

Arbitron Radio Market Report Reference Guide

Updated February '02

Understanding and Using Radio Audience Estimates

This guide is designed to help customers use the listening estimates in the printed Arbitron Radio Market Report (commonly known as "the book") more effectively. To help ensure that customers get the most utility from our data, Arbitron radio audience estimate information is also available in digital format.

Digital copies of Arbitron data can be accessed using either our Arbitron Data ExpressSM download service or on CD-ROM. Digital data require the use of software such as Maximi\$er, Media Professional or other properly formatted third-party software. Viewing data via Maximi\$er or Media Professional software provides access to additional demos and dayparts as well as the complete radio respondent-level database. For more information on viewing Arbitron information via computer, contact your Arbitron representative.

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Users of this guide should become familiar with the "Description of Methodology" and "Limitations" sections printed on Pages M3-M6 of the Arbitron Radio Market Report and other relevant associated documents. Additional details on Arbitron methodology may also be found in a separate publication titled *Arbitron Radio Description of Methodology*, at www.arbitron.com.

Estimates Reported

The Basic Estimate Types

Making the most out of your Arbitron Radio Market Report is easy once you understand the three basic audience estimates reported. They are:

- Persons estimates: the estimated *number* of persons listening
- Rating: the *percent* of listeners in the universe of the measured survey area population
- Share: the *percent* of one station's total daypart estimated listening audience

Each Radio Market Report covers radio listening during a 12-week survey period. Every estimate found in the book is given for a particular survey area (or geography), a demographic (sex and age) and a time period (or daypart).

Persons and Rating estimates are produced for both Average Quarter-Hour and Cume; Share estimates apply to AQH only.

1. Average Quarter-Hour Persons, Ratings and Shares

Average Quarter-Hour Persons identifies the average number of persons estimated to have listened to a station for a minimum of five minutes during any quarter-hour in a time period. The Average Quarter-Hour Persons estimate helps to determine the audience and cost of a spot schedule rotating within a time period.

EXAMPLE

WAAA has an Average Quarter-Hour Persons audience of 9,000 for Saturday 6AM-10AM. This means that an average of 9,000 people are estimated to have listened to WAAA during any quarter-hour from 6AM-6:15AM to 9:45AM-10AM during the survey period. By buying one spot on WAAA during any quarter-hour during this daypart, an advertiser would reach an estimated average audience of 9,000 people.

Average Quarter-Hour Rating expresses the estimated number of listeners (Average Quarter-Hour Persons) as a percentage of the survey area population. The Average Quarter-Hour Rating is calculated by dividing the number of Average Quarter-Hour Persons by the survey area population within the same sex/age group.

$$\frac{\text{Average Quarter-Hour Persons}}{\text{Survey Area Population}} \times 100 = \text{Average Quarter-Hour Rating}$$

EXAMPLE

Since the Average Quarter-Hour Persons estimate for WAAA is 9,000 for Men 18-49 and the Metro population for this sex/age group is 175,600, the Average Quarter-Hour Rating for WAAA is 5.1.

$$\frac{9,000}{175,600} \times 100 = 5.1$$

Average Quarter-Hour Share is the percent of the total listening audience tuned in to each station. This estimate reveals the share of listening each station captures out of the total listening in the survey area.

EXAMPLE

The total number of Men 18-49 listening to radio in the Metro is 40,300 AQH Persons during Monday-Friday 6AM-10AM. With its AQH Persons audience of 9,000, WAAA's share of this listening would be 22.3%.

Average Quarter-Hour Share does not reveal the absolute size of a station's audience. WBBB has a 15% share in the morning and a 20% share at night. But that 15% share in the morning may actually represent a greater number of listeners than a 20% share at night.

EXAMPLE

	Total Listeners to All Stations	WBBB Share	WBBB Audience
AM	25,000	15%	3,750
PM	15,000	20%	3,000

Estimates Reported

2. Cume Persons and Ratings

Cume Persons identifies the estimated number of different people who listened to a station for a minimum of five minutes in a quarter-hour within a reported daypart. No matter how long the listening occurred, each person is counted *only once*. Cume is also referred to as unduplicated audience, reach or circulation.

Cume Rating is the number of Cume Persons expressed as a percentage of the survey population. To calculate Cume Ratings:

$$\frac{\text{Cume Persons}}{\text{Pop. for sex/age group}} \times 100 = \text{Cume Rating}$$

EXAMPLE

The Cume Persons estimate for WCCC is 75,000 for Men 18-49. The Metro population for the same sex/age group is 175,600. The Cume Rating for WCCC is 42.7. This means that almost 43% of all Metro Men 18-49 listen to WCCC. That's more than two out of every five Men 18-49 reached in the Metro by WCCC in a week!

Exclusive Cume Persons is the estimated number of Cume Persons in the survey area who listened to only one station within a reported daypart.

3. Time Spent Listening (TSL)

An estimate of the number of quarter-hours the average person spends listening during a specified time period. Although TSL is calculated using quarter-hours, it is usually expressed as hours and minutes.

$$\frac{\text{Quarter-hours in a time period} \times \text{AQH Persons}}{\text{Cume Persons}} = \text{TSL (in quarter-hours)}$$

To express TSL in hours and minutes:

$$\frac{\text{TSL (in quarter-hours)}}{4} = \text{HH.XX (TSL in decimal hours)}$$

↓
↓
↓

.XX hours
× 60
MM minutes

↓

HH:MM (TSL in hours and minutes)

The chart below shows the estimate types and the geographies for which they are reported in your Radio Market Report.

Estimate Types	Metro	TSA	DMA®
AQH Persons	x	x	x
AQH Rating	x		x
AQH Share	x		
Cume Persons	x	x	x
Cume Rating	x		
Exclusive Cume Persons	x		
Time Spent Listening	x		

Sections of the Arbitron Radio Market Report

Estimates and Information in the Front of the Book

The Market

Your Market

and DMA® Name



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Metro TSA DMA®

TSA and DMA sampled in Spring and Fall only. For definitions of the terms Metro, TSA and DMA, see Page M3, Paragraph 1, and Page M7, "Selected Arbitron Terms."

Metro Rank: 18

Market Surveyed: Winter, Spring, Summer, Fall

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Station Subscribers to T

WAAA-AM	WAAA-AM	WAAA-AM	WAAA-AM
WBBB-AM	WBBB-AM	WBBB-AM	WBBB-AM
WCCC-FM	WCCC-FM	WCCC-FM	WCCC-FM
WAAA-AM	WAAA-AM	WAAA-AM	WAAA-AM
WBBB-AM	WBBB-AM	WBBB-AM	WBBB-AM
WCCC-FM	WCCC-FM	WCCC-FM	WCCC-FM
WAAA-AM	WAAA-AM	WAAA-AM	WAAA-AM

Map Page

The map on this page shows the geographic components of the market. There is also other useful market information published here.

On the map:

- The counties in white compose the Metro Survey Area (Metro).
- The counties in light gray make up the Total Survey Area (TSA).
- The counties in the Designated Marketing Area (DMA®) are delineated by the bold line.
- The definitions of these terms can be found in the "Glossary of Terms and Abbreviations" in this Reference Guide.
- Estimates are given for the Metro in each market report. Estimates for the TSA are contained in Spring and Fall reports. The DMA estimates are published in the market reports for the top 50 DMAs in Spring and Fall.
- You will also find on this page the market rank based on the estimated 12+ population and the periods within each year that the market is surveyed.
- The box at the bottom of the page lists the radio stations that subscribe to the report. These stations should have more information about the survey and additional radio listening estimates for specialized dayparts or custom geography.

* Station subscribers as of release to print.



SURVEY PERIOD

Sections of the Arbitron Radio Market Report

Estimates and Information in the Front of the Book *(continued)*

The Market

Population Estimates, In-Tab Distribution and Sample Information

At a glance, this page lets you examine the sample used to produce your report for each survey geography measured. In-tab distribution information reveals the makeup of the sample by sex/age demographics.

Population Estimates and In-Tab Diary Sample by Demographic												
	Metro					TSA					Total	
	Est. Pop.	% P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample	Est. Pop.	% P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample	Est. Pop.	% P12+
Men												
12-24	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3
18-24	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3
25-34	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3
35-44	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3
45-49	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3
50-54	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3
55-64	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3
65+	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3
18+	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3
Women												
12-24	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3
18-24	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3
25-34	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3
35-44	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3
45-49	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3
50-54	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3
55-64	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3
65+	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3
18+	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3
P18+	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3
Teens 12-17	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3
Black P12+	Ethnic control procedures not applied.											
Hispanic P12+	Ethnic control procedures not applied.											
Total P12+	331,760,800		122,368			331,760,800		122,368			331,760,800	122,368

Diary Placement/Return			
	Metro	TSA	DMA
LST - Est. Usable Households in Sample	2,222	3,333	4,444
UNL - Est. Usable Households in Sample	2,222	3,333	4,444
TOT - Est. Usable Households in Sample	4,444	5,666	8,888
LST - Est. Persons in Usable Households	3,222	4,444	4,444
UNL - Est. Persons in Usable Households	3,222	4,444	4,444
TOT - Est. Persons in Usable Households	6,444	7,777	8,888
LST - Contacted Households	2,222	3,333	4,444
UNL - Contacted Households	2,222	3,333	4,444
TOT - Contacted Households	4,444	5,666	8,888
LST - Households Accepting Diaries	1,111	2,333	4,444
UNL - Households Accepting Diaries	1,111	2,333	4,444
TOT - Households Accepting Diaries	2,222	3,333	4,444
LST - Persons Mailed Diaries	1,111	2,333	1,111
UNL - Persons Mailed Diaries	1,111	2,333	4,444
TOT - Persons Mailed Diaries	2,222	3,333	2,345
LST - Diaries In-Tab	1,111	2,333	1,234
UNL - Diaries In-Tab	1,111	2,333	1,111
TOT - Diaries In-Tab	2,222	3,333	1,111
Metro Sample Target	3,222		
Metro In-Tab/Target Index	104		
Metro Response Rate %	31		

These population estimates are projected to January 1, 2002, by Market Statistics, a division of Claritas, Inc. These projections are updated from the most recent Census. Projections for whole-county totals are updated from Census 2000. Discrete sex/age or split county proportions (zip code-level estimates) are updated from the 1990 Census.

LST - Listed UNL - Unlisted TOT - Total
 (For information on Sampling and Measurement Techniques, see Page M3, Paragraph 2.)



Sections of the Arbitron Radio Market Report

Estimates and Information in the Front of the Book *(continued)*

Station Information

For Stations Listed in This Report

Home to Arbitron Radio Metro Area

- | | |
|--|--|
| <p>(s) WAAA-FM 107.9
123 Main St.
Anytown, MD 20707
(111) 222-3333 Fax: (111) 222-4444
<i>Format:</i> Adult Contemporary
<i>Sales Rep:</i> John Doe Radio Inc.
<i>Network:</i> ABC
<i>City of Lic./Alt. City ID:</i> Anytown, MD
<i>County/Split Co.:</i> Madison, MD
<i>ERP (watts) / HAAT (meters):</i> 90,000/7,800</p> | <p>(s) WFFF-AM 1200
1200 Broadcast Dr.
Big City, TX 20707
(111) 444-5555 Fax: (111) 444-6666
<i>Format:</i> Dance
<i>Sales Rep:</i> Radio Rep. Corp.
<i>Network:</i> CNN, CBS, AURN
<i>City of Lic./Alt. City ID:</i> Big City
<i>County/Split Co.:</i> Bright Lights, TX
<i>Power Day/Night (watts):</i> 100,000/7,800</p> |
| <p>(s) WBBS-AM 920 (simulcast w/WCCC-FM)*
9876 Kooltown St.
Everytown, CA 20707
(222) 999-3333 Fax: (222) 999-4444
<i>Format:</i> Contemporary Christian
<i>Sales Rep:</i> Lost Soul Radio Inc.
<i>Network:</i> IND
<i>City of Lic./Alt. City ID:</i> Everytown, CA
<i>County/Split Co.:</i> Waisville, CA
<i>Power Day/Night (watts):</i> 90,000/7,800</p> | <p>(s) WAAA-FM 107.9
123 Main St.
Anytown, MD 20707
(111) 222-3333 Fax: (111) 222-4444
<i>Format:</i> Adult Contemporary
<i>Sales Rep:</i> John Doe Radio Inc.
<i>Network:</i> ABC
<i>City of Lic./Alt. City ID:</i> Anytown, MD
<i>County/Split Co.:</i> Madison, MD
<i>ERP (watts) / HAAT (meters):</i> 90,000/313</p> |
| <p>(s) WCCC-FM 100.3
400 Guyther Dr.
Thunder City, KS 20707
(111) 444-5555 Fax: (111) 444-6666
<i>Format:</i> Classic Rock
<i>Sales Rep:</i> Radio Rep. Corp.
<i>Network:</i> CNN, CBS, AURN
<i>City of Lic./Alt. City ID:</i> Thunder City, KS
<i>County/Split Co.:</i> CowHide, KS
<i>ERP (watts) / HAAT (meters):</i> 100,000/313</p> | <p>(s) WBBS-AM 920 (simulcast w/WCCC-FM)*
9876 Kooltown St.
Everytown, CA 20707
(222) 999-3333 Fax: (222) 999-4444
<i>Format:</i> Contemporary Christian
<i>Sales Rep:</i> Lost Soul Radio Inc.
<i>Network:</i> IND
<i>City of Lic./Alt. City ID:</i> Everytown, CA
<i>County/Split Co.:</i> Waisville, CA
<i>Power Day/Night (watts):</i> 90,000/7,800</p> |
| <p>(s) WDDD-AM 1020
123 Sunshine Blvd.
Mozartsville, MO 20707
(111) 222-3333 Fax: (111) 222-4444
<i>Format:</i> Classical
<i>Sales Rep:</i> John Doe Radio Inc.
<i>Network:</i> IND
<i>City of Lic./Alt. City ID:</i> Mozartsville, MO
<i>County/Split Co.:</i> Tune County, MO
<i>Power Day/Night (watts):</i> 90,000/7,800</p> | <p>(s) WCCC-FM 96.8
400 Guyther Dr.
Thunder City, KS 20707
(111) 444-5555 Fax: (111) 444-6666
<i>Format:</i> Classic Rock
<i>Sales Rep:</i> Radio Rep. Corp.
<i>Network:</i> CNN, CBS, AURN
<i>City of Lic./Alt. City ID:</i> Thunder City, KS
<i>County/Split Co.:</i> CowHide, KS
<i>ERP (watts) / HAAT (meters):</i> 100,000/313</p> |
| <p>(s) WEEE-AM 1150
9876 Panorama Pkwy.
Scoretown, VA 20707
(222) 999-3333 Fax: (222) 999-4444
<i>Format:</i> Sports
<i>Sales Rep:</i> Touch Down Inc.
<i>Network:</i> SPNEWS
<i>City of Lic./Alt. City ID:</i> Scoretown
<i>County/Split Co.:</i> Court, FL
<i>Power Day/Night (watts):</i> 90,000/7,800</p> | <p>(s) WDDD-AM 1020
123 Sunshine Blvd.
Mozartsville, MO 20707
(111) 222-3333 Fax: (111) 222-4444
<i>Format:</i> News Talk Information
<i>Sales Rep:</i> John Doe Radio Inc.
<i>Network:</i> TARN
<i>City of Lic./Alt. City ID:</i> Mozartsville, MO
<i>County/Split Co.:</i> Tune County, MO
<i>Power Day/Night (watts):</i> 90,000/7,800</p> |

(s) Station subscribers as of release to print
 * Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight
 † Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight
 ‡ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight
 < > Indicates home status is based on station's Alternate City ID, rather than on station's legally authorized City of License.

