

A & A Research

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Rural Radio: Summary of Listening

July-August 2001

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Radio Listening

All respondents were asked: “Which radio station do you listen to most frequently?”
The average for all of the stations is 10%. If KSER is excluded, then the average increases to 11%.

<i>Station</i>	<i>% of all adults Indicating as “most frequently”</i>
STATION A	30%
WVMR/WVLS/WCHG	20%
WTIP	14%
North Country Public Radio	14%
KIDE	11%
STATION B	11%
KDNK	11%
KZYX/KZYZ	11%
KMUN	10%
Average of All Stations	10%
WXPR	9%
WKMS	7%
KCHO/KFPR	6%
KHSU/KHSR	6%
KGVA	2%
STATION C	2%
KSER	1%

Among the stations' listeners (people who have listened to the station at least once in the past month), an average of 32% listen to the station most frequently. This means that for most of the stations – STATION A is the exception – most of their listeners have another station they listen to most frequently.

<i>Station</i>	<i>% of listeners who listen "most frequently"</i>
STATION A	72%
KZYX/KZYZ	42%
WVMR/WVLS/WCHG	41%
WTIP	39%
KIDE	37%
WKMS	37%
KMUN	36%
KCHO/KFPR	34%
North Country Public Radio	34%
STATION B	33%
Average of all stations	32%
KDNK	31%
KHSU/KHSR	27%
WXPR	26%
STATION C	16%
KSER	10%
KGVA	3%

If we exclude KSER, then the average is 34%.

Among people who are regular listeners (those who listen to the station every day or several times a week), an average of 43% listen to the station most frequently. For most of the stations, most of their regular listeners listen to another station most frequently.

<i>Station</i>	<i>% of regular listeners who listen "most frequently"</i>
STATION A	76%
KZYX/KZYZ	62%
KMUN	56%
WVMR/WVLS/WCHG	52%
WTIP	48%
WKMS	47%
KCHO/KFPR	47%
KIDE	46%
North Country Public Radio	43%
Average of all stations	43%
WXPR	42%
STATION B	42%
KDNK	36%
KHSU/KHSR	35%
STATION C	24%
KGVA	19%
KSER	18%

If we exclude KSER, the average of 45%.

cumes

All respondents were asked: “When was the last time you listened to the station: was it within the past 24 hours, within the past week, or within the past month?” The average for all of the stations is 27% of all adults have listened within the past month (monthly cume); 21% have listened within the past week (weekly cume); and 12% have listened within the past 24 hours (daily cume).

Note: for the purpose of this study, “listeners” are defined as people who have listened to the station at least once in the past month.

<i>Station</i>	<i>Monthly</i>	<i>Weekly</i>	<i>Daily</i>
WVMR/WVLS/WCHG	46%	36%	19%
North Country Public Radio	41%	34%	21%
STATION A	40%	38%	27%
WXPR	35%	24%	11%
STATION B	34%	25%	16%
KDNK	34%	28%	12%
WTIP	32%	26%	17%
KIDE	29%	23%	14%
Average	27%	21%	12%
KMUN	26%	19%	9%
KZYX/KZYZ	24%	18%	10%
KHSU/KHSR	21%	15%	7%
WKMS	20%	14%	7%
KCHO/KFPR	17%	13%	8%
STATION C	13%	9%	3%
KGVA	12%	8%	5%
KSER	10%	6%	3%

If KSER is excluded, then the monthly cume is 28%, the weekly cume is 22%, and the daily cume is 12%

Demographic Composition Of Listeners

Age:

All respondents were asked: "What is your age, please?" The average age for all stations is 47.

Station	Average Age	18-24	25-34	35-44	45-54	55-64	65+
WXPR	55	5%	6%	14%	22%	18%	33%
Allegheny Mountain Radio	52	3%	15%	15%	24%	16%	25%
KMUN	50	7%	10%	18%	31%	11%	23%
STATION C	50	7%	7%	16%	35%	21%	16%
KZYZ/KZYX	50	4%	13%	13%	31%	20%	16%
North Country Public Radio	50	11%	8%	17%	26%	15%	22%
WKMS	50	10%	9%	18%	21%	14%	25%
WTIP	50	6%	8%	22%	28%	17%	18%
KCHO/KFPR	47	8%	18%	25%	20%	13%	15%
Average of all Stations	47	10%	14%	19%	24%	14%	17%
STATION B	45	13%	15%	21%	21%	14%	14%
KDNK	44	7%	23%	23%	22%	9%	12%
KHSU/KFPR	44	15%	15%	19%	27%	10%	13%
KIDE	43	14%	9%	29%	21%	20%	5%
KGVA	41	19%	19%	19%	22%	8%	8%
KSER	41	21%	19%	19%	21%	10%	10%
STATION A	40	12%	33%	19%	19%	8%	9%

Education:

All respondents were asked: “**How many years of formal education have you had the opportunity to complete?**” The average for all of the stations is 15.0 years with 44% reporting that they have completed 16 years or more.

