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Media Usage Among Wyoming Adults (18+)

Prepared For:
Wyoming Broadcasters Association

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Introduction

Eastlan Ratings, LLC has produced reliable estimates of radio listening habits in hundreds of markets since 1999. However, it has always been known that radio is just one media among many consumed by the general population. It is recognized that different providers of radio media compete vigorously among themselves for advertising dollars allocated to that one medium. At the same time it is important for the radio “channel” to compete just as vigorously (if not more so) for advertising dollars against other media. Critical to competing effectively with other media is understanding consumer use of radio and other media.

This formal written report summarizes findings from a comprehensive study of adults (18+) residing in the State of Wyoming particularly focused on their media consumption habits. This is the second iteration of this study and tracks the results first produced 2 ½ years ago in Summer 2011.

Methodology

Eastlan Ratings, LLC is the second largest radio ratings producer in the United States. Founded in 1999, Eastlan has served the research needs of hundreds of clients producing accurate and reliable measurements of consumer consumption of the radio medium. All of this work has been done using surveys collected by phone with respondents selected at random from among all member of the target audience owning a phone (whether land-line or cell).

Secondary data (including population counts and estimates for distinct demographic cells) were used to generate quotas and weights to improve the representational nature of the survey sample with respect to the total adult population of the State of Wyoming.

The Primary data was derived from 400 surveys conducted with adults residing in the State of Wyoming. All surveys were collected using double-blind interviewing methods. All respondents were selected at random among the total adult population of the State of Wyoming. Through random selection and double-blind interviewing, the sample represents the media consumption habits of all adults in the State of Wyoming to within +/- 4.9% at a 95% confidence interval. All surveys were conducted by trained and supervised interviewers working out of our research affiliate, FMR Associates in Tucson, AZ. All surveys were completed between November 30 and December 5, 2013.

Executive Summary

Broadcast Radio and TV continue to be a very relevant and significant media among the adult population of the State of Wyoming with **62%** listening to radio at least every day (+1 point since 2011) and **90%** (constant since 2011) estimating some non-zero level of use. This is a higher incidence rate than the internet which is “never” used by **20%** of the adult population of the State of Wyoming (up 5 points since 2011). Incidence of TV usage is the highest at **95%** and just **5%** never watching (constant since 2011). (The **9%** estimating they never read a printed newspaper is up 3 points since 2011; and **18%** indicating no use of printed magazines is up 6 points over 2011).

Radio is the #1 source for consumers looking for new music. The **56%** picking “local broadcast radio” (constant since 2011) far exceeds the proportions of adults turning to Internet radio/on-line streaming (**14%** and down a point since 2011); Peer-to-Peer music sharing (**16%** constant from 2011); and download music services such as I-Tunes (**15%** up 2 points since 2011).

Though radio is often consumed while the listener is driving, a full 1 in 5 (**17%**, down 3 points since 2011) indicate they have gone to a website mentioned during a radio ad. The highest incidence for this behavior was found related to use of TV. (About a third (**31%**, down 5 points from 2011) of adults in Wyoming indicated they had gone to a specific website mentioned during a TV ad. Though print media would be expected to have a large lead in this area since written information does not suffer the temporal nature of broadcast mediums the same values for newspaper is only **22%** (down a full 9 points from 2011) and for magazines **36%** (down 6 points from 2011).

Assuming the difference between “FM” and “AM” is well understood, it appears that the general idea of turning to the “FM” band for news/talk (as opposed to “AM”) has taken hold: **57%** of respondents said they consider “FM” *first* for this type of radio programming (down 3 points since 2011). The remaining responses were **19%** mentioning “AM” (down a point) and **24%** saying “both [bands] equally” (up 4 points).

It is easy to assume that all things electronic and all things internet are ubiquitous; that “everyone” is doing it. However, it remains that:

- **10%** of all adults in Wyoming do **not** have any cell phone (down 3 points since 2011).
- **66%** do **not** have a smart phone (down 11 points since '11)
- **18%** have no internet access (up 3 points, though it may be possible that some with smart phones don't understand the “smart” part of the phone is accessing the internet). **2%** are using dial-up for internet access.

Local broadcast radio continues to be the most used media while driving. Almost half (**51%**, up 5 points since 2011) indicate using radio “A Lot” while driving. Just 1 in 6 (**16%**) indicate no use of radio while driving (constant with 2011). And driving continues

to be a common activity with **66%** (*though down 8 points from 2011*) of all adults in Wyoming claiming to “commute by car to regular activities” (including work, church, school, sports leagues, etc.). Satellite radio is used “a lot” while driving by just **19%** (*up 2 points since 2011*) of adults and personal music (i-pod, cd’s, etc.) used “a lot” by **15%** (*down a very significant 6 points since 2011*).

			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Regularly Commute in Own Car (work, school, sports league, etc.)		2013	66%	62%	70%	66%	66%	63%	62%	70%	62%
		2011	74%	73%	74%	78%	68%	78%	68%	79%	68%

			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Is Your Cell Phone a Smart Phone?	YES	2013	34%	34%	34%	43%	23%	40%	25%	45%	21%
	NO	2013	56%	53%	59%	47%	67%	44%	64%	50%	70%
	No Cell Phone	2013	10%	14%	7%	11%	10%	16%	11%	5%	10%
	YES	2011	23%	21%	24%	31%	12%	27%	13%	35%	11%
	NO	2011	64%	64%	65%	60%	70%	61%	67%	58%	73%
	No Cell Phone	2011	13%	15%	11%	9%	18%	12%	20%	7%	16%

			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Home Internet Access	High Speed Cable/Broadband	2013	38%	38%	37%	36%	39%	34%	43%	39%	38%
	Satellite	2013	8%	8%	7%	8%	7%	10%	7%	7%	8%
	Dial-Up	2013	2%	2%	2%	4%	1%	4%	1%	4%	2%
	Wi-Fi/3G/4G	2013	22%	18%	28%	24%	20%	16%	20%	34%	18%
	DSL	2013	11%	13%	10%	11%	12%	15%	10%	7%	13%
	Other	2013	1%	1%	2%	1%	2%	2%	0%	0%	1%
	NONE	2013	18%	20%	15%	16%	20%	21%	20%	11%	20%
	High Speed Cable/Broadband	2011	43%	40%	45%	44%	40%	41%	38%	48%	42%
	Satellite	2011	18%	16%	20%	23%	12%	22%	7%	23%	16%
	Dial-Up	2011	12%	10%	14%	15%	7%	14%	4%	16%	11%
	Wi-Fi/3G/4G	2011	7%	9%	6%	7%	7%	11%	7%	4%	8%
	DSL	2011	4%	4%	3%	3%	5%	2%	7%	4%	2%
	Other	2011	2%	2%	1%	1%	3%	1%	4%	1%	2%
	NONE	2011	15%	19%	11%	7%	26%	8%	34%	5%	19%

Amount of Use while Driving			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Personal Music/Books/Podcasts (CD's/Ipod)											
A LOT	2013	15%	16%	15%	19%	12%	17%	13%	20%	16%	
SOMETIMES	2013	16%	16%	17%	16%	16%	16%	15%	17%	16%	
RARELY	2013	19%	18%	20%	19%	18%	17%	18%	21%	18%	
NEVER	2013	50%	52%	48%	46%	55%	50%	54%	41%	52%	
	2011	21%	18%	24%	26%	14%	22%	12%	31%	16%	
	2011	22%	22%	23%	25%	19%	22%	20%	28%	17%	
	2011	15%	15%	15%	15%	15%	17%	12%	12%	17%	
	2011	42%	46%	38%	34%	52%	39%	56%	30%	49%	

Amount of Use while Driving			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Local Broadcast Radio											
A LOT	2013	51%	50%	52%	50%	51%	45%	55%	55%	50%	
SOMETIMES	2013	23%	23%	24%	23%	24%	24%	22%	23%	23%	
RARELY	2013	9%	9%	9%	10%	8%	12%	4%	8%	9%	
NEVER	2013	17%	19%	15%	17%	18%	19%	19%	14%	19%	
	2011	46%	51%	41%	50%	40%	58%	41%	42%	39%	
SOMETIMES	2011	25%	25%	24%	25%	24%	22%	30%	28%	19%	
RARELY	2011	14%	11%	17%	14%	13%	12%	9%	16%	17%	
NEVER	2011	16%	13%	19%	11%	22%	8%	20%	14%	24%	

Amount of Use while Driving			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Satellite Radio											
A LOT	2013	19%	18%	19%	19%	19%	19%	18%	18%	18%	
SOMETIMES	2013	11%	12%	10%	11%	11%	11%	13%	12%	12%	
RARELY	2013	4%	2%	6%	5%	3%	3%	2%	8%	2%	
NEVER	2013	66%	67%	65%	65%	67%	67%	67%	63%	67%	
	2011	17%	14%	21%	17%	17%	14%	13%	21%	20%	
SOMETIMES	2011	12%	13%	10%	12%	11%	14%	11%	10%	12%	
RARELY	2011	8%	7%	8%	9%	6%	9%	5%	10%	7%	
NEVER	2011	63%	66%	61%	61%	66%	62%	71%	60%	62%	

Amount of Use while Driving										
Listen to Broadcast Radio AT WORK (among ALL)		All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
A LOT	2013	11%	15%	6%	10%	12%	12%	19%	7%	15%
SOMETIMES	2013	6%	6%	6%	6%	6%	5%	7%	6%	6%
RARELY	2013	3%	3%	2%	4%	1%	4%	2%	3%	3%
NEVER	2013	81%	76%	87%	81%	81%	78%	73%	85%	76%
A LOT	2011	13%	16%	9%	17%	7%	22%	8%	11%	7%
SOMETIMES	2011	10%	12%	8%	14%	4%	15%	7%	12%	2%
RARELY	2011	3%	4%	2%	3%	4%	4%	6%	3%	2%
NEVER	2011	77%	73%	81%	71%	85%	69%	80%	73%	89%

Amount of Use while Driving										
Listen to Broadcast Radio AT WORK (among empl.)		All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
A LOT	2013	26%	30%	18%	22%	30%	26%	36%	18%	19%
SOMETIMES	2013	14%	12%	17%	13%	15%	11%	13%	15%	19%
RARELY	2013	6%	7%	5%	8%	3%	9%	4%	8%	0%
NEVER	2013	55%	51%	61%	57%	52%	55%	47%	60%	62%
	2011	21%	24%	18%	23%	18%	28%	19%	19%	17%
	2011	15%	17%	14%	20%	10%	19%	15%	21%	5%
	2011	6%	8%	4%	5%	7%	4%	13%	5%	2%
	2011	58%	51%	64%	52%	65%	49%	54%	56%	75%

Access Internet for Personal Use at Work (among all)			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
SOMETIMES	2013		12%	16%	9%	14%	11%	17%	15%	11%	16%
RARELY	2013		6%	7%	5%	5%	7%	6%	8%	4%	7%
NEVER	2013		82%	77%	87%	81%	83%	77%	77%	86%	77%
SOMETIMES	2011		17%	19%	14%	22%	10%	24%	14%	20%	7%
RARELY	2011		6%	8%	5%	7%	5%	11%	5%	4%	6%
NEVER	2011		77%	72%	81%	71%	85%	66%	82%	76%	88%

Access Internet for Personal Use at Work (among empl.)			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
SOMETIMES	2013		30%	32%	26%	32%	27%	35%	30%	28%	23%
RARELY	2013		14%	14%	14%	12%	16%	13%	15%	10%	19%
NEVER	2013		57%	54%	61%	57%	56%	53%	55%	63%	58%
SOMETIMES	2011		28%	30%	26%	31%	24%	29%	31%	33%	17%
RARELY	2011		11%	12%	10%	10%	13%	13%	10%	6%	15%
NEVER	2011		61%	58%	64%	59%	63%	58%	58%	60%	68%

		All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Own Satellite Radio Device in your Home?	2013	10%	9%	10%	10%	9%	8%	10%	12%	9%
Own Internet Radio Device in your Home?	2013	10%	9%	12%	13%	8%	11%	9%	15%	9%
Subscribe to On-Line Music Service?	2013	17%	16%	19%	22%	12%	18%	13%	27%	16%
Own Satellite Radio Device in your Home?	2011	13%	13%	13%	14%	12%	15%	10%	12%	14%
Own Internet Radio Device in your Home?	2011	6%	4%	7%	6%	5%	4%	6%	10%	5%
Subscribe to On-Line Music Service?	2011	13%	13%	13%	20%	5%	19%	6%	21%	4%

Listen to Local Broadcast Radio Station Streaming ON-LINE		All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
A LOT	2013	6%	7%	5%	8%	4%	10%	3%	6%	7%
SOMETIMES	2013	10%	9%	11%	12%	8%	10%	8%	14%	9%
RARELY	2013	15%	16%	15%	17%	14%	16%	17%	18%	16%
NEVER	2013	69%	68%	69%	64%	75%	64%	73%	63%	69%
A LOT	2011	4%	3%	5%	2%	5%	1%	5%	4%	6%
SOMETIMES	2011	13%	15%	11%	17%	9%	21%	7%	12%	10%
RARELY	2011	17%	14%	19%	21%	11%	17%	11%	25%	12%
NEVER	2011	67%	68%	65%	60%	75%	61%	77%	59%	73%

Rank of Music Usage AT HOME (by method)		All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
MOST (RANK #1)										
Local Broadcast Radio	2013	57%	58%	57%	57%	58%	56%	60%	58%	55%
Personal Recorded Music (MP3, CD, Records)	2013	18%	18%	17%	18%	18%	21%	15%	15%	20%
Pay Subscription Service On-Line	2013	2%	2%	3%	2%	2%	1%	2%	2%	1%
Free Radio Streaming over Internet	2013	9%	10%	8%	11%	6%	13%	6%	6%	7%
Music from TV Cable or Satellite Package	2013	14%	13%	16%	12%	17%	10%	17%	19%	17%
Local Broadcast Radio	2011	47%	51%	43%	44%	51%	48%	56%	40%	47%
Personal Recorded Music (MP3, CD, Records)	2011	24%	21%	28%	27%	21%	26%	14%	29%	27%
Pay Subscription Service On-Line	2011	4%	2%	5%	5%	2%	2%	2%	8%	2%
Free Radio Streaming over Internet	2011	7%	7%	7%	10%	3%	11%	3%	10%	3%
Music from TV Cable or Satellite Package	2011	18%	18%	17%	14%	23%	13%	26%	14%	21%

Rank of Music Usage AT HOME (by method)										
Local Broadcast Radio		All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Rank #1	2013	57%	58%	57%	57%	58%	56%	60%	58%	55%
Rank #2	2013	20%	19%	21%	21%	19%	19%	20%	23%	19%
Rank #3	2013	8%	8%	8%	7%	9%	8%	8%	7%	10%
Rank #4	2013	6%	8%	4%	6%	5%	10%	6%	3%	4%
Rank Last	2013	9%	7%	11%	9%	9%	8%	7%	10%	12%
Rank #1	2011	47%	51%	43%	44%	51%	48%	56%	40%	47%
Rank #2	2011	22%	22%	22%	22%	22%	22%	22%	22%	21%
Rank #3	2011	14%	12%	16%	15%	12%	15%	7%	15%	17%
Rank #4	2011	8%	6%	9%	9%	6%	6%	6%	12%	6%
Rank Last	2011	9%	9%	10%	9%	9%	8%	10%	11%	9%

Personal Recorded Music (MP3, CD, Records)		All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Rank #1	2013	18%	18%	17%	18%	18%	21%	15%	15%	20%
Rank #2	2013	46%	48%	44%	43%	50%	43%	54%	42%	46%
Rank #3	2013	16%	16%	16%	18%	13%	18%	12%	17%	14%
Rank #4	2013	9%	7%	12%	10%	8%	7%	7%	14%	10%
Rank Last	2013	11%	12%	11%	11%	12%	11%	12%	12%	11%
Rank #1	2011	24%	21%	28%	27%	21%	26%	14%	29%	27%
Rank #2	2011	45%	49%	40%	42%	48%	46%	54%	38%	43%
Rank #3	2011	17%	16%	18%	18%	16%	18%	14%	18%	18%
Rank #4	2011	7%	8%	6%	8%	5%	7%	8%	10%	2%
Rank Last	2011	7%	6%	7%	5%	10%	4%	10%	6%	10%

Pay Subscription Service On-Line		All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Rank #1	2013	2%	2%	3%	2%	2%	1%	2%	2%	1%
Rank #2	2013	9%	10%	7%	11%	6%	12%	7%	9%	5%
Rank #3	2013	38%	39%	36%	38%	38%	37%	42%	39%	34%
Rank #4	2013	18%	17%	19%	19%	17%	19%	14%	18%	20%
Rank Last	2013	34%	33%	35%	31%	38%	30%	35%	32%	40%
Rank #1	2011	4%	2%	5%	5%	2%	2%	2%	8%	2%
Rank #2	2011	6%	7%	5%	6%	5%	9%	3%	3%	8%
Rank #3	2011	30%	37%	24%	28%	33%	33%	43%	23%	25%
Rank #4	2011	16%	10%	21%	15%	18%	9%	12%	20%	23%
Rank Last	2011	44%	44%	45%	46%	42%	46%	41%	47%	42%

