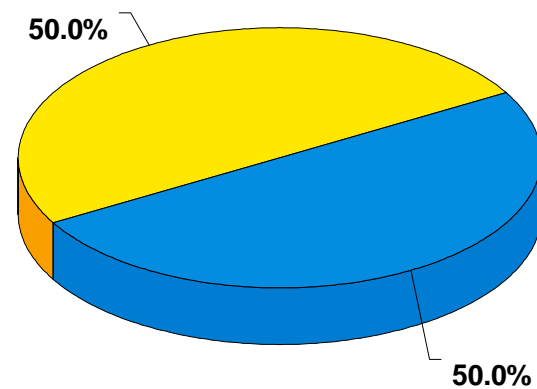
A station might be listed in more than 100 zipcodes. However, by focusing on just the top 17% of zipcodes, marketing efforts might influence 50% of all quarter-hours.

% of Total Zips Contributing 50%+ of All QHRs

ZIPCODES



QHRS

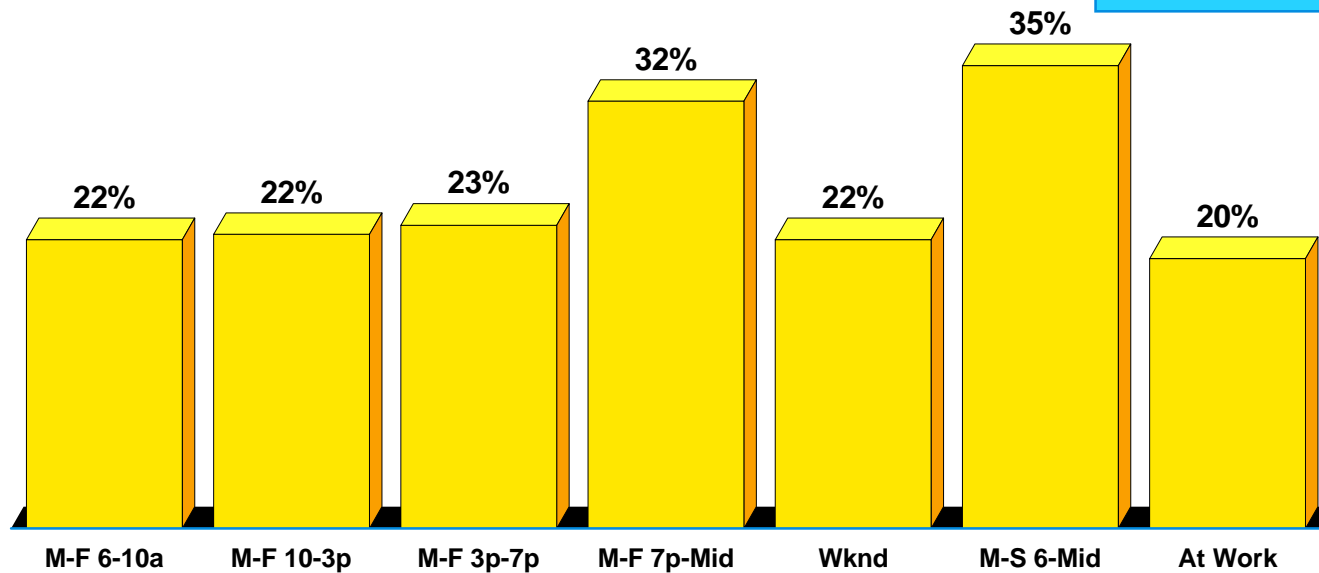


Duplication Is A Way Of Life

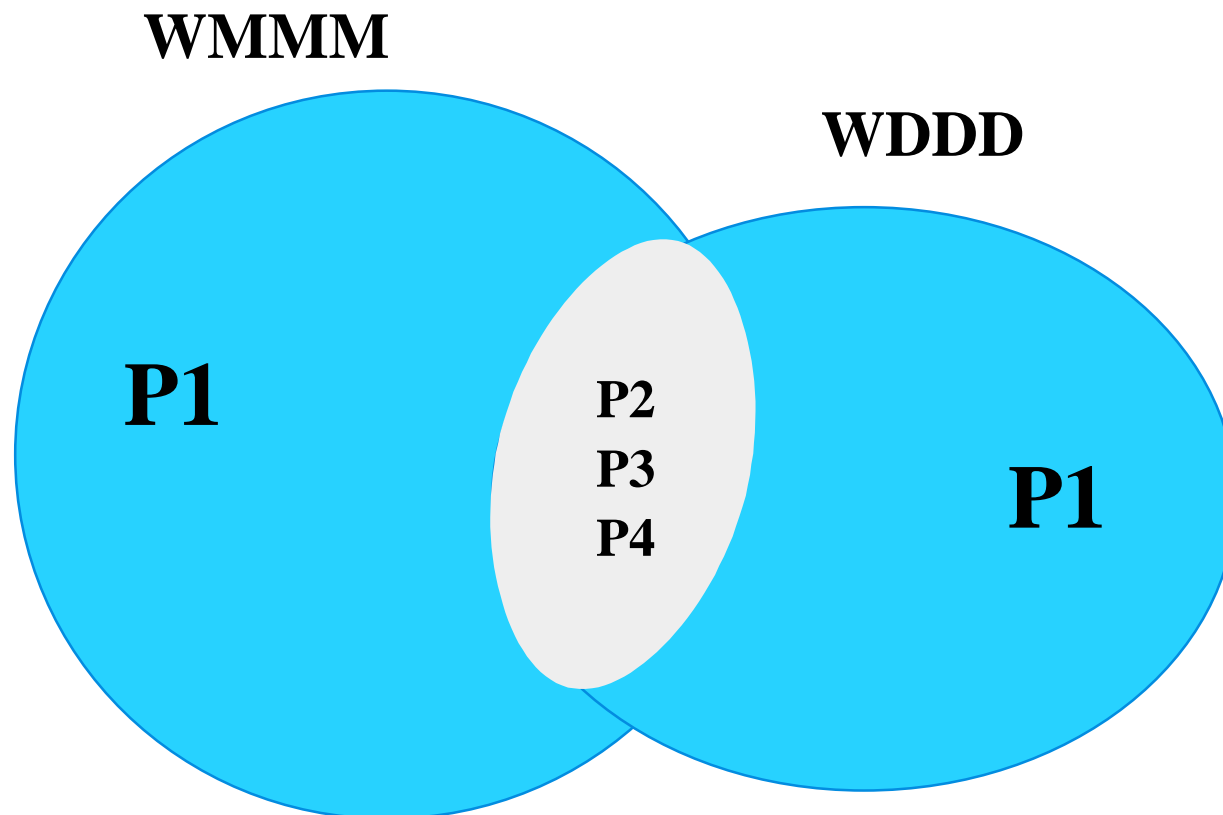
The average # of radio stations a diarykeeper listens to is 3.5. That means your station's listeners must also be listening to other stations (duplicating). Duplication is normal.

"Duplication is a P2, P3, P4 thing." These are the folks who sample your station and may not spend long time spans listening. It's hard to reach these listeners with an ad campaign. Very low frequency.

% Duplication With Top Competitor



P1 Listeners Build Advertising Frequency