The data above are the most current data provided to Arbitron as of the last day of this survey period. Commercial stations are listed only if they have met Arbitron's Minimum Reporting Standards for this survey (see Page M4, Paragraphs 7-10 of this report). Noncommercial stations and nonqualifying commercial stations are not listed in this report (see page M4, Paragraph 7). The county or split county listing reflects the geographic location of the station's City of License. Stations for which no Sales Representative or format information is on file with Arbitron are listed above by "N/A." See the "Special Notices and Station Activities" section of this report for additional station information.

SURVEY PERIOD

Station Information

Every radio station that has met the Minimum Reporting Standards for publication in the market report is included in this listing of radio stations. The stations may be broken into three sections: (1) those stations that are home to the Metro; (2) those stations that are outside the Metro but home to the DMA; and (3) those stations that qualify for the report but are located outside the Metro and DMA. Any stations that are placed "below-the-line" for Special Station Activities violations come last, and they are noted.

For Each Station Listed:

- Call letters and exact frequency identify the station along with the station's address, phone number and fax number so that stations can be easily contacted.
- Station's national representative: Adverting agencies will find this section most helpful in finding the station's national rep.
- Network(s) with which the station is affiliated: This can be helpful when doing national overlay buys with network and spot to ensure that levels are being reached in individual markets.
- Station's format as provided quarterly to Arbitron by each station from a list of industry-recognized formats.
- City of license and/or its alternate city of identification are listed as well as county of license. Where Arbitron has split the county for survey purposes, the location will be identified by the name of the split.
- Signal: Effective Radiated Power (ERP) of an FM station along with its Height Above Average Terrain (HAAT) are given. For AM stations, the power for day and night is given. Users of the report can estimate the station's coverage based on these data.

Network Affiliations

- ABC: ABC Radio Networks
- APNET: Associated Press Radio Network
- AURN: American Urban Radio Network
- BTR: Business Talk Radio
- CAR: Cadena Caracol Network
- CBS: CBS Radio Networks
- CNN: Westwood One CNN Plus Radio Network
- DISNEY: Disney Radio Network
- ESPN: ESPN Radio Network
- TEAMER: 1E America Network
- JRN: Jones Radio Network
- PRMIER: Premiere Radio Network
- SBUSA: Sports Byline USA



YOUR MARKET | 5



Sections of the Arbitron Radio Market Report

Estimates and Information in the Front of the Book *(continued)*

The Market

Metro Market Profile



Metro Household Data and Group Quarters population estimates are 1990 Census data and are updated by Market Statistics where appropriate update sources are available. (For more information, see "Metro Census Data," Page M8.)

Household Data

	Metro Total	Metro %
Total Households	6,082,200	100.0

Households by Income		
Under \$10,000	656,964	10.8
\$10,000-19,999	378,616	6.2
\$20,000-29,999	378,616	6.9
\$30,000-39,999	778,616	11.9
\$40,000-49,999	678,616	11.9
\$50,000-74,999	1,378,616	21.2
\$75,000-99,999	1,378,616	21.2
\$100,000+	1,397,493	6.2
Median income: \$73,616		

Value of Owner-Occupied Housing Units		
Less than \$50,000	10,444	0.2
\$50,000-74,999	10,444	0.2
\$75,000-99,999	10,444	0.2
\$100,000-149,999	10,444	0.2
\$150,000-249,999	10,444	0.2
\$250,000+	10,444	0.2
Median value: \$194,444		

Monthly Gross Rent		
Less than \$200	10,444	0.2
\$200-349	10,444	0.2
\$350-499	10,444	0.2
\$500-649	10,444	0.2
\$650-749	10,444	0.2
\$750+	10,444	0.2
Median rent: \$444		

Household Size		
1 Person	10,444	0.2
2 Persons	10,444	0.2
3-4 Persons	10,444	0.2
5+ Persons	10,444	0.2

Seasonal Housing Units

Education: Persons 25+		
Elementary 0-8 grade		
High school 1-3 yrs		
High school grad		
College 1-3 yrs		
College 4+ yrs		

Colleges & Universities		
Total enrollment		
Full-time enrollment		

Occupation

Managerial		
Technical		
Service worker		
Farm worker		
Precision production Operator		

Farm Population

Transportation to Work

Public	10,444	0.2
Driving to work	10,444	0.2
Carpool	10,444	0.2
Other	10,444	0.2

Average Travel Time to Work (Min.)

31

Car Ownership by Household

0 Cars	10,444	0.2
1 Car	10,444	0.2
2 Cars	10,444	0.2
3+ Cars	10,444	0.2

Metro Market Profile

There are four pages of information about the metropolitan area, including:

- Household data based on the U.S. Census show the market by income, education, household size, occupation, car ownership, method of transportation to work, and other characteristics. This information can be helpful in determining market potential.
- Group quarters information by age and sex permits users of the report to determine the impact of this lifestyle on the ratings data.

(continued on page 3.6)

Group Quarters Population Estimates

Group Quarters Populations are included in the universe estimates. Additionally, Group Quarters Populations are included in the sample frame if the individual living quarters (room, suite or apartment) has a private residential telephone number that serves fewer than 10 residents. Persons are not eligible to participate in the survey if their living quarters has no private telephone number or the telephone number is used by 10 or more residents.

Population Estimates	Military Housing	% Total Demographic	University Housing	% Total Demographic	Other Group Quarters	% Total Demographic
Persons 12+	23,456,789	100.0	23,456,789	100.0	23,456,789	100.1
Teens 12-17	23,456,789	100.1	23,456,789	100.0	13,456,789	100.0
Men						
18-24	900	0.4	21,800	10.2	7,100	3.3
25-34	400	0.1	3,700	1.1	6,400	1.9
35-44	100	0.0	1,200	0.4	5,400	1.8
45-49	0	0.0	300	0.2	1,900	1.6
50-54	0	0.0	100	0.1	1,500	1.7
55-64	0	0.0	100	0.1	2,700	1.8
65+	0	0.0	100	0.1	8,500	4.7
Women						
18-24	100	0.0	27,400	12.7	3,600	1.7
25-34	0	0.0	1,300	0.4	1,800	0.5
35-44	0	0.0	500	0.2	1,400	0.4
45-49	0	0.0	100	0.1	700	0.5
50-54	0	0.0	0	0.0	900	0.9
55-64	0	0.0	500	0.3	1,500	0.9
65+	0	0.0	500	0.2	24,700	8.3

Sections of the Arbitron Radio Market Report

Estimates and Information in the Front of the Book *(continued)*

Metro Market Profile *(continued)*

- Ethnic population by age and sex is shown so that users of the report can further examine the composition of Black and Hispanic persons in the market.
- The PRIZM® lifestyle segmentation system shows how this market compares to national averages within 15 lifestyle groups. Understanding how this market is similar to or different from the national picture may help to target the message.

(continued on page 3.7)

Ethnic Population Estimates

Metro Ethnic Populations are reported for all Standard and Condensed Markets whether or not ethnic sampling procedures are in place (see Page 4). The Percent Total Black and Hispanic Populations are based on Black and Hispanic Populations Persons 12+. The Percent Total Demographic is based on total Metro Demographics on Page 4. Ethnic Population information is based on Census 2000 data, updated and projected to 1/1/02 by Market Statistics.

Hispanic persons may be of any race (White; Black; Native American; Eskimo or Aleut; Asian or Pacific Islander). For purposes of Arbitron reports and publications, Hispanic persons that are Black are not included in Black universe estimates. Hispanic persons of all races are included in estimates of Hispanic universes and Hispanic audience estimates.

Population Estimates	Total Black	% Total Black Pop.	% Total Demographic	Total Hispanic
Persons 12+	23,456,789	100.0	100.0	23,456,100
Teens 12-17	20,000	11.2	7.8	20,300
Men				
18-24	20,000	11.2	7.8	20,300
25-34	20,000	11.2	7.8	20,300
35-44	20,000	11.2	7.8	20,300
45-49	20,000	11.2	7.8	20,300
50-54	20,000	11.2	7.8	20,300
55-64	20,000	11.2	7.8	20,300
65+	20,000	11.2	7.8	20,300
Women				
18-24	20,000	11.2	7.8	20,300
25-34	20,000	11.2	7.8	20,300
35-44	20,000	11.2	7.8	20,300
45-49	20,000	11.2	7.8	20,300
50-54	20,000	11.2	7.8	20,300
55-64	20,000	11.2	7.8	20,300
65+	20,000	11.2	7.8	20,300

Area Lifestyle Profile

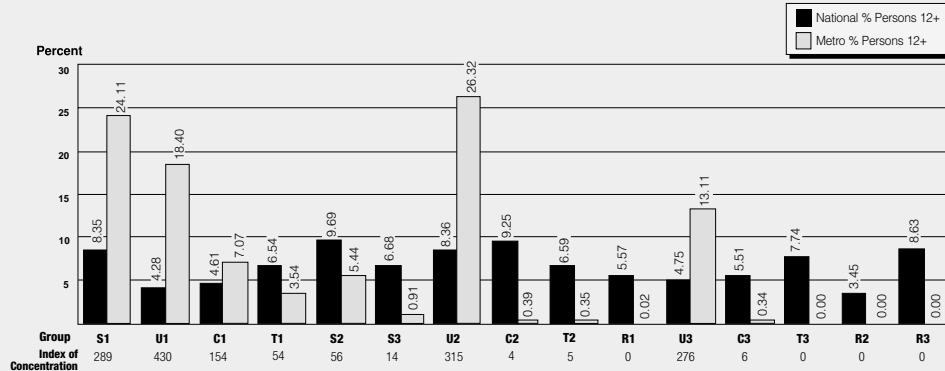
by PRIZM® Groups

PRIZM is a market segmentation system developed by Claritas, Inc. to help marketers target consumers and to profile markets and audiences by lifestyle. There are 62 PRIZM clusters which are organized into 15 broader social groups denoting basic neighborhood types.

The 15 PRIZM social groups are identified by codes that are listed below the graph.

In this graph, the national composition and this Metro's composition for each PRIZM group are shown for Persons 12+. The Index of Concentration compares this Metro's composition

with the national composition for each PRIZM group. An index of 100 indicates that the Metro has the same percent concentration as the nation. (For more information about PRIZM and Claritas, Inc., see Page M8.)



PRIZM® Groups

- | | | |
|---|--|---|
| <p>S1 Elite Suburbs – superrich, executive, upscale, white-collar couples, empty-nesters</p> <p>U1 Urban Uptown – elite, upscale, bohemian singles & couples; established immigrant families</p> <p>C1 2nd City Society – upscale executive & young upscale white-collar; affluent retirees</p> <p>T1 Landed Gentry – elite exurban, small-town executive & young mid-class town families</p> <p>S2 The Affluentials – upwardly mobile young singles & couples; white-collar suburban families</p> | <p>S3 Inner Suburbs – empty-nesters, mobile city singles, blue-collar families & aging couples</p> <p>U2 Urban Midscale – white-collar urb. couples; mid-income immigr.; African-American & Hispanic families</p> <p>C2 2nd City Centers – mid-level white-collar couples; mid-income families & college town singles</p> <p>T2 Exurban Blues – yng. mid-class, blue-collar families in mid-size towns; GI families</p> <p>R1 Country Families – midscale couples, rural, white-/blue-collar, kids, farm families</p> | <p>U3 Urban Cores – ethnically mixed singles; Hisp. sncls. & families; inner-city solo-parent families</p> <p>C3 2nd City Blues – low-inc. older sncls., cps. & fam.; low-inc. Hisp. fam.; Afr.-Am. service wrkr.</p> <p>T3 Working Towns – older families, mill towns, low-inc. blue-collar, town seniors</p> <p>R2 Heartlanders – rural farm town & ranch families, farm dwellers & tenants</p> <p>R3 Rustic Living – moderate blue-collar farm fam.; low-inc. older cps., remote older families</p> |
|---|--|---|

SURVEY PERIOD



YOUR MARKET | 7



Sections of the Arbitron Radio Market Report

Estimates and Information in the Front of the Book *(continued)*

The Market

Metro Market Profile *(continued)*



Household Income, Total Retail Sales and 11 categories of store sales have been compiled by Market Statistics and furnished to Arbitron. These data are based on Sales and Marketing Management's 2001 publication of *Survey of Buying Power* (1/1/01 estimates) for the Metro.