Free Radio Streaming over Internet		All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Rank #1	2013	9%	10%	8%	11%	6%	13%	6%	6%	7%
Rank #2	2013	11%	10%	13%	12%	11%	9%	11%	15%	11%
Rank #3	2013	21%	19%	24%	22%	20%	19%	19%	25%	22%
Rank #4	2013	43%	47%	39%	37%	50%	39%	57%	36%	42%
Rank Last	2013	16%	15%	17%	18%	13%	20%	8%	19%	19%
Rank #1	2011	7%	7%	7%	10%	3%	11%	3%	10%	3%
Rank #2	2011	12%	10%	14%	16%	8%	12%	7%	20%	8%
Rank #3	2011	21%	21%	21%	21%	20%	20%	21%	22%	19%
Rank #4	2011	48%	50%	46%	41%	58%	44%	59%	38%	57%
Rank Last	2011	12%	12%	12%	12%	11%	14%	9%	11%	14%

Music from TV Cable or Satellite Package		All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Rank #1	2013	14%	13%	16%	12%	17%	10%	17%	19%	17%
Rank #2	2013	14%	14%	15%	14%	14%	17%	9%	11%	20%
Rank #3	2013	17%	19%	16%	15%	20%	17%	20%	13%	21%
Rank #4	2013	24%	21%	27%	28%	20%	25%	17%	30%	24%
Rank Last	2013	30%	34%	26%	32%	28%	31%	39%	28%	19%
Rank #1	2011	18%	18%	17%	14%	23%	13%	26%	14%	21%
Rank #2	2011	15%	12%	18%	14%	17%	11%	14%	17%	20%
Rank #3	2011	18%	15%	21%	18%	18%	14%	16%	22%	20%
Rank #4	2011	21%	26%	17%	27%	14%	34%	15%	20%	13%
Rank Last	2011	28%	29%	26%	28%	28%	28%	30%	27%	26%

Rank of News about Weather Emergencies AT HOME (by method)										
Local Broadcast Radio										
		All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Rank #1	2013	38%	36%	39%	39%	36%	35%	37%	43%	35%
Rank #2	2013	38%	39%	36%	33%	44%	36%	44%	30%	44%
Rank Last	2013	25%	25%	25%	28%	20%	30%	19%	27%	22%
Rank #1	2011	32%	34%	30%	31%	33%	32%	37%	30%	30%
Rank #2	2011	44%	46%	41%	39%	50%	44%	50%	33%	50%
Rank Last	2011	25%	20%	30%	31%	17%	25%	13%	37%	20%

Rank of News about Weather Emergencies AT HOME (by method)										
Local TV Stations										
		All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Rank #1	2013	39%	38%	41%	32%	48%	33%	44%	31%	52%
Rank #2	2013	40%	40%	40%	43%	37%	38%	42%	48%	32%
Rank Last	2013	21%	22%	19%	25%	15%	29%	14%	21%	16%
Rank #1	2011	45%	45%	45%	41%	51%	41%	50%	40%	51%
Rank #2	2011	32%	35%	30%	32%	32%	34%	35%	31%	30%
Rank Last	2011	23%	21%	25%	27%	17%	25%	15%	30%	19%

Rank of News about Weather Emergencies AT HOME (by method)										
Internet Sources (other than local)										
		All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Rank #1	2013	23%	26%	20%	29%	16%	32%	19%	26%	13%
Rank #2	2013	22%	21%	24%	24%	20%	26%	14%	22%	25%
Rank Last	2013	55%	53%	57%	47%	65%	42%	67%	52%	62%
Rank #1	2011	23%	21%	25%	29%	16%	27%	13%	31%	18%
Rank #2	2011	24%	19%	29%	29%	18%	22%	15%	36%	20%
Rank Last	2011	53%	60%	46%	42%	67%	51%	72%	33%	62%

Rank of Use AT HOME for general local news (by method)										
Local Broadcast Radio		All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Rank #1	2013	35%	33%	37%	37%	32%	33%	32%	41%	33%
Rank #2	2013	27%	29%	26%	25%	31%	24%	36%	26%	25%
Rank #3	2013	21%	22%	19%	21%	21%	23%	22%	18%	21%
Rank Last	2013	17%	16%	18%	18%	16%	21%	10%	14%	22%
Rank #1	2011	26%	28%	25%	28%	24%	27%	29%	29%	20%
Rank #2	2011	30%	30%	30%	29%	31%	29%	32%	29%	31%
Rank #3	2011	26%	25%	27%	26%	26%	27%	23%	25%	29%
Rank Last	2011	18%	17%	19%	17%	19%	16%	17%	18%	20%

Rank of Use AT HOME for general local news (by method)										
Local TV		All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Rank #1	2013	29%	31%	27%	24%	35%	26%	36%	21%	34%
Rank #2	2013	33%	30%	36%	32%	34%	31%	29%	33%	39%
Rank #3	2013	20%	20%	19%	22%	17%	22%	18%	22%	16%
Rank Last	2013	19%	19%	18%	22%	14%	21%	18%	24%	11%
Rank #1	2011	26%	26%	26%	23%	31%	24%	30%	22%	32%
Rank #2	2011	27%	28%	27%	26%	29%	28%	27%	24%	31%
Rank #3	2011	27%	27%	26%	25%	29%	24%	32%	26%	27%
Rank Last	2011	20%	19%	21%	27%	11%	25%	12%	29%	11%

Rank of Use AT HOME for general local news (by method)										
Internet Sources (other than local)		All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Rank #1	2013	11%	13%	9%	15%	6%	17%	7%	13%	5%
Rank #2	2013	18%	18%	18%	24%	12%	24%	11%	24%	12%
Rank #3	2013	34%	32%	36%	29%	40%	29%	36%	30%	44%
Rank Last	2013	37%	37%	36%	32%	43%	30%	46%	34%	39%
Rank #1	2011	8%	7%	9%	11%	4%	9%	4%	12%	4%
Rank #2	2011	18%	20%	16%	20%	15%	21%	19%	19%	12%
Rank #3	2011	28%	25%	32%	31%	25%	28%	19%	34%	30%
Rank Last	2011	46%	48%	44%	38%	57%	41%	58%	34%	55%

Rank of Use AT HOME for general local news (by method)										
Newspapers		All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Rank #1	2013	25%	24%	27%	24%	27%	24%	25%	25%	28%
Rank #2	2013	21%	22%	20%	19%	24%	21%	24%	17%	24%
Rank #3	2013	25%	26%	25%	28%	22%	27%	24%	30%	20%
Rank Last	2013	28%	28%	28%	28%	27%	29%	26%	28%	28%
Rank #1	2011	40%	39%	40%	39%	41%	40%	38%	37%	44%
Rank #2	2011	25%	22%	28%	25%	25%	21%	23%	29%	27%
Rank #3	2011	19%	23%	15%	18%	20%	21%	26%	15%	14%
Rank Last	2011	16%	16%	17%	18%	14%	18%	13%	19%	15%

Last Time Accessed Website/APP of Local Broadcast Radio Station			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Less than a week ago	2013		16%	20%	12%	17%	14%	20%	20%	14%	9%
1 week ago	2013		8%	7%	8%	8%	7%	7%	8%	10%	5%
less than a month ago	2013		3%	3%	3%	4%	2%	3%	4%	6%	0%
1 month ago	2013		5%	2%	8%	5%	4%	2%	1%	9%	7%
less than a year ago	2013		4%	4%	5%	5%	4%	4%	3%	5%	4%
a year ago	2013		2%	2%	1%	2%	2%	4%	1%	0%	2%
more than a year ago	2013		4%	3%	5%	4%	5%	4%	2%	3%	8%
never	2013		59%	58%	59%	55%	59%	57%	60%	54%	65%
Less than a week ago	2011		11%	10%	11%	16%	3%	17%	2%	16%	4%
1 week ago	2011		3%	5%	1%	4%	3%	6%	5%	2%	1%
less than a month ago	2011		4%	4%	4%	5%	2%	5%	2%	5%	2%
1 month ago	2011		7%	4%	10%	8%	6%	6%	2%	10%	10%
less than a year ago	2011		8%	8%	8%	12%	4%	12%	4%	11%	5%
a year ago	2011		4%	4%	4%	4%	3%	5%	3%	4%	4%
more than a year ago	2011		5%	5%	5%	5%	5%	5%	5%	6%	5%
never	2011		58%	60%	57%	46%	74%	46%	79%	47%	70%

Last Time Accessed Website/APP of Local TV Station			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Less than a week ago	2013		13%	13%	13%	14%	12%	13%	13%	15%	10%
1 week ago	2013		5%	4%	5%	5%	4%	5%	3%	5%	4%
less than a month ago	2013		5%	2%	8%	7%	3%	4%	1%	11%	5%
1 month ago	2013		3%	3%	3%	3%	3%	2%	4%	4%	1%
less than a year ago	2013		3%	3%	2%	2%	4%	3%	4%	1%	3%
a year ago	2013		1%	1%	1%	1%	0%	1%	0%	1%	0%
more than a year ago	2013		3%	3%	2%	3%	3%	4%	2%	1%	3%
never	2013		69%	70%	67%	66%	72%	69%	71%	63%	73%
Less than a week ago	2011		8%	8%	8%	9%	7%	9%	7%	9%	8%
1 week ago	2011		2%	2%	2%	1%	3%	1%	3%	1%	3%
less than a month ago	2011		3%	1%	5%	4%	2%	1%	0%	7%	3%
1 month ago	2011		5%	5%	6%	7%	3%	6%	3%	9%	3%
less than a year ago	2011		6%	5%	6%	7%	3%	7%	2%	8%	5%
a year ago	2011		2%	2%	2%	3%	1%	4%	0%	3%	1%
more than a year ago	2011		3%	2%	4%	5%	1%	4%	1%	6%	1%
never	2011		71%	75%	67%	64%	81%	68%	85%	59%	77%

Last Time Accessed Website/APP of Local Newspaper			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Less than a week ago	2013		17%	18%	15%	17%	16%	17%	20%	17%	13%
1 week ago	2013		7%	7%	7%	7%	7%	6%	9%	8%	5%
less than a month ago	2013		7%	7%	7%	7%	7%	9%	6%	6%	9%
1 month ago	2013		6%	4%	8%	6%	6%	4%	4%	9%	7%
less than a year ago	2013		6%	4%	8%	6%	5%	4%	4%	10%	5%
a year ago	2013		2%	1%	3%	2%	1%	1%	0%	4%	1%
more than a year ago	2013		4%	2%	6%	5%	3%	2%	2%	8%	3%
never	2013		52%	56%	48%	49%	56%	57%	55%	39%	57%
Less than a week ago	2011		21%	22%	21%	26%	14%	27%	14%	26%	14%
1 week ago	2011		8%	8%	8%	9%	7%	9%	7%	10%	7%
less than a month ago	2011		7%	5%	9%	9%	5%	8%	1%	10%	9%
1 month ago	2011		8%	6%	10%	8%	7%	7%	4%	10%	10%
less than a year ago	2011		7%	8%	5%	6%	8%	9%	7%	2%	9%
a year ago	2011		1%	1%	1%	2%	0%	2%	0%	1%	0%
more than a year ago	2011		2%	0%	3%	2%	2%	0%	1%	4%	3%
never	2011		41%	50%	31%	27%	58%	37%	68%	17%	49%

How Often Visit Social Media Site of Local Broadcast Radio Station			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Often	2013		15%	10%	21%	17%	13%	10%	10%	26%	16%
Sometimes	2013		10%	8%	12%	11%	9%	9%	8%	14%	10%
Rarely	2013		10%	12%	8%	10%	10%	11%	12%	9%	8%
Never	2013		64%	70%	58%	61%	68%	70%	70%	51%	66%
Often	2011		11%	9%	13%	16%	4%	12%	5%	20%	4%
Sometimes	2011		10%	8%	12%	12%	8%	7%	10%	17%	7%
Rarely	2011		12%	13%	12%	14%	10%	17%	7%	11%	13%
Never	2011		67%	70%	63%	58%	77%	65%	78%	51%	77%

How Often Visit Social Media Site of Local TV Station			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Often	2013		9%	6%	11%	9%	8%	5%	7%	14%	9%
Sometimes	2013		6%	4%	8%	7%	5%	4%	6%	12%	4%
Rarely	2013		8%	10%	5%	8%	7%	11%	8%	5%	5%
Never	2013		78%	80%	76%	76%	81%	80%	80%	70%	82%
Often	2011		4%	3%	5%	5%	2%	2%	4%	8%	1%
Sometimes	2011		5%	5%	5%	6%	4%	6%	4%	6%	5%
Rarely	2011		8%	7%	10%	8%	9%	6%	8%	10%	10%
Never	2011		83%	85%	80%	82%	85%	86%	84%	77%	85%

How Often Visit Social Media Site of Local Newspaper			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Often	2013		6%	4%	9%	7%	5%	4%	4%	12%	5%
Sometimes	2013		8%	6%	10%	9%	7%	5%	7%	13%	7%
Rarely	2013		10%	10%	11%	12%	9%	10%	9%	14%	9%
Never	2013		76%	81%	70%	72%	80%	81%	80%	63%	79%
Often	2011		8%	6%	10%	8%	7%	5%	7%	12%	7%
Sometimes	2011		7%	7%	6%	8%	5%	9%	4%	7%	6%
Rarely	2011		9%	9%	9%	11%	7%	11%	7%	11%	8%
Never	2011		76%	78%	75%	73%	81%	75%	82%	71%	80%

Downloaded an "app" from website of any...			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
local broadcast radio station?	2013		5%	6%	5%	6%	5%	6%	6%	5%	4%
local TV station?	2013		3%	3%	3%	4%	1%	5%	0%	3%	2%
local newspaper?	2013		6%	5%	6%	7%	3%	5%	6%	10%	1%
local broadcast radio station?	2011		3%	3%	3%	5%	1%	5%	1%	5%	1%
local TV station?	2011		3%	2%	3%	5%	0%	4%	0%	6%	0%
local newspaper?	2011		4%	4%	5%	5%	4%	5%	3%	5%	5%

Website Access	Radio		TV		Newspaper	
	2013	2011	2013	2011	2013	2011
Less than a week ago	16%	11%	13%	8%	17%	21%
1 week ago	8%	3%	5%	2%	7%	8%
less than a month ago	3%	4%	5%	3%	7%	7%
1 month ago	5%	7%	3%	5%	6%	8%
less than a year ago	4%	8%	3%	6%	6%	7%
a year ago	2%	4%	1%	2%	2%	1%
more than a year ago	4%	5%	3%	3%	4%	2%
never	59%	58%	69%	71%	52%	41%

Social Media Site Access	Radio		TV		Newspaper	
	2013	2011	2013	2011	2013	2011
Often	15%	11%	9%	4%	6%	8%
Sometimes	10%	10%	6%	5%	8%	7%
Rarely	10%	12%	8%	8%	10%	9%
Never	64%	67%	78%	83%	76%	76%

How Often do you Watch TV?			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Several Hours a Day	2013		58%	56%	60%	49%	69%	48%	66%	50%	72%
At Least Once A Day	2013		24%	26%	22%	28%	20%	29%	23%	28%	16%
Couple of Times a Week	2013		9%	9%	8%	12%	5%	14%	3%	10%	7%
Less Often	2013		4%	3%	5%	6%	2%	4%	2%	7%	2%
NEVER	2013		5%	5%	5%	6%	4%	5%	6%	6%	3%
Several Hours a Day	2011		40%	45%	35%	33%	49%	39%	53%	27%	46%
At Least Once A Day	2011		37%	37%	36%	37%	36%	38%	37%	37%	36%
Couple of Times a Week	2011		13%	10%	16%	17%	9%	12%	8%	22%	10%
Less Often	2011		4%	2%	6%	6%	1%	4%	1%	10%	2%
NEVER	2011		5%	5%	6%	7%	4%	8%	1%	5%	7%

How Often do you Listen to Local Broadcast Radio?			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Several Hours a Day	2013		26%	27%	25%	22%	31%	23%	33%	20%	29%
At Least Once A Day	2013		36%	36%	36%	37%	36%	36%	37%	38%	34%
Couple of Times a Week	2013		15%	15%	16%	16%	14%	16%	13%	16%	15%
Less Often	2013		12%	11%	14%	15%	10%	14%	8%	15%	12%
NEVER	2013		10%	11%	10%	11%	9%	12%	9%	11%	10%
Several Hours a Day	2011		26%	30%	22%	31%	20%	39%	19%	22%	21%
At Least Once A Day	2011		35%	39%	30%	31%	39%	33%	47%	30%	31%
Couple of Times a Week	2011		16%	10%	22%	19%	12%	11%	10%	28%	14%
Less Often	2011		14%	12%	16%	13%	16%	12%	11%	13%	20%
NEVER	2011		10%	9%	10%	7%	13%	6%	13%	8%	14%

