



nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

STATE OF THE MEDIA: AUDIO TODAY

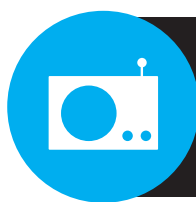
A FOCUS ON PUBLIC RADIO

DECEMBER 2014



THE ECLECTIC AUDIO LANDSCAPE

In today's fragmented media world, where consumers have more choices and more access to content than ever before, audio remains strong. 91.3% of all Americans (age 12+) are using radio during the week. Since the beginning of 2010, the national weekly radio audience has grown from 239.7 million to 243 million listeners tuning in across more than 250 local markets in every corner of the country.



243 MILLION AMERICANS
LISTEN TO RADIO EACH WEEK

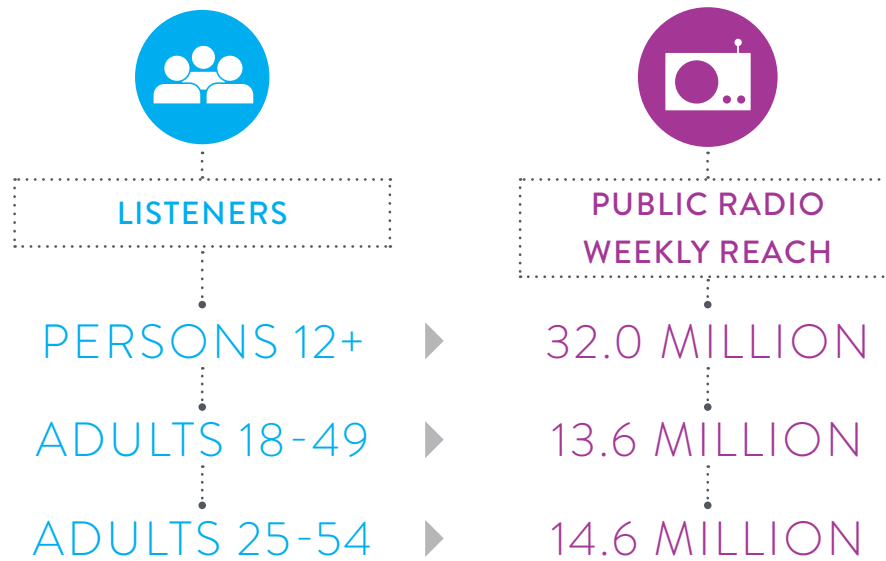
In a time of changing habits and new digital platforms, radio's consistent audience numbers are quite remarkable. With the holidays just around the corner, consumers will be turning to the radio to catch their favorite sounds of the season or stay in touch with what's happening in their local community each day.

PUBLIC RADIO OFFERS AN UNCOMMON MIX OF PROGRAMMING FOR 32 MILLION LISTENERS

This year we have profiled the overall radio landscape, multicultural audiences and network radio listeners, and for our final report we turn our attention to Public Radio; the more than 900 rated stations which offer an eclectic mix of news, entertainment, music and cultural programming in markets large and small. Public Radio is a unique and relevant part of the lives of 32 million Americans and exists in large part due to the financial support of the listeners we examine in the following pages.

Source: RADAR 123, December 2014; M-SU MID-MID, Total Listeners 12+
Nielsen Audio National Regional Database, Spring 2014; M-SU 6AM-MID

PUBLIC RADIO REACHES 32 MILLION AMERICANS EACH WEEK

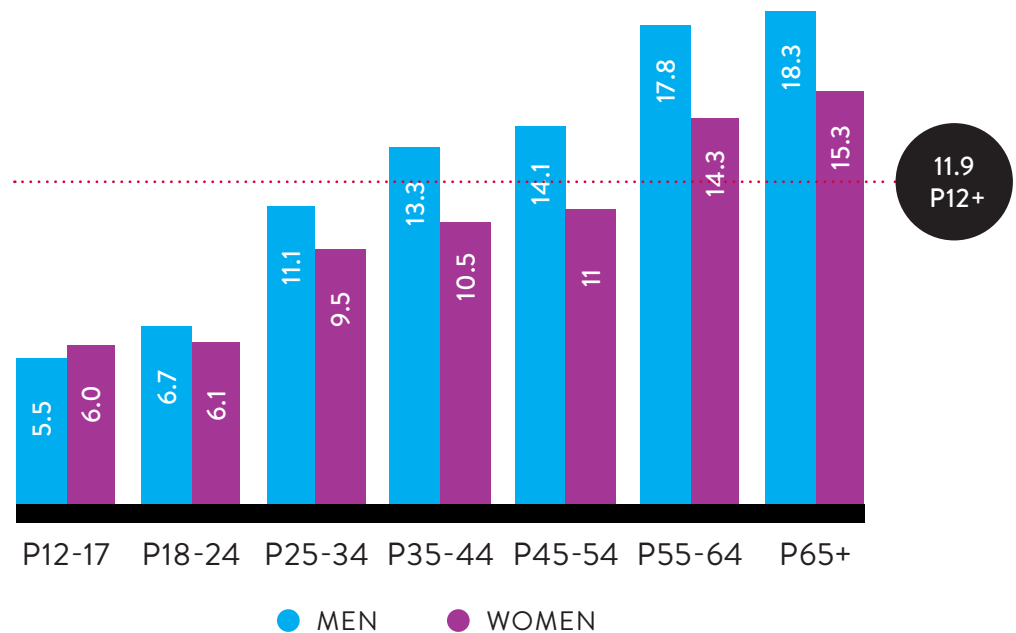


PUBLIC RADIO WEEKLY REACH (%)

LISTENERS 12+ (M-SU 6AM-MID)

HOW TO READ:

These figures represent the weekly percent of each demographic that was reached by the public radio stations profiled in this report during an average week. For example, more than 17% of Men 55-64 in the United States listened to public radio during an average week between the hours of 6AM and Midnight, Monday through Sunday. The dotted line represents the average of all Americans (12+) who listen to public radio during an average week

