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**Summary for Audience Survey Findings, July
2001 to July 2003**

September 2003

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CORE AUDIENCE

For this project, core audience is defined as the percentage of the station's audience who listen to that station most frequently. The table below shows the percentage of each station's audience which can be considered to be the core audience for each of the four surveys.

	Survey				
	Jul-01	Feb-02	Jul-02	Feb-03	Jul-03
STATION A	72.4	62.4		94.3	65.4
KCHO	34.1	12.2		19.8	24.9
KDNK	30.7	21.9		31.3	
KGVA	10.8		11.1	19.8	12.4
KHSU	26.9	21.6		22.9	33.0
KIDE	37.2		17.9	28.3	32.5
KMUN	36.2		28.3	27.5	35.4
KSER	0	0.0		11.9	15.2
STATION B	33.1	34.7		35.3	31.6
STATION C	15.5	40.0		37.2	33.3
KZYY	42.3		24.7	33.6	36.8
NCPR	33.5	20.8		33.8	29.7
WKMS	36.7	13.4		25.9	29.9
WTIP	38.9		35.1	46.6	51.1
WVMR	40.9		19.1	30.6	33.6
WVUB		7.9		10.2	19.6
WXPR	26.4		23.7	25.9	30.6
Average	32.2	23.5	22.9	31.5	32.2

Changes between the final survey and the earlier surveys is shown below.

	Changes: July 2003 Since			
	Feb-03	Jul-02	Feb-02	Jul-01
STATION A	-28.8		3.1	-7.0
KCHO	5.1		12.7	-9.2
KGVA	-7.4	1.2		1.6
KHSU	10.1		11.5	6.1
KIDE	4.2	14.6		-4.7
KMUN	7.9	7.1		-0.8
KSER	3.3		15.2	15.2
STATION B	-3.7		-3.1	-1.5
STATION C	-3.8		-6.7	17.8
KZYG	3.2	12.1		-5.5
NCPR	-4.1		8.9	-3.8
WKMS	4.0		16.5	-6.8
WTIP	4.4	15.9		12.2
WVMR	3.0	14.5		-7.3
WVUB	9.4		11.6	
WXPR	4.6	6.8	6.8	4.2
Average	0.7	10.3	7.7	0.7

AVERAGE QUARTER HOUR PERSONS

The average quarter hour persons for each of the surveys is shown below.

	Survey				
	Jul-01	Feb-02	Jul-02	Feb-03	Jul-03
STATION A	1,112	1,415		1,275	1,163
KCHO	3,230	4,868		3,616	2,411
KDNK	988	1,264		1,037	
KGVA	225		414	309	335
KHSU	969	2,528		1,361	1,761
KIDE	118		99	122	112
KMUN	638		341	566	775
KSER	763	1,145		1,220	1,884
STATION B	1,348	1,811		1,105	1,051
STATION C	646	1,262		1,171	1,512
KZYX	785		1,757	1,528	880
NCPR	783	1,062		691	772
WKMS	309	318		288	692
WTIP	238		191	313	161
WVMR	160		185	296	136
WVUB		1,259		923	807
WXPR	1,157		1,732	1,357	1,846
Average	842	1,693	674	1,011	1,019

Changes between the final survey and the earlier surveys is shown below.

	Changes: July 2003 Since			
	Feb-03	Jul-02	Feb-02	Jul-01
STATION A	-112		-252	51
KCHO	-1,205		-2,457	-819
KDNK				
KGVA	26	-78		110
KHSU	399		-767	792
KIDE	-10	13		-6
KMUN	209	435		137
KSER	664		739	1,121
STATION B	-54		-760	-297
STATION C	341		249	866
KZYX	-648	-878		95
NCPR	81		-289	-11
WKMS	404		374	383
WTIP	-152	-30		-77
WVMR	-160	-49		-24
WVUB	-116		-452	
WXPR	489	114		689
Average	10	-68	-402	201

DAILY CUME

The daily cume refers to the number of people who listened to the station at least once in the past 24 hours. The daily cumes shown below are expressed as a percentage of all adults.