Metro Income*

Total Income (\$000)	\$9,321,765
Median Household Income	\$47,551
Income per Household	\$55,752

*Income represents pretax personal income for households as defined by the Department of Commerce, Bureau of Economic Analysis.

Sales Data

Metro Retail Sales Data (\$000)

Total Retail Sales
Retail Expenditures per Household
Food & Beverage Stores
Grocery Stores
Food Services & Drinking Establishments
General Merchandise
Department Stores
Clothing & Accessories
Motor Vehicle & Parts Dealers
Building & Material Supply
Health & Personal Care
Furniture & Household Appliances
Radio, TV & Other Electronics Stores

Metro Market Profile *(continued)*

- What is the total dollar potential for the market in retail sales? Is this an attractive market?
- What is the median income or average income per household?
- What type of cars do people buy in this market? This may indicate lifestyle choices.
- What are the top 10 employer categories based on County Business Patterns? The type and extent of the employment may reflect lifestyles in the market.

(continued on page 3.8)

Car Registrations



The Metro Share of New Private Passenger Car Registrations* is supplied by Automotive Information Services Division of The Polk Company. *(For more information on passenger car registrations, see Page M8.)*

Manufacturer	%
DaimlerChrysler AG	12.8
Ford Motor Company	22.4
General Motors Corporation	40.4
Honda/Accura	6.4
Hyundai	2.8
Nissan/Infiniti	1.1
Toyota/Lexus	3.8
Volkswagen/Audi	6.1
Other	4.2

*Note: Figures are shown for October through December of the 2001 model year.

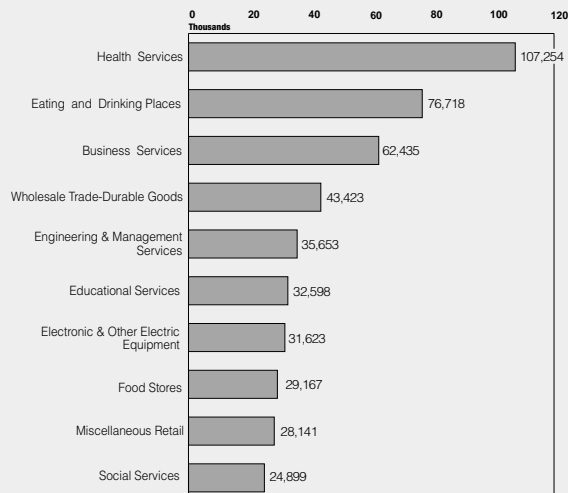
Top Ten Employer Industries

These classifications are from the Department of Commerce Standard Industrial Classification (SIC) system. The data below are from the 1997 County Business Pattern Reports (U.S. Census Bureau) and are aggregated by primary SIC.

Metro Employer Industries

Total Employees
6,689,736

Top 10 Total Employees
3,214,835
48.1% of Total



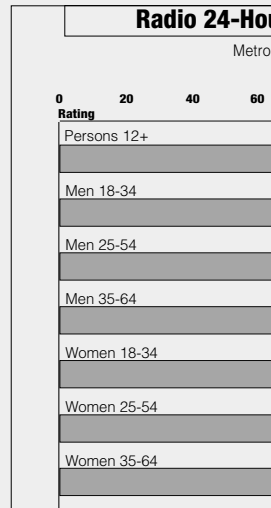
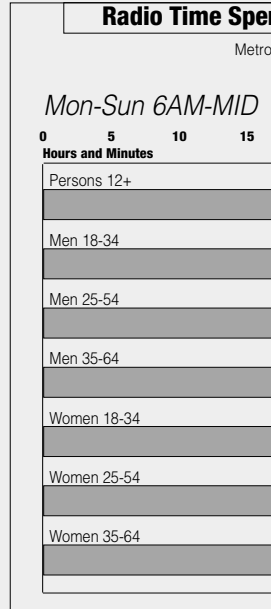
Sections of the Arbitron Radio Market Report

Estimates and Information in the Front of the Book *(continued)*

Magazines					
Magazine	Circulation	%	Magazine	Circulation	%
BETTER HOMES	363,628	5.9	BETTER HOMES	93,628	1.5
BON APETIT	360,406	5.8	BON APETIT	90,406	1.5
BOYS LIFE	330,194	5.5	BOYS LIFE	82,194	1.3
COSMOPOLITAN	305,688	5.0	COSMOPOLITAN	75,688	1.2
SOUTHERN LIVING	290,000	4.7	SOUTHERN LIVING	74,000	1.2
BETTER HOMES	273,628	4.5	BETTER HOMES	63,628	1.0
BON APETIT	260,406	4.3	BON APETIT	60,406	1.0
BOYS LIFE	252,194	4.1	BOYS LIFE	52,194	.9
COSMOPOLITAN	240,688	3.9	COSMOPOLITAN	45,688	.7
SOUTHERN LIVING	224,000	3.7	SOUTHERN LIVING	34,000	.6
BETTER HOMES	213,628	3.5	BETTER HOMES	33,628	.5
BON APETIT	199,406	3.3	BON APETIT	30,406	.5
BETTER HOMES	195,628	3.2	BETTER HOMES	23,628	.5
BON APETIT	190,406	3.1	BON APETIT	20,406	.3
BOYS LIFE	185,194	3.0	BOYS LIFE	17,194	.3
COSMOPOLITAN	180,688	2.9	COSMOPOLITAN	15,688	.3
SOUTHERN LIVING	174,000	2.8	SOUTHERN LIVING	14,000	.2
BETTER HOMES	163,628	2.7	BETTER HOMES	13,628	.2
BON APETIT	140,406	2.3	BON APETIT	10,406	.2
BOYS LIFE	132,194	2.2	BOYS LIFE	9,194	.1
COSMOPOLITAN	125,688	2.1	COSMOPOLITAN	6,688	.1
SOUTHERN LIVING	124,000	2.0	SOUTHERN LIVING	3,000	-
BETTER HOMES	120,628	1.9	BETTER HOMES	2,628	-
BON APETIT	100,406	1.6	BON APETIT	906	-
BETTER HOMES	98,628	1.6	BETTER HOMES	628	-

Newspapers		
Paper	Circulation	%
ADVOCATE, THE SUNDAY ADVOCATE	799,376	13.8
BRIDGE LEADER	794,558	13.7
DAILY PRESS	690,558	11.9
NEW TIMES	505,206	8.7
LOCAL LEDGER	430,376	7.4
ADVOCATE, THE SUNDAY ADVOCATE	330,376	5.7
BRIDGE LEADER	294,558	5.1
DAILY PRESS	194,558	3.4
NEW TIMES	165,206	2.9
LOCAL LEDGER	130,376	2.3
ADVOCATE, THE SUNDAY ADVOCATE	120,376	2.1
BRIDGE LEADER	114,558	2.0
DAILY PRESS	104,558	1.8
NEW TIMES	101,206	1.7
LOCAL LEDGER	100,376	1.7
ADVOCATE, THE SUNDAY ADVOCATE	90,376	1.6
BRIDGE LEADER	80,558	1.4
DAILY PRESS	74,558	1.3
NEW TIMES	65,206	1.1
LOCAL LEDGER	60,376	1.0
ADVOCATE, THE SUNDAY ADVOCATE	59,376	1.0
BRIDGE LEADER	54,558	.9
DAILY PRESS	50,558	.9
NEW TIMES	49,206	.9
LOCAL LEDGER	46,376	.8
ADVOCATE, THE SUNDAY ADVOCATE	44,376	.8
BRIDGE LEADER	40,558	.7
DAILY PRESS	33,558	.6
NEW TIMES	30,206	.5
LOCAL LEDGER	28,376	.5
ADVOCATE, THE SUNDAY ADVOCATE	27,376	.5
BRIDGE LEADER	24,558	.4
DAILY PRESS	20,558	.4
NEW TIMES	15,206	.3
LOCAL LEDGER	12,376	.2

For more information on magazine and newspaper data, see Page M8.



*Based on Arbitron's Spring 2001 radio survey.

Metro Market Profile *(continued)*

- What are the most widely circulated magazines within this market? Advertisers may wish to supplement their current magazine ads, or local retailers may wish to tie in with national advertisers with ads in magazines.
- What newspapers are in this market? What is the circulation of each? What percentage of households does this circulation represent?
- How much time do radio listeners spend with the medium in this market by age and sex? Demonstrate to potential advertisers the investment local residents make in time listening to the radio.
- What percentage of the market is reached by radio by demographic group? Demonstrate radio's reach in the market over the seven-day, 24-hour period.

Sections of the Arbitron Radio Market Report

The Listener Estimates

Listener Estimates/Metro

Target Listener Trends

Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	
	WAAA-AM	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	2.8	10.8	165	1172	2.6
SP '01	123	1980	1.9	10.1	155	908	2.4	9.6	186	1064	2.9	10.9	152	1115	2.4	
WI '01	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	2.0	8.8	130	1312	2.0	
FA '00	115	2238	1.8	9.3	144	1233	2.2	9.3	144	1202	2.2	8.4	148	1264	2.3	
SU '00	114	2017	1.8	9.6	144	1092	2.2	9.2	159	1099	2.5	9.7	149	1216	2.3	
4-Book	114	2017	1.8	9.6	144	1092	2.2	9.2	159	1099	2.5	9.7	149	1216	2.3	
SP '00	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4	

Target Listener Trends

- Twenty of the most requested demographic target groups are trended over five books in this section.
- Select the demographic target that is most closely aligned to the sales target of the advertiser.
- Trend all radio (Totals) or individual stations over the last five survey periods. See at a glance how the station or the radio medium is performing in this market over a five-survey period.
- Compare individual survey periods to the four-book average of the most recent four surveys. In markets measured two times a year there will be a two-book average. The user will know, in either case, that an average covers the last year.
- Compare survey periods, observing the station's consistency, direction of change (increasing/decreasing?) and/or variation of estimates between surveys (seasonality?).
- Compare station performance by daypart. Is the direction the same for all dayparts, or does one stand out as being different? For example, did a new morning team make a difference?

(continued on page 3.10)

Format for Markets Surveyed Four Times a Year

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				A (00)	C (00)	R Rtg	S Shr			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr							
	WAAA-AM	118	1731	1.9	9.9	167	1118	2.6					10.8	177	923
SP '01	123	1980	1.9	10.1	155	908	2.4	9.6	186	1064	2.9	10.9	152	1115	2.4
WI '01	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	2.0	8.8	130	1312	2.0
FA '00	115	2238	1.8	9.3	144	1233	2.2	9.3	144	1202	2.2	8.4	148	1264	2.3
SU '00	114	2017	1.8	9.6	144	1092	2.2	9.2	159	1099	2.5	9.7	149	1216	2.3
4-Book	114	2017	1.8	9.6	144	1092	2.2	9.2	159	1099	2.5	9.7	149	1216	2.3
SP '00	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4

Format for Markets Surveyed Two Times a Year

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				A (00)	C (00)	R Rtg	S Shr			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr							
	WAAA-AM	118	1731	1.9	9.9	167	1118	2.6					10.8	177	923
SP '01	123	1980	1.9	10.1	155	908	2.4	9.6	186	1064	2.9	10.9	152	1115	2.4
WI '01	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	2.0	8.8	130	1312	2.0
FA '00	115	2238	1.8	9.3	144	1233	2.2	9.3	144	1202	2.2	8.4	148	1264	2.3
SU '00	114	2017	1.8	9.6	144	1092	2.2	9.2	159	1099	2.5	9.7	149	1216	2.3
2-Book	121	1856	1.9	10.0	161	1013	2.5	10.2	159	1099	2.5	9.7	149	1216	2.3
SP '00	115	2238	1.8	9.3	144	1233	2.2	9.3	144	1202	2.2	8.4	148	1264	2.3
FA '99	116	2149	1.8	9.7	145	1131	2.2	9.3	144	1202	2.2	8.4	148	1264	2.3
SP '99	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call letters - see Page 13. 4-Book: Avg. of current and previous 3 surveys. 2-Book: Avg. of most recent 2 surveys.