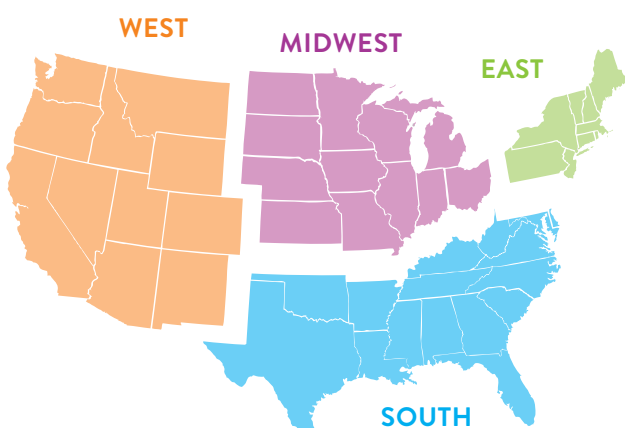


Source: Nielsen Audio National Regional Database, Spring 2014; M-SU 6AM-MID

PUBLIC RADIO IS SPREAD THROUGHOUT THE COUNTRY

From the Green Mountains to the West Coast and everywhere in between, Public Radio reaches listeners on large-market stations, rural outlets and through unique state-wide networks which offer a hybrid of both national and local content as varied as the 50 states.

THE PUBLIC RADIO AUDIENCE BY REGION



REGION	PUBLIC RADIO REACH	% OF TOTAL PUBLIC RADIO AUDIENCE	% OF NATIONAL POPULATION
SOUTH	10.1 MILLION	32%	38%
WEST	9.0 MILLION	28%	23%
EAST	6.7 MILLION	21%	18%
MIDWEST	6.2 MILLION	19%	21%

HOW TO READ:

There are 10.1 million weekly listeners to Public Radio living in the south, representing 32% of the total Public Radio audience. 38% of the total U.S. population lives in the south.

BELOW ARE THE TOP 10 STATES
(AND DISTRICT) RANKED
ON THE PERCENT OF THE
POPULATION THAT LISTENS TO
PUBLIC RADIO EACH WEEK.



LISTENERS

- 1 WASHINGTON, DC 30.5%
- 2 VERMONT 26.1%
- 3 MINNESOTA 21.2%
- 4 NEW HAMPSHIRE 19.7%
- 5 OREGON 19.2%
- 6 WASHINGTON 18.8%
- 7 MASSACHUSETTS 18.1%
- 8 ALASKA 17.9%
- 9 MARYLAND 17.8%
- 10 CONNECTICUT 16.7%

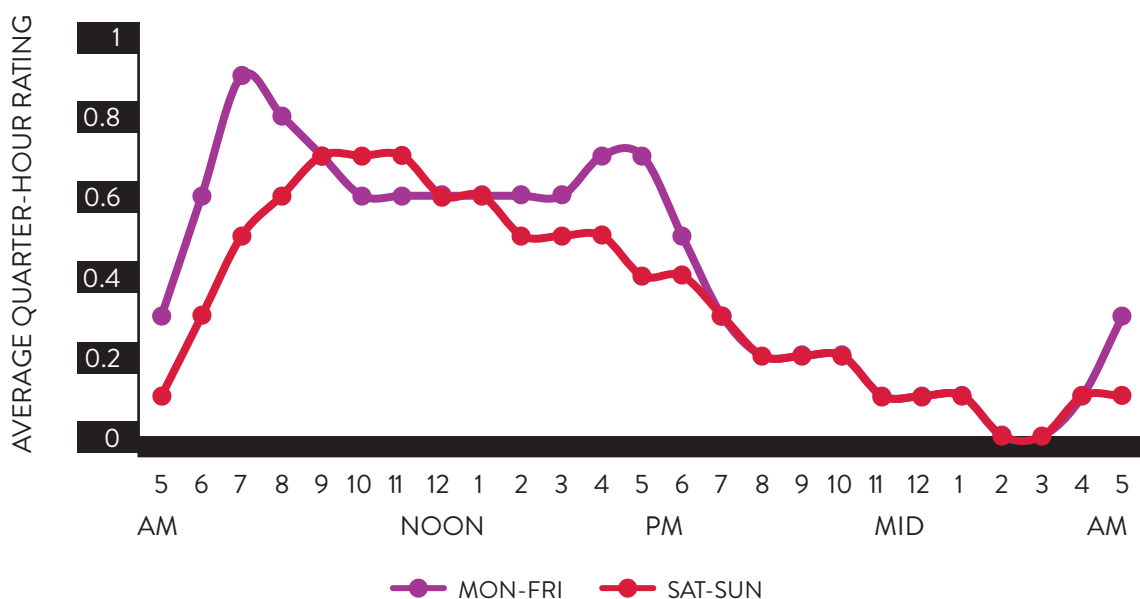
Source: Nielsen Audio National Regional Database, Spring 2014; M-SU 6AM-MID
US Census geographic divisions (www.census.gov)

LISTENING BY HOUR AND LOCATION

Public Radio listening peaks in the mornings throughout the week, in the 7AM or 9AM hour depending on the day. It also appeals to audiences while they are at home to a significantly higher degree than radio as a whole, particularly at nights and on the weekends.

