

**Listening to Public Radio's Programming
Listener-Hours per Year (in Billions)**

	Local		Acquired		TOTAL	
1995	4.781	51%	4.567	49%	9.348	100%
1996	4.649	49%	4.758	51%	9.407	100%
1997	4.692	48%	4.995	52%	9.686	100%
1998	4.683	47%	5.307	53%	9.990	100%
1999	4.775	46%	5.587	54%	10.363	100%
2000	4.789	46%	5.707	54%	10.496	100%
2001	4.946	43%	6.448	57%	11.393	100%
2002	5.223	42%	7.150	58%	12.373	100%

Source: Audience Research Analysis; AudiGraphics

Loyalty to Public Radio's Programming

	Local	Acquired	TOTAL
1995	25.6	32.3	28.5
1996	25.6	32.4	28.6
1997	25.7	32.3	28.7
1998	25.8	32.8	29.1
1999	26.8	33.6	30.1
2000	27.6	34.6	31.0
2001	27.8	35.2	31.5
2002	28.1	35.6	32.0

Source: Audience Research Analysis; AudiGraphics

**Listening to Public Radio's Programming
Listener-Hours per Year (in Billions)**

	----- News-Information-Talk -----				----- Entertainment -----				----- Music -----				All Other	TOTAL
	NPR	PRI	Other Acq	Local	PRI	NPR	Local	Acquired	Local	Local	Acquired			
	News-Talk	News	N-I-T	N-I-T			Classical	Classical	Jazz	Other	Other			
1995	2.842 30%	0.295 3%	0.171 2%	0.451 5%	0.208 2%	0.102 1%	2.218 24%	0.671 7%	0.927 10%	1.110 12%	0.198 2%	0.155 2%	9.348 100%	
1996	2.942 31%	0.344 4%	0.177 2%	0.424 5%	0.225 2%	0.116 1%	2.091 22%	0.679 7%	0.876 9%	1.182 13%	0.187 2%	0.164 2%	9.407 100%	
1997	3.080 32%	0.321 3%	0.192 2%	0.410 4%	0.269 3%	0.129 1%	2.127 22%	0.712 7%	0.854 9%	1.220 13%	0.196 2%	0.177 2%	9.686 100%	
1998	3.298 33%	0.298 3%	0.181 2%	0.417 4%	0.319 3%	0.159 2%	2.151 22%	0.734 7%	0.818 8%	1.220 12%	0.210 2%	0.185 2%	9.990 100%	
1999	3.460 33%	0.319 3%	0.186 2%	0.422 4%	0.343 3%	0.177 2%	2.087 20%	0.761 7%	0.858 8%	1.337 13%	0.225 2%	0.188 2%	10.363 100%	
2000	3.545 34%	0.341 3%	0.209 2%	0.443 4%	0.351 3%	0.184 2%	2.033 19%	0.727 7%	0.817 8%	1.413 13%	0.227 2%	0.206 2%	10.496 100%	
2001	4.052 36%	0.434 4%	0.236 2%	0.521 5%	0.385 3%	0.214 2%	2.024 18%	0.707 6%	0.895 8%	1.432 13%	0.266 2%	0.226 2%	11.393 100%	
2002	4.396 36%	0.500 4%	0.291 2%	0.626 5%	0.421 3%	0.240 2%	2.032 16%	0.860 7%	0.954 8%	1.523 12%	0.278 2%	0.252 2%	12.373 100%	