<i>Station</i>	<i>Average Years of Formal Education</i>	<i>% 12 or less</i>	<i>% 13-15</i>	<i>% 16+</i>
STATION B	16.2	15%	16%	68%
STATION A	15.5	13%	26%	61%
WTIP	15.3	21%	31%	48%
KSER	15.2	23%	27%	50%
KCHO/KFPR	15.1	13%	35%	52%
North Country Public Radio	15.1	26%	21%	53%
KDNK	15.0	22%	27%	50%
Average of all stations	15.0	26%	29%	44%
KHSU/KHSR	14.9	20%	31%	47%
STATION C	14.9	29%	29%	41%
WKMS	14.9	24%	25%	50%
KZYZ/KZYX	14.7	20%	42%	35%
KMUN	14.6	25%	35%	39%
WXPR	14.4	31%	31%	36%
KIDE	14.0	37%	35%	27%
KGVA	13.5	49%	27%	19%
Allegheny Mountain Radio	13.4	47%	26%	25%

Household Income:

All respondents were asked: “Is your total yearly household income under \$20,000, \$20-30,000, \$30-40,000, \$40-50,000, \$50-60,000, \$60-70,000, over \$70,000?” The average for all stations is \$40,437.

<i>Station</i>	<i>Average Income</i>	<i>% Low</i>	<i>% Middle</i>	<i>% High</i>
KSER**	\$52,447	19%	36%	44%
KDNK**	\$49,370	15%	24%	41%
North Country Public Radio*	\$43,764	18%	26%	46%
WTIP**	\$43,235	22%	36%	32%
STATION A*	\$42,826	28%	33%	24%
KCHO/KFPR*	\$42,763	19%	26%	45%
KZYZ/KZYX**	\$41,964	21%	35%	23%
KMUN*	\$40,495	14%	33%	39%
Average of all stations	\$40,437	22%	30%	33%
STATION C**	\$40,294	35%	29%	24%
STATION B*	\$40,126	17%	30%	41%
WXPR**	\$39,727	34%	20%	25%
WKMS*	\$39,118	19%	34%	33%
KHSU/KHSR*	\$36,220	22%	31%	36%
KIDE*	\$35,263	20%	40%	29%
Allegheny Mountain Radio*	\$31,792	23%	25%	30%
KGVA*	\$27,593	32%	24%	16%

*Under \$20,000; \$20-40,000; Over \$40,000

**Under \$30,000; \$30-50,000; Over \$50,000

Weekday Or Weekend:

Listeners were asked: “**Do you usually listen to the station on weekdays, on weekends, or both?**” The average for all of the stations is 56% listen on both weekdays and weekends; 30% listen only on weekdays; and 13% listen only on weekends.

<i>Station</i>	<i>Weekdays</i>	<i>Weekends</i>	<i>Both</i>
STATION A	27%	2%	69%
WKMS	20%	15%	65%
WTIP	26%	11%	61%
KMUN	24%	11%	60%
KZYX/KZYZ	31%	9%	60%
WVMR/WVLS/WCHG	29%	11%	59%
North Country Public Radio	29%	13%	58%
KGVA	24%	19%	57%
KCHO/KFPR	33%	9%	57%
KSER	27%	17%	56%
Average of all stations	30%	13%	56%
STATION C	31%	14%	55%
STATION B	32%	11%	55%
KNDK	37%	8%	54%
WXPR	23%	21%	50%
KHSU/KHSR	36%	13%	50%
KIDE	45%	16%	37%

Where do you listen:

Listeners were asked: “**Do you usually listen to the station at home, in the car, or at your place of work?**” The average for all stations is 71% listen in the car; 51% listen at home; and 23% listen at work.