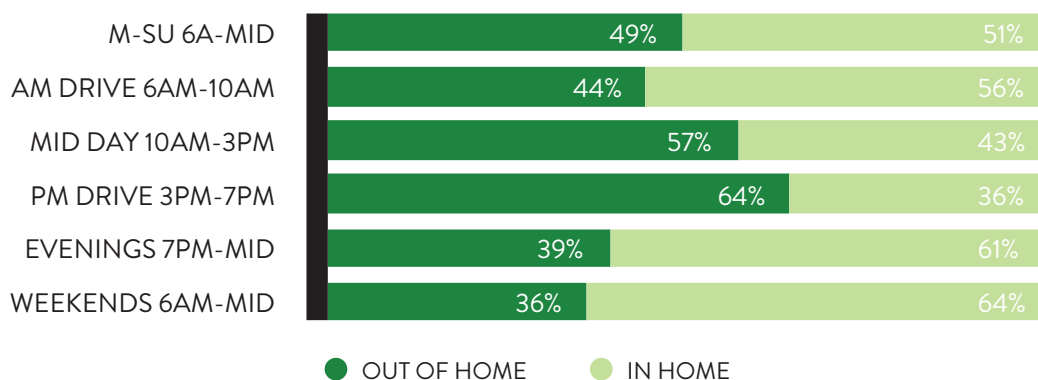
PUBLIC RADIO'S TOP-RATED HOURS

LISTENERS 12+ MON-FRI, SAT-SUN, TOTAL DAY AQH RATING



PUBLIC RADIO LISTENING LOCATION BY DAYPART

LISTENERS 12+ AQH COMPOSITION

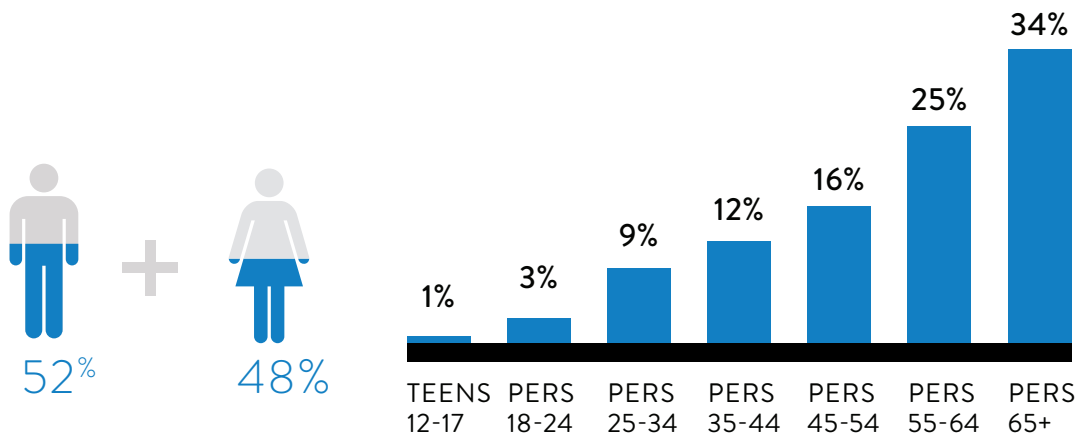


Source: Nielsen Audio National Regional Database, Spring 2014; M-SU 6AM-MID





WHO IS THE PUBLIC RADIO LISTENER?

Public Radio listeners mirror the national radio audience by gender, with slightly more men listening each week than women. From an age perspective, the Public Radio audience is more likely to be older than the average radio listener in general, as nearly 60% are above the age of 55.

PUBLIC RADIO AUDIENCE AGE COMPOSITION LISTENERS 12+ (M-SU 5AM-MID)



Despite a higher propensity for Public Radio listeners to tune in while they are at home, those in the work force still make up the majority of the audience. And, on education, Public Radio listeners are significantly more likely than the average radio listener to have attended or received college degrees.

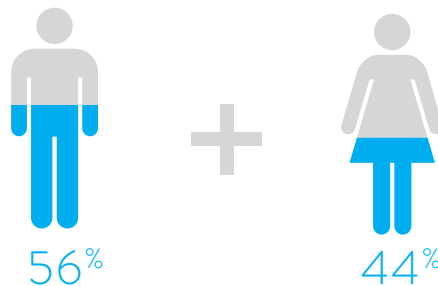
	PUBLIC RADIO LISTENERS	ALL RADIO LISTENERS
 FULL-TIME WORKERS	65%	63%
 LISTENERS WHO ATTENDED COLLEGE	88%	61%
 FULL OR PART-TIME WORKERS	80%	78%
 COLLEGE GRADUATES	64%	28%

Source: Nielsen Audio National Regional Database, Spring 2014; M-SU 6AM-MID

Note: Working data based on Adults 18-64, education data based on Adults 18+

MILLENNIALS (P18-34)

6 MILLION OF AMERICA'S MOST CONNECTED
CONSUMERS LISTEN TO PUBLIC RADIO EACH WEEK



COMPOSITION OF MILLENNIAL PUBLIC RADIO LISTENERS

6.3 MILLION
MILLENNIALS LISTEN TO PUBLIC
RADIO EACH WEEK



8.6%
OF MILLENNIALS
REACHED BY PUBLIC
RADIO EACH WEEK



3:15(HRS:MINS)
SPENT WITH PUBLIC RADIO
EACH WEEK



53.8%
OF MILLENNIAL PUBLIC
RADIO LISTENERS ARE
COLLEGE GRADUATES

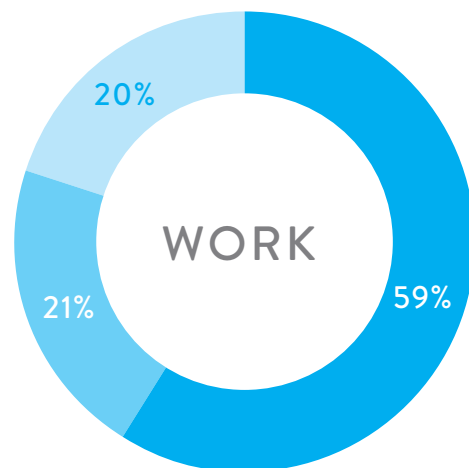
LISTENING LOCATION



IN HOME
35%



OUT OF HOME
65%



Source: Nielsen Audio National Regional Database, Spring 2014;
M-SU 6AM-MID

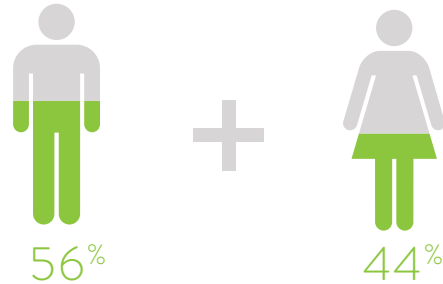
● FULL-TIME ● PART-TIME
● NOT EMPLOYED FULL OR PART-TIME (INCL. RETIRED, STUDENT, ETC.)