Sections of the Arbitron Radio Market Report

The Listener Estimates (continued)

Target Listener Trends

Target Listener Trends (continued)

		Persons 12+													
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Fri 3PM-7P	
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)
WAAA-FM	SP '01	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	2.8	10.8	165	1172
	WI '01	123	1980	1.9	10.1	155	908	2.4	9.6	186	1064	2.9	10.9	152	1115
	FA '00	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	2.0	8.8	130	1312
	SU '00	115	2238	1.8	9.3	144	1233	2.2	9.3	144	1202	2.2	8.4	148	1264
	4-Book	114	2017	1.8	9.6	144	1092	2.2	9.2	159	1099	2.5	9.7	149	1216
	SP '00	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
WBBB-FM	SP '01	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	2.8	10.8	165	1172
	WI '01	123	1980	1.9	10.1	155	908	2.4	9.6	186	1064	2.9	10.9	152	1115
	FA '00	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	2.0	8.8	130	1312
	SU '00	115	2238	1.8	9.3	144	1233	2.2	9.3	144	1202	2.2	8.4	148	1264
	4-Book	114	2017	1.8	9.6	144	1092	2.2	9.2	159	1099	2.5	9.7	149	1216
	SP '00	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
WCCC-FM	SP '01	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	2.8	10.8	165	1172
	WI '01	123	1980	1.9	10.1	155	908	2.4	9.6	186	1064	2.9	10.9	152	1115
	FA '00	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	2.0	8.8	130	1312
	SU '00	115	2238	1.8	9.3	144	1233	2.2	9.3	144	1202	2.2	8.4	148	1264
	4-Book	114	2017	1.8	9.6	144	1092	2.2	9.2	159	1099	2.5	9.7	149	1216
	SP '00	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
WDDD-FM	SP '01	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	2.8	10.8	165	1172
	WI '01	123	1980	1.9	10.1	155	908	2.4	9.6	186	1064	2.9	10.9	152	1115
	FA '00	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	2.0	8.8	130	1312
	SU '00	115	2238	1.8	9.3	144	1233	2.2	9.3	144	1202	2.2	8.4	148	1264
	4-Book	114	2017	1.8	9.6	144	1092	2.2	9.2	159	1099	2.5	9.7	149	1216
	SP '00	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
WEEE-FM	SP '01	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	2.8	10.8	165	1172
	WI '01	123	1980	1.9	10.1	155	908	2.4	9.6	186	1064	2.9	10.9	152	1115
	FA '00	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	2.0	8.8	130	1312
	SU '00	115	2238	1.8	9.3	144	1233	2.2	9.3	144	1202	2.2	8.4	148	1264
	4-Book	114	2017	1.8	9.6	144	1092	2.2	9.2	159	1099	2.5	9.7	149	1216
	SP '00	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
WFFF-FM	SP '01	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	2.8	10.8	165	1172
	WI '01	123	1980	1.9	10.1	155	908	2.4	9.6	186	1064	2.9	10.9	152	1115
	FA '00	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	2.0	8.8	130	1312
	SU '00	115	2238	1.8	9.3	144	1233	2.2	9.3	144	1202	2.2	8.4	148	1264
	4-Book	114	2017	1.8	9.6	144	1092	2.2	9.2	159	1099	2.5	9.7	149	1216
	SP '00	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
WGGG-FM	SP '01	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	2.8	10.8	165	1172
	WI '01	123	1980	1.9	10.1	155	908	2.4	9.6	186	1064	2.9	10.9	152	1115
	FA '00	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	2.0	8.8	130	1312
	SU '00	115	2238	1.8	9.3	144	1233	2.2	9.3	144	1202	2.2	8.4	148	1264
	4-Book	114	2017	1.8	9.6	144	1092	2.2	9.2	159	1099	2.5	9.7	149	1216
	SP '00	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
WHHH-FM	SP '01	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	2.8	10.8	165	1172
	WI '01	123	1980	1.9	10.1	155	908	2.4	9.6	186	1064	2.9	10.9	152	1115
	FA '00	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	2.0	8.8	130	1312
	SU '00	115	2238	1.8	9.3	144	1233	2.2	9.3	144	1202	2.2	8.4	148	1264
	4-Book	114	2017	1.8	9.6	144	1092	2.2	9.2	159	1099	2.5	9.7	149	1216
	SP '00	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
TOTALS	SP '01	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	2.8	10.8	165	1172
	WI '01	123	1980	1.9	10.1	155	908	2.4	9.6	186	1064	2.9	10.9	152	1115
	FA '00	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	2.0	8.8	130	1312
	SU '00	115	2238	1.8	9.3	144	1233	2.2	9.3	144	1202	2.2	8.4	148	1264
	4-Book	114	2017	1.8	9.6	144	1092	2.2	9.2	159	1099	2.5	9.7	149	1216
	SP '00	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
														2.4	10.3
														52	708
														51	873
														51	878
														54	891
														8	7.4
														7	7.8
														8	6.7
														8	7.6
														8	7.3

Report Features, Standard Report

Demos: P12+; Persons, Men and Women 12-24, 18-34, 18-49, 25-49, 25-54, 35-64; and Teens 12-17

Estimates: AQH (00), Cume (00), AQH Rating, AQH Share trends and multibook average

Dayparts: M-S 6A-Mid, M-F 6A-10A, M-F 10A-3P, M-F 3P-7P, M-F 7P-Mid

Report Features, Condensed Report

Demos: P12+; Persons, Men and Women 18-34, 18-49, 25-54, 35-64

Estimates: AQH (00), Cume (00), AQH Rating, AQH Share trends and multibook average

Dayparts: M-S 6A-Mid, M-F 6A-10A, M-F 10A-3P, M-F 3P-7P, M-F 7P-Mid

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call letters - see Page 13. 4-Book: Avg. of current and previous 3 surveys. 2-Book: Avg. of most recent 2 surveys.

SURVEY PERIOD



YOUR MARKET | 15



Sections of the Arbitron Radio Market Report

The Listener Estimates (continued)

Listener Estimates/Metro

Target Listener Estimates

	Persons 12+													
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM	
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)
WAAA-AM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
4-Book														
WBBB-AM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
4-Book														
WCCC-AM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
4-Book														
WDDD-AM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
4-Book														
WEEE-AM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
4-Book														
WFFF-AM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
4-Book														
WGGG-AM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
4-Book														
WHHH-AM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
4-Book														
WJJJ-AM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
4-Book														
WAAA-FM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
4-Book														
WBBB-FM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
4-Book														
WCCC-FM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
4-Book														
WDDD-FM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
4-Book														
WEEE-FM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
4-Book														
WFFF-FM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
4-Book														
WGGG-FM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
4-Book														
WHHH-FM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492
4-Book														

Target Listener Estimates

- For Saturday and Sunday dayparts, the multibook average and most current survey are shown.
- Calculate the percentage of persons that listen only on weekdays. Subtract the Weekend 6AM to Midnight Cume from the total week (Monday-Sunday 6AM to Midnight) Cume to find the Exclusive Weekday Cume.

Report Features, Standard Report

- Demos:** P12+, Persons, Men and Women 12-24, 18-34, 18-49, 25-49, 25-54, 35-64; and Teens 12-17
- Estimates:** AQH (00), Cume (00), AQH Rating, AQH Share and multibook average. Continuous measurement markets report a four-book average. Markets measured twice a year (Spring and Fall) report a two-book average.
- Dayparts:** Wknd 6A-Mid, M-F 6A-7P, Sat 6A-10A, Sat 10A-3P, Sat 3P-7P, Sat 7P-Mid, Sun 6A-10A, Sun 10A-3P, Sun 3P-7P, Sun 7P-Mid

(continued on page 3.12)

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.



Sections of the Arbitron Radio Market Report

The Listener Estimates (continued)

Target Listener Estimates														Target Listener Estimates (continued)						
Persons 12+														Report Features, Condensed Report						
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sun 3PM		Demos:	P12+; Persons, Men and Women 18-34, 18-49, 25-54, 35-64				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)			Estimates:	AQH (00), Cume (00), AQH Rating, AQH Share and multibook average. Continuous measurement markets report a four-book average. Markets measured twice a year (Spring and Fall) report a two-book average.		
WAAA-AM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296						
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
WBBB-AM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296						
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
WCCC-AM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296						
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
WDDD-AM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296						
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
WEEE-AM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296						
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
WFFF-AM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296						
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
WGGG-AM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296						
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
WHHH-AM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296						
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
WJJJ-AM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296						
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
WAAA-FM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.4	10.2	54	891	.8	7.3
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
WBBB-FM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
WCCC-FM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
WDDD-FM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
WEEE-FM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
WFFF-FM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
WGGG-FM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
WHHH-FM	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
SP '01	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
TOTALS	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	2.8	10.8	165	1172	2.6	11.3	59	517	.9	8.3
SP '01	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296						

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

SURVEY PERIOD



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Sections of the Arbitron Radio Market Report

The Listener Estimates (continued)

Listener Estimates/Metro

Listener AQH Composition

Monday-Sunday 6AM-MID
AQH Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34
KAAA-AM	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
Share	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
KBBB-AM	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
Share	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
KCCC-AM	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
Share	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
KDDD-AM	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
Share	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
KEEE-AM	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
Share	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
KFFF-AM	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
Share	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
KGGG-AM	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
Share	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
KHHH-AM	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
Share	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
KJJJ-AM	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
Share	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
KLLL-AM	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
Share	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
KMMM-AM	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
Share	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
KNNN-AM	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
Share	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
KOOO-AM	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
Share	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
KPPP-AM	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
Share	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
KQQQ-AM	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
Share	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
TOTALS	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200
(%)	100	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3

Listener Composition (AQH and Cume)

- Determine whether a station's audience is highly concentrated in a demographic cell or is spread across a broader demographic target.
- Find the percentage of the total audience by age and sex cell for both AQH and Cume. Both AQH and Cume can be added across cells in this section to form custom demographics.
- Are the highest demographic cells consistent with the station's stated target audience? Calculate a target efficiency for the advertiser's target audience. *See the Target Audience Efficiency (Audience Composition) formula on page 5.2.*
- Are the highest AQH rating and highest Cume rating in the same cells? If they are not in the same ratio, then there is a difference in time spent listening.

Report Features

Demos: P12+; Teens 12-17; Men and Women 18+, 18-24, 25-54, 35-44, 45-54, 55-64, 65+

Estimates: AQH (00), Composition %, Rating and Share on left page, with Cume (00), Composition % and Rating on right page

Daypart: Monday-Sunday 6AM-Midnight

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

& Both of the previous footnotes apply.



Sections of the Arbitron Radio Market Report

The Listener Estimates *(continued)*

Listener Cume Composition

		Monday-Sunday 6AM-MID														
		Cume Persons (00)														
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KAAA-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KBBB-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KCCC-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KDDD-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KEEE-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KFFF-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KGGG-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KHHH-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KJJJ-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KLLL-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KMMM-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KNNN-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KOOO-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KPPP-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KQQQ-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
TOTALS	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

& Both of the previous footnotes apply.

Sections of the Arbitron Radio Market Report

The Listener Estimates *(continued)*

Listener Estimates/Metro

Listening Location

	Persons 18+											
	AQH (00)											
	Monday-Friday 6AM-10AM+ 3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
KAAA-AM	38	95	70	27	38	95	70	27	38	95	70	27
(%)	19	47	34	13	19	47	34	13	19	47	34	13
KBBB-AM	38	95	70	27	38	95	70	27	38	95	70	27
(%)	19	47	34	13	19	47	34	13	19	47	34	13
KCCC-AM	38	95	70	27	38	95	70	27	38	95	70	27
(%)	19	47	34	13	19	47	34	13	19	47	34	13
WBBB-AM	38	95	70	27	38	95	70	27	38	95	70	27
(%)	19	47	34	13	19	47	34	13	19	47	34	13
WCCC-FM	38	95	70	27	38	95	70	27	38	95	70	27
(%)	19	47	34	13	19	47	34	13	19	47	34	13
WNNN-AM	38	95	70	27	38	95	70	27	38	95	70	27
(%)	19	47	34	13	19	47	34	13	19	47	34	13
KAAA-AM	38	95	70	27	38	95	70	27	38	95	70	27
(%)	19	47	34	13	19	47	34	13	19	47	34	13
KBBB-AM	38	95	70	27	38	95	70	27	38	95	70	27
(%)	19	47	34	13	19	47	34	13	19	47	34	13
KCCC-AM	38	95	70	27	38	95	70	27	38	95	70	27
(%)	19	47	34	13	19	47	34	13	19	47	34	13
WBBB-AM	38	95	70	27	38	95	70	27	38	95	70	27
(%)	19	47	34	13	19	47	34	13	19	47	34	13
WCCC-FM	38	95	70	27	38	95	70	27	38	95	70	27
(%)	19	47	34	13	19	47	34	13	19	47	34	13
WNNN-AM	38	95	70	27	38	95	70	27	38	95	70	27
(%)	19	47	34	13	19	47	34	13	19	47	34	13
KAAA-AM	38	95	70	27	38	95	70	27	38	95	70	27
(%)	19	47	34	13	19	47	34	13	19	47	34	13
KBBB-AM	38	95	70	27	38	95	70	27	38	95	70	27
(%)	19	47	34	13	19	47	34	13	19	47	34	13
KCCC-AM	38	95	70	27	38	95	70	27	38	95	70	27
(%)	19	47	34	13	19	47	34	13	19	47	34	13
WBBB-AM	38	95	70	27	38	95	70	27	38	95	70	27
(%)	19	47	34	13	19	47	34	13	19	47	34	13
WCCC-FM	38	95	70	27	38	95	70	27	38	95	70	27
(%)	19	47	34	13	19	47	34	13	19	47	34	13

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

NOTE: Demographic estimates here may not sum to like demographics in other sections of the report due to rounding.

Listening Locations

- The Arbitron radio listening diary gives the diarykeepers four choices to indicate their location of listening: at home, in car, at work, or other place. The Persons 18+ audience is shown in this section as an AQH estimate by the four listening locations and as a percentage of this audience in four key dayparts. Choose the daypart(s) that deliver the audience in the location of listening desired.
- Where a person is listening may affect the type of message an advertiser wishes to employ. When a station has a high concentration of in-car listening, for example, this may appeal to new-car dealers, auto parts retailers, oil change and lubrication services, transmission repair and tire stores. If the location is at work, this might especially appeal to office equipment dealers, office supply companies and restaurants.
- Understanding *where* the listening is occurring is helpful in determining programming elements such as traffic reports, contests, newscasts, and other information and entertainment segments.