Source: Audience Research Analysis; AudiGraphics

Loyalty to Public Radio's Programming

	----- News-Information-Talk -----				----- Entertainment -----			----- Music -----				All Other	TOTAL
	NPR	PRI	Other Acq	Local	PRI	NPR	Local	Acquired	Local	Local	Acquired		
	News-Talk	News	N-I-T	N-I-T			Classical	Classical	Jazz	Other	Other		
1995	34.1	26.4	24.2	22.8	39.5	40.4	29.2	30.3	21.4	25.2	28.0	28.5	
1996	34.1	26.7	24.1	23.3	38.6	42.2	29.0	31.5	20.4	26.1	27.2	28.6	
1997	33.6	28.2	23.8	23.0	38.8	42.7	29.2	30.9	20.9	26.0	27.6	28.7	
1998	34.4	28.4	23.2	22.8	37.7	40.1	29.1	31.4	21.1	26.0	27.2	29.1	
1999	34.9	28.9	24.8	23.9	38.8	41.5	29.4	32.6	22.4	27.8	28.1	30.1	
2000	35.8	30.4	26.7	25.3	39.4	41.6	30.3	33.1	22.2	28.9	30.0	31.0	
2001	36.9	31.2	28.9	25.9	39.6	42.3	30.9	32.3	23.1	28.3	28.6	31.5	
2002	36.9	31.9	29.9	27.4	40.4	43.0	31.0	33.6	23.6	28.4	28.8	32.0	

Source: Audience Research Analysis; AudiGraphics

**Listening to Public Radio's Locally-Produced Programming
Listener-Hours per Year (in Billions)**

	----- Music Formats -----												News Information Talk	Other Non- Music	MUSIC		NOT MUSIC			
	Classical Music	Jazz	AAA	Blues & R&B	Folk & BG	Other Music														
1995	2.218	46%	0.927	19%	0.224	5%	0.162	3%	0.151	3%	0.573	12%	0.451	9%	0.076	2%	4.254	89%	0.527	11%
1996	2.091	45%	0.876	19%	0.185	4%	0.198	4%	0.152	3%	0.647	14%	0.424	9%	0.076	2%	4.148	89%	0.501	11%
1997	2.127	45%	0.854	18%	0.202	4%	0.208	4%	0.146	3%	0.664	14%	0.410	9%	0.081	2%	4.201	90%	0.491	10%
1998	2.151	46%	0.818	17%	0.205	4%	0.206	4%	0.140	3%	0.669	14%	0.417	9%	0.078	2%	4.189	89%	0.495	11%
1999	2.087	44%	0.858	18%	0.235	5%	0.233	5%	0.141	3%	0.727	15%	0.422	9%	0.071	1%	4.283	90%	0.493	10%
2000	2.033	42%	0.817	17%	0.219	5%	0.231	5%	0.146	3%	0.818	17%	0.443	9%	0.083	2%	4.263	89%	0.526	11%
2001	2.024	41%	0.895	18%	0.278	6%	0.207	4%	0.137	3%	0.810	16%	0.521	11%	0.073	1%	4.351	88%	0.595	12%
2002	2.032	39%	0.954	18%	0.267	5%	0.227	4%	0.154	3%	0.876	17%	0.626	12%	0.087	2%	4.509	86%	0.713	14%

Source: Audience Research Analysis; AudiGraphics

Loyalty to Public Radio's Locally-Produced Programming

	----- Music Formats -----						News Information Talk	Other Non- Music	MUSIC		NOT MUSIC	
	Classical Music	Jazz	AAA	Blues & R&B	Folk & BG	Other Music						
1995	29.2	21.4	22.3	32.1	26.9	24.5	22.8	20.9	26.1	22.5		
1996	29.0	20.4	23.0	33.8	28.0	25.0	23.3	22.0	25.9	23.1		
1997	29.2	20.9	22.8	35.8	26.1	24.9	23.0	21.4	26.1	22.7		
1998	29.1	21.1	22.8	33.5	27.6	25.0	22.8	20.8	26.3	22.5		
1999	29.4	22.4	26.1	35.3	29.1	26.4	23.9	20.1	27.2	23.3		
2000	30.3	22.2	27.6	37.4	28.8	27.5	25.3	23.3	27.9	25.0		
2001	30.9	23.1	28.2	32.2	28.8	27.4	25.9	22.7	28.1	25.5		
2002	31.0	23.6	28.8	33.2	28.9	27.3	27.4	23.1	28.3	26.8		