GENERATION X (P35-49)

PUBLIC RADIO'S WORKFORCE; 74% OF
GENERATION X LISTENERS WORK FULL-TIME



7.3 MILLION
GEN X'ERS LISTEN TO PUBLIC
RADIO EACH WEEK



COMPOSITION OF GENERATION X PUBLIC RADIO LISTENERS



11.8%
OF GENERATION X
REACHED BY PUBLIC
RADIO EACH WEEK



4:15 (HRS:MINS)
SPENT WITH PUBLIC RADIO
EACH WEEK



68.8%
OF GENERATION X PUBLIC
RADIO LISTENERS ARE
COLLEGE GRADUATES

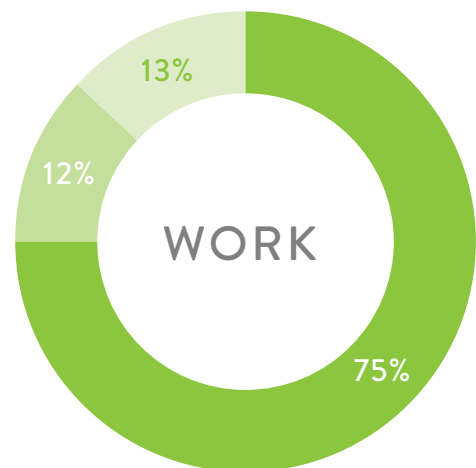
LISTENING LOCATION



IN HOME
37%



OUT OF HOME
63%



● FULL-TIME ● PART-TIME
● NOT EMPLOYED FULL OR PART-TIME (INCL. RETIRED, STUDENT, ETC.)

Source: Nielsen Audio National Regional Database, Spring 2014;
M-SU 6AM-MID

BOOMERS (P50-64)

PUBLIC RADIO'S LARGEST FAN BASE – 9 MILLION
HIGHLY QUALIFIED CONSUMERS



9.4 MILLION
BOOMERS LISTEN TO PUBLIC
RADIO EACH WEEK



COMPOSITION OF BOOMER PUBLIC RADIO LISTENERS



15.0%
OF BOOMERS
REACHED BY PUBLIC
RADIO EACH WEEK



6:00 (HRS:MINS)
SPENT WITH PUBLIC RADIO
EACH WEEK



63.7%
OF BOOMER PUBLIC
RADIO LISTENERS ARE
COLLEGE GRADUATES

LISTENING LOCATION



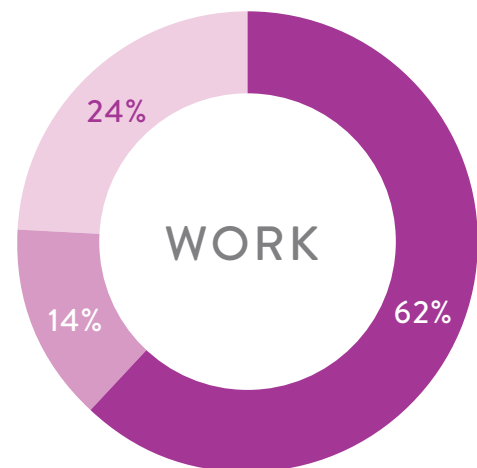
IN HOME

49%



OUT OF HOME

51%



Source: Nielsen Audio National Regional Database, Spring 2014;
M-SU 6AM-MID

● FULL-TIME ● PART-TIME
● NOT EMPLOYED FULL OR PART-TIME (INCL. RETIRED, STUDENT, ETC.)

HISPANICS (P12+)

2.7 MILLION ENGLISH AND SPANISH SPEAKING
HISPANICS LISTEN TO PUBLIC RADIO EACH WEEK



2.7 MILLION
HISPANICS LISTEN TO PUBLIC
RADIO EACH WEEK



COMPOSITION OF HISPANIC PUBLIC RADIO LISTENERS



7.7%
OF HISPANICS
REACHED BY PUBLIC
RADIO EACH WEEK



3:15(HRS:MINS)
SPENT WITH PUBLIC RADIO
EACH WEEK



42.2%
OF HISPANIC PUBLIC
RADIO LISTENERS ARE
COLLEGE GRADUATES

LISTENING LOCATION



IN HOME

41%



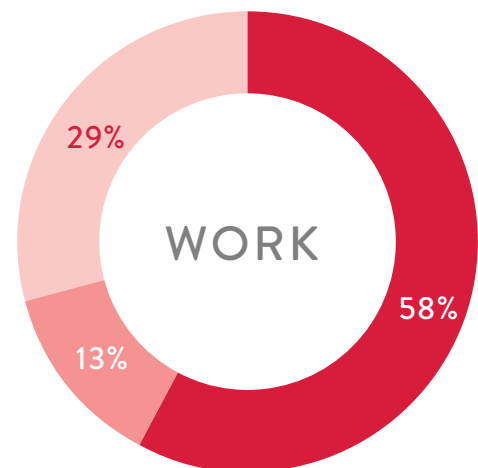
OUT OF HOME

59%

Source: Nielsen Audio National Regional Database, Spring 2014;
M-SU 6AM-MID

Hispanic Differential Survey Treatment Markets (104) – Nielsen surveys
both English and Spanish speaking Hispanics in these markets.

Note: Working and education data based on Hispanics 18+



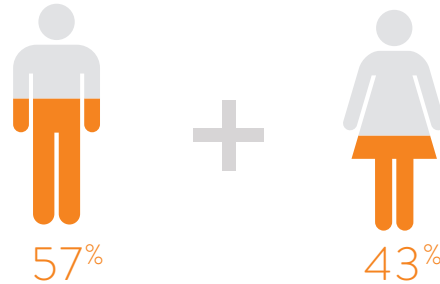
● FULL-TIME ● PART-TIME
● NOT EMPLOYED FULL OF PART-TIME (INCL. RETIRED, STUDENT, ETC.)