How Often do you Access the Internet and go On-Line?			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Several Hours a Day	2013		31%	33%	30%	34%	28%	31%	35%	37%	22%
At Least Once A Day	2013		31%	30%	32%	34%	27%	35%	24%	34%	29%
Couple of Times a Week	2013		12%	11%	14%	10%	15%	7%	15%	13%	15%
Less Often	2013		5%	5%	5%	5%	6%	6%	4%	3%	8%
NEVER	2013		20%	21%	20%	18%	24%	21%	21%	14%	26%
Several Hours a Day	2011		30%	29%	31%	37%	20%	34%	21%	40%	19%
At Least Once A Day	2011		33%	27%	39%	33%	33%	27%	26%	40%	39%
Couple of Times a Week	2011		15%	17%	13%	17%	13%	22%	9%	11%	15%
Less Often	2011		8%	10%	6%	8%	8%	11%	9%	5%	7%
NEVER	2011		15%	18%	12%	5%	27%	6%	34%	5%	20%

How Often do you Send/Receive Text Messages?			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Many a Day	2013		29%	22%	35%	39%	16%	25%	19%	54%	14%
At Least Once A Day	2013		12%	14%	9%	13%	10%	17%	11%	9%	10%
Couple of Times a Week	2013		12%	12%	12%	11%	14%	13%	11%	9%	16%
Less Often	2013		9%	9%	8%	6%	12%	9%	10%	4%	13%
NEVER	2013		39%	42%	35%	31%	48%	37%	50%	25%	47%
Many a Day	2011		26%	24%	28%	38%	10%	35%	8%	42%	12%
At Least Once A Day	2011		14%	10%	18%	17%	10%	9%	11%	25%	10%
Couple of Times a Week	2011		11%	12%	10%	12%	10%	15%	7%	8%	13%
Less Often	2011		9%	11%	7%	9%	9%	13%	8%	6%	9%
NEVER	2011		40%	43%	37%	24%	62%	27%	66%	20%	58%

How Often do you Typically Read a Printed Newspaper?			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Daily	2013		49%	49%	50%	42%	58%	40%	59%	44%	57%
At Least Once A Week	2013		28%	27%	30%	31%	25%	31%	22%	31%	28%
Less Often	2013		14%	14%	13%	16%	10%	16%	12%	17%	9%
NEVER	2013		9%	10%	7%	11%	7%	13%	7%	8%	7%
Daily	2011		48%	52%	44%	36%	64%	41%	68%	31%	62%
At Least Once A Week	2011		34%	28%	39%	42%	23%	35%	19%	50%	27%
Less Often	2011		12%	13%	11%	15%	7%	17%	8%	14%	7%
NEVER	2011		6%	6%	5%	6%	5%	7%	6%	6%	5%
How Often do you Typically Read a Digital Version of a Newspaper?			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Daily	2013		9%	8%	9%	9%	8%	7%	10%	12%	5%
At Least Once A Week	2013		9%	9%	8%	9%	8%	8%	11%	10%	5%
Less Often	2013		20%	16%	25%	22%	19%	17%	13%	26%	24%
NEVER	2013		63%	67%	59%	61%	66%	68%	66%	53%	65%
Daily	2011		13%	13%	12%	17%	7%	17%	8%	17%	7%
At Least Once A Week	2011		14%	13%	15%	19%	9%	17%	8%	21%	9%
Less Often	2011		17%	16%	17%	17%	16%	18%	15%	17%	17%
NEVER	2011		56%	57%	55%	47%	68%	49%	69%	45%	67%
Subscribe to a Newspaper			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
	2013		52%	47%	57%	39%	65%	33%	63%	46%	68%
	2011		53%	54%	53%	39%	66%	38%	66%	40%	67%

How Often do you Typically Read a Printed Magazine?			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Daily	2013		17%	16%	18%	14%	20%	13%	19%	15%	22%
At Least Once A Week	2013		38%	38%	38%	36%	41%	36%	42%	37%	40%
Less Often	2013		27%	24%	31%	30%	24%	27%	20%	34%	27%
NEVER	2013		18%	22%	13%	20%	15%	24%	20%	14%	11%
Daily	2011		16%	14%	18%	11%	22%	13%	16%	10%	28%
At Least Once A Week	2011		38%	40%	36%	38%	38%	40%	41%	36%	36%
Less Often	2011		34%	33%	36%	38%	29%	34%	32%	43%	27%
NEVER	2011		12%	13%	11%	12%	11%	13%	12%	11%	10%
How Often do you Typically Read a Digital Version of a Magazine?											
			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Daily	2013		2%	1%	2%	3%	0%	2%	0%	4%	0%
At Least Once A Week	2013		4%	3%	4%	4%	3%	4%	2%	3%	4%
Less Often	2013		15%	15%	15%	17%	12%	14%	15%	21%	8%
NEVER	2013		80%	81%	80%	76%	85%	80%	82%	72%	88%
Daily	2011		1%	2%	0%	1%	1%	2%	2%	0%	0%
At Least Once A Week	2011		7%	6%	7%	9%	3%	8%	3%	11%	3%
Less Often	2011		18%	20%	16%	24%	10%	29%	7%	19%	13%
NEVER	2011		74%	72%	77%	65%	87%	60%	89%	71%	85%
Subscribe to a Magazine											
			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
	2013		49%	54%	48%	45%	53%	49%	59%	40%	57%
	2011		51%	54%	48%	45%	57%	49%	58%	41%	57%

When Listening to News on the Radio which do you consider first...		All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
FM	2013	57%	56%	58%	62%	51%	57%	54%	67%	48%
AM	2013	19%	19%	20%	16%	24%	17%	22%	14%	26%
both equally	2013	24%	25%	22%	22%	25%	26%	24%	18%	26%
FM	2011	60%	53%	67%	70%	46%	61%	41%	80%	51%
AM	2011	20%	27%	12%	15%	25%	22%	32%	8%	18%
both equally	2011	21%	21%	21%	15%	29%	17%	27%	12%	31%

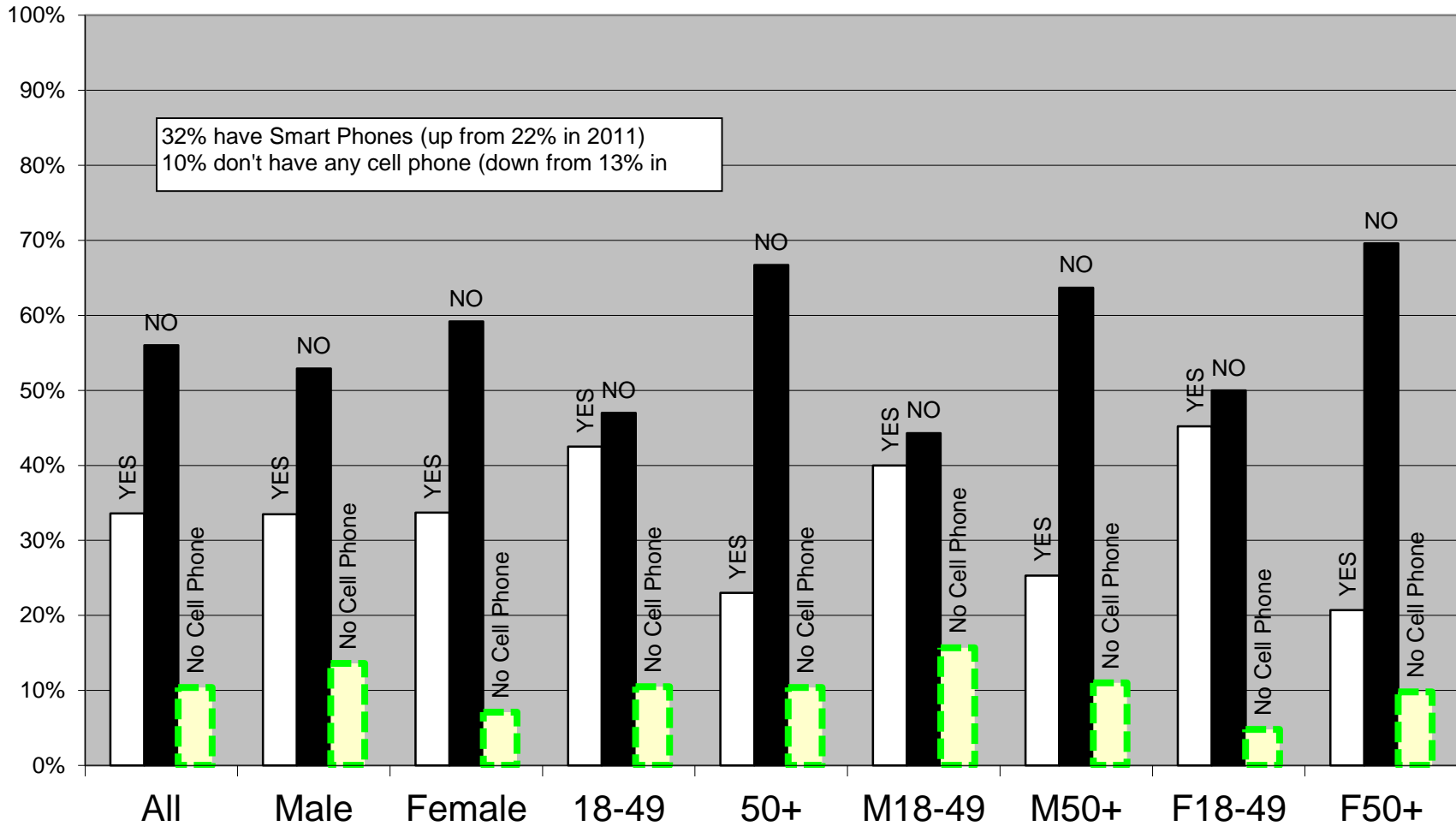
Which do you use Most for TV reception?		All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Cable	2013	56%	56%	55%	55%	56%	56%	57%	55%	55%
Satellite	2013	32%	31%	34%	30%	35%	29%	34%	32%	36%
Antennae for local stations	2013	12%	13%	11%	15%	9%	16%	9%	14%	9%
Cable	2011	51%	58%	44%	49%	54%	58%	58%	39%	50%
Satellite	2011	39%	34%	44%	39%	39%	34%	34%	45%	42%
Antennae for local stations	2011	10%	8%	12%	12%	8%	8%	7%	16%	8%

When interested in finding NEW Music, which do you turn to Most often?		All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Local Broadcast Radio	2013	56%	55%	56%	48%	65%	50%	62%	45%	67%
Internet Radio Stations or on-line streaming	2013	14%	14%	14%	16%	11%	17%	10%	16%	12%
Download Music Services such as I-tunes	2013	15%	16%	14%	19%	9%	17%	13%	21%	5%
Peer-to-Peer Sharing of Music	2013	16%	16%	16%	16%	15%	16%	15%	17%	15%
Local Broadcast Radio	2011	56%	58%	53%	48%	66%	49%	70%	46%	62%
Internet Radio Stations or on-line streaming	2011	15%	15%	15%	20%	8%	20%	7%	21%	9%
Download Music Services such as I-tunes	2011	13%	13%	13%	17%	8%	18%	6%	16%	10%
Peer-to-Peer Sharing of Music	2011	16%	14%	18%	15%	19%	13%	17%	17%	20%

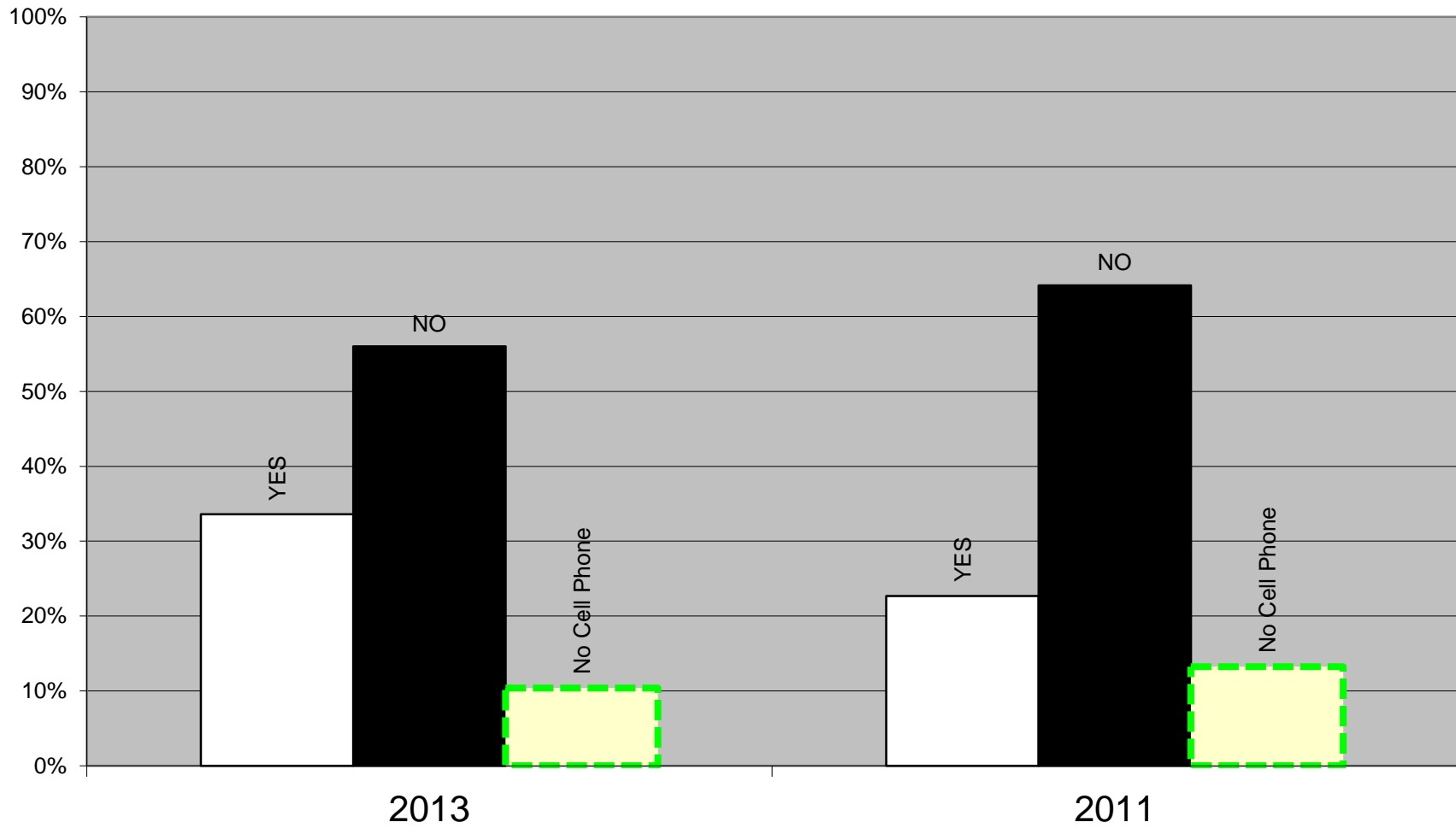
		All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Ever gone to a specific website mentioned during a RADIO Ad	2013	17%	18%	16%	17%	18%	17%	19%	16%	16%
Ever gone to a specific website mentioned during a TV Ad	2013	31%	27%	35%	32%	30%	26%	29%	38%	32%
Ever gone to a specific website mentioned in a NEWSPAPER Ad	2013	22%	21%	22%	20%	24%	19%	24%	21%	23%
Ever gone to a specific website mentioned in a MAGAZINE Ad	2013	30%	30%	31%	31%	29%	30%	30%	33%	28%
Ever gone to a specific website mentioned during a RADIO Ad	2011	20%	21%	19%	26%	12%	27%	13%	25%	12%
Ever gone to a specific website mentioned during a TV Ad	2011	36%	33%	39%	42%	29%	39%	25%	46%	32%
Ever gone to a specific website mentioned in a NEWSPAPER Ad	2011	31%	28%	33%	37%	23%	33%	22%	41%	24%
Ever gone to a specific website mentioned in a MAGAZINE Ad	2011	36%	34%	38%	41%	29%	42%	22%	40%	35%

Likelihood of listening to FM Radio on Smart Phone (among Smart Phone users with Metered Data Plans)			All	Male	Female	18-49	50+	M18-49	M50+	F18-49	F50+
Very Likely		2013	12%	10%	14%	15%	5%	10%	11%	19%	0%
somewhat likely		2013	25%	17%	32%	23%	30%	14%	22%	31%	36%
LIKELY		2013	37%	27%	46%	38%	35%	24%	33%	50%	36%
UNLIKELY		2013	63%	73%	54%	62%	65%	76%	67%	50%	64%
somewhat unlikely		2013	22%	30%	16%	23%	20%	38%	11%	12%	27%
Very Unllkely		2013	40%	43%	38%	38%	45%	38%	56%	39%	36%