Source: Audience Research Analysis; AudiGraphics

**Listening to Public Radio's News, Information, and Talk Programming
Listener-Hours per Year (in Billions)**

	NPR News		NPR Talk		PRI News		Other Acq N-I-T		Local N-I-T		ACQUIRED	---- NEWS-INFO-TALK ----				ALL N-I-T PROGRAMMING		
												NPR		OTHER				
1995	2.527	67%	0.315	8%	0.295	8%	0.171	5%	0.451	12%	3.308	88%	2.842	76%	0.917	24%	3.759	100%
1996	2.559	66%	0.383	10%	0.344	9%	0.177	5%	0.424	11%	3.464	89%	2.942	76%	0.946	24%	3.888	100%
1997	2.630	66%	0.450	11%	0.321	8%	0.192	5%	0.410	10%	3.593	90%	3.080	77%	0.923	23%	4.003	100%
1998	2.801	67%	0.497	12%	0.298	7%	0.181	4%	0.417	10%	3.777	90%	3.298	79%	0.896	21%	4.194	100%
1999	2.877	66%	0.583	13%	0.319	7%	0.186	4%	0.422	10%	3.964	90%	3.460	79%	0.927	21%	4.386	100%
2000	2.923	64%	0.622	14%	0.341	8%	0.209	5%	0.443	10%	4.095	90%	3.545	78%	0.993	22%	4.538	100%
2001	3.286	63%	0.767	15%	0.434	8%	0.236	4%	0.521	10%	4.722	90%	4.052	77%	1.191	23%	5.243	100%
2002	3.542	61%	0.854	15%	0.500	9%	0.291	5%	0.626	11%	5.187	89%	4.396	76%	1.417	24%	5.813	100%

Source: Audience Research Analysis; AudiGraphics

Loyalty to Public Radio's News, Information, and Talk Programming

	NPR News		NPR Talk		PRI News		Other Acq N-I-T		Local N-I-T		ACQUIRED	---- NEWS-INFO-TALK ----				ALL N-I-T PROGRAMMING
												NPR		OTHER		
1995	35.5		26.1		26.4		24.2		22.8		31.3	34.1		24.1		31.0
1996	35.7		26.2		26.7		24.1		23.3		30.9	34.1		24.6		31.2
1997	35.5		25.9		28.2		23.8		23.0		31.4	33.6		24.8		31.1
1998	36.2		26.8		28.4		23.2		22.8		32.3	34.4		24.5		31.6
1999	36.8		27.9		28.9		24.8		23.9		32.7	34.9		25.6		32.4
2000	37.5		29.5		30.4		26.7		25.3		33.7	35.8		27.2		33.5
2001	38.6		30.9		31.2		28.9		25.9		34.3	36.9		28.2		34.5
2002	39.0		30.4		31.9		29.9		27.4		34.5	36.9		29.4		34.8