AFRICAN AMERICANS (P12+)

TWO AND-A-HALF MILLION AFRICAN AMERICANS TUNE TO
PUBLIC RADIO EVERY WEEK



2.5 MILLION
AFRICAN AMERICANS LISTEN TO
PUBLIC RADIO EACH WEEK



COMPOSITION OF AFRICAN AMERICAN PUBLIC RADIO LISTENERS



9.1%
OF AFRICAN
AMERICANS
REACHED BY PUBLIC
RADIO EACH WEEK



3:45(HRS:MINS)
SPENT WITH PUBLIC RADIO
EACH WEEK



44.4%
OF AFRICAN
AMERICAN PUBLIC
RADIO LISTENERS ARE
COLLEGE GRADUATES

LISTENING LOCATION



IN HOME

49%



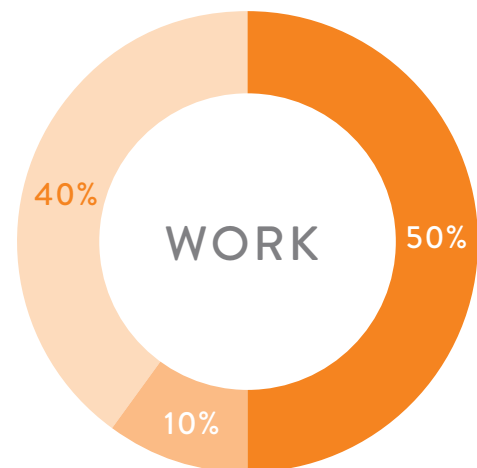
OUT OF HOME

51%

Source: Nielsen Audio National Regional Database, Spring 2014;
M-SU 6AM-MID

Black Differential Survey Treatment Markets (130)

Note: Working and education data based on African Americans 18+



● FULL-TIME ● PART-TIME
● NOT EMPLOYED FULL OR PART-TIME (INCL. RETIRED, STUDENT, ETC.)

SOURCING & METHODOLOGIES

GLOSSARY

WEEKLY CUME PERSONS: The total weekly number of different persons who tune to radio (or Public Radio) for at least five minutes during the given daypart.

WEEKLY CUME RATING: The cume persons audience expressed as a percentage of all persons estimated to be in the specified demographic group listening to a particular radio station or format.

TSL: Time Spent Listening. The amount of time (expressed in hours and minutes) the average listener spends with a particular station or format during the selected daypart. It can be defined on both a daily and weekly basis.

AQH PERSONS: Average Quarter-Hour. The basic element of measurement for audio ratings, based on the average number of listeners who tuned in for at least five minutes during a given 15-minute period. Also referred to as Persons Using Radio (PUR) for Diary markets or Persons Using Measured Media (PUMM) for PPM markets.

AQH RATING: The Average Quarter-Hour audience expressed as a percentage of the total population.

AQH COMPOSITION: The composition of the audience based on the Average Quarter-Hour persons estimate.

DIFFERENTIAL SURVEY TREATMENT (DST): A special procedure used to help maximise participation in the survey or panel by persons in a demographic group with a history of under-representation in survey research.

SOURCING

Nielsen RADAR 123, December 2014

Nielsen Audio National Regional Database, Spring 2014

METHODOLOGIES

Some 961 rated Public Radio stations (AM, FM, streamed and HD Radio) were combined for this report. Call letters were provided by National Public Radio and the Radio Research Consortium, and are listed on the following pages.

Nielsen's Portable People Meter (PPM) technology surveys both English and Spanish speaking respondents in the top 48 radio metros in the United States as of the Spring 2014 survey.

Nielsen's Diary service surveys both English and Spanish speaking respondents in the remaining 219 radio metros in the United States as of the Spring 2014 survey.