Report Features

Locations: At Home, In Car, At Work, Other

Demo: P18+

Estimates: AQH (00) and location percent within daypart

Dayparts: Monday-Friday 6AM-10AM+3PM-7PM, Monday-Friday 10AM-3PM, Weekend 10AM-7PM and Monday-Sunday 6AM-Midnight

Sections of the Arbitron Radio Market Report

The Listener Estimates *(continued)*

Listener Estimates/Metro

Time Spent Listening

Monday-Sunday 6AM-MID

Hours and Minutes

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34
KAAA-AM								
SP '01	9:15	5:45	9:15	5:45	9:15	5:45	9:15	5:45
WI '01	10:00	6:00	10:00	6:00	10:00	6:00	10:00	6:00
FA '00	9:30	7:00	9:30	7:00	9:30	7:00	9:30	7:00
SU '00	7:30	8:00	7:30	8:00	7:30	8:00	7:30	8:00
4-Book	9:30	7:00	9:30	7:00	9:30	7:00	9:30	7:00
SP '00	8:30	6:00	8:30	6:00	8:30	6:00	8:30	6:00
KBBB-FM								
SP '01	9:15	5:45	9:15	5:45	9:15	5:45	9:15	5:45
WI '01	10:00	6:00	10:00	6:00	10:00	6:00	10:00	6:00
FA '00	9:30	7:00	9:30	7:00	9:30	7:00	9:30	7:00
SU '00	7:30	8:00	7:30	8:00	7:30	8:00	7:30	8:00
4-Book	9:30	7:00	9:30	7:00	9:30	7:00	9:30	7:00
SP '00	8:30	6:00	8:30	6:00	8:30	6:00	8:30	6:00
KCCC-FM								
SP '01	9:15	5:45	9:15	5:45	9:15	5:45	9:15	5:45
WI '01	10:00	6:00	10:00	6:00	10:00	6:00	10:00	6:00
FA '00	9:30	7:00	9:30	7:00	9:30	7:00	9:30	7:00
SU '00	7:30	8:00	7:30	8:00	7:30	8:00	7:30	8:00
4-Book	9:30	7:00	9:30	7:00	9:30	7:00	9:30	7:00
SP '00	8:30	6:00	8:30	6:00	8:30	6:00	8:30	6:00
KDDD-AM								
SP '01	9:15	5:45	9:15	5:45	9:15	5:45	9:15	5:45
WI '01	10:00	6:00	10:00	6:00	10:00	6:00	10:00	6:00
FA '00	9:30	7:00	9:30	7:00	9:30	7:00	9:30	7:00
SU '00	7:30	8:00	7:30	8:00	7:30	8:00	7:30	8:00
4-Book	9:30	7:00	9:30	7:00	9:30	7:00	9:30	7:00
SP '00	8:30	6:00	8:30	6:00	8:30	6:00	8:30	6:00

Time Spent Listening

- Arbitron measures two radio listening behaviors with the diary: time spent listening and cume.
- Time spent listening is very helpful for making programming decisions. This estimate indicates how long the typical listener spends with the radio station in a week.
- Present to potential advertisers the time people invest listening to radio and to the radio station.
- Ten leading demographic target groups have a time spent listening trend and four-book average published here. Which groups have the most time spent listening? The station's stated target demographic audience should also have the highest time spent listening.

Format for Markets Surveyed Four Times a Year

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34
KAAA-AM					
SP '01	9:15	5:45	9:15	5:45	9:15
WI '01	10:00	6:00	10:00	6:00	10:00
FA '00	9:30	7:00	9:30	7:00	9:30
SU '00	7:30	8:00	7:30	8:00	7:30
4-Book	9:30	7:00	9:30	7:00	9:30
SP '00	8:30	6:00	8:30	6:00	8:30

Format for Markets Surveyed Two Times a Year

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34
KCCC-AM					
SP '01	9:15	5:45	9:15	5:45	9:15
FA '00	9:30	7:00	9:30	7:00	9:30
2-Book	9:30	7:00	9:30	7:00	9:30
SP '00	8:30	6:00	8:30	6:00	8:30
FA '99	9:30	7:00	9:30	7:00	9:30
SP '99	9:00	6:30	9:00	6:30	9:00
SU '00	7:30	8:00	7:30	8:00	7:30
4-Book	9:30	7:00	9:30	7:00	9:30
SP '00	8:30	6:00	8:30	6:00	8:30

** Stations not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

& Both of the previous footnotes apply.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Sections of the Arbitron Radio Market Report

The Listener Estimates *(continued)*

Listener Estimates/Metro

Cume Duplication Percent

		Persons 12+															
		Monday-Sunday 6AM-MID															
		KA	KB	KC	KD	WA	WB	WD	KE	KF	KG	KH	KJ	KL	KM	KN	WE
		3551	2551	1551	4551	6551	7551	8551	9551	3551	2551	1551	4551	6551	7551	8551	9551
Cume Pers. (00)		3551	2551	1551	4551	6551	7551	8551	9551	3551	2551	1551	4551	6551	7551	8551	9551
KA	100																
KB	19	100															
KC	14	14	100														
KD	9	1	6	100													
WA	19	8	18	7	100												
WB	14	14	90	9	9	100											
WD	1	1	6	4	23	18	100										
KE	19	7	18	7	9	6	4	100									
KF	14	14	6	9	9	9	9	9	100								
KG	5	1	6	4	23	18	7	9	6	100							
KH	19	4	18	7	9	6	4	12	67	14	100						
KJ	14	14	3	9	9	9	9	9	9	9	18	100					
KL	2	1	6	4	23	18	7	9	6	4	12	67	100				
KM	19	1	18	7	9	6	4	12	67	14	24	15	10	100			
KN	14	14	2	9	9	9	9	9	9	9	18	7	9	6	100		
WE	10	1	6	4	23	18	7	9	6	4	12	67	14	24	15	100	
WF	19	10	18	7	9	6	4	12	67	14	24	15	10	21	1	3	
WG	14	14	10	9	9	9	9	9	9	9	18	7	9	6	4	12	
WH	1	1	6	4	23	18	7	9	6	4	12	67	14	24	15	10	
WJ	19	10	18	7	9	6	4	12	67	14	24	15	10	21	1	3	
WL	14	14	10	9	9	9	9	9	9	9	18	7	9	6	4	12	
KL	2	1	6	4	23	18	7	9	6	4	12	67	10	24	15	10	
KM	19	1	18	7	9	6	4	12	67	14	24	15	12	1	3	6	
KMM	19	1	18	7	9	6	4	12	67	14	24	15	12	1	3	6	
WO	14	14	2	9	9	9	9	9	9	9	18	7	9	6	4	12	
WP	10	1	6	4	23	18	7	9	6	4	12	67	14	24	15	9	
WQ	19	10	18	7	9	6	4	12	67	14	24	15	10	21	1	3	
WR	14	14	10	9	9	9	9	9	9	9	18	7	9	6	4	12	
WSS	16	1	6	4	23	18	7	9	6	4	12	67	14	24	15	10	
WB	19	10	18	7	9	6	4	12	67	14	24	15	10	21	1	3	
WC	14	14	10	9	9	9	9	9	9	9	18	7	9	6	4	12	
WD	16	1	6	4	23	18	7	9	6	4	12	67	14	24	15	10	
KA	19	16	18	7	9	6	4	12	67	14	24	15	10	21	1	3	
KB	14	14	16	9	9	9	9	9	9	9	18	7	9	6	4	12	
KC	9	1	6	16	23	18	7	9	6	4	12	67	14	24	15	10	
KD	16	1	6	4	23	18	7	9	6	4	12	67	14	24	15	10	
WA	19	16	18	7	9	6	4	12	67	14	24	15	10	21	1	3	

Cume Duplication Percent

- This table answers the question "What percentage of my station's audience also listens to other radio stations and which ones are they?"
- The report is read by finding the station at the top of the page. Under the station call letters is the 12+ total week cume. Going down the column, the numbers state the percentage of cume shared with the station listed in the left-hand column of that row.
- When attempting to add the most reach to a radio schedule, the stations that duplicate least will make this happen.
- When trying to add frequency to a buy, the stations that share the most audience will yield a higher schedule frequency.

Report Features

Demo: P12+

Estimates: Cume (00) and percent duplication of each pair of stations

Daypart: Monday-Sunday 6AM-Midnight

+ Station(s) changed call letters - see Page 13.

NOTE: Read across top then down to find percent of top station's cume duplication with side station.



Sections of the Arbitron Radio Market Report

The Listener Estimates *(continued)*

Exclusive & Overnight Listener

Persons 12+														
Monday-Sunday														
	Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr			
	(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)			
KAAA-AM	5678	1.3	30	364	2558	KAAA-AM	20	248	30	364	2558	KAAA-AM		
KBBB-AM	5678	1.3	30	364	2558	KBBB-AM	20	248	30	364	2558	KBBB-AM		
KCCC-AM	5678	1.3	30	364	2558	KCCC-AM	20	248	30	364	2558	KCCC-AM		
KDDD-AM	5678	1.3	30	364	2558	KDDD-AM	20	248	30	364	2558	KDDD-AM		
KEEE-AM	5678	1.3	30	364	2558	KEEE-AM	20	248	30	364	2558	KEEE-AM		
KFFF-AM	5678	1.3	30	364	2558	KFFF-AM	20	248	30	364	2558	KFFF-AM		
KGGG-AM	5678	1.3	30	364	2558	KGGG-AM	20	248	30	364	2558	KGGG-AM		
KHHH-AM	5678	1.3	30	364	2558	KHHH-AM	20	248	30	364	2558	KHHH-AM		
KIII-AM	5678	1.3	30	364	2558	KIII-AM	20	248	30	364	2558	KIII-AM		
KJJJ-AM	5678	1.3	30	364	2558	KJJJ-AM	20	248	30	364	2558	KJJJ-AM		
KLLL-AM	5678	1.3	30	364	2558	KLLL-AM	20	248	30	364	2558	KLLL-AM		
KMMM-AM	5678	1.3	30	364	2558	KMMM-AM	20	248	30	364	2558	KMMM-AM		
KAAA-AM	5678	1.3	30	364	2558	KAAA-AM	20	248	30	364	2558	KAAA-AM		
KBBB-AM	5678	1.3	30	364	2558	KBBB-AM	20	248	30	364	2558	KBBB-AM		
KCCC-AM	5678	1.3	30	364	2558	KCCC-AM	20	248	30	364	2558	KCCC-AM		
KDDD-AM	5678	1.3	30	364	2558	KDDD-AM	20	248	30	364	2558	KDDD-AM		
KEEE-AM	5678	1.3	30	364	2558	KEEE-AM	20	248	30	364	2558	KEEE-AM		
KFFF-AM	5678	1.3	30	364	2558	KFFF-AM	20	248	30	364	2558	KFFF-AM		
KGGG-AM	5678	1.3	30	364	2558	KGGG-AM	20	248	30	364	2558	KGGG-AM		
KHHH-AM	5678	1.3	30	364	2558	KHHH-AM	20	248	30	364	2558	KHHH-AM		
												TOTALS		

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

Exclusive & Overnight Listening

- This is the percentage of the station's audience that listens to no other radio station. If an advertiser wants to reach this audience by radio, it can be done only on this station!
- The exclusive audience estimate can make a strong statement about the loyalty of the station's audience.
- Midnight to 6AM generally contains small audiences relative to Morning Drive; however, there is substantial inventory during this daypart and there could be a large group of advertisers that would find advertising in this daypart beneficial (24-hour stores, after-hours clubs, all-night restaurants, health products, hotels, etc.).
- This page is the only place to find a 24-hour cume for the seven-day period.
- Subtract the Monday-Sunday 6AM to Midnight cume from the 24-hour cume to determine how many listeners are listening only during Midnight to 6AM.

Report Features

Demo: P12+

Estimates: AQH (00), Cume (00)

Dayparts: Exclusive Cume Monday-Sunday 6AM-Midnight, Monday-Sunday Midnight-6AM, 7-day 24-hour Cume

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Sections of the Arbitron Radio Market Report

The Listener Estimates *(continued)*

Listener Estimates/Metro

Ethnic Composition

Persons 12+													
Monday-Sunday 6AM-MID													
	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg		AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
KAAA-AM	311	100	.6	4371	100	8.3	KAAA-AM	311	100	.6	4371	100	8.3
Total							Total						
Black	2	1		64	1	1.5	Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2	Hispanic	16	5	.2	400	9	5.2
KBBB-AM	311	100	.6	4371	100	8.3	KBBB-AM	311	100	.6	4371	100	8.3
Total							Total						
Black	2	1		64	1	1.5	Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2	Hispanic	16	5	.2	400	9	5.2
KCCC-AM	311	100	.6	4371	100	8.3	KCCC-AM	311	100	.6	4371	100	8.3
Total							Total						
Black	2	1		64	1	1.5	Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2	Hispanic	16	5	.2	400	9	5.2
KDDD-AM	311	100	.6	4371	100	8.3	KDDD-AM	311	100	.6	4371	100	8.3
Total							Total						
Black	2	1		64	1	1.5	Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2	Hispanic	16	5	.2	400	9	5.2
KEEE-AM	311	100	.6	4371	100	8.3	KEEE-AM	311	100	.6	4371	100	8.3
Total							Total						
Black	2	1		64	1	1.5	Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2	Hispanic	16	5	.2	400	9	5.2
KFFF-AM	311	100	.6	4371	100	8.3	KFFF-AM	311	100	.6	4371	100	8.3
Total							Total						
Black	2	1		64	1	1.5	Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2	Hispanic	16	5	.2	400	9	5.2
KGGG-AM	311	100	.6	4371	100	8.3	KGGG-AM	311	100	.6	4371	100	8.3
Total							Total						
Black	2	1		64	1	1.5	Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2	Hispanic	16	5	.2	400	9	5.2
KHHH-AM	311	100	.6	4371	100	8.3	KHHH-AM	311	100	.6	4371	100	8.3
Total							Total						
Black	2	1		64	1	1.5	Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2	Hispanic	16	5	.2	400	9	5.2
KAAA-AM	311	100	.6	4371	100	8.3	KAAA-AM	311	100	.6	4371	100	8.3
Total							Total						
Black	2	1		64	1	1.5	Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2	Hispanic	16	5	.2	400	9	5.2
KBBB-AM	311	100	.6	4371	100	8.3	KBBB-AM	311	100	.6	4371	100	8.3
Total							Total						
Black	2	1		64	1	1.5	Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2	Hispanic	16	5	.2	400	9	5.2
KCCC-AM	311	100	.6	4371	100	8.3	KCCC-AM	311	100	.6	4371	100	8.3
Total							Total						
Black	2	1		64	1	1.5	Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2	Hispanic	16	5	.2	400	9	5.2
KDDD-AM	311	100	.6	4371	100	8.3	KDDD-AM	311	100	.6	4371	100	8.3
Total							Total						
Black	2	1		64	1	1.5	Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2	Hispanic	16	5	.2	400	9	5.2
KEEE-AM	311	100	.6	4371	100	8.3	KEEE-AM	311	100	.6	4371	100	8.3
Total							Total						
Black	2	1		64	1	1.5	Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2	Hispanic	16	5	.2	400	9	5.2
KFFF-AM	311	100	.6	4371	100	8.3	KFFF-AM	311	100	.6	4371	100	8.3
Total							Total						
Black	2	1		64	1	1.5	Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2	Hispanic	16	5	.2	400	9	5.2
KGGG-AM	311	100	.6	4371	100	8.3	KGGG-AM	311	100	.6	4371	100	8.3
Total							Total						
Black	2	1		64	1	1.5	Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2	Hispanic	16	5	.2	400	9	5.2
KHHH-AM	311	100	.6	4371	100	8.3	KHHH-AM	311	100	.6	4371	100	8.3
Total							Total						
Black	2	1		64	1	1.5	Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2	Hispanic	16	5	.2	400	9	5.2
TOTALS	311	100	.6	4371	100	8.3	TOTALS	311	100	.6	4371	100	8.3
Total							Total						
Black	2	1		64	1	1.5	Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2	Hispanic	16	5	.2	400	9	5.2

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

& Both of the previous footnotes apply.