	Survey				
	Jul-01	Feb-02	Jul-02	Feb-03	Jul-03
STATION A	27	38		48.5	34.8
KCHO	8	12		7.1	8.1
KDNK	12.0	14.3		17.3	
KGVA	5		5	6.4	16.3
KHSU	7	10		10.0	10.4
KIDE	14		14	16.7	17.1
KMUN	9		14	12.1	13.8
KSER	3	2		6.2	4.2
STATION B	16	19		17.0	17.0
STATION C	3	12		10.9	12.4
KZYX	10		15	11.1	13.2
NCPR	21	26		24.0	25.7
WKMS	7	8		9.3	11.5
WTIP	17		18	32.3	23.3
WVMR	19		23	33.0	24.9
WVUB		19		15.5	17.8
WXPR	11		14	19.8	20.9
Average	11.8	16.0	14.7	17.5	17.0

Changes between the final survey and the earlier surveys is shown below.

	Changes: July 2003 Since			
	Feb-03	Jul-02	Feb-02	Jul-01
STATION A	-13.7		-3.2	7.8
KCHO	1.0		-3.9	0.1
KGVA	9.9	11.3		11.3
KHSU	0.4		0.4	3.4
KIDE	0.3	3.1		3.1
KMUN	1.7	-0.3		4.8
KSER	-2.0		2.2	1.2
STATION B	0.0		-2.0	1.0
STATION C	1.5		0.4	9.4
KZYX	2.1	-1.8		3.2
NCPR	1.7		-0.3	4.7
WKMS	2.3		3.5	4.5
WTIP	-9.0	5.3		6.3
WVMR	-8.1	1.9		5.9
WVUB	2.3		-1.3	
WXPR	1.1		6.9	9.9
Average	-0.5	3.3	0.3	5.1

WEEKLY CUME

The weekly cume refers to the number of people who listened to the station at least once in the past week. The weekly cumes shown below are expressed as a percentage of all adults.

	Survey				
	Jul-01	Feb-02	Jul-02	Feb-03	Jul-03
STATION A	38	50		61.5	45.7
KCHO	13	20		14.8	11.0
KDNK	27.5	24.75		33.5	
KGVA	8		8	10.2	24.7
KHSU	15	22		17.1	18.7
KIDE	23		27	27.2	25.0
KMUN	19		22	22.6	24.5
KSER	6	3		7.2	7.2
STATION B	25	29		27.0	28.5
STATION C	9	19		16.0	16.9
KZYY	18		27	18.4	21.9
NCPR	34	41		39.7	35.0
WKMS	14	18		18.5	20.5
WTIP	26		29	49.7	39.3
WVMR	36		44	43.7	37.9
WVUB		32		26.8	29.8
WXPR	24		26	33.0	33.1
Average	21.0	25.9	26.1	27.5	26.2

Changes between the final survey and the earlier surveys is shown below.

	Changes: July 2003 Since			
	Feb-03	Jul-02	Feb-02	Jul-01
STATION A	-15.8		-4.3	7.7
KCHO	-3.8		-9.0	-2.0
KGVA	14.5	16.7		16.7
KHSU	1.6		-3.3	3.7
KIDE	-2.1	-2.0		2.0
KMUN	1.9	2.5		5.5
KSER	0.0		4.2	1.2
STATION B	1.5		-0.5	3.5
STATION C	0.9		-2.1	7.9
KZYG	3.5	-5.1		3.9
NCPR	-4.7		-6.0	1.0
WKMS	2.0		2.5	6.5
WTIP	-10.3	10.3		13.3
WVMR	-5.8	-6.1		1.9
WVUB	3.0		-2.3	
WXPR	0.1	7.1		9.1
Average	-0.9	3.3	-2.3	5.5

MONTHLY CUME

The monthly cume refers to the number of people who listened to the station at least once in the past month. The month cumes shown below are expressed as a percentage of all adults.