PUBLIC RADIO STATIONS USED IN THIS REPORT

KABF-FM	KBOO-FM	KCLM-FM	KDUW-FM	KHNE-FM	KKTR-FM	KMST-FM	KNTN-FM	KPCW-FM
KACU-FM	KBPN-FM	KCLU-AM	KEDM-FM	KHPH-FM	KKUA-FM	KMSU-FM	KNTU-FM	KPFA-FM
KACV-FM	KBPR-FM	KCLU-FM	KEDT-FM	KHPR-FM	KKXT-FM	KMUD-FM	KNWF-FM	KPFB-FM
KAFM-FM	KBPS-AM	KCME-FM	KEMC-FM	KHRV-FM	KLBR-FM	KMUN-FM	KNWO-FM	KPFK-FM
KAHU-FM	KBSA-FM	KCMP-FM	KENW-FM	KHSU-FM	KLCC-FM	KMUW-FM	KNWP-FM	KPFT-FM
KAJX-FM	KBSJ-FM	KCND-FM	KEOS-FM	KICG-FM	KLCD-FM	KMWS-FM	KNWR-FM	KPLU-FM
KALA-FM	KBSK-FM	KCNE-FM	KERA-FM	KICJ-FM	KLCO-FM	KNAU-FM	KNWV-FM	KPNE-FM
KALW-FM	KBSM-FM	KCNP-FM	KESC-FM	KICL-FM	KLCU-FM	KNBA-FM	KNWY-FM	KPPD-FM
KAMU-FM	KBSQ-FM	KCNV-FM	KETP-FM	KICP-FM	KLDN-FM	KNBJ-FM	KNYR-FM	KPPW-FM
KANO-FM	KBSS-FM	KCOZ-FM	KETR-FM	KIDE-FM	KLFO-FM	KNBX-FM	KOAB-FM	KPRE-FM
KANQ-FM	KBSU-FM	KCPW-FM	KEXP-FM	KILI-FM	KLFR-FM	KNCA-FM	KOAC-AM	KPRJ-FM
KANU-FM	KBSW-FM	KCRB-FM	KEYA-FM	KING-FM	KLND-FM	KNCH-FM	KOAP-FM	KPRN-FM
KANW-FM	KBSX-FM	KCRW-FM	KEZJ-AM	KIOS-FM	KLNE-FM	KNCM-FM	KOBK-FM	KPRQ-FM
KANZ-FM	KBSY-FM	KCSD-FM	KFAE-FM	KIPH-FM	KLNR-FM	KNCT-FM	KOBN-FM	KPRU-FM
KAOS-FM	KBUT-FM	KCSE-FM	KFAI-FM	KIPM-FM	KLRE-FM	KNGA-FM	KOCU-FM	KPRX-FM
KAPC-FM	KBUE-FM	KCSM-FM	KFCF-FM	KIPO-FM	KLSA-FM	KNHM-FM	KOGL-FM	KPSC-FM
KAQA-FM	KBXE-FM	KCSN-FM	KFJM-FM	KISU-FM	KLSE-FM	KNHT-FM	KOHN-FM	KPSD-FM
KASU-FM	KBYI-FM	KCSU-FM	KFPR-FM	KIWR-FM	KLWS-FM	KNNB-FM	KOJD-FM	KPUB-FM
KAUR-FM	KBYU-FM	KCUR-FM	KGAC-FM	KJEM-FM	KMBH-FM	KNON-FM	KOPB-AM	KPVL-FM
KAXE-FM	KCBX-FM	KDAQ-FM	KGHR-FM	KJHK-FM	KMCU-FM	KNOW-FM	KOPB-FM	KPVU-FM
KAZU-FM	KCCD-FM	KDFC-FM	KGLP-FM	KJJP-FM	KMFA-FM	KNPR-FM	KOPN-FM	KQAC-FM
KBAQ-FM	KCCK-FM	KDHF-FM	KGLT-FM	KJLU-FM	KMHA-FM	KNSB-FM	KOSU-FM	KQAL-FM
KBBF-FM	KCCM-FM	KDLL-FM	KGNU-AM	KJPR-AM	KMHD-FM	KNSE-FM	KOTD-FM	KQED-FM
KBBG-FM	KCCU-FM	KDNA-FM	KGNU-FM	KJSD-FM	KMNE-FM	KNSK-FM	KOTO-FM	KQEI-FM
KBBI-AM	KCEP-FM	KDNK-FM	KGOU-FM	KJZZ-FM	KMOJ-FM	KNSL-FM	KOUA-FM	KQMN-FM
KBCS-FM	KCFP-FM	KDPR-FM	KGPR-FM	KKCR-FM	KMPO-FM	KNSM-FM	KPAC-FM	KQNC-FM
KBEM-FM	KCFR-FM	KDSC-FM	KGVA-FM	KKFI-FM	KMPQ-FM	KNSR-FM	KPBS-FM	KQSC-FM
KBHE-FM	KCHO-FM	KDSD-FM	KHCC-FM	KKJZ-FM	KMPR-FM	KNSW-FM	KPBX-FM	KQWS-FM
KBIA-FM	KCHU-AM	KDSU-FM	KHDC-FM	KKPC-AM	KMSE-FM	KNSY-FM	KPBZ-FM	KRBM-FM
KBMC-FM	KCJX-FM	KDUR-FM	KHKE-FM	KKTO-FM	KMSK-FM	KNSZ-FM	KPCC-FM	KRCB-FM

