

25-54

25-54			Radio - P1 (Format Tuned Most)															
Radio - Attributes - Important:		Totals	Adult Album Alternative	Adult Contemporary	AOR/ Mainstream	All News	Classic Country	Classical/ Fine Arts	Mainstream Top 40/CHR	Classic Hits	Classic Rock	Ethnic/Multi- cultural	Hot Adult Contemporary	Modern/ Alternative	News/Talk	Religious	Sports	Today's Country
Traffic reports in the morning and afternoon rush hours	%	61	63	60	55	74	45	72	65	64	61	63	61	70	64	55	70	63
	Index		102	99	90	121	73	117	106	104	99	102	99	114	104	91	115	102
Weather reports and updates	%	74	74	80	72	87	79	74	77	77	86	84	77	69	77	76	74	81
	Index		99	108	97	118	106	100	104	103	116	113	103	92	103	102	100	109
Headline news	%	75	89	76	72	85	80	78	77	74	79	77	76	73	84	71	75	72
	Index		119	101	96	113	106	104	102	98	104	103	101	97	112	94	99	95
Sports news	%	34	28	30	39	36			33	35	37	44	31	35	36	25	59	31
	Index		82	89	115	108			98	104	111	130	91	105	108	75	176	91
Music news	%	31	40	32	32	30		31	31	32	31	40	35	35	29	29	28	30
	Index		130	103	104	98		100	99	104	98	129	114	112	94	92	90	98
Community news and news about local events	%	63	59	68	58	72	83	58	61	68	72	76	62	62	65	72	58	66
	Index		94	108	92	115	132	92	97	108	115	121	99	98	103	115	92	105
Entertainment news/celebrity gossip	%	19	27	20	15				25	17	9		25	16	21		19	22
	Index		140	104	79				127	87	47		130	85	107		96	114
Information about products and services I might like to try or buy	%	19	38	20	20	29			21	19	19	32	23	18	20	11	14	15
	Index		195	105	106	153			111	97	100	164	118	91	106	58	72	79
Information about sales at local stores and services	%	31	40	34	29	44	42	37	33	35	33	40	35	29	26	33	30	34
	Index		131	109	95	144	135	122	107	115	108	129	115	96	85	108	98	112
Making my time in the car more enjoyable	%	80	88	81	79	82	77	74	85	81	77	75	85	81	82	87	77	81
	Index		110	101	99	103	97	93	106	101	97	94	106	101	102	109	96	101
Being part of my day at work	%	36	38	43	41	40	41	34	35	37	34	38	42	31	34	28	38	34
	Index		105	120	114	111	115	96	98	103	97	105	117	86	94	77	105	96
Being part of my day at home	%	34	28	38	32	32	44	36	30	33	37	48	37	34	37	30	30	35
	Index		83	112	95	94	129	106	89	97	108	142	108	101	109	88	89	102
Keeping me informed	%	71	75	71	69	79	74	72	71	71	63	71	77	66	80	67	72	70
	Index		105	101	98	111	104	102	100	100	89	100	108	93	113	95	101	98
Being part of my general daily life	%	53	56	57	49	57	46	54	53	51	59	55	59	54	57	52	52	57
	Index		105	108	92	107	86	101	100	97	111	103	111	102	106	98	98	107
Hearing the latest hits	%	51	65	57	48	43	45	46	62	48	43	60	65	55	44	47	46	58
	Index		126	111	94	85	89	90	121	93	84	118	127	107	86	93	89	113
Discovering new music/songs/artists	%	56	78	63	55	52	50	46	65	48	45	56	63	61	52	53	45	60
	Index		140	113	100	94	90	84	118	87	81	102	114	110	93	95	81	107
Discussion forum on news and public affairs	%	39	26	36	36	40		39	38	37	37	59	37	40	50	37	45	35
	Index		67	92	91	101		99	97	94	95	150	93	102	128	93	115	88
Possibility to enter contests and win prizes	%	20	23	23	21	29			22	19	23		22	19	14	21	17	29
	Index		116	115	104	145			111	96	117		112	98	71	104	86	145