	Survey				
	Jul-01	Feb-02	Jul-02	Feb-03	Jul-03
STATION A	40	56		63.9	50.4
KCHO	17	26		19.7	13.3
KDNK	34.3	32		40.8	
KGVA	12		12	12.3	29.7
KHSU	21	25		21.3	23.6
KIDE	29		33	34.3	29.8
KMUN	26		28	30.2	28.3
KSER	10	5		8.4	9.2
STATION B	34	37		33.3	38.8
STATION C	13	22		23.0	21.0
KZYY	24		32	25.4	25.2
NCPR	41	53		50.3	42.7
WKMS	20	24		27.0	24.3
WTIP	32		37	59.3	47.0
WVMR	46		54	57.7	43.5
WVUB		38		32.0	35.8
WXPR	35		35	39.5	39.1
Average	27.1	31.8	33.0	34.0	31.3

Changes between the final survey and the earlier surveys is shown below.

	Changes: July 2003 Since			
	Feb-03	Jul-02	Feb-02	Jul-01
STATION A	-13.5		-5.6	10.4
KCHO	-6.4		-12.7	-3.7
KGVA	17.4	17.7		17.7
KHSU	2.2		-1.4	2.6
KIDE	-4.5	-3.2		0.8
KMUN	-1.9	0.3		2.3
KSER	0.8		4.2	-0.8
STATION B	5.5		1.8	4.8
STATION C	-2.0		-1.0	8.0
KZYG	-0.2	-6.8		1.2
NCPR	-7.7		-10.3	1.7
WKMS	-2.8		0.3	4.3
WTIP	-12.3	10.0		15.0
WVMR	-14.1	-10.5		-2.5
WVUB	3.8		-2.3	
WXPR	-0.4	4.1	4.1	4.1
Average	-2.3	1.6	-2.3	4.4

HOME LISTENING

The percentage of the station's listeners who usually listen to the station at home is shown in the table below.

	Survey				
	Jul-01	Feb-02	Jul-02	Feb-03	Jul-03
STATION A	59.1	57.6		52.4	60.1
KCHO	50.6	51.3		49.6	51.1
KDNK	48.2	35.9		31.9	
KGVA	43.2		48.0	53.5	52.8
KHSU	48.4	49.1		51.0	58.5
KIDE	37.9		48.9	54.1	51.6
KMUN	47.6		51.3	45.0	61.9
KSER	41.7	30.8		40.5	37.0
STATION B	59.6	63.9		54.9	49.7
STATION C	50.0	53.3		46.5	63.6
KZYY	47.9		56.7	63.0	63.2
NCPR	57.7	54.1		49.7	50.0
WKMS	58.2	41.2		45.4	49.5
WTIP	61.1		63.1	59.6	59.6
WVMR	50.4		53.7	61.8	65.6
WVUB		49.7		41.4	47.6
WXPR	57.9		56.1	48.7	56.1
Average	51.2	48.7	54.0	49.9	54.9

Changes between the final survey and the earlier surveys is shown below.

	Changes: July 2003 Since			
	Feb-03	Jul-02	Feb-02	Jul-01
STATION A	7.7		2.5	1.0
KCHO	1.5		-0.2	0.5
KGVA	-0.7	4.8		9.6
KHSU	7.4		9.4	10.1
KIDE	-2.5	2.7		13.7
KMUN	16.9	10.6		14.3
KSER	-3.5		6.2	-4.7
STATION B	-5.2		-14.3	-9.9
STATION C	17.1		10.4	13.6
KZYZ	0.1	6.5		15.3
NCPR	0.3		-4.1	-7.7
WKMS	4.1		8.2	-8.7
WTIP	0.0	-3.5		-1.5
WVMR	3.8	11.9		15.2
WVUB	6.1		-2.1	
WXPR	7.3	-0.1		-1.8
Average	3.8	4.7	1.8	3.9

CAR LISTENING

The percentage of the station's listeners who usually listen to the station in the car is shown in the table below.