PUBLIC RADIO STATIONS USED IN THIS REPORT

KRCC-FM	KSGU-FM	KTDB-FM	KUFL-FM	KUWA-FM	KWBU-FM	KZNA-FM	WBGO-FM	WCML-FM
KRCL-FM	KSHI-FM	KTEP-FM	KUFM-FM	KUWC-FM	KWGS-FM	KZNK-FM	WBHM-FM	WCMU-FM
KRCU-FM	KSJD-FM	KTMK-FM	KUFN-FM	KUWD-FM	KWIT-FM	KZNZ-FM	WBJB-FM	WCMW-FM
KRFA-FM	KSJE-FM	KTNA-FM	KUFW-FM	KUWG-FM	KWMU-FM	KZSD-FM	WBJC-FM	WCMZ-FM
KRFC-FM	KSJK-AM	KTNE-FM	KUGS-FM	KUWI-FM	KWOU-FM	KZSE-FM	WBJD-FM	WCNH-FM
KRNE-FM	KSJN-FM	KTOO-FM	KUHA-FM	KUWJ-FM	KWRR-FM	KZUM-FM	WBKE-FM	WCNV-FM
KRNI-AM	KSJR-FM	KTOT-FM	KUHF-FM	KUWL-FM	KWRV-FM	KZYX-FM	WBLU-FM	WCNY-FM
KRNN-FM	KSJV-FM	KTPH-FM	KUHM-FM	KUWN-FM	KWSO-FM	WABE-FM	WBLV-FM	WCPE-FM
KROU-FM	KSKA-FM	KTPR-FM	KUHU-FM	KUWP-FM	KWSU-AM	WABR-FM	WBNI-FM	WCPN-FM
KRPS-FM	KSLU-FM	KTQX-FM	KUKL-FM	KUWR-FM	KWTU-FM	WACG-FM	WBNY-FM	WCQS-FM
KRSC-FM	KSMF-FM	KTRL-FM	KUMD-FM	KUWS-FM	KWWS-FM	WAER-FM	WBOI-FM	WCRB-FM
KRSU-FM	KSMS-FM	KTSD-FM	KUNC-FM	KUWT-FM	KXCI-FM	WAIC-FM	WBRH-FM	WCSU-FM
KRSW-FM	KSMU-FM	KTSU-FM	KUND-FM	KUWX-FM	KXCV-FM	WAMC-AM	WBSJ-FM	WCVE-FM
KRTS-FM	KSMW-FM	KTTZ-FM	KUNI-FM	KUWY-FM	KXJS-FM	WAMC-FM	WBST-FM	WCVF-FM
KRUA-FM	KSOR-FM	KTWP-FM	KUNM-FM	KUWZ-FM	KXJZ-FM	WAMK-FM	WBSW-FM	WCWP-FM
KRUX-FM	KSPB-FM	KTXI-FM	KUNR-FM	KUXU-FM	KXLC-FM	WAMQ-FM	WBTN-FM	WDAV-FM
KRVM-AM	KSRQ-FM	KTXK-FM	KUNV-FM	KUYI-FM	KXLL-FM	WAMU-FM	WBUA-FM	WDBM-FM
KRVM-FM	KSRS-FM	KTXP-FM	KUOI-FM	KVCR-FM	KXNE-FM	WANC-FM	WBUR-FM	WDCB-FM
KRVS-FM	KSTX-FM	KUAC-FM	KUOM-AM	KVLA-FM	KXPR-FM	WAPR-FM	WBZC-FM	WDCL-FM
KRWG-FM	KSUA-FM	KUAF-FM	KUOP-FM	KVLU-FM	KXSR-FM	WAPS-FM	WCAI-FM	WDDE-FM
KRXW-FM	KSUI-FM	KUAR-FM	KUOR-FM	KVMR-FM	KXUL-FM	WATY-FM	WCAN-FM	WDET-FM
KRZA-FM	KSUT-FM	KUAT-FM	KUOW-FM	KVNF-FM	KXWT-FM	WAUA-FM	WCBE-FM	WDIY-FM
KSBA-FM	KSUU-FM	KUAZ-AM	KUSC-FM	KVNO-FM	KYCU-FM	WAUS-FM	WCBN-FM	WDNA-FM
KS BX-FM	KS UW-FM	KUAZ-FM	KUSP-FM	KVOD-FM	KYPR-FM	WBAA-AM	WCBU-FM	WDPG-FM
KSDB-FM	KSVR-FM	KUBO-FM	KUSR-FM	KVOQ-AM	KYVT-FM	WBAA-FM	WCCT-FM	WDPR-FM
KSDS-FM	KSWs-FM	KUCA-FM	KUSU-FM	KVOV-FM	KZAN-FM	WBAI-FM	WCEL-FM	WDPS-FM
KSEF-FM	KSYC-AM	KUCO-FM	KUT-FM	KVPR-FM	KZAZ-FM	WBCX-FM	WCHG-FM	WDVX-FM
KSER-FM	KTBG-FM	KUCV-FM	KUTE-FM	KVSC-FM	KZCK-FM	WBEW-FM	WCLK-FM	WEAA-FM
KSFC-FM	KTBR-AM	KUER-FM	KUTX-FM	KVTI-FM	KZFR-FM	WBEZ-FM	WCLV-FM	WECS-FM
KSFR-FM	KTCU-FM	KUEU-FM	KUVO-FM	KWAX-FM	KZMU-FM	WBFO-FM	WCMB-FM	WEFT-FM

PUBLIC RADIO STATIONS USED IN THIS REPORT

WEHC-FM	WFFC-FM	WGTE-FM	WIAA-FM	WKNO-FM	WMFE-FM	WNIJ-FM	WOLN-FM	WQPR-FM
WEKF-FM	WFHB-FM	WGUC-FM	WICA-FM	WKNS-FM	WMHT-FM	WNIN-FM	WOMR-FM	WQQQ-FM
WEKH-FM	WFIT-FM	WGV5-AM	WICN-FM	WKPB-FM	WMHW-FM	WNIQ-FM	WONY-FM	WQUB-FM
WEKU-FM	WFIU-FM	WGV5-FM	WICR-FM	WKSU-FM	WMKY-FM	WNIU-FM	WORT-FM	WQXR-FM
WELH-FM	WFMR-FM	WGVU-AM	WILL-AM	WKUE-FM	WMLS-FM	WNIW-FM	WOSA-FM	WQXW-FM
WEMC-FM	WFMU-FM	WGVU-FM	WILL-FM	WKYL-FM	WMLU-FM	WNJA-FM	WOSR-FM	WRAS-FM
WEMU-FM	WFPK-FM	WGVV-FM	WIOX-FM	WKYU-FM	WMMT-FM	WNJO-FM	WOSU-FM	WRAU-FM
WEOS-FM	WFPL-FM	WHA-AM	WIRN-FM	WLBL-AM	WMNF-FM	WNJP-FM	WOUB-AM	WRCJ-FM
WEPR-FM	WFSQ-FM	WHAA-FM	WIRR-FM	WLBL-FM	WMNR-FM	WNJT-FM	WOUB-FM	WRCU-FM
WERN-FM	WFSS-FM	WHAD-FM	WITF-FM	WLCH-FM	WMOT-FM	WNJY-FM	WOUC-FM	WRFA-FM
WERS-FM	WFSU-FM	WHBM-FM	WITH-FM	WLHV-FM	WMPG-FM	WNKE-FM	WOUL-FM	WRGC-FM
WERU-FM	WFSW-FM	WHDD-AM	WIUM-FM	WLJK-FM	WMPH-FM	WNKU-FM	WOUZ-FM	WRHV-FM
WESA-FM	WFUM-FM	WHDD-FM	WJAB-FM	WLNZ-FM	WMPN-FM	WNMP-FM	WOXM-FM	WRIQ-FM
WESM-FM	WFUV-FM	WHDI-FM	WJAZ-FM	WLPR-FM	WMRA-FM	WNMU-FM	WOXR-FM	WRIR-FM
WESU-FM	WFWM-FM	WHHI-FM	WJCT-FM	WLRH-FM	WMSV-FM	WNNU-FM	WPAU-FM	WRJA-FM
WETA-FM	WFIY-FM	WHID-FM	WJFF-FM	WLNR-FM	WMUA-FM	WNNZ-AM	WPBI-FM	WRKF-FM
WETS-FM	WGBH-FM	WHIL-FM	WJNY-FM	WLSN-FM	WMUB-FM	WNNZ-FM	WPFB-AM	WRMU-FM
WEVC-FM	WGCS-FM	WHLA-FM	WJSP-FM	WLSU-FM	WMUH-FM	WNPR-FM	WPFW-FM	WRPI-FM
WEVF-FM	WGPU-FM	WHMC-FM	WJSU-FM	WLTR-FM	WMUK-FM	WNPS-FM	WPLN-AM	WRQM-FM
WEVH-FM	WGDH-FM	WHND-FM	WJWJ-FM	WLUR-FM	WMUM-FM	WNRN-FM	WPLN-FM	WRST-FM
WEVJ-FM	WGDR-FM	WHQR-FM	WJWV-FM	WMAB-FM	WMVE-FM	WNSB-FM	WPNE-FM	WRTI-FM
WEVN-FM	WGGL-FM	WHRM-FM	WKAR-AM	WMAE-FM	WNCH-FM	WNSC-FM	WPPB-FM	WRTL-FM
WEVO-FM	WGHQ-AM	WHRO-FM	WKAR-FM	WMAH-FM	WNCK-FM	WNTI-FM	WPPR-FM	WRTQ-FM
WEVQ-FM	WGTL-FM	WHRV-FM	WKCC-FM	WMAO-FM	WNCU-FM	WNYC-AM	WPRL-FM	WRTX-FM
WEVS-FM	WGMC-FM	WHRW-FM	WKCP-FM	WMAU-FM	WNCW-FM	WNYC-FM	WPSU-FM	WRTY-FM
WEXT-FM	WGPB-FM	WHSF-FM	WKGC-AM	WMAV-FM	WNDY-FM	WNYE-FM	WQCS-FM	WRUN-FM
WFAE-FM	WGRH-FM	WHSF-FM	WKGC-FM	WMAW-FM	WNED-FM	WNYO-FM	WQED-FM	WRUR-FM
WFCL-FM	WGRS-FM	WHUS-FM	WKHS-FM	WMCE-FM	WNGH-FM	WOI-AM	WQEJ-FM	WRVD-FM
WFCR-FM	WGSF-FM	WHWC-FM	WKKL-FM	WMEA-FM	WNGU-FM	WOI-FM	WQIQ-FM	WRVG-FM
WFDD-FM	WGTD-FM	WHYY-FM	WKMS-FM	WMEH-FM	WNIE-FM	WOJB-FM	WQLN-FM	WRVH-FM