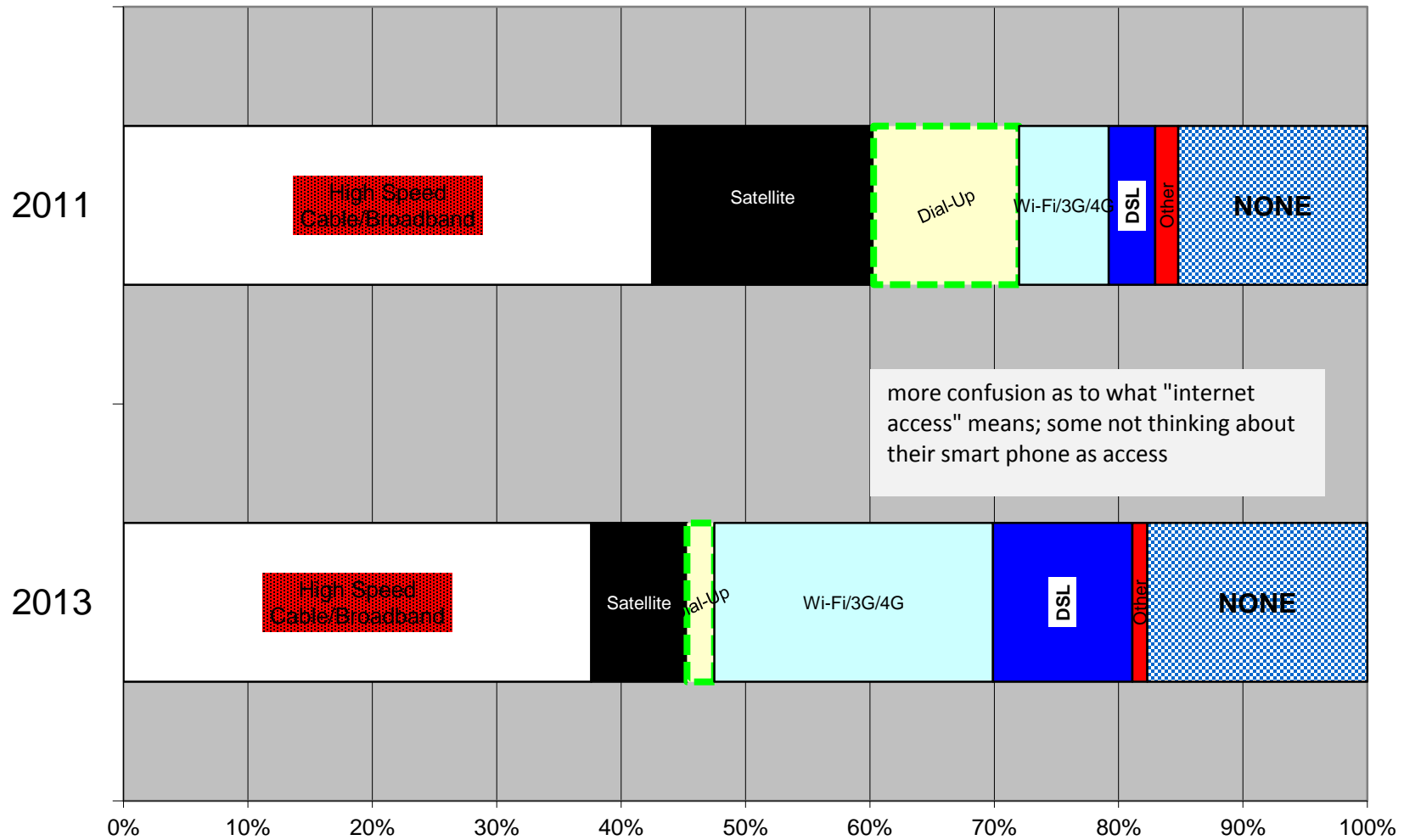
Is Your Cell Phone a Smart Phone?



Is Your Cell Phone a Smart Phone?

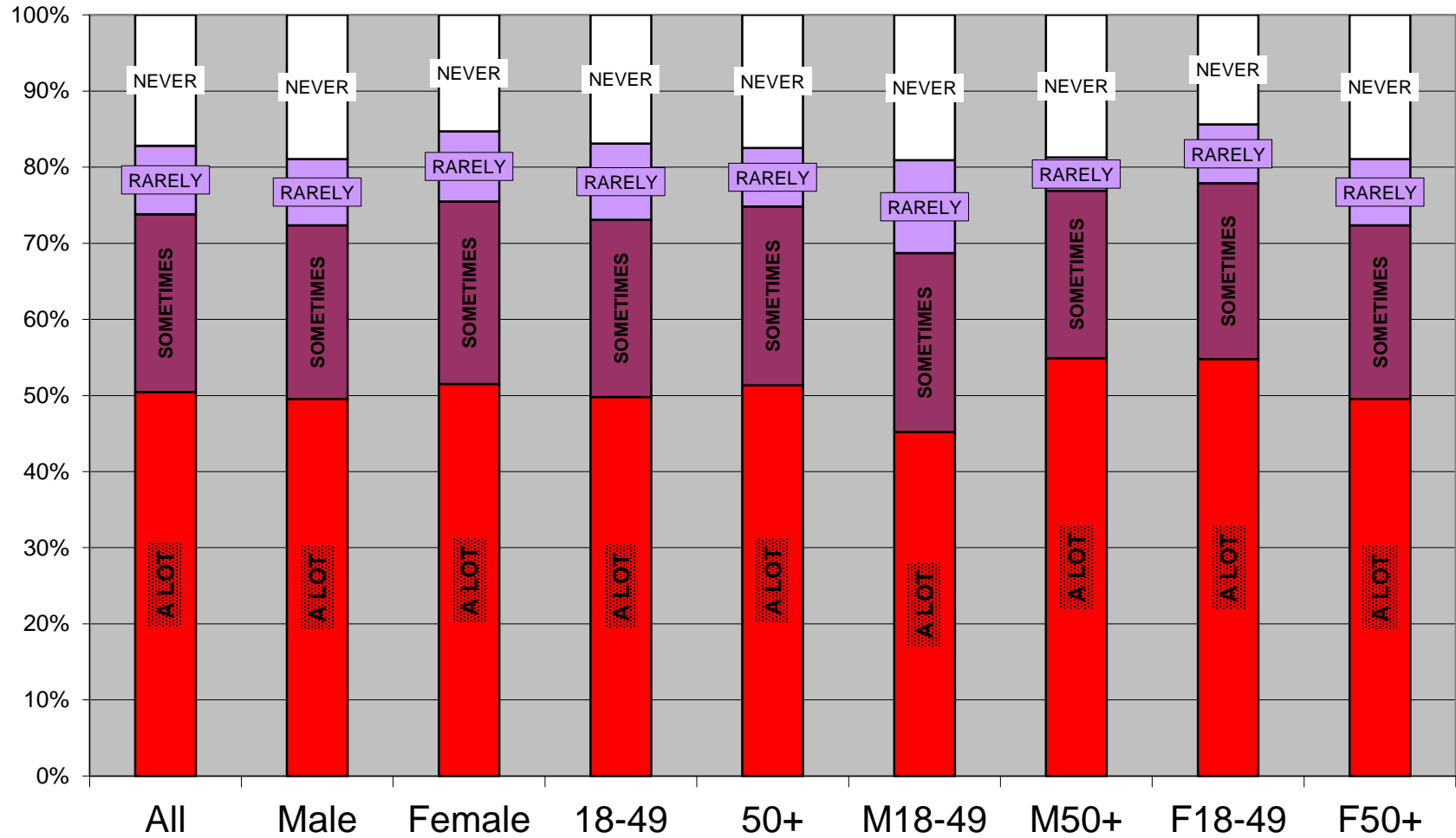


Internet Access (at home)



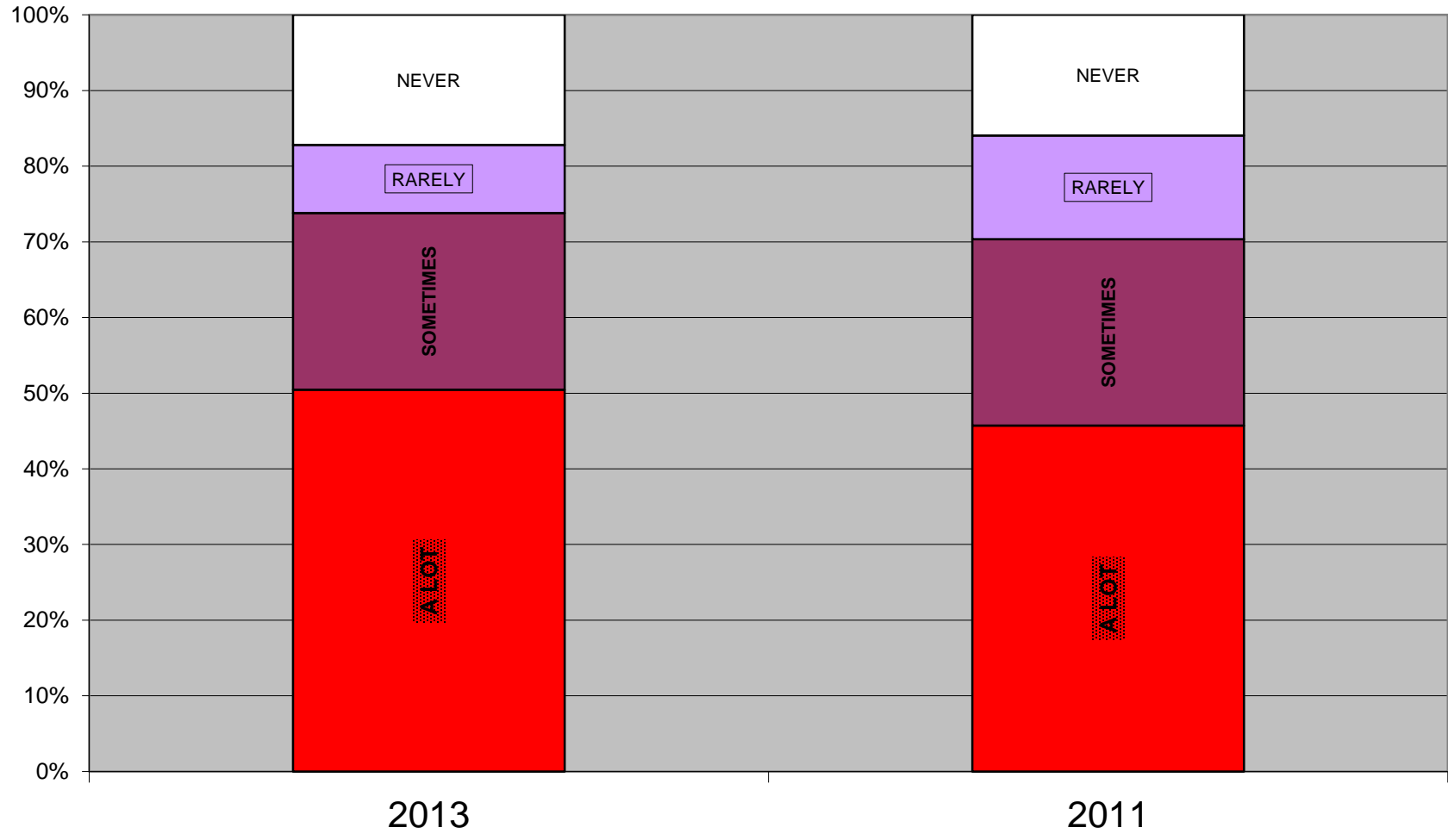
About 2/3rds of each segment indicated they "commute" (if they are not working then the driving is to school,

Listen to the Radio While Driving

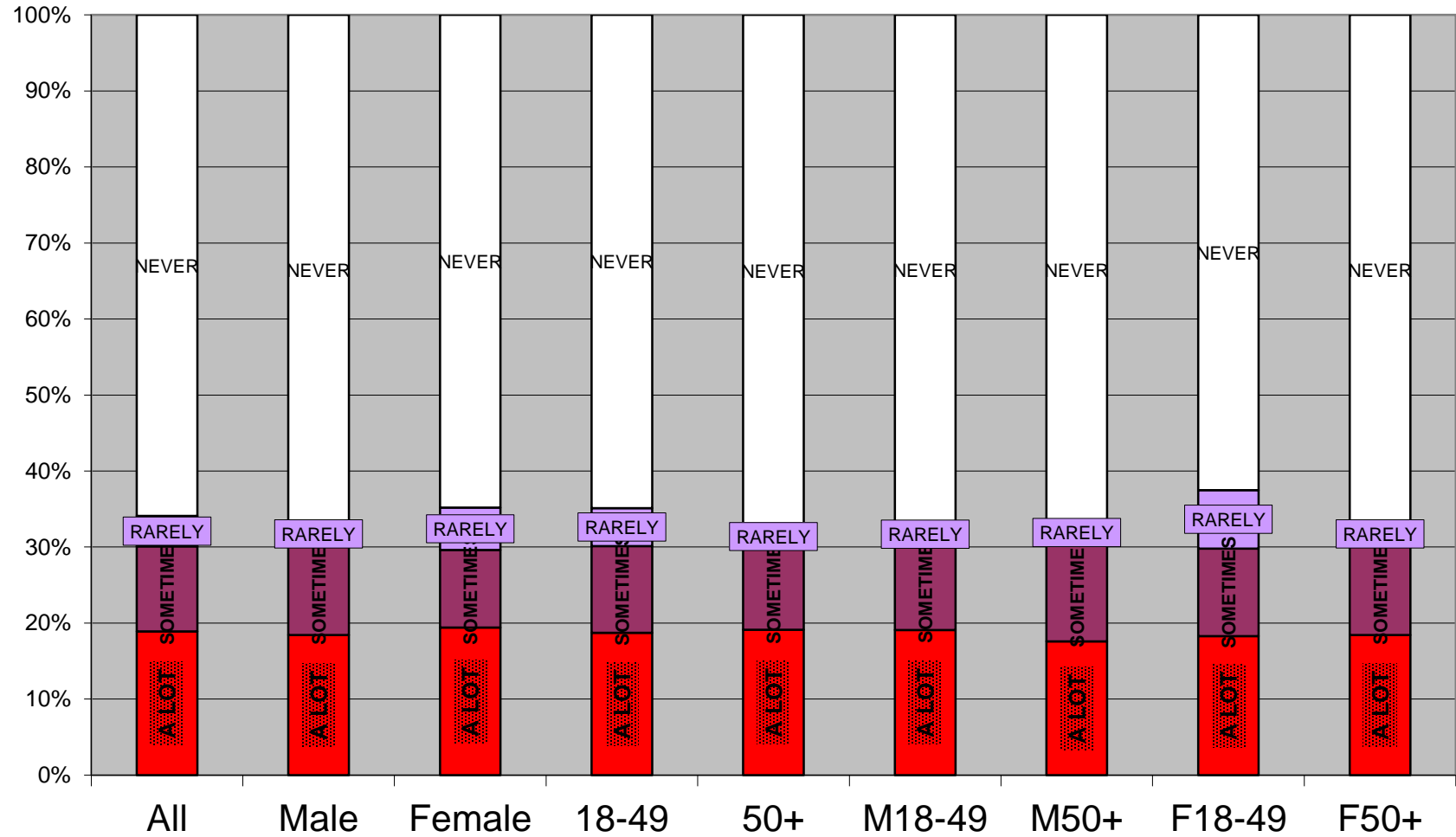


About 2/3rds of each segment indicated they "commute" (if they are not working then the driving is to school,