	Survey				
	Jul-01	Feb-02	Jul-02	Feb-03	Jul-03
STATION A	73.7	81.3		80.0	81.9
KCHO	77.6	75.3		78.4	84.1
KDNK	64.2	82.8		85.9	
KGVA	70.3		90.0	76.7	86.5
KHSU	68.8	80.2		76.0	77.4
KIDE	66.7		72.6	70.4	69.8
KMUN	72.4		77.0	79.2	75.2
KSER	77.1	76.9		92.9	78.3
STATION B	73.5	66.7		75.9	76.1
STATION C	65.5	85.0		84.2	77.8
KZYY	74.6		73.2	86.3	73.7
NCPR	65.0	76.1		78.1	79.7
WKMS	70.9	77.3		78.7	84.5
WTIP	69.5		77.5	75.8	76.6
WVMR	73.7		75.9	75.1	77.9
WVUB		82.8		82.8	83.2
WXPR	71.4		79.1	79.1	78.3
Average	70.9	78.4	77.9	79.7	78.8

Changes between the final survey and the earlier surveys is shown below.

	Changes: July 2003 Since			
	Feb-03	Jul-02	Feb-02	Jul-01
STATION A	1.9		0.6	8.2
KCHO	5.7		8.8	6.5
KGVA	9.8	-3.5		16.2
KHSU	1.3		-2.8	8.6
KIDE	-0.5	-2.8		3.1
KMUN	-3.9	-1.8		2.8
KSER	-14.6		1.3	1.2
STATION B	0.2		9.5	2.6
STATION C	-6.4		-7.3	12.3
KZYG	-12.6	0.5		-0.9
NCPR	1.5		3.6	14.7
WKMS	5.8		7.2	13.6
WTIP	0.8	-0.9		7.1
WVMR	2.7	1.9		4.2
WVUB	0.4		0.4	
WXPR	-0.8	-0.8		6.9
Average	-0.6	-1.0	2.4	7.1

WORK LISTENING

The percentage of the station's listeners who usually listen to the station at their place of work is shown in the table below.

	Survey				
	Jul-01	Feb-02	Jul-02	Feb-03	Jul-03
STATION A	57.3	65.5		58.7	48.7
KCHO	17.6	15.6		24.5	22.7
KDNK	22.6	28.9		23.3	
KGVA	27.0		40.0	25.6	33.7
KHSU	17.2	20.7		21.9	25.5
KIDE	37.9		37.0	27.4	32.5
KMUN	21.0		18.6	16.7	35.4
KSER	16.7	30.8		19.0	26.1
STATION B	22.8	29.3		22.6	20.6
STATION C	15.5	38.3		29.8	20.2
KZYY	15.5		25.8	24.7	21.1
NCPR	21.1	31.4		25.8	24.2
WKMS	15.2	21.6		13.9	18.6
WTIP	27.4		25.2	32.0	29.1
WVMR	19.0		13.6	22.5	16.0
WVUB		33.8		33.6	30.8
WXPR	15.0		10.8	18.4	18.5
Average	23.1	31.6	24.4	25.9	26.5

Changes between the final survey and the earlier surveys is shown below.

	Changes: July 2003 Since			
	Feb-03	Jul-02	Feb-02	Jul-01
STATION A	-10.0		-16.8	-8.6
KCHO	-1.7		7.1	5.1
KGVA	8.1	-6.3		6.7
KHSU	3.6		4.8	8.3
KIDE	5.1	-4.5		-5.4
KMUN	18.7	16.8		14.4
KSER	7.0		-4.7	9.4
STATION B	-1.9		-8.6	-2.2
STATION C	-9.6		-18.1	4.7
KZYG	-3.6	-4.7		5.6
NCPR	-1.6		-7.2	3.1
WKMS	4.7		-3.1	3.4
WTIP	-2.9	3.9	3.9	1.7
WVMR	-6.5	2.5	2.5	-3.0
WVUB	-2.8		-3.0	
WXPR	0.1	7.7		3.5
Average	0.4	2.2	-3.9	3.1

REGULAR LISTENING

The percentage of the station's listeners who listen to the station more than once a week is shown in the table below.