Ethnic Composition

- In Metros that are controlled for black population, Hispanic population, or both, estimates are provided for both AQH and Cume for the controlled population.
- The percentage of a station's audience that is black or Hispanic is also shown for both AQH and Cume. Advertisers targeting an ethnic market can identify which stations deliver the highest percentage of their target.

Report Features

Demo: P12+

Estimates: AQH (00), ethnic percent and rating; Cume (00), ethnic percent and rating

Daypart: Monday-Sunday 6AM-Midnight

Sections of the Arbitron Radio Market Report

The Listener Estimates *(continued)*

TSA Target Listeners

Monday-Sunday 6AM-MID

AQH and Cume Persons (00)

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KAAA-AM										
TSA AQH	150	150	150	150	150	150	150	150	150	150
Metro AQH	100	100	100	100	100	100	100	100	100	100
TSA Cume	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
Metro Cume	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
KBBB-AM										
TSA AQH	150	150	150	150	150	150	150	150	150	150
Metro AQH	100	100	100	100	100	100	100	100	100	100
TSA Cume	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
Metro Cume	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
KCCC-AM										
TSA AQH	150	150	150	150	150	150	150	150	150	150
Metro AQH	100	100	100	100	100	100	100	100	100	100
TSA Cume	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
Metro Cume	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
KDDD-AM										
TSA AQH	150	150	150	150	150	150	150	150	150	150
Metro AQH	100	100	100	100	100	100	100	100	100	100
TSA Cume	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
Metro Cume	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
KEEE-AM										
TSA AQH	150	150	150	150	150	150	150	150	150	150
Metro AQH	100	100	100	100	100	100	100	100	100	100
TSA Cume	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
Metro Cume	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
KFFF-AM										
TSA AQH	150	150	150	150	150	150	150	150	150	150
Metro AQH	100	100	100	100	100	100	100	100	100	100
TSA Cume	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
Metro Cume	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
KGGG-AM										
TSA AQH	150	150	150	150	150	150	150	150	150	150
Metro AQH	100	100	100	100	100	100	100	100	100	100
TSA Cume	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
Metro Cume	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
KHHH-AM										
TSA AQH	150	150	150	150	150	150	150	150	150	150
Metro AQH	100	100	100	100	100	100	100	100	100	100
TSA Cume	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
Metro Cume	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
KJJJ-AM										
TSA AQH	150	150	150	150	150	150	150	150	150	150
Metro AQH	100	100	100	100	100	100	100	100	100	100
TSA Cume	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
Metro Cume	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
KAAA-AM										
TSA AQH	150	150	150	150	150	150	150	150	150	150
Metro AQH	100	100	100	100	100	100	100	100	100	100
TSA Cume	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
Metro Cume	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
KBBB-AM										
TSA AQH	150	150	150	150	150	150	150	150	150	150
Metro AQH	100	100	100	100	100	100	100	100	100	100
TSA Cume	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
Metro Cume	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
TOTALS										
TSA AQH	150	150	150	150	150	150	150	150	150	150
Metro AQH	100	100	100	100	100	100	100	100	100	100
TSA Cume	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
Metro Cume	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000

TSA Target Listeners

(includes corresponding Metro estimates)

- TSA estimates reflect audience estimates for both the Metro and non-Metro TSA counties.
- The non-Metro audience to a station can be calculated by subtracting the Metro AQH or Cume from the corresponding TSA AQH or Cume.

Report Features

Demos: P12+; Persons, Men and Women 18-34, 25-54, 35-64

Estimates: TSA and Metro AQH (00); TSA and Metro Cume (00)

Daypart: Monday-Sunday 6AM-Midnight

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

& Both of the previous footnotes apply.

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Sections of the Arbitron Radio Market Report

The Listener Estimates *(continued)*

DMA Target Listeners

AQH and Cume Persons														
	Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sat 10AM	
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg
WAAA-FM														
P 12+	349	.7	2431	349	.7	2431	349	.7	2431	349	.7	2431	349	
Teens 12-17	50	1.2	564	50	1.2	564	50	1.2	564	50	1.2	564	50	
M 18-34	199	2.4	996	199	2.4	996	199	2.4	996	349	.7	2431	349	
W 18-34	63	.8	486	63	.8	486	63	.8	486	63	.8	486	63	
M 18-49	223	1.5	1222	223	1.5	1222	223	1.5	1222	223	1.5	1222	223	
W 18-49	70	.5	585	70	.5	585	70	.5	585	70	.5	585	70	
M 25-49	124	1.1	660	124	1.1	660	124	1.1	660	124	1.1	660	124	
W 25-49	25	.2	243	25	.2	243	25	.2	243	25	.2	243	25	
M 25-54	124	1.0	660	124	1.0	660	124	1.0	660	124	1.0	660	124	
W 25-54	27	.2	258	27	.2	258	27	.2	258	27	.2	258	27	
M 35-64	24	.2	226	24	.2	226	24	.2	226	24	.2	226	24	
W 35-64	9	.1	114	9	.1	114	9	.1	114	9	.1	114	9	
WBBB-FM														
P 12+	349	.7	2431	349	.7	2431	349	.7	2431	349	.7	2431	349	
Teens 12-17	50	1.2	564	50	1.2	564	50	1.2	564	50	1.2	564	50	
M 18-34	199	2.4	996	199	2.4	996	199	2.4	996	349	.7	2431	349	
W 18-34	63	.8	486	63	.8	486	63	.8	486	63	.8	486	63	
M 18-49	223	1.5	1222	223	1.5	1222	223	1.5	1222	223	1.5	1222	223	
W 18-49	70	.5	585	70	.5	585	70	.5	585	70	.5	585	70	
M 25-49	124	1.1	660	124	1.1	660	124	1.1	660	124	1.1	660	124	
W 25-49	25	.2	243	25	.2	243	25	.2	243	25	.2	243	25	
M 25-54	124	1.0	660	124	1.0	660	124	1.0	660	124	1.0	660	124	
W 25-54	27	.2	258	27	.2	258	27	.2	258	27	.2	258	27	
M 35-64	24	.2	226	24	.2	226	24	.2	226	24	.2	226	24	
W 35-64	9	.1	114	9	.1	114	9	.1	114	9	.1	114	9	
WCCC-FM														
P 12+	349	.7	2431	349	.7	2431	349	.7	2431	349	.7	2431	349	
Teens 12-17	50	1.2	564	50	1.2	564	50	1.2	564	50	1.2	564	50	
M 18-34	199	2.4	996	199	2.4	996	199	2.4	996	349	.7	2431	349	
W 18-34	63	.8	486	63	.8	486	63	.8	486	63	.8	486	63	
M 18-49	223	1.5	1222	223	1.5	1222	223	1.5	1222	223	1.5	1222	223	
W 18-49	70	.5	585	70	.5	585	70	.5	585	70	.5	585	70	
M 25-49	124	1.1	660	124	1.1	660	124	1.1	660	124	1.1	660	124	
W 25-49	25	.2	243	25	.2	243	25	.2	243	25	.2	243	25	
M 25-54	124	1.0	660	124	1.0	660	124	1.0	660	124	1.0	660	124	
W 25-54	27	.2	258	27	.2	258	27	.2	258	27	.2	258	27	
M 35-64	24	.2	226	24	.2	226	24	.2	226	24	.2	226	24	
W 35-64	9	.1	114	9	.1	114	9	.1	114	9	.1	114	9	
WDDD-FM														
P 12+	349	.7	2431	349	.7	2431	349	.7	2431	349	.7	2431	349	
Teens 12-17	50	1.2	564	50	1.2	564	50	1.2	564	50	1.2	564	50	
M 18-34	199	2.4	996	199	2.4	996	199	2.4	996	349	.7	2431	349	
W 18-34	63	.8	486	63	.8	486	63	.8	486	63	.8	486	63	
M 18-49	223	1.5	1222	223	1.5	1222	223	1.5	1222	223	1.5	1222	223	
W 18-49	70	.5	585	70	.5	585	70	.5	585	70	.5	585	70	
M 25-49	124	1.1	660	124	1.1	660	124	1.1	660	124	1.1	660	124	
W 25-49	25	.2	243	25	.2	243	25	.2	243	25	.2	243	25	
M 25-54	124	1.0	660	124	1.0	660	124	1.0	660	124	1.0	660	124	
W 25-54	27	.2	258	27	.2	258	27	.2	258	27	.2	258	27	
M 35-64	24	.2	226	24	.2	226	24	.2	226	24	.2	226	24	
W 35-64	9	.1	114	9	.1	114	9	.1	114	9	.1	114	9	
TOTALS														
P 12+	349	.7	2431	349	.7	2431	349	.7	2431	349	.7	2431	349	
Teens 12-17	50	1.2	564	50	1.2	564	50	1.2	564	50	1.2	564	50	.7
M 18-34	199	2.4	996	199	2.4	996	199	2.4	996	349	.7	2431	349	2431
W 18-34	63	.8	486	63	.8	486	63	.8	486	63	.8	486	63	.8
M 18-49	223	1.5	1222	223	1.5	1222	223	1.5	1222	223	1.5	1222	223	1.5
W 18-49	70	.5	585	70	.5	585	70	.5	585	70	.5	585	70	.5
M 25-49	124	1.1	660	124	1.1	660	124	1.1	660	124	1.1	660	124	1.1
W 25-49	25	.2	243	25	.2	243	25	.2	243	25	.2	243	25	.2
M 25-54	124	1.0	660	124	1.0	660	124	1.0	660	124	1.0	660	124	1.0
W 25-54	27	.2	258	27	.2	258	27	.2	258	27	.2	258	27	.2
M 35-64	24	.2	226	24	.2	226	24	.2	226	24	.2	226	24	.2
W 35-64	9	.1	114	9	.1	114	9	.1	114	9	.1	114	9	.1

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

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DMA Target Listeners

- DMA target audience reports radio listening estimates based on Nielsen Media Research, Inc.'s Designated Market Area (DMA), which is a geography defined by television viewing patterns. Every county in the United States is assigned to one and only one DMA.
- Arbitron publishes radio listening estimates for the top 50 DMAs in Spring and Fall.
- The DMA is a standard market definition for buying and selling television, newspapers, outdoor advertising and other media.
- Compare radio estimates to other media within this matched geography.
- Stations that are outside the Metro but have substantial audiences within their signal coverage may appear in the DMA section.
- Radio network and syndication coverage can be best calculated using this section because there are no county overlaps.



What You Can/Can't Do with the Numbers

Certain estimates can be added together and others cannot. Since it's often difficult to remember which estimates are compatible, here's a convenient chart:

DO'S AND DON'TS			
	Station + Station	Demographic + Demographic	Daypart + Daypart
AQH Persons	Yes	Yes	No
AQH Ratings	Yes	No	No
AQH Shares	Yes	No	No
Cume Persons	No	Yes	No
Cume Ratings	No	No	No

This chart assumes a constant geography and nonoverlapping demographics/dayparts (Metro compared to Metro; 18-34 added to 35-64).

AQH Persons, Ratings, Shares

Stations: For all AQH estimates (Persons, Ratings and Shares), stations may be added together *so long as the demo and daypart for the individual station estimates are the same.*

Demographics: For AQH Persons, demographic cells may be added together to produce broader demographics (e.g., Teens and Persons 18-24 can be added together to produce Persons 12-24) *so long as the daypart is held constant.* However, for AQH Ratings, demos are not additive because their denominators are entirely different populations. Likewise, for AQH shares, demos are not additive because their denominators are entirely different AQH PUR * Totals.

* PUR = Persons Using Radio. It is a convenient shorthand for Metro or DMA Totals.