Car:

<i>Station</i>	<i>% Who Listen in Car</i>
KCHO/KFPR	78%
KSER	77%
KZYX/KZYZ	75%
STATION B	74%
WVMR/WVLS/WCHG	74%
STATION A	74%
KMUN	72%
WXPR	71%
WKMS	71%
Average	71%
WTIP	70%
KGVA	70%
KHSU/KHSR	69%
KIDE	67%
STATION C	66%
North Country Public Radio	65%
KDNK	64%

Home:

<i>Station</i>	<i>Home</i>
WTIP	61%
STATION B	60%
STATION A	59%
WXPR	58%
WKMS	58%
North Country Public Radio	58%
KCHO/KFPR	51%
Average	51%
STATION C	50%
WVMR/WVLS/WCHG	50%
KMUN	48%
KDNK	48%
KZYX/KZYZ	48%
KHSU/KHSR	48%
KGVA	43%
KSER	42%
KIDE	38%

Work:

<i>Station</i>	<i>Work</i>
STATION A	57%
KIDE	38%
WTIP	27%
KGVA	27%
STATION B	23%
KDNK	23%
Average	23%
KMUN	21%
North Country Public Radio	21%
WVMR/WVLS/WCHG	19%
KCHO/KFPR	18%
KSER	17%
KHSU/KHSR	17%
STATION C	16%
KZYX/KZYZ	16%
WXPR	15%
WKMS	15%

How Often Do You Listen

Listeners were asked: “**Do you listen to the station every day, several times a week, just once a week, or less frequently?**” The average for all of the stations is that 23% listen every day; 45% listen several times each week; 13% listen once a week; and 19% listen less frequently.

For the purpose of this study, “regular listeners” are defined as people who listen every day or several times a week. The average for all of the stations is that 68% of the listeners are regular listeners.

<i>Station</i>	<i>Every Day</i>	<i>Several times a week</i>	<i>Once a week</i>	<i>Less frequently</i>
STATION A	50%	42%	2%	5%
North Country Public Radio	33%	44%	8%	15%
STATION B	29%	45%	13%	13%
WVMR/WVLS/WC HG	29%	41%	12%	18%
KHSU/KHSR	24%	38%	15%	23%
Average of all stations	23%	45%	13%	19%
KGVA	22%	35%	16%	27%
KCHO/KFPR	21%	52%	12%	14%
WTIP	21%	44%	15%	20%
KDNK	20%	58%	10%	12%
WKMS	20%	44%	18%	18%
WXPR	19%	40%	22%	19%
KZYX/KZYZ	18%	48%	13%	21%
KSER	17%	42%	17%	25%
STATION C	16%	50%	12%	21%
KMUN	16%	44%	17%	23%
KIDE	14%	52%	12%	22%

Why:

Listeners were asked: “**Why do you listen to the station?**” The most frequently mentioned responses for each of the stations is shown below.

- **Allegheny Mountain Radio:** *local news in general (42%), all mentions of music (35% which includes 12% who mention the variety of music, 9% who mention bluegrass, 8% who mention country, and 8% who mention gospel), weather reports (12%), local events and information (12%), and only station we can get (11%).*
- **STATION A:** *only station we can get (37%), all mentions of music (37%, including 25% who indicate the variety of music and 7% who indicate music in general), local news in general (13%), the variety of programs (11%), it's a local station (10%), NPR programs in general (7%), and best reception in area (6%).*
- **KCHO/KFPR:** *all mentions of music (49% including 21% who indicate classical music, 12% who indicate the variety of music, and 9% who indicate the music in general), the vary of programs (12%), Prairie Home Companion (11%), and interesting and informative programs (11%).*
- **KDNK:** *all mentions of music (48% which includes 20% who indicate the variety of music, 12% who indicate classical music, and 11% who indicate the music in general), NPR programs in general (15%), local news in general (12%), current events (10%), and national news in general (10%).*
- **KGVA:** *all mentions of music (60% including 19% who indicate music in general, 19% who indicate the variety of music, and 11% who indicate country music), followed by the variety of programs (11%), talk programs (8%), and all mentions of Indian (8%).*
- **KHSU/KHSR:** *all mentions of music (52% which include 27% who indicate the variety of music, 15% who indicate classical music, and 4% who indicate music in general), the variety of programs (14%), local news in general (11%), news in general (11%), and national news in general (10%).*
- **KIDE:** *all mentions of music (44% which includes 12% who indicate music in general and 11% who mention the variety of music), all mentions of Indian(24% which includes 10% who indicate Indian news in general and 9% who indicate Indian music), local news in general (15%), best reception in area (13%), and the only station we can get (11%).*
- **KMUN:** *all mentions of music (59% which includes 25% who indicate classical music, 19% who indicate the variety of music (18%), and 11% who indicate music in general), the variety of programs (9%), talk programs (8%), All Things Considered (7%), current events (7%), and no advertising (7%).*
- **KSER:** *all mentions of music (42% which includes 13% who indicate the variety of music and 10% who indicate music in general), all mentions of sports (15% which includes 10% who indicate the Aqua Sox games), talk programs (10%), and the variety of programs (8%).*
- **STATION B:** *all mentions of music (47% including 18% who indicate classical music, 13% who indicate the variety of music, and 10% who mention jazz), current events (25%), no advertising (12%), NPR programs in general (10%), and the variety of programs (9%).*