	Survey				
	Jul-01	Feb-02	Jul-02	Feb-03	Jul-03
STATION A	92	86		86.2	85.8
KCHO	73	54		64.7	64.0
KDNK	78.1	63.3		58.3	
KGVA	57		54	65.1	69.0
KHSU	62	40		61.5	59.2
KIDE	66		64	68.9	68.9
KMUN	60		65	56.7	67.3
KSER	59	50		76.2	69.0
STATION B	74	65		67.7	57.9
STATION C	66	72		64.9	75.8
KZYY	66		55	68.5	66.7
NCPR	77	66		65.6	70.3
WKMS	64	61		57.4	66.7
WTIP	65		62	71.9	67.4
WVMR	70		62	67.1	71.1
WVUB		72		78.1	71.1
WXPR	59		58	62.7	72.7
Average	68.0	62.9	60.0	67.1	68.9

Changes between the final survey and the earlier surveys is shown below.

	Changes: July 2003 Since			
	Feb-03	Jul-02	Feb-02	Jul-01
STATION A	-0.4		-0.2	-6.2
KCHO	-0.8		10.0	-9.0
KGVA	3.8	15.0		12.0
KHSU	-2.2		19.2	-2.8
KIDE	0.0	4.9		2.9
KMUN	10.6	2.3		7.3
KSER	-7.1		19.0	10.0
STATION B	-9.8		-7.1	-16.1
STATION C	10.9		3.8	9.8
KZYG	-1.8	11.7		0.7
NCPR	4.7		4.3	-6.7
WKMS	9.3		5.7	2.7
WTIP	-4.5	5.4		2.4
WVMR	4.0	9.1		1.1
WVUB	-7.0		-0.9	
WXPR	10.1	14.7		13.7
Average	1.2	9.0	6.0	1.4

LISTEN BOTH WEEKDAYS & WEEKENDS

The percentage of the station's listeners who listen to the station on both weekdays and weekends is shown below.

	Survey				
	Jul-01	Feb-02	Jul-02	Feb-03	Jul-03
STATION A	69.0	72.4		72.9	71.1
KCHO	56.5	46.8		53.2	65.4
KDNK	54.0	50.8		47.2	
KGVA					
KHSU	49.5	60.3		46.9	64.7
KIDE	37.2		51.9	48.9	62.2
KMUN	60.0		57.5	55.0	64.5
KSER	56.3	38.5		61.9	65.0
STATION B	55.1	57.1		54.9	50.7
STATION C	55.2	63.6		56.1	61.2
KZYX	60.0		54.6	71.2	72.5
NCPR	57.7	52.2		55.6	67.5
WKMS	64.6	50.5		47.2	58.2
WTIP	61.1		66.7	55.6	61.8
WVMR	59.1		50.0	61.8	58.0
WVUB		60.0		53.9	64.5
WXPR	50.0		48.9	46.8	54.4
Average	56.4	55.2	54.9	55.6	62.8

Changes between the final survey and the earlier surveys is shown below.

	Changes: July 2003 Since			
	Feb-03	Jul-02	Feb-02	Jul-01
STATION A	-1.8		-1.3	2.1
KCHO	12.2		18.7	8.9
KGVA	0.0	0.0		0.0
KHSU	17.8		4.4	15.2
KIDE	13.3	10.3		25.0
KMUN	9.5	7.0		4.5
KSER	3.1		26.5	8.7
STATION B	-4.2		-6.4	-4.4
STATION C	5.1		-2.3	6.0
KZYX	1.2	17.8		12.5
NCPR	11.9		15.3	9.8
WKMS	11.0		7.7	-6.4
WTIP	6.2	-4.8		0.7
WVMR	-3.9	8.0		-1.1
WVUB	10.6		4.5	
WXPR	7.5	5.4		4.4
Average	6.2	6.2	7.4	5.7

LISTEN WEEKDAYS ONLY

The percentage of the station's listeners who listen to the station only on weekdays is shown below.