In order to effectively reach the audiences of both WMMM and WDDD, you need to advertise on each station.

P1's are the loyal listeners who hear the messages with frequency.

15% of WMMM's audience duplicates with WDDD
while 20% of WDDD's audience duplicates with WMMM.

Format Comparisons

	All	A/C	NTS	Oldies	AOR	Country
% of QHRs						
P1 Qhrs	72	72.8	72.5	66.4	70.6	75.7
P2 Qhrs	18	16.6	18.5	20.8	18.3	16
P3 Qhrs	6	6.5	5.9	7.4	6.6	5.2
Exclusive	18	14.6	15.9	16.6	18.5	27
Heavy	40	42.2	34.7	34.7	40.9	44
Location QHRs						
Home	32	26.4	43.6	27.9	26.2	32
In Car	30	25.4	36.6	35.8	31	33.8
At Work	36	46.6	18.8	34.4	39.5	32.3
Avg Days	3	3.2	3.9	3.1	3.4	3.7
Avg Occ.	6	5.8	5.2	5.4	6.4	7.2
Avg TSL	34	34	32	28.1	32.1	39.4
TSL/Occ.	6	5.8	5.2	5.2	5	5.5
Median Age	40	38.8	56.3	42.5	28.7	41.5
% Dup w/ Top						
Competitor	35	32.7	28.3	30.1	46.7	34.4