- **STATION C:** *all mentions of music (55% which includes 17% who indicate music in general, 16% who indicate classical music, and 10% who indicate the variety of music), current events (21%), talk programs (19%), and local news in general (9%).*
- **KZYZ/KZYX:** *all mentions of music (34% including 14% who indicate the variety of music and 13% who indicate classical music), local news in general (28%), local events and information (14%), and best reception in area (9%).*
- **North Country Public Radio:** *all mentions of music (38%, including 13% who indicate music in general, 11% who indicate the variety of music, and 10% who indicate classical music), talk programs (16%), current events (15%), the variety of programs (11%), Car Talk (10%), and NPR programs in general (9%).*
- **WKMS:** *all mentions of music (67% including 22% who indicate the variety of music, 20% who indicate classical music, 13% who indicate music in general, and 10% who indicate jazz), news in general (14%), local news in general (11%), All Things Considered (8%), national news in general (8%), and Car Talk (6%).*
- **WTIP:** *all mentions of music (36% which includes 13% who indicate music in general and 8% who indicate the variety of music), only station we can get (21%), it's a local station (15%), and local news in general (12%).*
- **WXPR:** *all mentions of music (60%, including 19% who indicate classical music, 14% who indicate the music in general, and 10% who indicate the variety of music), talk programs (14%), current events (10%), interesting and informative programs (10%), local news in general (9%), and the variety of programs (9%).*

Monday Through Friday Dayparts:

Listeners were asked: “**Next, I’m going to mention some different times of day. For each of these please tell me how long you spent listening to the station at all during this time.**” Seven dayparts then followed. The dayparts for each of the stations was customized to reflect the station’s programming. The table below shows the Monday through Friday dayparts for each of the stations.

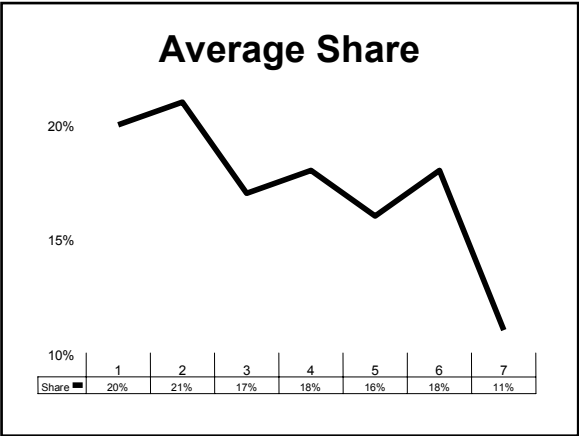
<i>Station</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
STATION A	6-8	8-12	12-2	2-4	4-6	6-8	8-12
KCHO/KFPR	6-9	9-12	12-2	2-5	5-7	7-9	9-12
KDNK	6-8	8-10	10-12	12-1	1-4:30	4:30-6	6-12
KGVA	5-7	7-9	9-11	11-3	3-5	5-7	7-12
KHSU/KHSR	6-8	8-10	10-12	12-2	2-4	4-7	7-12
KIDE	6-8	8-10	10-12	12-2	2-4	4-7	7-12
KMUN	6-9	9-12	12-1	1-4	4-6	6-8	8-12
KSER	6-8	8-10	10-12	12-2	2-4	4-7	7-12
STATION B	5-7:30	7:30-10	10-12	12-4	4-5	5-7:30	7:30-12
STATION C	6-8	8-10	10-12	12-1	1-4	4-7	7-12
KZYZ/KZYX	6-8	8-10	10-12	12-2	2-4	4-8	8-12
North Country Public Radio	6-8	8-9	9-12	12-3	3-5	5-7	7-12
WKMS	6-9	9-12	12-1	1-3	3-7	7-9	9-12
WTIP	6-8	8-10	10-12	12-2	2-4	4-7	7-12
Allegheny Mountain Radio	6-9	9-12	12-1	1-3	3-6	6-8	8-12
WXPR	6-8	8-10	10-12	12-2	2-4	4-7	7-12

The table below shows the share – the percentage of the station’s listeners – for each Monday through Friday daypart.