In order to combine demos for Ratings, it is necessary to uncalculate the station rating, combine the demos, then recalculate the Rating:

$$\text{Men 18-24 AQH Rating} + \text{Men 25-34 AQH Rating} =$$

$$\frac{\text{Men 18-24 AQH Pers}}{\text{M18-24 Pop}} + \frac{\text{Men 25-34 AQH Pers}}{\text{M25-34 Pop}} =$$

$$\frac{\text{Men 18-24 AQH Pers}}{\text{M18-24 Pop}} + \frac{\text{Men 25-34 AQH Pers}}{\text{M25-34 Pop}} =$$

$$\frac{\text{M18-34 AQH Persons}}{\text{M18-34 Pop}} = \text{Men 18-34 Rating}$$

Similarly, in order to combine demos for Shares, it is necessary to uncalculate the station Share, combine the demos, then recalculate the Share:

$$\text{Men 18-34 Share} + \text{Men 25-34 Share} =$$

$$\frac{\text{Men 18-24 AQH Pers}}{\text{M18-24 AQH PUR}} + \frac{\text{Men 25-34 AQH Pers}}{\text{M25-34 AQH PUR}} =$$

$$\frac{\text{M18-24 AQH Pers} + \text{Men 25-34 AQH Pers}}{\text{M18-24 AQH PUR} + \text{M25-34 AQH PUR}} =$$

$$\frac{\text{M18-34 AQH Persons}}{\text{M18-34 AQH PUR}} = \text{Men 18-34 Rating}$$

Dayparts: Daypart AQH estimates are not additive under any circumstance, since by definition, daypart is not held constant. It was demonstrated above that AQH Ratings and Shares for combined demos are not the sums of the Ratings and Shares for the individual demos, but the weighted averages of the Ratings and Shares for the individual demos. Likewise for combined dayparts: They are the

What You Can/Can't Do with the Numbers

weighted averages of the component dayparts, not the sum of the component dayparts; and they, too, are computed by first unaveraging AQH Persons for the component dayparts, summing the Quarter-Hour Persons, and then dividing by the number of quarter-hours in the combined daypart to get the Average Quarter-Hour Persons for the combined daypart:

$$\begin{aligned} & \text{Mon-Fri 6A-7P AQH Persons} + \text{Mon-Fri 7P-MID AQH Persons} = \\ & \frac{\left(\text{Mon-Fri 6A-7P AQH Pers} \times \frac{260}{\text{QHs}} \right) + \left(\text{Mon-Fri 7P-MID AQH Pers} \times \frac{100}{\text{QHs}} \right)}{360 \text{ QHs}} = \\ & \frac{\text{Mon-Fri 6A-7P QH Persons}^* + \text{Mon-Fri 7P-MID QH Persons}}{360 \text{ QHs}} = \\ & \frac{\text{Mon-Fri 6A-MID QH Persons}}{360} = \text{Mon-Fri 6A-MID AQH Persons} \end{aligned}$$

* QH Persons = Σ (PPDV × QHs)

Cume Persons, Ratings

Stations: The definition of Cume is the number of *different* persons listening to a particular station or group of stations. Cume estimates for individual stations cannot be added together because of possible duplication: The same listener would be counted more than once if she/he listened to more than one of the stations in the combination.

Demographics: Cume Persons for nonoverlapping demographic groups may be added together, since there is no possibility of counting the same person twice, *so long as the daypart for the individual station estimates is the same*. However, Cume Ratings are not additive, for the same reason that AQH Ratings are not additive: because they are calculated using different denominators (i.e., population bases).

Dayparts: Cume estimates for different dayparts are not additive under any circumstances—for the same reason that AQH estimates for different dayparts are not additive and also because of possible duplication of Cume persons across dayparts.

Basic Equations and Buying/Selling Formulas

This section contains equations and formulas you can use to make the most of the audience estimates in your Radio Market Report. Whether you're buying or selling radio, following these simple equations can give you the information you need to be on top of any buying/selling situation.

Designed in a workbook format, this section allows you to provide your own information and apply your ratings skills right away using your own current Radio Market Report.

With this information (below), you'll be able to calculate:

- Average Quarter-Hour Rating
- Average Quarter-Hour Share
- Cume Rating
- Target Audience Efficiency
- Exclusive Cume Percent
- Exclusive Cume Rating
- Time Spent Listening
- Turnover

Basic Reference Data

Metro: _____

Station: _____

Daypart: _____

Demo: _____

Station				Metro*	
Persons 12+ AQH Persons	Demo AQH Persons	Demo Cume Persons	Demo Exclusive Cume Persons	Demo Total AQH Persons (AQH PUR)	Demo Population

* Could also be calculated for TSA or DMA, so long as all estimates and populations reflect the same geography.

Basic Equations and Buying/Selling Formulas

Basic Calculations

Average Quarter-Hour Rating expresses the AQH Persons estimate for a demographic group as a percentage of that population in a geographic area. A rating of 1 represents 1% of the population.

$$\frac{\text{AQH Persons}}{\text{Population}} \times 100 = \text{Average Quarter-Hour Rating}$$

Metro: _____

Station: _____

Daypart: _____

Demo: _____

$$\frac{\text{AQH Persons ()}}{\text{Population ()}} \times 100 = \text{AQH Rating ()}$$

Average Quarter-Hour Share is a station's AQH Persons audience expressed as a percentage of total radio listening (Metro Total or DMA Total) for a demographic group.

$$\frac{\text{AQH Persons}}{\text{Metro Total AQH Persons}} \times 100 = \text{AQH Share}$$

Metro: _____

Station: _____

Daypart: _____

Demo: _____

$$\frac{\text{AQH Persons ()}}{\text{Metro Total AQH Persons ()}} \times 100 = \text{AQH Share ()}$$

Cume Rating expresses the Cume Persons estimate for a demographic group as a percentage of that population in a geographic area. A Cume Rating of 20 means that a station is reaching an estimated 20% of the 12+ population.

$$\frac{\text{Cume Persons}}{\text{Population}} \times 100 = \text{Cume Rating}$$

Metro: _____

Station: _____

Daypart: _____

Demo: _____

$$\frac{\text{Cume Persons ()}}{\text{Population ()}} \times 100 = \text{Cume Rating ()}$$

Target Audience Efficiency (Audience Composition)

expresses a station's AQH Persons audience for a particular demographic target as a percentage of the station's total (Persons 12+) audience. This figure demonstrates a station's coverage of a particular demographic target and is valuable when deciding between two alternatives; the more precisely targeted station (i.e., the station with the higher percent) is the more efficient. This concept can also be applied to Cume and Time Spent Listening.

$$\frac{\text{Station Demo AQH Persons}}{\text{Station P12+ AQH Persons}} \times 100 = \text{TAE}$$

Metro: _____

Station: _____

Daypart: _____

Demo: _____

$$\frac{\text{Station Demo AQH Persons ()}}{\text{Station P12+ AQH Persons ()}} \times 100 = \text{TAE ()}$$

Basic Equations and Buying/Selling Formulas

Exclusive Cume Percent is a station's Exclusive Cume Persons audience expressed as a percentage of its total Cume Persons audience. This figure is the percent of a station's total Cume audience which listens only to that station and reflects the loyalty of the station's audience.

$$\frac{\text{Exclusive Cume Persons}}{\text{Cume Persons}} \times 100 = \text{Exclusive Cume Percent}$$

Metro: _____

Station: _____

Daypart: _____

Demo: _____

$$\frac{\text{Exclusive Cume Persons ()}}{\text{Cume Persons ()}} \times 100 = \text{Exclusive Cume Percent ()}$$

Exclusive Cume Rating is a station's Exclusive Cume Persons audience for a target demographic expressed as a percentage of the population for that demographic. This figure demonstrates the percentage of target customers which can only be reached by that station.

$$\frac{\text{Exclusive Cume Persons}}{\text{Population}} \times 100 = \text{Exclusive Cume Rating}$$

Metro: _____

Station: _____

Daypart: _____

Demo: _____

$$\frac{\text{Exclusive Cume Persons ()}}{\text{Population ()}} \times 100 = \text{Exclusive Cume Rating ()}$$

Time Spent Listening (TSL) is the amount of time the average listener spends with a particular station during a daypart. It is calculated by dividing the total amount of listening (in quarter-hours) by the total number of listeners. Total quarter-hours is computed by "unaveraging" Average Quarter-Hour Persons—that is, multiplying AQH Persons by the number of quarter-hours in the daypart (*see calculation below*):

$$\frac{\text{AQH Persons} \times \text{Quarter-Hours in Daypart}}{\text{Cume Persons}} = \text{TSL}$$

Metro: _____

Station: _____

Daypart: _____

Demo: _____

$$\frac{\text{AQH Persons ()} \times \text{QHs in Daypart ()}}{\text{Cume Persons ()}} = \text{TSL ()}$$

Turnover is the number of different groups of persons that make up a station's audience. It is the ratio Cume Persons to AQH Persons. The lower the turnover factor, the more loyal the station's audience. The higher the turnover factor, the faster the rate of Cume growth. Turnover reflects the relationship between AQH and Cume.

$$\frac{\text{Cume Persons}}{\text{AQH Persons}} = \text{Turnover Factor}$$

Metro: _____

Station: _____

Daypart: _____

Demo: _____

$$\frac{\text{Cume Persons ()}}{\text{AQH Persons ()}} = \text{Turnover ()}$$

Basic Equations and Buying/Selling Formulas

How to Calculate Quarter-Hours in Daypart:

$$\begin{array}{l} \text{Example:} \\ \text{Mon-Fri 6A-10A} = \end{array} \frac{\# \text{ days in daypart} \times \# \text{ hours in daypart} \times \# \text{ QHs in an hour}}{= \# \text{ QHs in a daypart}} = 5 \text{ days} \times 4 \text{ hours} \times 4 \text{ QHs} = 80 \text{ QHs in daypart}$$

Buying/Selling Formulas

Gross Impressions (GIs) are the number of impressions a schedule will deliver. GIs are computed by multiplying the AQH Persons estimate for the particular daypart by the number of spots to be run in the daypart. The GIs for the individual dayparts are then summed to obtain the total number of GIs a schedule will deliver.

Note: As the name implies, Gross Impressions represent the total number of times a spot will be heard—not the number of persons who will hear it.

Metro: _____

Station: _____

Demo: _____

Daypart	AQH Persons	x	# Spots	=	GIs
<i>Example:</i> M-F 6A-10A	4700	x	5	=	23500
()	()	x	()	=	()
()	()	x	()	=	()
()	()	x	()	=	()
()	()	x	()	=	()
()	()	x	()	=	()
Total Schedule GIs					= ()

Gross Rating Points (GRPs) are the number of rating points a schedule will deliver. The most precise way to compute GRPs is to compute GIs as shown above, and then divide Schedule GIs by the population for the particular demographic group.

Note: Although Gross Rating Points are Gross Impressions expressed as a percentage of the population, GRPs should not be understood as the actual percentage of the population which would be exposed to the spot (more below).

$$\frac{\text{Schedule Gross Impressions}}{\text{Population}} = \text{Schedule GRPs}$$

Metro: _____

Station: _____

Daypart: _____

Demo: _____

$$\frac{\text{Schedule GIs ()}}{\text{Population ()}} = \text{Schedule GRPs ()}$$

Basic Equations and Buying/Selling Formulas

An alternative method of computing GRPs is to multiply the AQH Rating for each daypart by the number of spots to be run in the daypart. Then, sum the GRPs for the individual dayparts to obtain the Schedule GRPs.

Metro: _____

Station: _____

Demo: _____

Daypart	AQH Rating	x	# Spots	=	GRPs
<i>Example:</i> M-F 6A-10A	2.3	x	5	=	11.5
()	()	x	()	=	()
()	()	x	()	=	()
()	()	x	()	=	()
()	()	x	()	=	()
()	()	x	()	=	()
Total Schedule GRPs =					()

Caution: 100 GRPs do not deliver 100% of the market

Some users of audience ratings mistakenly believe that if they buy 100 Gross Rating Points in a market, they are buying 100% of the available listeners. It sounds reasonable: If one rating point equals 1% of the population, then 100 rating points must equal everyone in the market.

But remember that Gross Impressions (the basis for Gross Rating Points) equals the number of spots times the estimated number of persons hearing the spot, and does not necessarily represent different people; in fact, there is always some duplication, and there may be quite a lot of duplication.

For example, in a Metro consisting of 125,000 Persons 12+, it wouldn't even be possible for 125,000 GIs (or 100 GRPs) to represent everyone in the market. First, not every person in a market listens to radio; then, of those who do listen to radio (approximately 95%), many listen to more than one station. So, even if was considered desirable to completely avoid duplication, it probably wouldn't be achievable.

One final note: Just as 100 GRPs does not represent 100% coverage of a market, 200 or 300 GRPs does not represent reaching the entire market two or three times. Three hundred (300) GRPs, for example, may represent a reach of 30 and an average frequency of 10—or a reach of 50 and an average frequency of 6.

Reverse Gross Impressions is a term often used when calculating the number of spots needed on a competing station to match your station's Gross Impressions.

$$\frac{\text{Your Station Gross Impressions}}{\text{Competing Station AQH Persons}} = \# \text{ of spots needed}$$

Metro: _____

Demo: _____

Daypart: _____

Your Station: _____

Competing Station: _____

Your Station GIs () = # of spots ()
 Competing Station AQH ()

Basic Equations and Buying/Selling Formulas

Cost Per Gross Rating Point ("Cost Per Point") is the average cost of one GRP in a given schedule. It is calculated by dividing the total cost of the schedule by total number of GRPs the schedule is expected to deliver.

$$\frac{\text{Cost of Schedule}}{\text{GRPs}} = \text{Cost Per Point}$$

Metro: _____

Station: _____

Daypart: _____

Demo: _____

Cost of Schedule (_____)
GRPs (_____) = Cost Per Point (_____)

Cost Per Thousand (CPM) is the estimated cost of each 1,000 Gross Impressions delivered by a schedule.

$$\frac{\text{Cost of Schedule}}{\text{GIs}} \times 1,000 = \text{CPM}$$

Metro: _____

Station: _____

Daypart: _____

Demo: _____

Cost of Schedule (_____)
GIs (_____) x 1,000 = CPM (_____)

Reverse Cost Per Thousand is the maximum rate per spot a competing station can charge to be as cost-effective as your station.

$$\frac{\text{Your Station CPM} \times \text{Competing Station AQH Persons}}{1,000} = \text{Reverse CPM}$$

Metro: _____

Demo: _____

Daypart: _____

Your Station: _____

Competing Station: _____

Your Station CPM x Competing Station AQH (_____)
1,000 = Reverse CPM (_____)

Listeners Per Dollar expresses the number of persons reached (or impressions achieved) with a single advertising dollar. This calculation often demonstrates the advantage of radio over direct mail.

$$\frac{\text{AQH Persons}}{\text{Spot Cost}} = \text{Listeners Per Dollar}$$

Metro: _____

Station: _____

Daypart: _____

Demo: _____

AQH Persons (_____)
Spot Cost (\$) (_____) = Listeners Per Dollar (_____)

Basic Equations and Buying/Selling Formulas

Reach and Frequency

Reach and Frequency is the process of answering two questions:

- How many different people hear the spot at least once during its series of plays on the air?
- How many times, on average, does the listener hear the spot?

Reach identifies the estimated number of different people reached by a schedule. It is the unduplicated audience a station delivers. Reach can be expressed either as different persons or as a rating.