PUBLIC RADIO STATIONS USED IN THIS REPORT

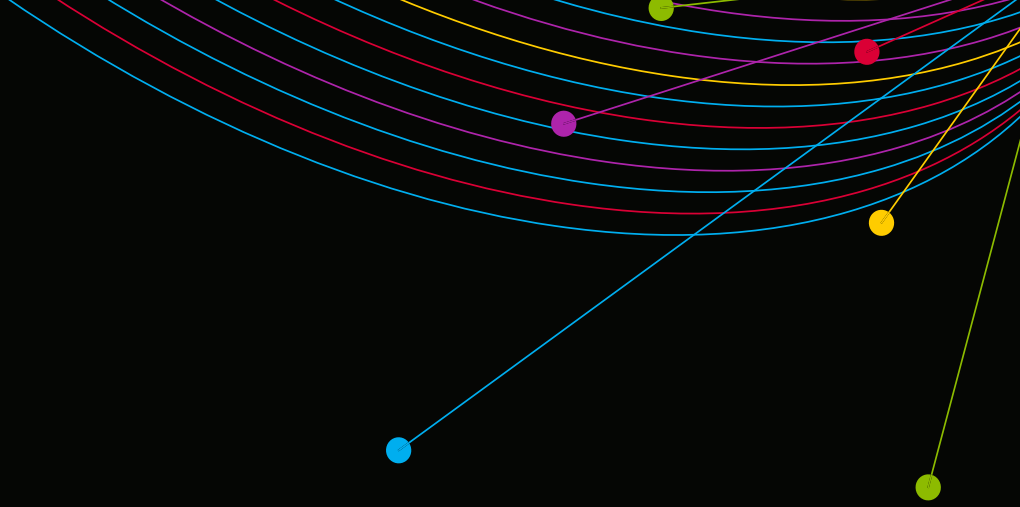
WRVJ-FM	WSNC-FM	WUNC-FM	WVPB-FM	WWPV-FM	WZNB-FM
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WRVO-FM	WSQC-FM	WUNV-FM	WVPG-FM	WWVT-AM	
WRVS-FM	WSQE-FM	WUNY-FM	WVPM-FM	WXJM-FM	
WRVT-FM	WSQG-FM	WUOL-FM	WVPN-FM	WXLB-FM	
WRWA-FM	WSQN-FM	WUOM-FM	WVPR-FM	WXLDFM	
WRXC-FM	WSQX-FM	WUOT-FM	WVPS-FM	WXLG-FM	
WSAJ-FM	WSSB-FM	WURC-FM	WVPW-FM	WXLH-FM	
WSCD-FM	WSSU-FM	WUSB-FM	WVSS-FM	WXLL-FM	
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WSCL-FM	WSUC-FM	WUSM-FM	WVTF-FM	WMLS-FM	
WSCN-FM	WSUF-FM	WUTC-FM	WVTI-FM	WXLU-FM	
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WSHA-FM	WTEB-FM	WUWM-FM	WVUA-FM	WXPR-FM	
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WSIE-FM	WTMD-FM	WVDM-FM	WVXU-FM	WXXI-FM	
WSIF-FM	WTSU-FM	WVEP-FM	WVYA-FM	WXXY-FM	
WSIU-FM	WUAL-FM	WVGR-FM	WWCJ-FM	WYBC-AM	
WSKG-FM	WUBJ-FM	WVIA-FM	WWCM-FM	WYEP-FM	
WSLG-FM	WUCF-FM	WVIK-FM	WWET-FM	WYMS-FM	
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WSLZ-FM	WUIS-FM	WVNP-FM	WWNO-FM	WYQS-FM	
WSMC-FM	WUKY-FM	WVOF-FM	WWOZ-FM	WYSO-FM	
WSMR-FM	WUMB-FM	WVPA-FM	WWPJ-FM	WYSU-FM	

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Nielsen N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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