<i>Station</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
STATION A	33%	49%	32%	37%	37%	14%	15%
KCHO/KFPR	29%	18%	9%	31%	11%	16%	13%
KDNK	16%	14%	9%	9%	12%	9%	16%
KGVA	19%	31%	27%	27%	8%	27%	23%
KHSU/KHSR	13%	10%	7%	12%	8%	18%	7%
KIDE	15%	36%	37%	34%	25%	39%	5%
KMUN	18%	26%	23%	21%	15%	18%	8%
KSER	8%	8%	14%	5%	3%	14%	3%
STATION B	23%	21%	19%	27%	9%	20%	12%
STATION C	20%	18%	10%	8%	13%	20%	10%
KZYZ/KZYX	17%	15%	6%	13%	10%	17%	2%
North Country Public Radio	25%	18%	23%	15%	21%	19%	12%
WKMS	17%	14%	9%	9%	21%	3%	3%
WTIP	24%	31%	17%	14%	23%	34%	19%
Allegheny Mountain Radio	25%	13%	10%	18%	18%	10%	11%

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WXP R	15%	19%	14%	10%	14%	8%	11%
Average for All Stations	20%	21%	17%	18%	16%	18%	11%

The average share pattern for all stations looks like this:



Morning Drive

The actual time for the morning commute to work varies from market to market. If we assume that morning drive is the time “around 8:00 AM” then the average share during morning drive is shown below.

<i>Station</i>	<i>Daypart</i>	<i>Share</i>
STATION A	6-8	33%
KCHO/KFPR	6-9	29%
North Country Public Radio	6-8	25%
Allegheny Mountain Radio	6-9	25%
WTIP	6-8	24%
STATION B	5-7:30	23%
STATION C	6-8	20%
Average for All Stations		20%
KGVA	5-7	19%
KMUN	6-9	18%
KZYZ/KZYX	6-8	17%
WKMS	6-9	17%
KDNK	6-8	16%
KIDE	6-8	15%
WXPR	6-8	15%
KHSU/KHSR	6-8	13%
KSER	6-8	8%

Mid-Day

If we define mid-day as the noon hour, then we see the following shares:

<i>Station</i>	<i>Daypart</i>	<i>Share</i>
KIDE	12-2	34%
STATION A	12-2	32%
KGVA	11-3	27%
STATION B	12-4	27%
KMUN	12-1	23%
Average for All Stations		16%
North Country Public Radio	12-3	15%
WTIP	12-2	14%
KZYZ/KZYX	12-2	13%
KHSU/KHSR	12-2	12%
Allegheny Mountain Radio	12-1	10%
WXPR	12-2	10%
KCHO/KFPR	12-2	9%
KDNK	12-1	9%
WKMS	12-1	9%
STATION C	12-1	8%
KSER	12-2	5%

Afternoon Drive:

The actual time for the afternoon commute from work varies from market to market. If we assume that afternoon drive is the time “around 5:00 PM” then the average share during afternoon drive is shown below.

<i>Station</i>	<i>daypart</i>	<i>Share</i>
KIDE	4-7	39%
STATION A	4-6	37%
WTIP	4-7	34%
KGVA	5-7	27%
WKMS	3-7	21%
STATION B	5-7:30	20%
STATION C	4-7	20%
Average for All Stations		20%
North Country Public Radio	5-7	19%
KHSU/KHSR	4-7	18%
Allegheny Mountain Radio	6-9	18%
KZYZ/KZYG	4-8	17%
KMUN	4-6	15%
KSER	4-7	14%
KCHO/KFPR	5-7	11%
KDNK	4:30-6	9%
WXPR	4-7	8%

Weekend Dayparts:

The following shows the weekend dayparts for each of the stations. Some of the stations used different dayparts for Saturday and Sunday and these stations are not included in the weekend dayparts shown below.