Frequency is the average number of times the unduplicated listener will hear an advertising message.

$$\text{Frequency} = \frac{\text{Gross Impressions}}{\text{Reach of Schedule (Persons)}}$$

OR

$$\text{Frequency} = \frac{\text{Gross Rating Points}}{\text{Reach of Schedule (Rating)}}$$

Advertisers have been using Reach and Frequency for many years to estimate the delivery of advertising schedules. This estimate helps determine the total number of different people that will hear an advertising schedule at least once. However, since the spot is not on the air constantly, the estimate is less than the station's Cume estimate for the same time period. Once Reach has been determined, Frequency can be easily calculated.

Most Reach and Frequency formulas used for evaluating radio advertising schedules are models or mathematical simulations. Reach, when calculated on models, uses probability analysis to determine an estimated audience size.

Arbitron's software applications (MaximiSer for radio stations, Media Professional for advertisers and ad agencies) provide an efficient and easy way to calculate Reach and Frequency.

Station: _____

Daypart: _____

Demo: _____

AQH Persons: _____

Cume Persons: _____

No. of Spots in Schedule: _____

Gross Impressions: _____

Cost-Per-Thousand Net Reach is the cost of reaching 1,000 different people on a station.

$$\frac{\text{Cost of Schedule \$ (000)}}{\text{Net Reach of Schedule}} = \text{CPM Net Reach}$$

Daypart: _____

Demo: _____

Station: _____

$$\frac{\text{Cost of Schedule (\$)}}{\text{Net Reach of Schedule ()}} = \text{CPM Net Reach (\$)}$$

Radio Ratings Review Quiz

Here's a brief True/False quiz to help you test your knowledge of radio audience estimates and the information contained in your Radio Market Report. All the answers are provided in this Guide.

True or False

- ___ 1. A station's share is based on population.
- ___ 2. To calculate Gross Impressions, multiply the number of spots by the AQH Persons audience.
- ___ 3. To find changes in a station's market share over time, you would refer to the "Target Listener Trends" section.
- ___ 4. You can't add Cume estimates across stations.
- ___ 5. Cume Ratings can indicate the audience penetration of stations.
- ___ 6. 100 GRPs deliver 100% of the available audience of a market.
- ___ 7. Exclusive Cume listening estimates identify the number of different people who listened to one station during a time period.
- ___ 8. If a station has an average audience of 12,000 and a cost-per-spot of \$45, the cost-per-thousand for 20 spots would be \$3.75.
- ___ 9. You can add Cume Ratings across stations and dayparts.
- ___ 10. A person listening to all quarter-hours during a time period counts more in the Cume Persons estimate than someone only tuning in during one quarter-hour.
- ___ 11. A station has an Average persons audience of 25,700 and a Cume persons audience of 135,500. The TSL for M-F 6AM-10AM is 15.2 quarter-hours.
- ___ 12. Using the above example, the turnover factor for this station is 5.3.
- ___ 13. Average Quarter-Hour Ratings and Cume Ratings have the same base.
- ___ 14. Gross Impressions represent the number of people that have heard an advertising spot.
- ___ 15. The higher the turnover factor, the faster the rate of Cume growth.

1. F 2. T 3. T 4. T 5. T 6. F 7. T 8. T 9. F 10. F 11. T 12. T 13. T 14. F 15. T

Answers

Information and Training Resources

Arbitron offers many free resources to help customers learn more about our services, radio markets, audience listening patterns and important trends in media at www.arbitron.com. Some of the information available includes:

Description of Methodology: Downloadable guide to the statistical and sampling procedures used to produce the Local Market Report. Explains diary placement, survey area determination, ratings reliability, research terminology and more. *(Available to subscribers only—contact your Arbitron representative for password.)*

Market Survey Schedule & Population Rankings: Downloadable guide to scheduled surveys in each market ranked by Metro, DMA and TSA populations.

Terms for the Trade: Online glossary of terms used in radio ratings.

Rating Distortion & Rating Bias Handbook: Downloadable guide that provides information on Arbitron's Special Station Activities policies. This guide helps station personnel avoid activities that may sensitize or bias radio listeners about the survey process.

Training and Support Center: Online service that provides self-directed training on a variety of Arbitron services.

Free Studies & Reports: Large collection of frequently updated studies on important trends in media use and consumer behavior, focusing on such issues as the growth of Internet streaming media and P1 radio listener behavior.

Beyond the Ratings: Downloadable newsletter for Arbitron radio clients that provides information on getting the most out of Arbitron services as well as information on trends and developments affecting the radio industry.

Arbitron Outlook: Downloadable newsletter for Arbitron advertiser and advertising agency clients that provides information on getting the most out of Arbitron services as well as information on trends and developments affecting the media industry.

Glossary of Terms and Abbreviations

In the back of every Radio Market Report you'll find a list of "Selected Arbitron Terms." Those terms and others are listed below, along with some easy-to-use formulas.

Glossary of Terms

Average Quarter-Hour (AQH) Persons: The average number of persons listening to a particular station for at least five minutes during a 15-minute period.

Average Quarter-Hour (AQH) Rating: The AQH Persons estimate expressed as a percentage of the population being measured.

$$\frac{\text{AQH Persons}}{\text{Population}} \times 100 = \text{AQH Rating (\%)}$$

Away-From-Home Listening: An estimate reported for a listening location outside of the home. It could identify listening taking place either in-car, at-work or some other place.

Cost Per Gross Rating Point (or "Cost Per Point"): The cost of achieving a number of impressions equivalent to one percent of the population in a given demographic group.

$$\frac{\text{Cost of Schedule}}{\text{GRPs}} = \text{Cost Per Gross Rating Point}$$

Cost Per Thousand (CPM): The cost of delivering 1,000 Gross Impressions (GIs).

$$\frac{\text{Cost of Schedule}}{\text{Gross Impressions}} \times 1,000 = \text{CPM}$$

OR

$$\frac{\text{Spot Cost}}{\text{AQH Persons}} \times 1,000 = \text{CPM}$$

Cume Duplication Percent: The percentage of one station's estimated Cume audience that listened to a second station.

Cume Persons: The estimated number of *different* persons who listened to a station for a minimum of five minutes in a quarter-hour within a reported daypart. (Cume estimates may also be referred to as *cumulative* or *unduplicated* estimates.)

Cume Rating: The cume persons audience expressed as a percentage of all persons estimated to be in the specified demographic group.

$$\frac{\text{Cume Persons}}{\text{Population}} \times 100 = \text{Cume Rating (\%)}$$

Daypart: A part of the day recognized by the industry to identify time periods of radio listening, e.g., Saturday 6AM-10AM or Monday-Friday 7PM-MID.

Demographics: This term identifies population groups according to age, sex, ethnicity, etc.

Designated Market Area (DMA): Nielsen Media Research, Inc.'s geographic market design which defines each television market exclusive of others based on measurable viewing patterns. Every county (or county equivalent) in the U.S. is assigned exclusively to one DMA. Arbitron reports radio listening estimates for the Top 50 DMAs (ranked on TV households) in the Radio Market Reports of all Standard radio markets whose Metros are located within the DMA and whose names are contained in the DMA name.

Discrete Demographics: This term refers to uncombined or nonoverlapping sex/age groups, such as Men and/or Women 18-24, 25-34, 35-44, as opposed to "target" or aggregate demographics, such as Men and/or Women 18+, 18-34, 18-49 or 25-49.

Glossary of Terms and Abbreviations

Effective Sample Base (ESB): The theoretical sample size used to estimate the sampling error of audience estimates.

Exclusive Cume: The number of different persons listening to only one station during a reported daypart.

Frequency: The average number of times a person is exposed to a radio spot schedule.

$$\frac{\text{Gross Impressions}}{\text{Net Reach}} = \text{Frequency}$$

Frequency: An FCC-authorized AM or FM band designation assigned to a city service area and a radio station licensee.

Gross Impressions (GIs): The sum of the AQH Persons audience for all spots in a given schedule.

$$\text{AQH Persons} \times \frac{\text{The number of spots in an advertising schedule}}{\text{Population}} = \text{GIs}$$

Gross Rating Points (GRPs): The total number of rating points achieved for a particular spot schedule.

$$\frac{\text{AQH Persons} \times \frac{\text{The number of spots in an advertising schedule}}{\text{Population}}}{\text{Population}} = \text{GRPs}$$

OR

$$\text{AQH Rating} \times \frac{\text{The number of spots in an advertising schedule}}{\text{Population}} = \text{GRPs}$$

Group Quarters: Living arrangements such as college dormitories, military barracks, nursing homes and prisons, *plus* dwelling units of 10 or more individuals.

In-Tab Sample: The number of usable diaries tabulated to produce the market report.

Metro: Arbitron Metros generally correspond to the Metropolitan Statistical Areas (MSAs, PMSAs, CMSAs) defined by the U.S. Government's Office of Management and Budget. They are subject to exceptions dictated by historical industry usage and other marketing considerations as determined by Arbitron.

Metro Totals and/or DMA Totals (Total listening in the Metro and/or DMA): These total listening estimates include listening to reported stations, nonqualifying commercial stations, noncommercial stations, cable-only stations and unidentified stations.

Minimum Reporting Standards (MRS): Criteria used to determine which stations qualify to be listed in a market report.

Net Reach: The number of different persons reached in a given schedule.

Persons-Per-Diary Value (PPDV): The weight which is assigned to each diary by sample balancing (based on the diarykeeper's age, sex, county and race, if applicable) immediately prior to report processing. It is the number of persons in the population which that diary represents for purposes of processing audience estimates.

Persons Using Radio (PUR): The total amount of listening to radio for a particular demo/daypart/geography. The term PUR can refer to Persons or Ratings, AQH or Cume. (See also "Metro Totals and/or DMA Totals," above.)

Rating (AQH or Cume): The AQH or Cume Persons audience expressed as a percentage of the total population.

$$\frac{\text{Persons}}{\text{Population}} \times 100 = \text{Rating (\%)}$$

Glossary of Terms and Abbreviations

Sampling Unit: A geographic area consisting of a county or county equivalent (e.g., geographic or ethnic split county, or independent city) for which sample is separately selected and monitored.

Sex/Age Populations: Various sex/age groups are determined from population estimates within a county.

Share: The percentage of those listening to radio in the Metro (or DMA) who are listening to a particular radio station.

$$\frac{\text{Station AQH Persons}}{\text{Metro AQH Persons}} \times 100 = \text{Share (\%)}$$

Simulcast: The simultaneous broadcast of one station's broadcast flow by another station (noted in the "Station Information" section, from information supplied to Arbitron by stations).

Target Demographics: Audience groups consisting of multiple discrete demographic cells (e.g., Men 18-34, Women 25-54).

Technical Difficulty (TD): Time period(s) of five or more consecutive minutes during the survey period for which an RMR-qualifying station notified Arbitron, in writing, of reduced power, intermittent power, signal interference or time off-air during the station's authorized broadcast day.

Time Spent Listening (TSL): An estimate of the amount of time the average listener spent with a station (or total radio) during a particular daypart. This estimate, expressed in hours and minutes, is reported for the Metro only.

$$\frac{\text{Quarter-hours in a time period} \times \text{AQH Persons}}{\text{Cume Persons}} = \text{TSL (in quarter-hours)}$$

To express TSL in hours and minutes:

$$\frac{\text{TSL (in quarter-hours)}}{4} = \text{HH.XX (TSL in decimal hours)}$$

↓ .XX hours
 ↓ × 60
 ↓ MM minutes
 ↓ HH:MM (TSL in hours and minutes)

Total Survey Area (TSA): A geographic area that includes the Metro Survey Area and may include additional counties (or county equivalents).

Turnover: The total number of different groups of persons that make up a station's audience.

$$\frac{\text{Cume Persons}}{\text{AQH Persons}} = \text{Turnover}$$

Universe: The estimated population for an age/sex group in a geographic area.

Glossary of Terms and Abbreviations

Frequently Used Abbreviations

AQH	Average Quarter-Hour
CMSA	Consolidated Metropolitan Statistical Area
CPM	Cost Per Thousand
CRMR	Condensed Radio Market Report
DMA	Nielsen Media Research, Inc.'s Designated Market Area
DST	Differential Survey Treatment
ERP	Effective Radiated Power
ESB	Effective Sample Base
GIs	Gross Impressions
GRPs	Gross Rating Points
HAAT	Height Above Average Terrain
HDBA	High-Density Black Area
HDHA	High-Density Hispanic Area
MRC	Media Rating Council
MRS	Minimum Reporting Standards
MSA	Metropolitan Statistical Area
PMSA	Primary Metropolitan Statistical Area
PPDV	Persons-Per-Diary Value
PUR	Persons Using Radio
RMR	Radio Market Report
SRMR	Standard Radio Market Report
TSA	Total Survey Area
TSL	Time Spent Listening

About Arbitron

Arbitron has been measuring radio listening since 1964 and is the standard for radio audience information. Our goal today remains the same as it was then—to provide the most reliable, detailed and current radio audience information available anywhere.

Arbitron measures radio audiences in 280+ markets in the U.S., with more than 90 markets measured year-round. Survey participants are selected randomly and use a personal, seven-day diary to record their listening. Arbitron processes over 1.5 million diaries each year to produce more than 680 market reports. Arbitron also offers County Coverage, which examines listening on a county-by-county level, and Nationwide, which details listening to networks and syndicators. In addition, Arbitron provides data on Internet streaming media consumption through the Arbitron Webcast RatingsSM service.

Arbitron radio listening estimates are used by the advertising community to plan and execute radio advertising buys, and by the radio industry to sell and program their stations more effectively. Arbitron customers include radio stations, advertisers, advertising agencies, media buying services, national sales representative firms, radio networks and syndicators, plus other vendors in the radio industry.

To complement our data services, Arbitron also offers several applications to analyze media use and consumer lifestyle information including MaximiSer[®], TAPSCAN[®], Media ProfessionalSM, Custom CoverageSM, MapMAKER DirectSM, PD Advantage[®], TvSCAN[®], QUALITAPSM, PRINTSCANSM and MEDIA MASTERSM.

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