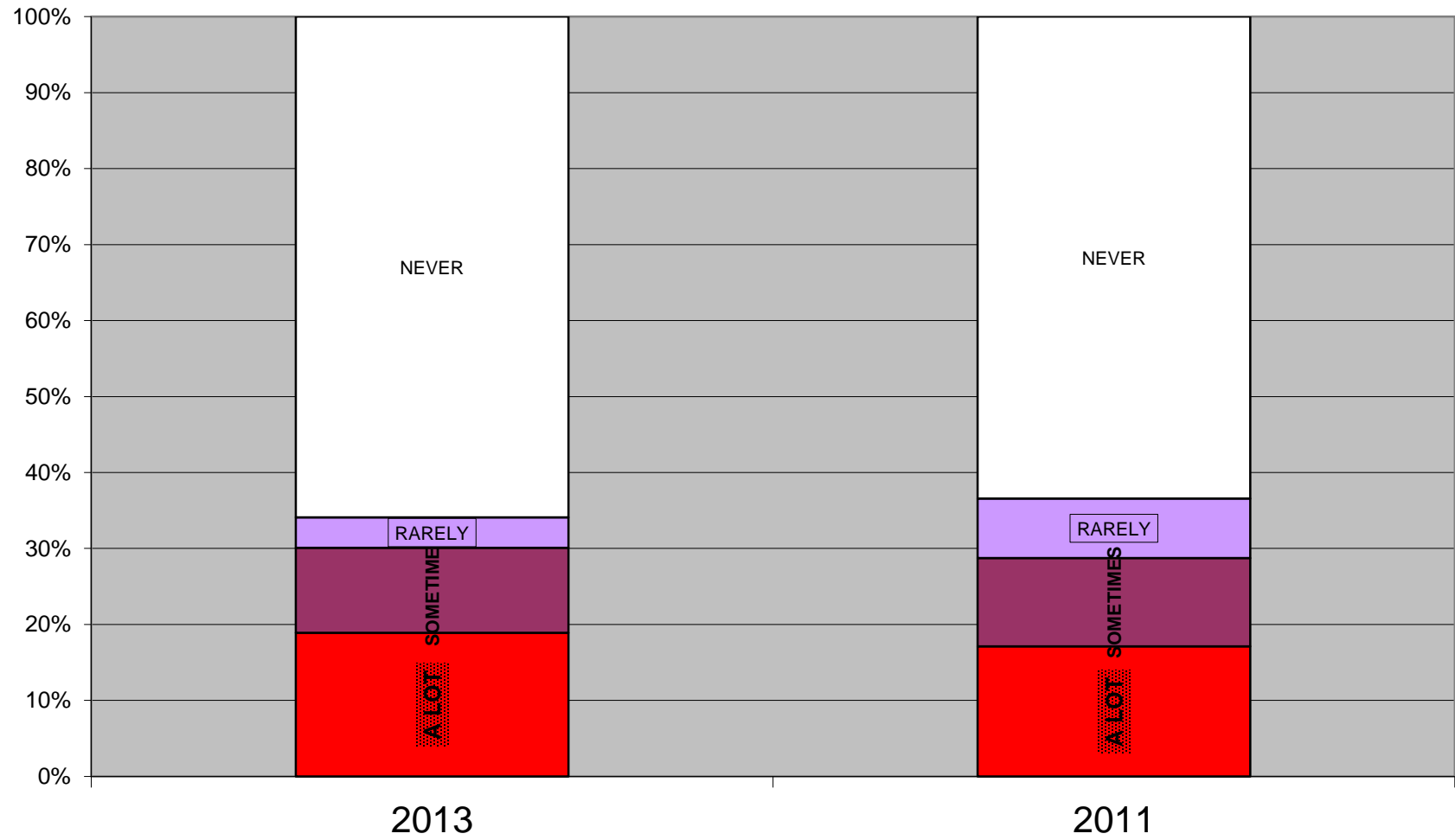
Listen to the Radio While Driving



Listen to the Satellite Radio While Driving

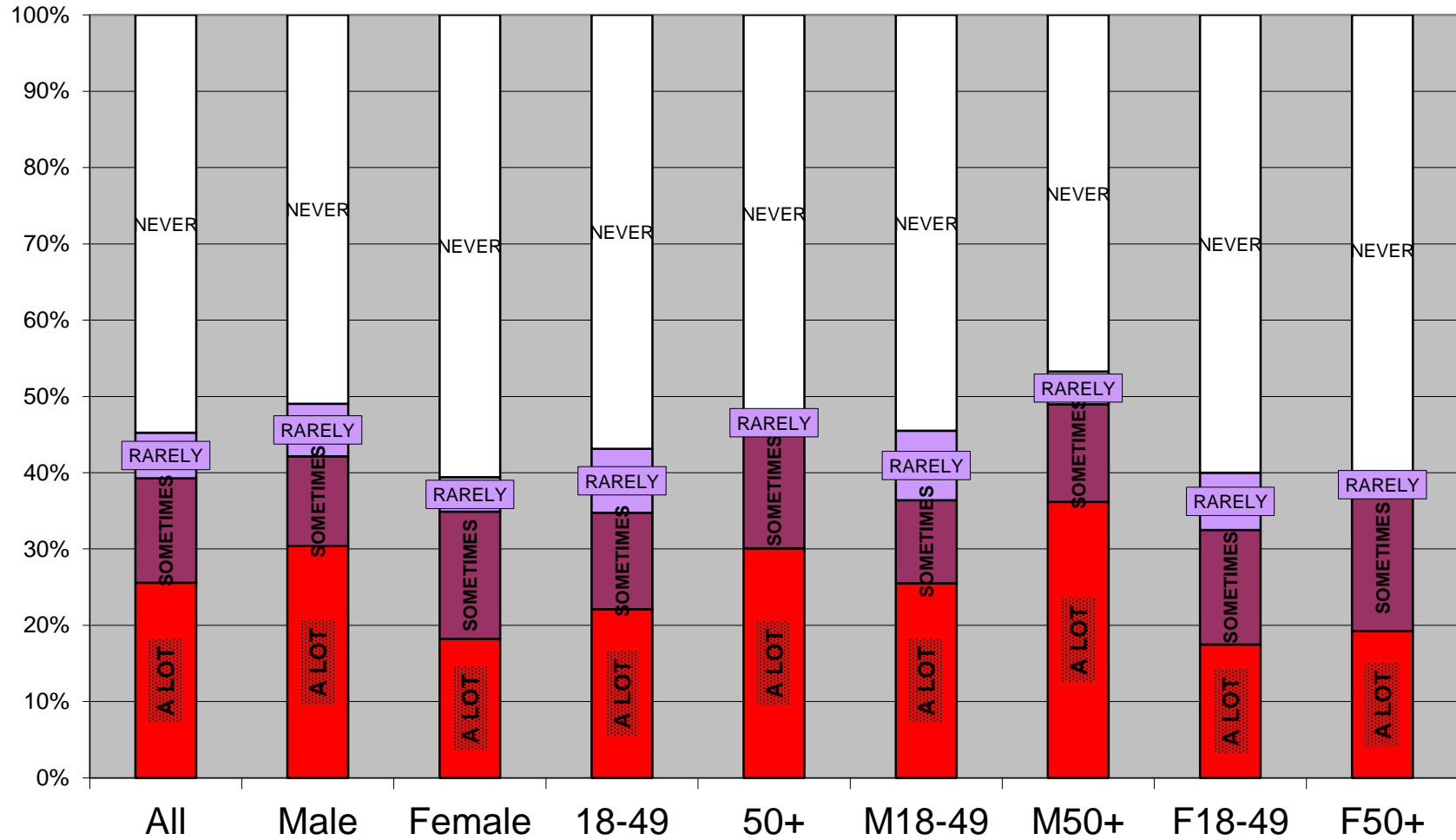


Listen to the Satellite Radio While Driving



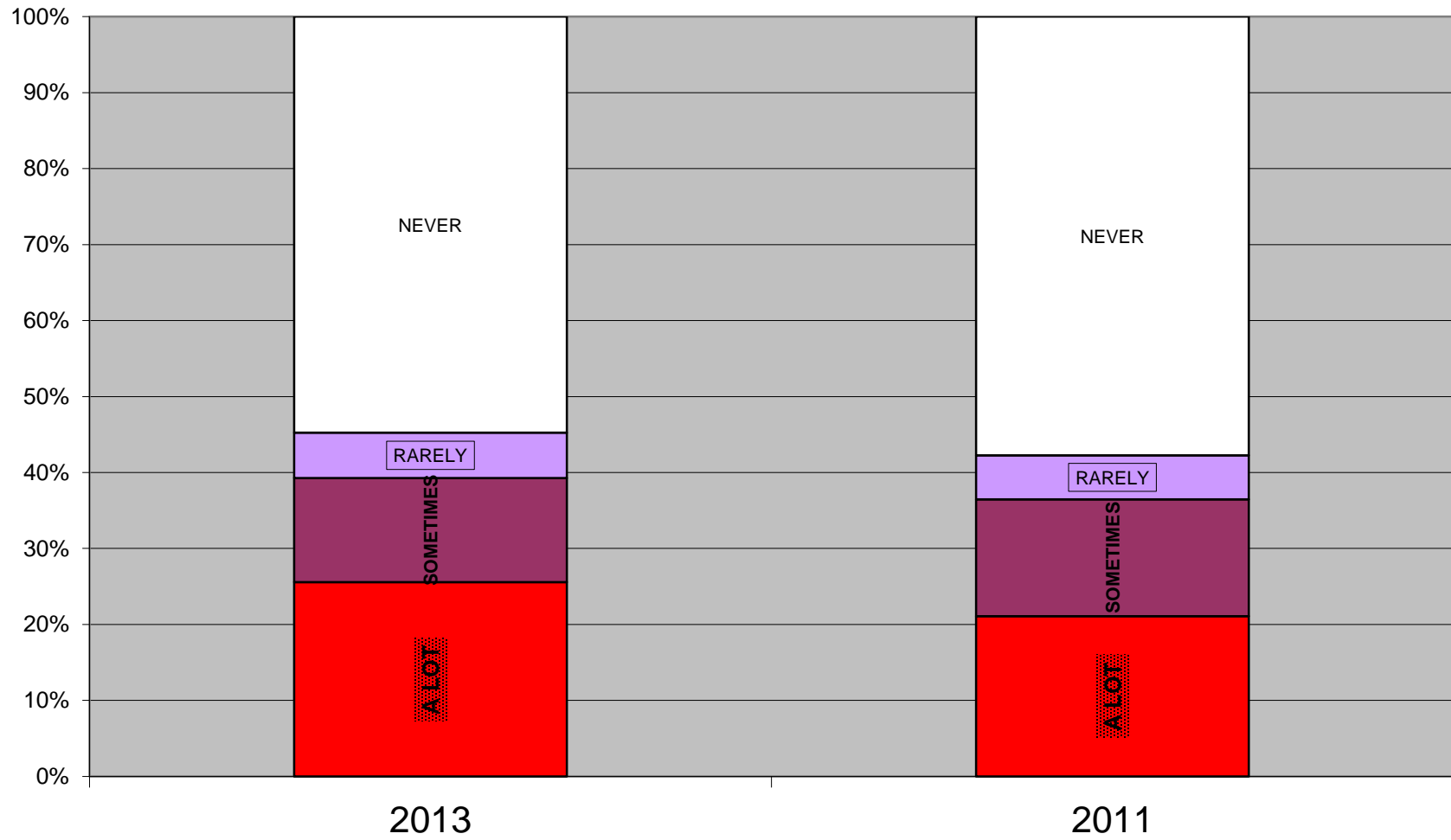
Listen to the Radio At Work*

* among those working



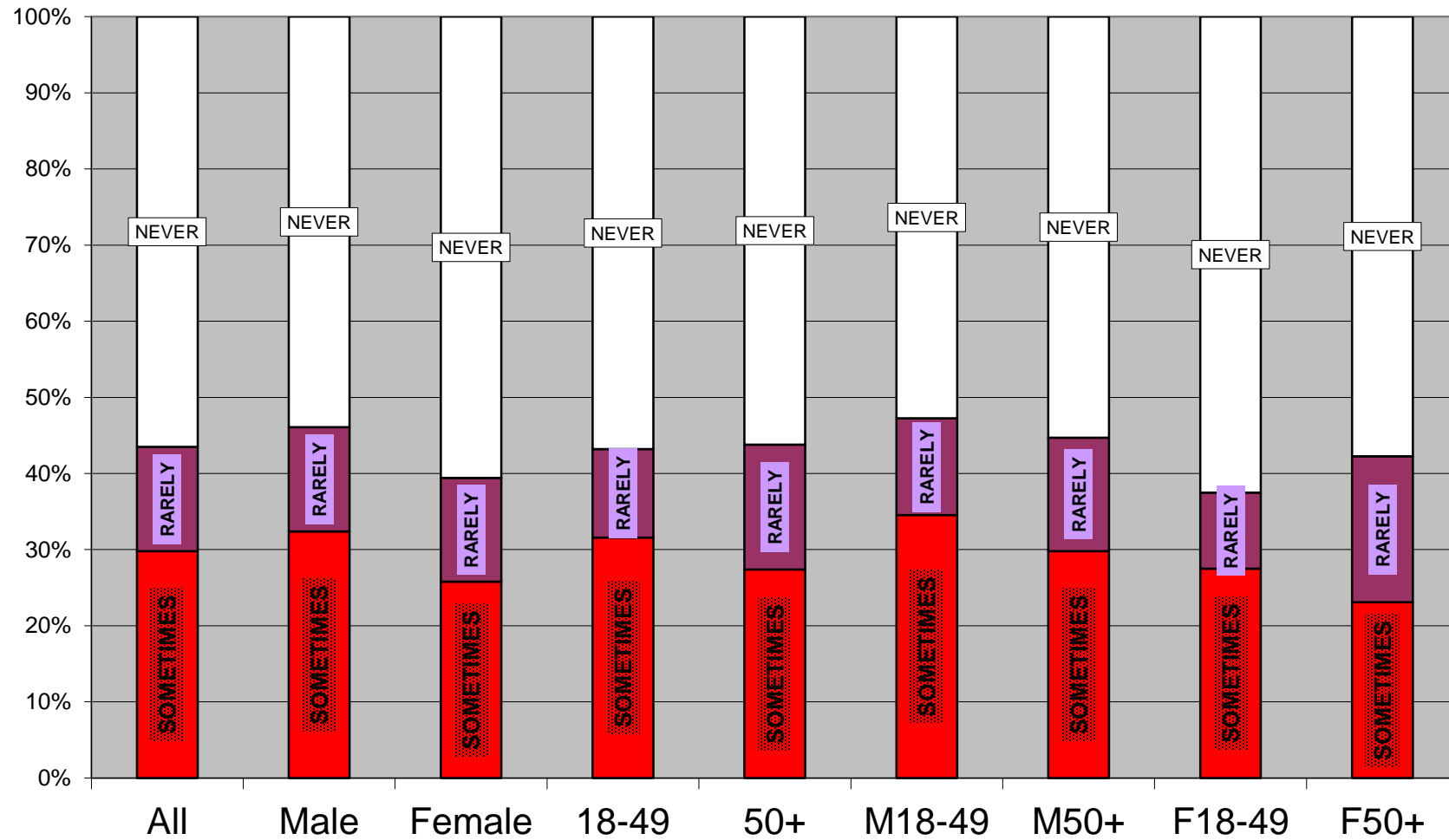
Listen to the Radio At Work*

* among those working



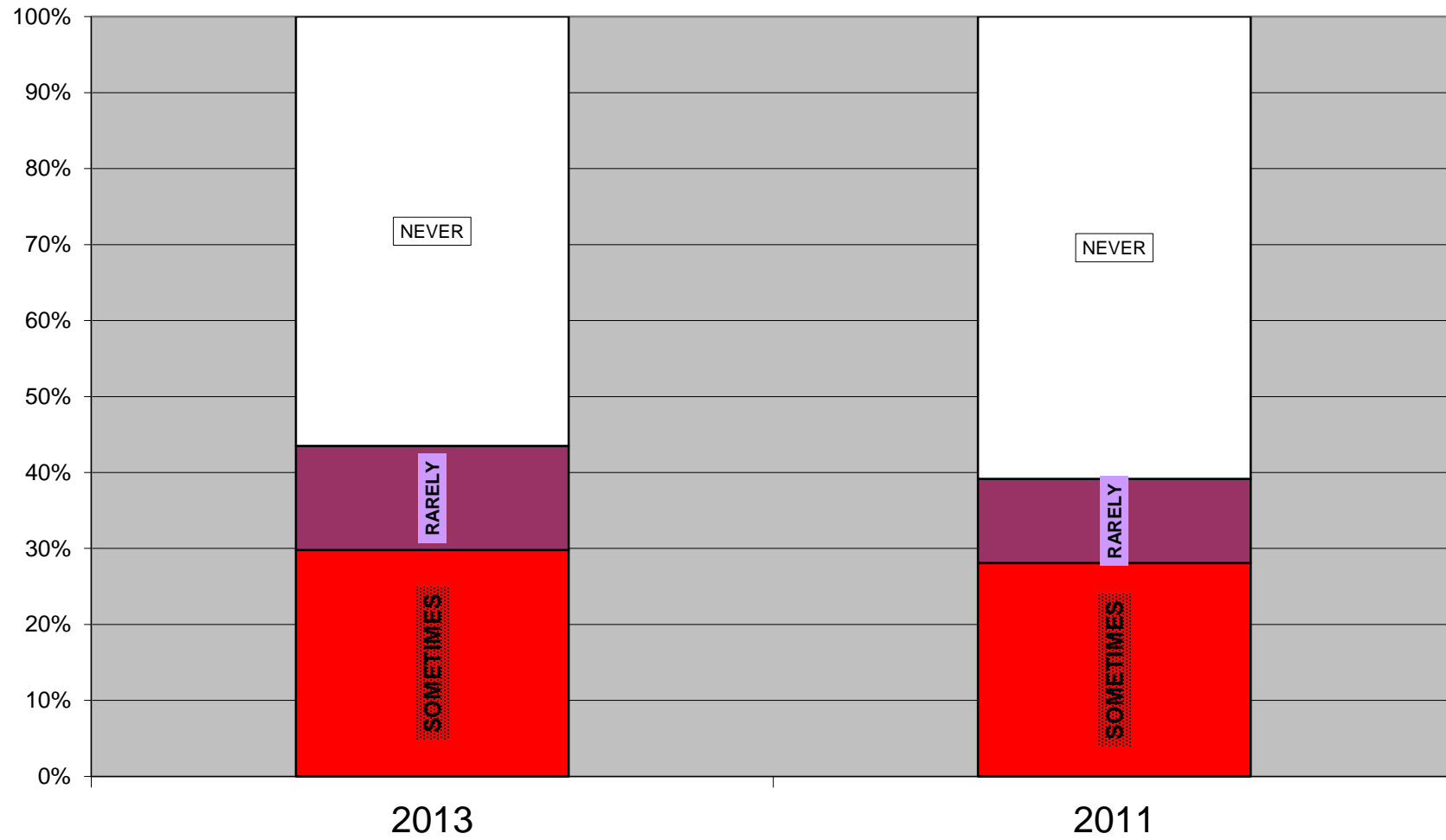
Use of Internet At Work*

* among those working