<i>Station</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
STATION A	7-9	9-12	12-2	2-4	4-6	6-8	8-12
KDNK	6-8	8-10	10-1	1-3	3-4:30	4:30-6	6-12
KGVA	5-7	7-9	9-11	11-3	3-5	5-7	7-12
KIDE	6-8	8-10	10-12	12-2	2-4	4-7	7-12
KSER	6-8	8-10	10-12	12-2	2-4	4-7	7-12
STATION B	6-8	8-10	10-12	12-2	2-5	5-7:30	7:30-12
STATION C	6-8	8-10	10-12	12-1	1-4	4-7	7-12
KZYZ/KZYX	7-9	9-11	11-12	12-2	2-4	4-8	8-12
North Country Public Radio	7-9	9-11	11-1	1-3	3-5	5-7	7-12
WKMS	6-9	9-10	10-1	1-4	4-7	7-9	9-12
WTIP	6-8	8-10	10-12	12-2	2-4	4-7	7-12
WXPR	6-9	9-11	11-12	12-1	1-4	4-7	7-12

The table below shows the share – the percentage of the station’s listeners – for each weekend daypart.

<i>Station</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
STATION A	18%	29%	16%	18%	18%	14%	14%
KDNK	15%	15%	10%	13%	10%	10%	8%
KGVA	27%	46%	46%	36%	18%	36%	27%
KIDE	26%	30%	22%	15%	19%	30%	19%
KSER	Bms	9%	9%	18%	9%	27%	18%
STATION B	18%	27%	18%	15%	12%	21%	18%
STATION C	Bms	11%	11%	BMS	BMS	8%	BMS
KZYZ/KZYX	17%	17%	13%	13%	13%	20%	8%
North Country Public Radio	24%	15%	12%	9%	6%	21%	12%
WKMS	19%	14%	5%	19%	43%	13%	4%
WTIP	20%	28%	24%	16%	28%	48%	16%
WXPR	10%	18%	13%	8%	3%	26%	10%
Average for All Stations	19%	22%	17%	16%	16%	23%	14%

Time Spent Listening:

The data from the daypart listening allows for the computation of the average number of minutes per day spent listening to the station. The average for all stations is 147 minutes which ranges from 223 minutes for STATION A to 87 minutes for KSER.

Station	Minutes
STATION A	223
KGVA	199
KIDE	190
KMUN	158
KCHO/KFPR	157
KDNK	157
STATION B	155
WTIP	152
North Country Public Radio	147
Average of all stations	147
WXPR	136
WKMS	126
KZYX/KZYZ	122
STATION C	115
Allegheny Mountain Radio	115
KHSU/KHSR	105
KSER	87

If KSER is excluded, the average is 150 minutes.

Average quarter hour persons:

Responses to the daypart questions allows for the computation of average quarter hour persons (AQHP).

Station	AQHP
KCHO/KFPR	3,230
STATION B	1,348
WXPR	1,157
STATION A	1,112
KDNK	988
KHSU/KHSR	969
Average of all stations	842
KZYX/KZYZ	785
North Country Public Radio	783
KSER	763
STATION C	646
KMUN	638
WKMS	309
WTIP	238
KGVA	225
Allegheny Mountain Radio	160
KIDE	118

Non-Broadcast Radio:

All respondents were asked: “Do you listen to radio on the Internet, cable, or satellite?” The average for all stations shows that 14% of all adults listen to radio on the Internet, cable, or satellite and that 18% of the station’s listeners listen to radio on the Internet, cable, or satellite.

<i>Station</i>	<i>% of all adults</i>	<i>% of listeners</i>
WTIP	18%	22%
KIDE	17%	21%
KMUN	15%	25%
Allegheny Mountain Radio	15%	16%
KZYZ/KZYX	14%	20%
North Country Public Radio	14%	19%
KDNK	14%	18%
Average of all stations	14%	18%
WKMS	13%	20%
KHSU/KHSR	13%	19%
KGVA	13%	16%
STATION C	13%	9%
KCHO/KFPR	12%	22%
KSER	12%	21%
STATION B	12%	14%
STATION A	11%	16%
WXPR	10%	8%

Adults In Survey Area:

The table below shows the total number of estimated adults (persons 18+) in each station's survey area.

<i>Station</i>	<i>Total Number of Adults</i>
KCHO/KFPR	272,200
KSER	263,800
KHSU/KHSR	112,600
STATION C	109,800
Average of all stations	70,400
KZYZ/KZYX	69,900
WXPR	59,500
KDNK	52,300
STATION B	49,400
KMUN	35,600
WKMS	32,200
North Country Public Radio	24,500
KGVA	14,100
STATION A	13,600
WTIP	7,500
Allegheny Mountain Radio	6,300
KIDE	3,200