	Survey				
	Jul-01	Feb-02	Jul-02	Feb-03	Jul-03
STATION A	26.9	22.2		23.1	25.7
KCHO	32.9	33.8		31.7	25.9
KDNK	37.2	41.4		42.3	
KGVA					
KHSU	35.5	30.2		39.6	29.4
KIDE	45.3		37.0	39.3	31.5
KMUN	23.8		26.5	25.8	24.5
KSER	27.1	50.0		26.2	22.5
STATION B	31.6	29.9		36.8	32.6
STATION C	31.0	27.1		35.1	30.6
KZYX	31.4		23.7	21.9	20.3
NCPR	28.5	35.8		33.8	26.0
WKMS	20.3	30.9		38.0	22.0
WTIP	26.3		25.2	36.0	29.0
WVMR	28.5		32.1	27.2	26.9
WVUB		30.0		39.1	27.5
WXPR	22.9		30.2	30.4	29.5
Average	29.9	33.1	29.1	32.9	26.9

Changes between the final survey and the earlier surveys is shown below.

	Changes: July 2003 Since			
	Feb-03	Jul-02	Feb-02	Jul-01
STATION A	2.6		3.5	-1.2
KCHO	-5.7		-7.8	-7.0
KGVA	0.0	0.0		0.0
KHSU	-10.2		-0.8	-6.1
KIDE	-7.7	-5.5		-13.8
KMUN	-1.3	-2.0		0.7
KSER	-3.7		-27.5	-4.6
STATION B	-4.2		2.7	1.0
STATION C	-4.5		3.5	-0.4
KZYG	-1.6	-3.4		-11.1
NCPR	-7.8		-9.8	-2.5
WKMS	-16.0		-8.9	1.7
WTIP	-6.9	3.8		2.7
WVMR	-0.3	-5.2		-1.6
WVUB	-11.5		-2.5	
WXPR	-0.8	-0.7		6.6
Average	-5.0	-1.9	-5.3	-2.4

LISTEN WEEKENDS ONLY

The percentage of the station's listeners who listen to the station only on weekends is shown below.

	Survey				
	Jul-01	Feb-02	Jul-02	Feb-03	Jul-03
STATION A	2.3	5.4		4.0	3.2
KCHO	9.4	19.5		15.1	8.6
KDNK	8.0	7.8		10.4	
KGVA					
KHSU	12.9	9.5		13.5	5.9
KIDE	16.3		11.1	11.9	6.3
KMUN	11.4		15.9	19.2	10.9
KSER	16.7	11.5		11.9	12.5
STATION B	11.0	12.9		8.3	16.7
STATION C	13.8	9.3		8.8	8.2
KZYX	8.6		21.6	6.8	7.2
NCPR	13.0	11.9		10.6	6.5
WKMS	15.2	18.6		14.8	19.8
WTIP	10.5		8.1	8.4	9.2
WVMR	10.9		17.9	11.0	15.1
WVUB		10.0		7.0	8.0
WXPR	21.4		20.9	22.8	16.1
Average	12.1	11.7	15.9	11.5	10.3

Changes between the final survey and the earlier surveys is shown below.

	Changes: July 2003 Since			
	Feb-03	Jul-02	Feb-02	Jul-01
STATION A	-0.8		-2.2	0.9
KCHO	-6.5		-10.8	-0.8
KGVA	0.0	0.0		0.0
KHSU	-7.7		-3.6	-7.0
KIDE	-5.5	-4.8		-10.0
KMUN	-8.3	-5.0		-0.5
KSER	0.6		1.0	-4.2
STATION B	8.4		3.7	5.7
STATION C	-0.6		-1.2	-5.6
KZYG	0.4	-14.4		-1.4
NCPR	-4.1		-5.4	-6.5
WKMS	5.0		1.2	4.6
WTIP	0.7	1.1		-1.3
WVMR	4.1	-2.8		4.2
WVUB	0.9		-2.0	
WXPR	-6.7	-4.8		-5.3
Average	-1.2	-4.4	-2.2	-1.8