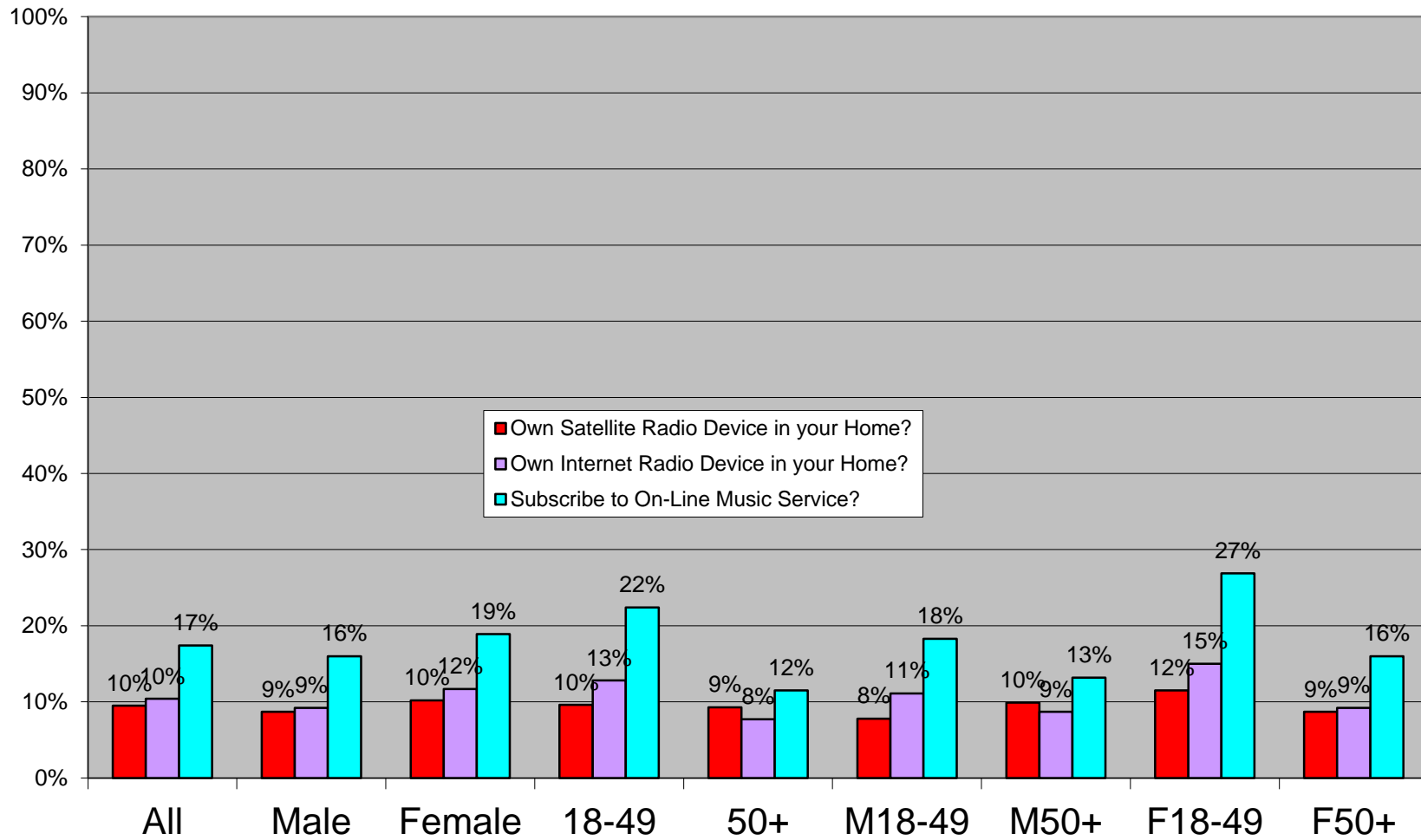


Use of Internet At Work*

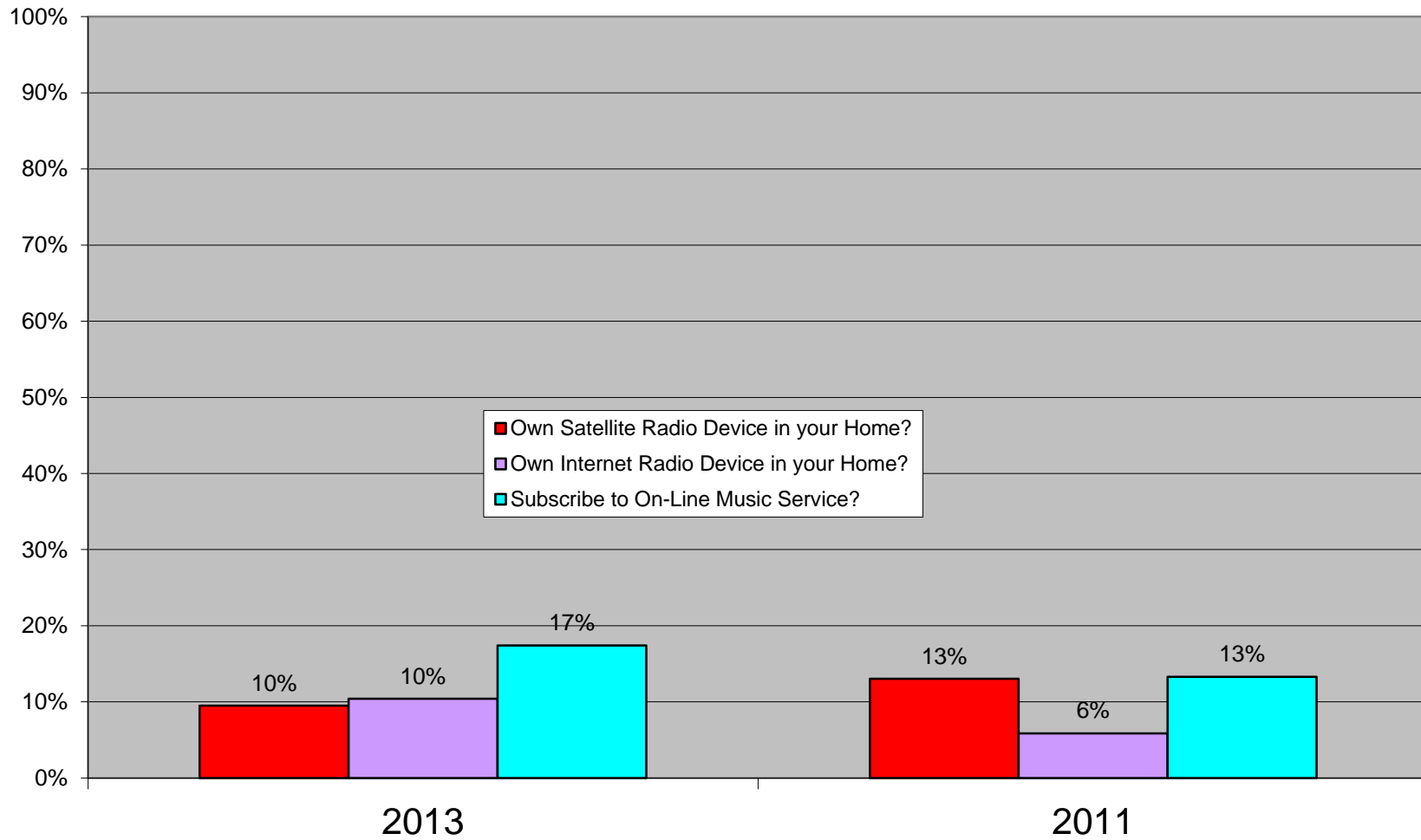
* among those working



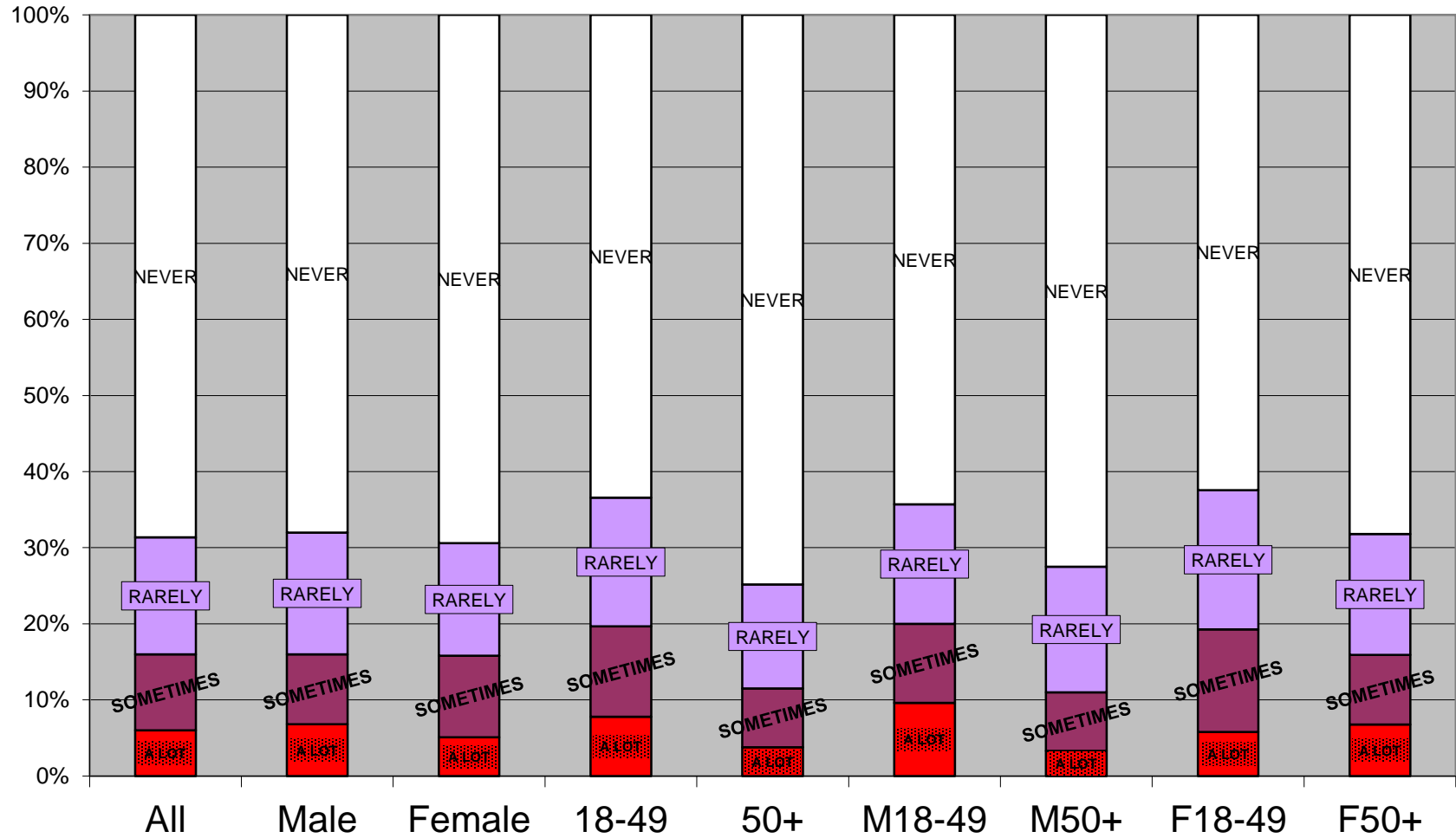
Alternatives to Local Broadcast Radio



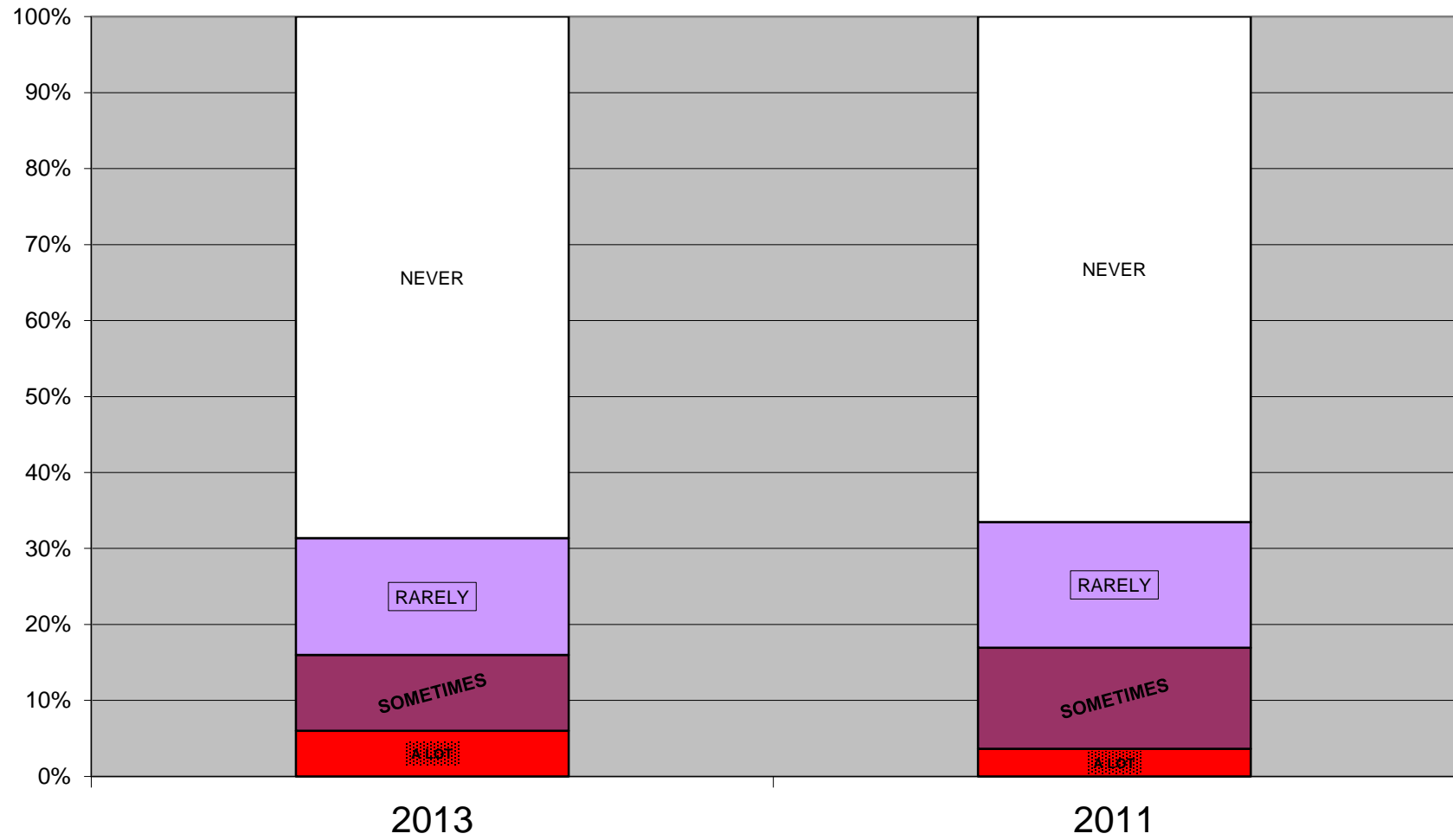
Alternatives to Local Broadcast Radio



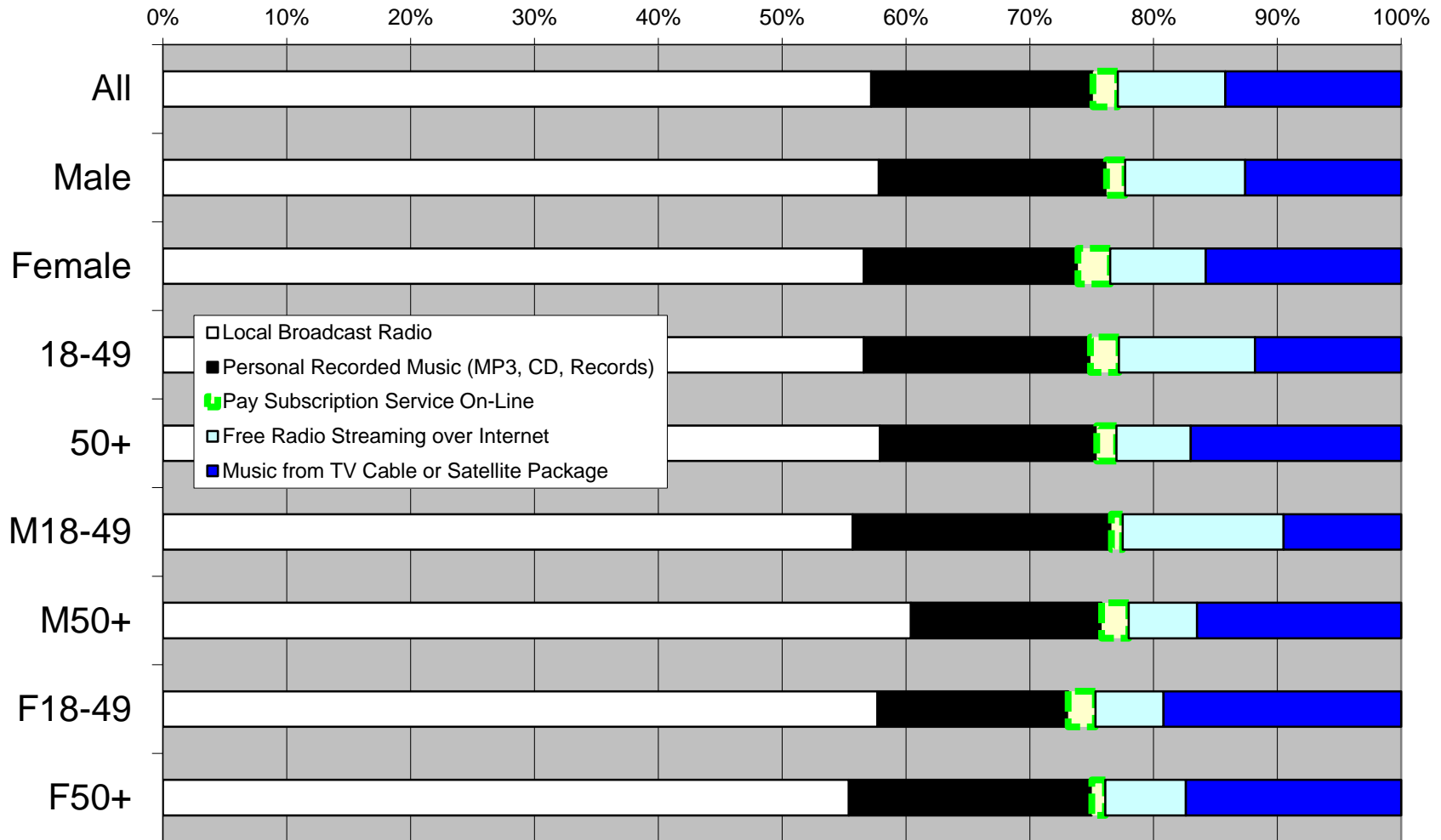
Listen to the Local Broadcast Radio Streaming On-Line



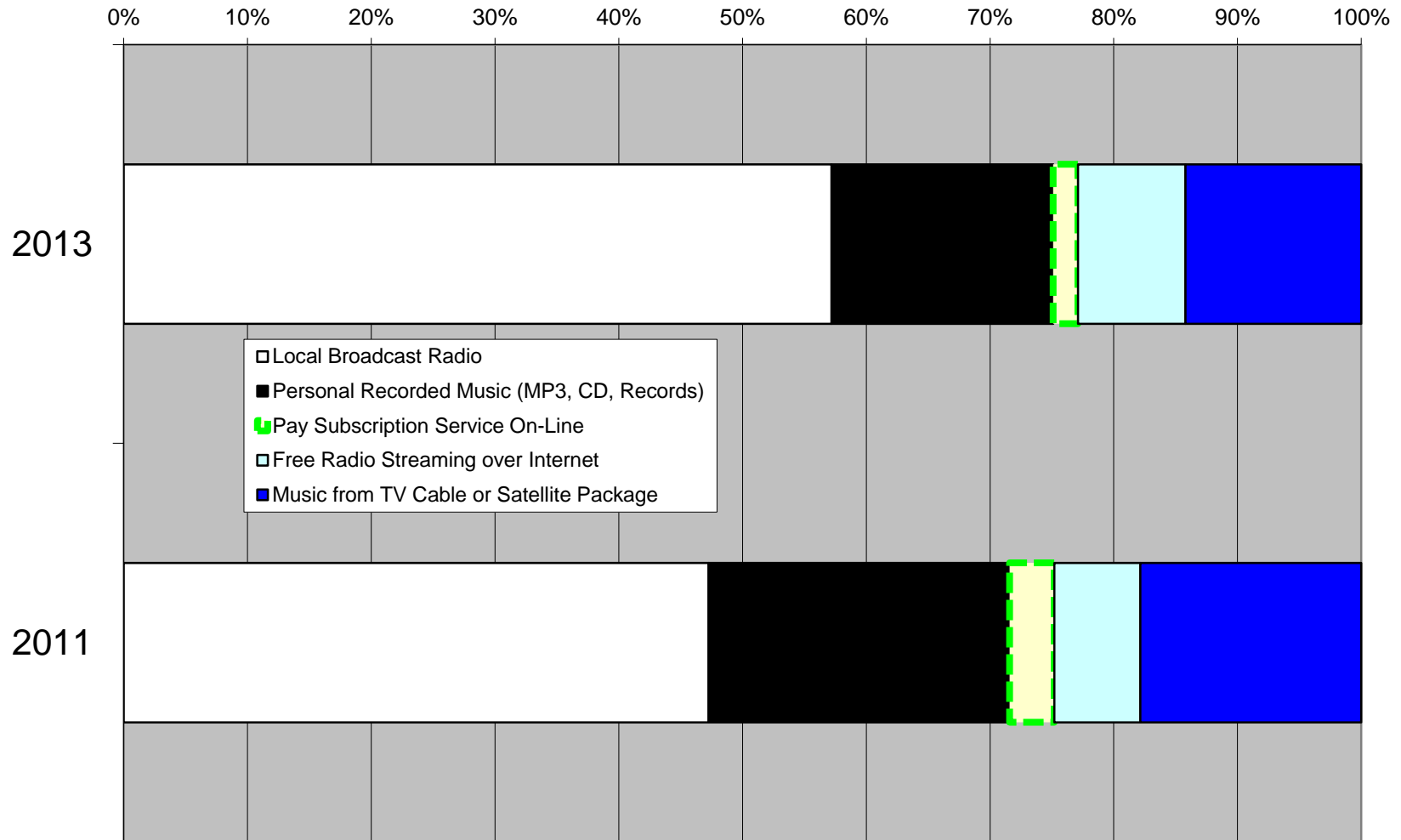
Listen to the Local Broadcast Radio Streaming On-Line