Source: Audience Research Analysis; AudiGraphics

**Listening to Public Radio's Music Programming
Listener-Hours per Year (in Billions)**

	Local		Acquired		Local		Local		Acquired		----- MUSIC -----		----- MUSIC -----		ALL MUSIC PROGRAMMING					
	Classical	Classical	Jazz	Other	Other	Other	Other	LOCAL	ACQUIRED	CLASSICAL	OTHER									
1995	2.218	43%	0.671	13%	0.927	18%	1.110	22%	0.198	4%	4.254	83%	0.869	17%	2.889	56%	2.234	44%	5.123	100%
1996	2.091	42%	0.679	14%	0.876	17%	1.182	24%	0.187	4%	4.148	83%	0.865	17%	2.770	55%	2.244	45%	5.014	100%
1997	2.127	42%	0.712	14%	0.854	17%	1.220	24%	0.196	4%	4.201	82%	0.907	18%	2.839	56%	2.269	44%	5.108	100%
1998	2.151	42%	0.734	14%	0.818	16%	1.220	24%	0.210	4%	4.189	82%	0.944	18%	2.886	56%	2.248	44%	5.133	100%
1999	2.087	40%	0.761	14%	0.858	16%	1.337	25%	0.225	4%	4.283	81%	0.986	19%	2.848	54%	2.421	46%	5.269	100%
2000	2.033	39%	0.727	14%	0.817	16%	1.413	27%	0.227	4%	4.263	82%	0.954	18%	2.761	53%	2.457	47%	5.217	100%
2001	2.024	38%	0.707	13%	0.895	17%	1.432	27%	0.266	5%	4.351	82%	0.973	18%	2.732	51%	2.593	49%	5.324	100%
2002	2.032	36%	0.860	15%	0.954	17%	1.523	27%	0.278	5%	4.509	80%	1.138	20%	2.892	51%	2.755	49%	5.647	100%

Source: Audience Research Analysis; AudiGraphics

Loyalty to Public Radio's Music Programming

	Local		Acquired		Local		Local		Acquired		----- MUSIC -----		----- MUSIC -----		ALL MUSIC PROGRAMMING
	Classical	Classical	Jazz	Other	Other	Other	Other	LOCAL	ACQUIRED	CLASSICAL	OTHER				
1995	29.2	30.3	21.4	25.2	28.0	26.1	29.7	29.5	23.6	26.6					
1996	29.0	31.5	20.4	26.1	27.2	25.9	30.4	29.6	23.6	26.6					
1997	29.2	30.9	20.9	26.0	27.6	26.1	30.1	29.6	23.9	26.8					
1998	29.1	31.4	21.1	26.0	27.2	26.3	30.4	29.7	24.1	26.9					
1999	29.4	32.6	22.4	27.8	28.1	27.2	31.4	30.2	25.6	27.9					
2000	30.3	33.1	22.2	28.9	30.0	27.9	32.3	31.0	26.3	28.6					
2001	30.9	32.3	23.1	28.3	28.6	28.1	31.2	31.2	26.3	28.6					
2002	31.0	33.6	23.6	28.4	28.8	28.3	32.3	31.7	26.6	29.0					

Source: Audience Research Analysis; AudiGraphics

**Listening to National Public Radio's Programming
Listener-Hours per Year (in Billions)**

	News		Talk		Enter- tainment		Classical Music		Other Music		Other Non- Music		ALL NPR PROGRAMMING	
1995	2.527	79%	0.315	10%	0.102	3%	0.132	4%	0.072	2%	0.054	2%	3.202	100%
1996	2.559	77%	0.383	12%	0.116	4%	0.141	4%	0.063	2%	0.058	2%	3.320	100%
1997	2.630	75%	0.450	13%	0.129	4%	0.157	4%	0.060	2%	0.061	2%	3.486	100%
1998	2.801	75%	0.497	13%	0.159	4%	0.162	4%	0.060	2%	0.060	2%	3.739	100%
1999	2.877	73%	0.583	15%	0.177	5%	0.168	4%	0.058	1%	0.063	2%	3.926	100%
2000	2.923	73%	0.622	15%	0.184	5%	0.172	4%	0.058	1%	0.069	2%	4.029	100%
2001	3.286	72%	0.767	17%	0.214	5%	0.174	4%	0.057	1%	0.077	2%	4.575	100%
2002	3.542	71%	0.854	17%	0.240	5%	0.180	4%	0.063	1%	0.083	2%	4.962	100%