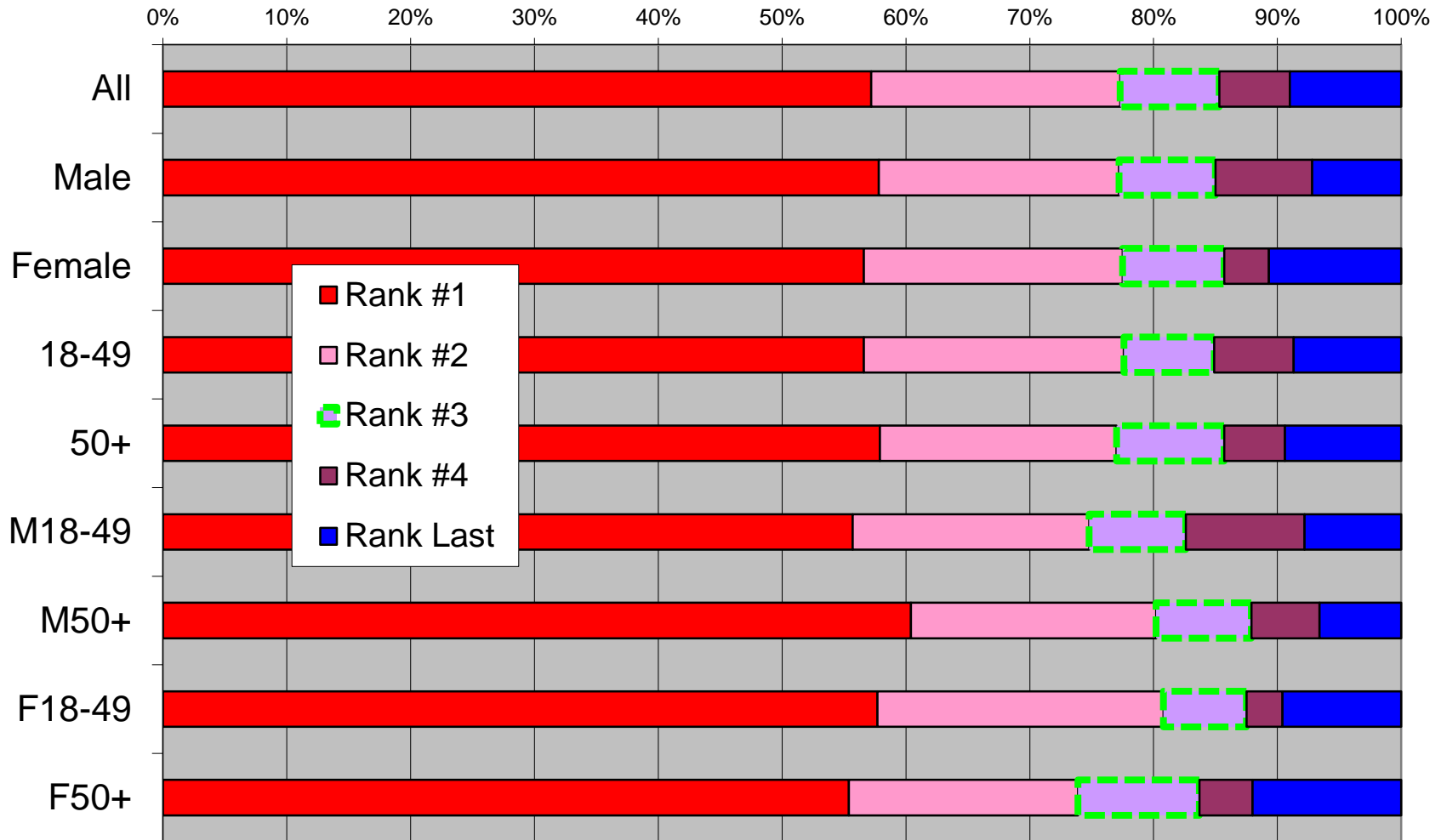
Music Usage (in-home) % Ranking Each #1



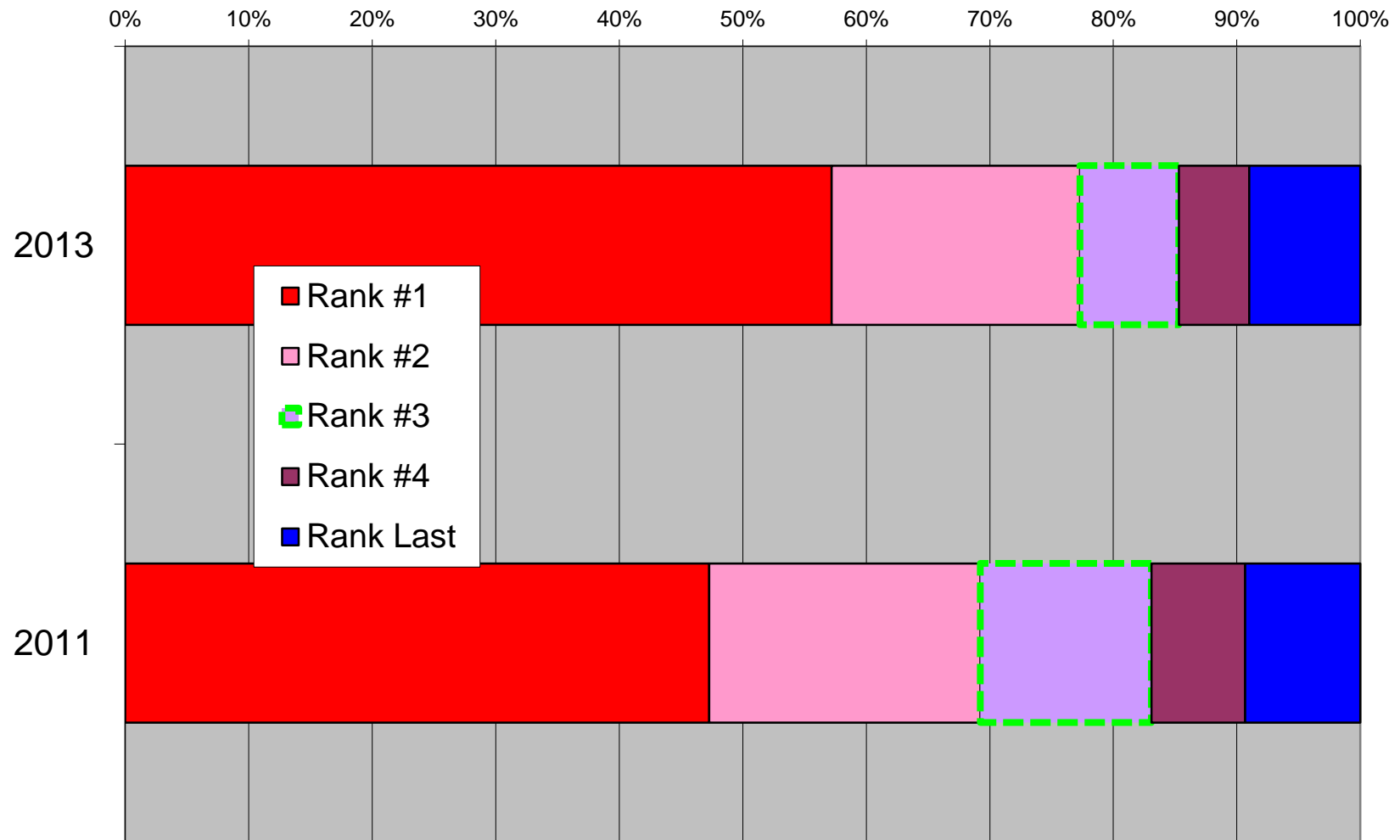
Music Usage (in-home) % Ranking Each #1

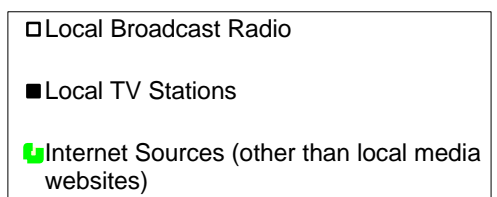


Music Usage (in-home) Ranking of Local Broadcast Radio

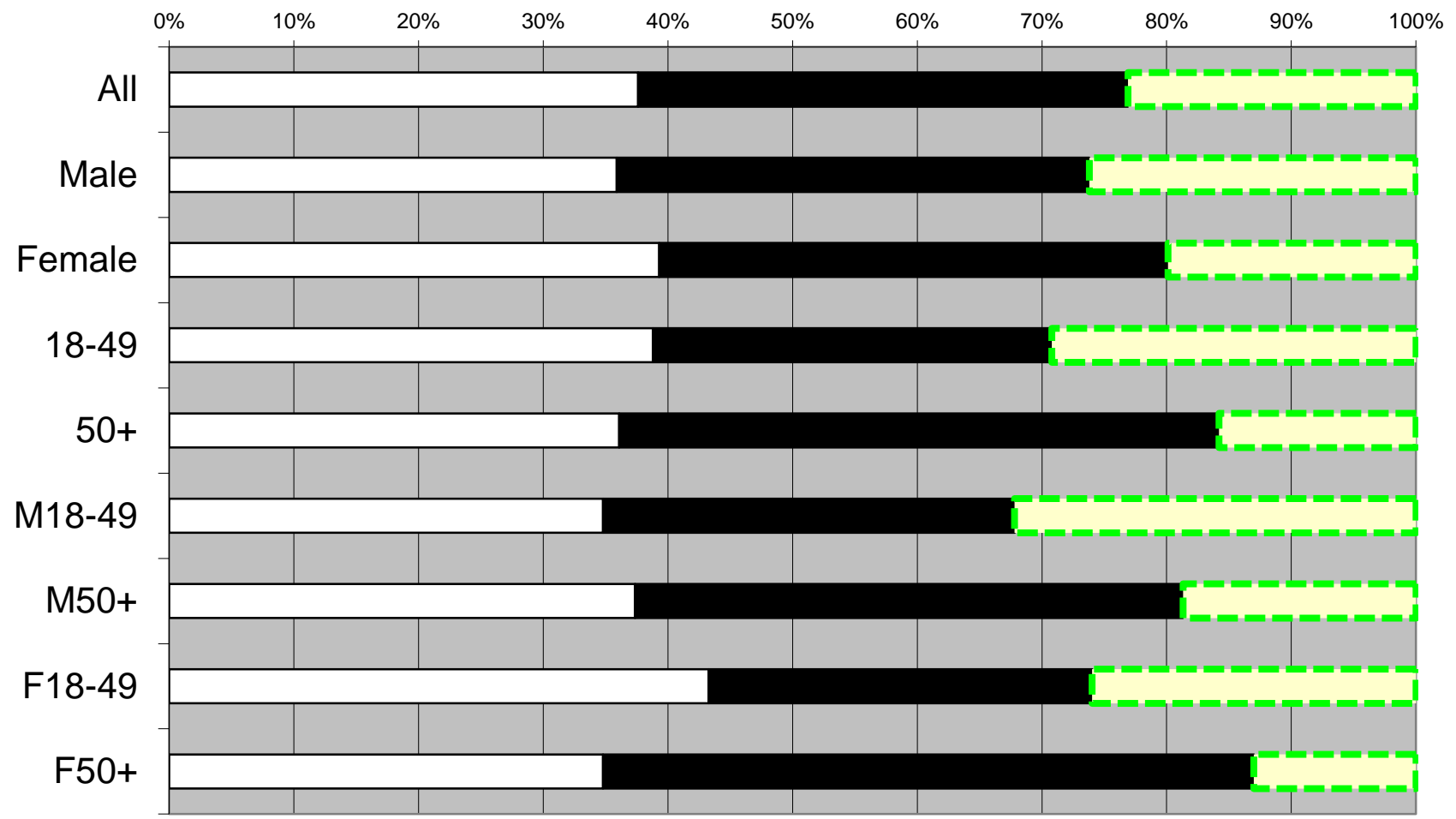


Music Usage (in-home) Ranking of Local Broadcast Radio



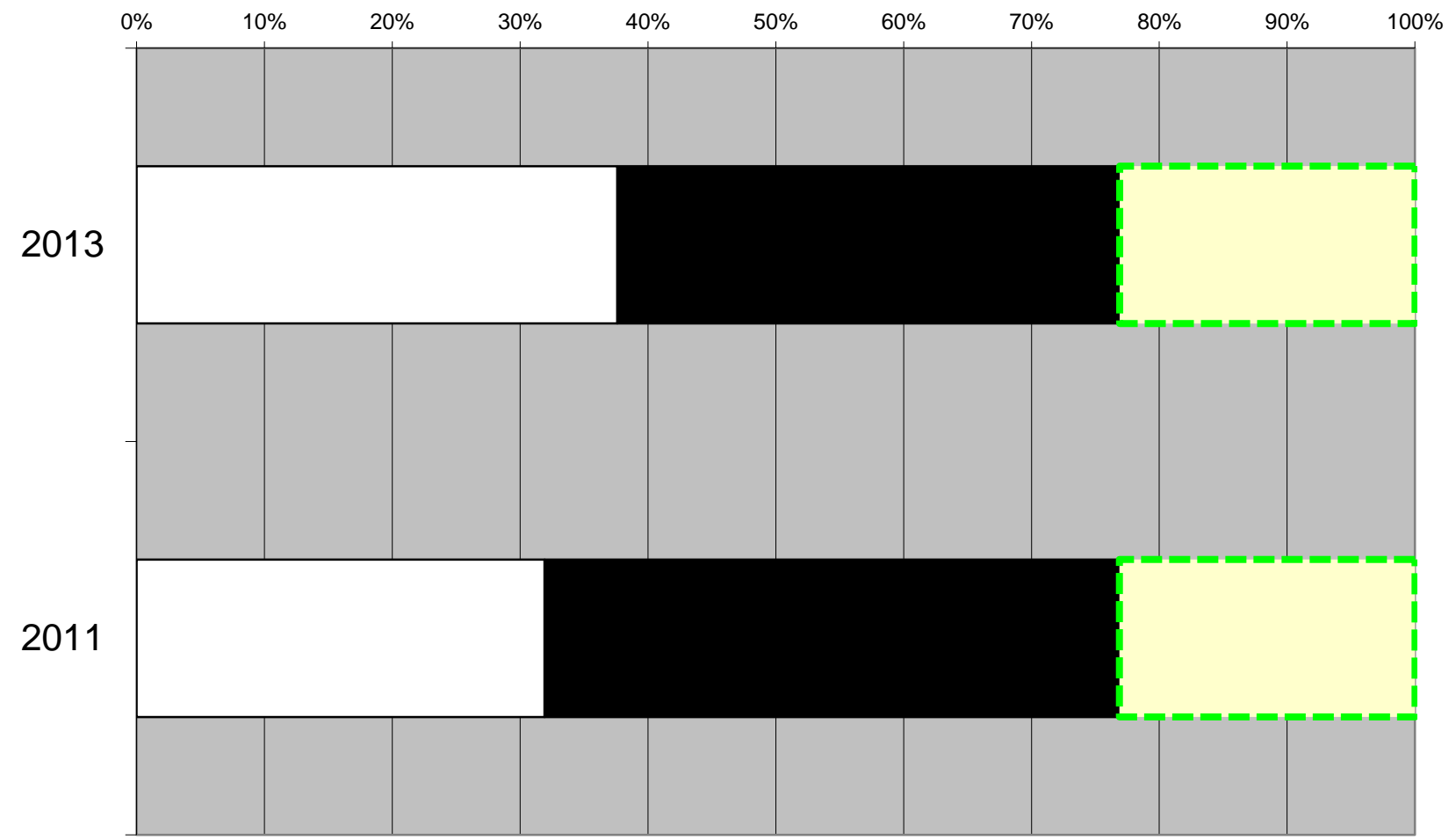