Source: Audience Research Analysis; AudiGraphics

Loyalty to National Public Radio's Programming

	News	Talk	Enter- tainment	Classical Music	Other Music	Other Non- Music	ALL NPR PROGRAMMING
1995	35.5	26.1	40.4	27.3	27.7	26.2	33.6
1996	35.7	26.2	42.2	27.8	26.8	26.9	33.7
1997	35.5	25.9	42.7	28.0	28.1	26.2	33.3
1998	36.2	26.8	40.1	29.8	27.8	26.6	34.1
1999	36.8	27.9	41.5	30.4	28.5	28.0	34.7
2000	37.5	29.5	41.6	30.7	30.3	30.6	35.6
2001	38.6	30.9	42.3	31.3	29.0	30.5	36.6
2002	39.0	30.4	43.0	31.8	30.0	30.5	36.7

Source: Audience Research Analysis; AudiGraphics

Listening to Public Radio International's Programming Listener-Hours per Year (in Billions)

	News		Enter- tainment		Classical Music		Other Music		Other Non- Music		ALL PRI PROGRAMMING	
1995	0.295	35%	0.208	25%	0.222	27%	0.082	10%	0.025	3%	0.832	100%
1996	0.344	37%	0.225	24%	0.259	28%	0.074	8%	0.030	3%	0.932	100%
1997	0.321	32%	0.269	27%	0.289	29%	0.082	8%	0.035	4%	0.997	100%
1998	0.298	28%	0.319	30%	0.330	31%	0.083	8%	0.047	4%	1.078	100%
1999	0.319	27%	0.343	29%	0.355	30%	0.095	8%	0.054	5%	1.167	100%
2000	0.341	29%	0.351	30%	0.337	29%	0.096	8%	0.056	5%	1.180	100%
2001	0.434	32%	0.385	29%	0.339	25%	0.113	8%	0.078	6%	1.350	100%
2002	0.500	33%	0.421	28%	0.416	27%	0.108	7%	0.084	5%	1.529	100%

Source: Audience Research Analysis; AudiGraphics

Loyalty to Public Radio International's Programming

	News	Enter- tainment	Classical Music	Other Music	Other Non- Music	ALL PRI PROGRAMMING
1995	26.4	39.5	29.8	26.8	27.2	29.9
1996	26.7	38.6	31.7	25.1	26.6	30.1
1997	28.2	38.8	30.3	26.2	25.8	30.8
1998	28.4	37.7	32.6	25.6	26.4	31.6
1999	28.9	38.8	33.1	28.2	29.3	32.5
2000	30.4	39.4	34.3	30.3	30.2	33.8
2001	31.2	39.6	33.0	30.4	30.6	33.6
2002	31.9	40.4	34.1	29.9	29.7	34.2

Source: Audience Research Analysis; AudiGraphics

**Listening to Acquired Programming from Other Sources
Listener-Hours per Year (in Billions)**

	Other Non- Music		Classical Music		Other Music		ALL OTHER PROGRAMMING	
1995	0.171	32%	0.318	60%	0.044	8%	0.533	100%
1996	0.177	35%	0.279	55%	0.050	10%	0.506	100%
1997	0.192	37%	0.266	52%	0.054	11%	0.512	100%
1998	0.181	37%	0.241	49%	0.068	14%	0.491	100%
1999	0.186	38%	0.237	48%	0.072	15%	0.495	100%
2000	0.209	42%	0.219	44%	0.072	14%	0.500	100%
2001	0.236	45%	0.194	37%	0.096	18%	0.526	100%
2002	0.291	44%	0.264	40%	0.108	16%	0.662	100%

Source: Audience Research Analysis; AudiGraphics

Loyalty to Acquired Programming from Other Sources

	Other Non- Music		Classical Music		Other Music		ALL OTHER PROGRAMMING	
1995	24.2		32.1		31.2		29.0	
1996	24.1		33.4		31.5		29.3	
1997	23.8		33.6		29.4		28.8	
1998	23.2		31.0		28.9		27.3	
1999	24.8		33.5		27.5		28.8	
2000	26.7		33.5		29.3		29.7	
2001	28.9		32.0		26.6		29.5	
2002	29.9		34.0		27.2		30.9	

Source: Audience Research Analysis; AudiGraphics