Media Use in Weather Emergencies (in-home)

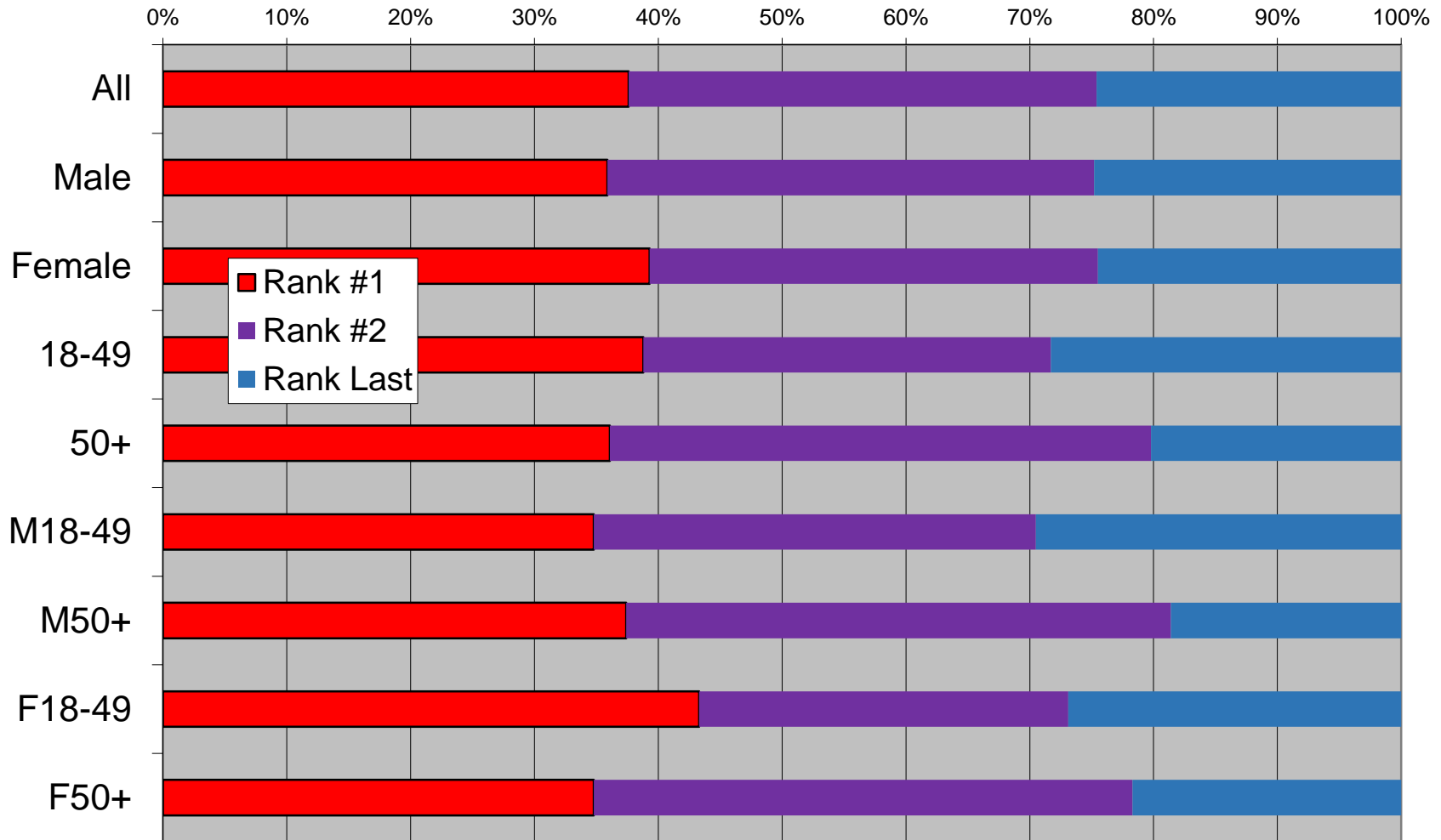


- Local Broadcast Radio
- Local TV Stations
- Internet Sources (other than local media websites)

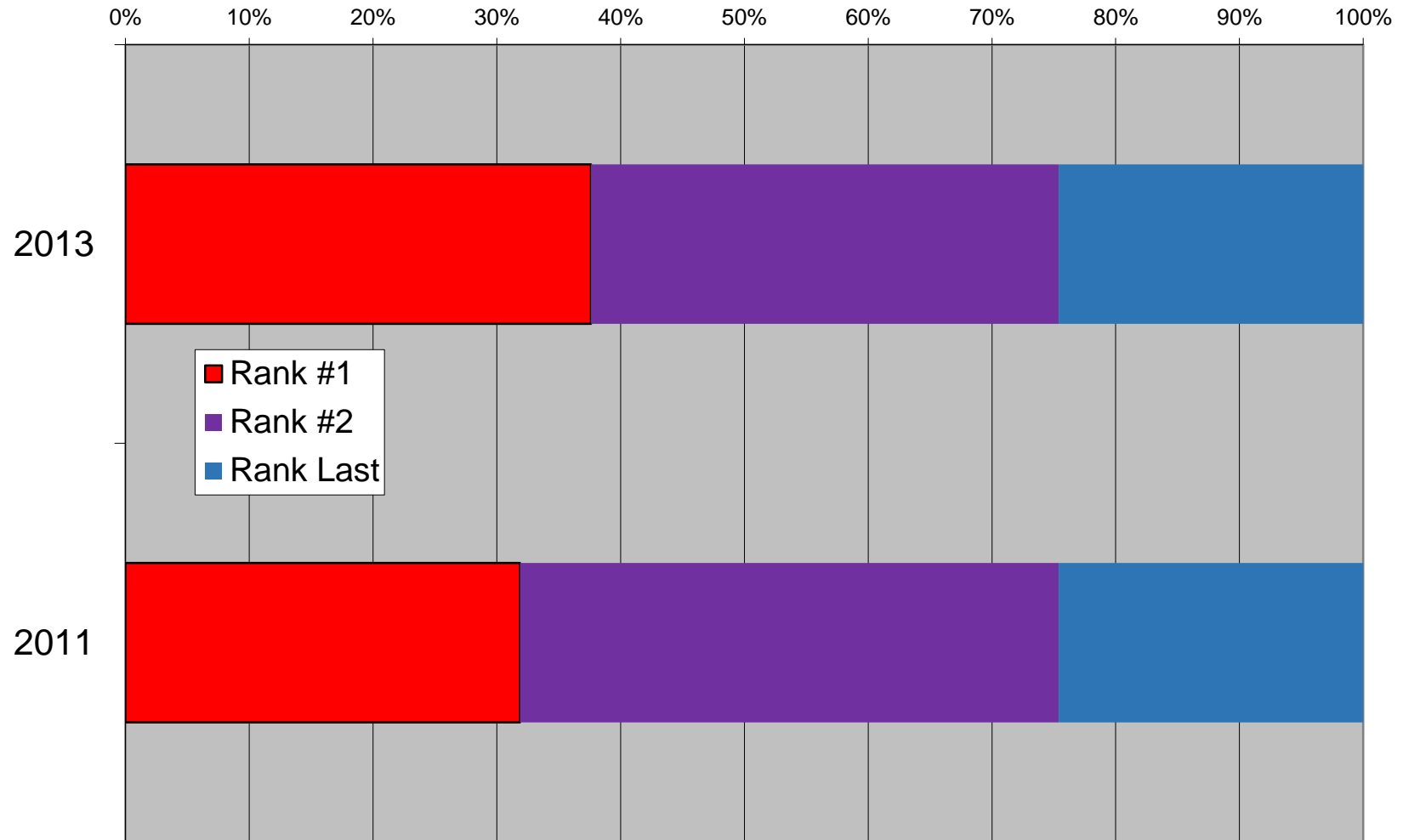
Media Use in Weather Emergencies (in-home)



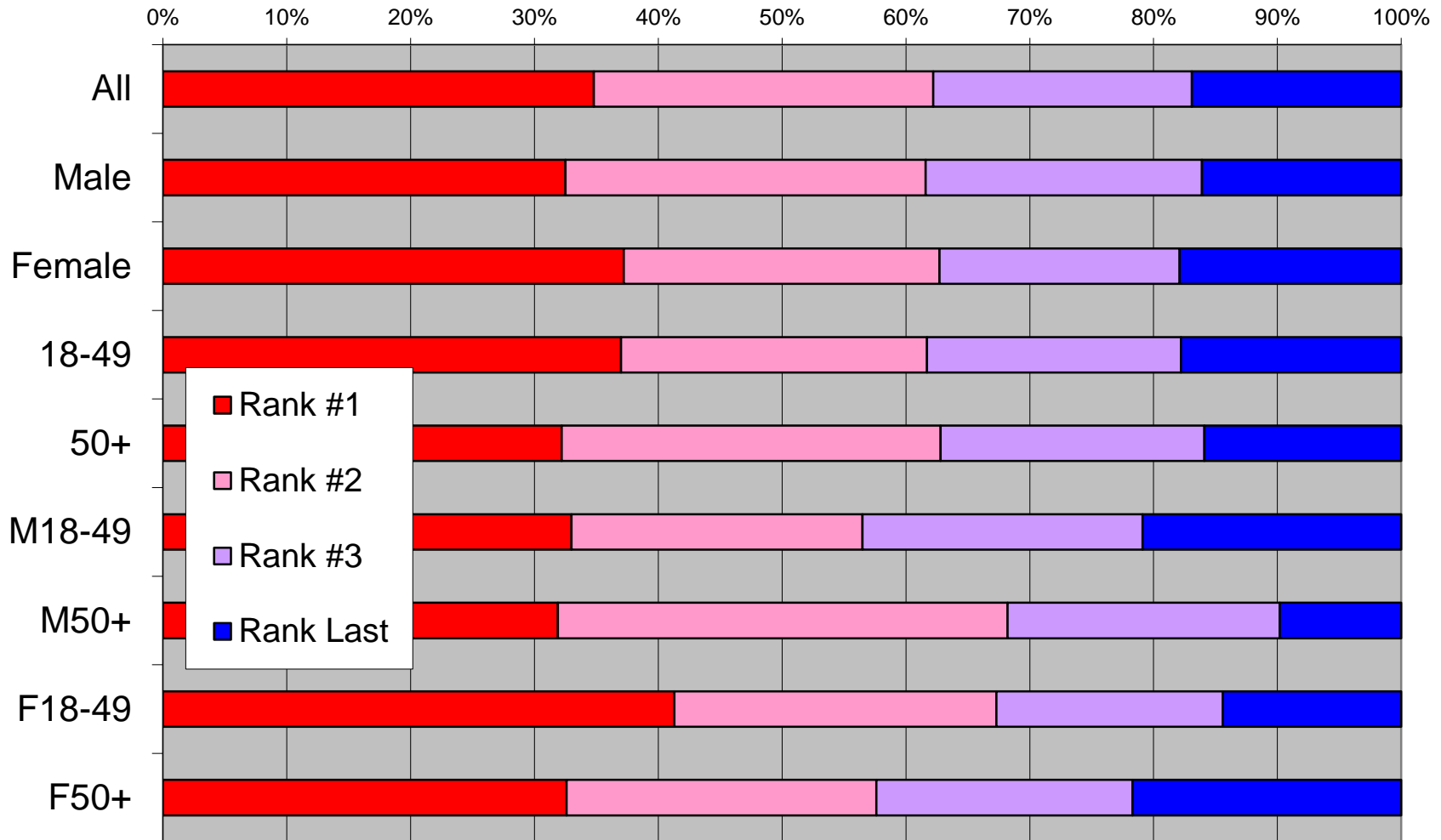
Media Usage (in-home) Weather Emergencies Ranking of Local Broadcast Radio



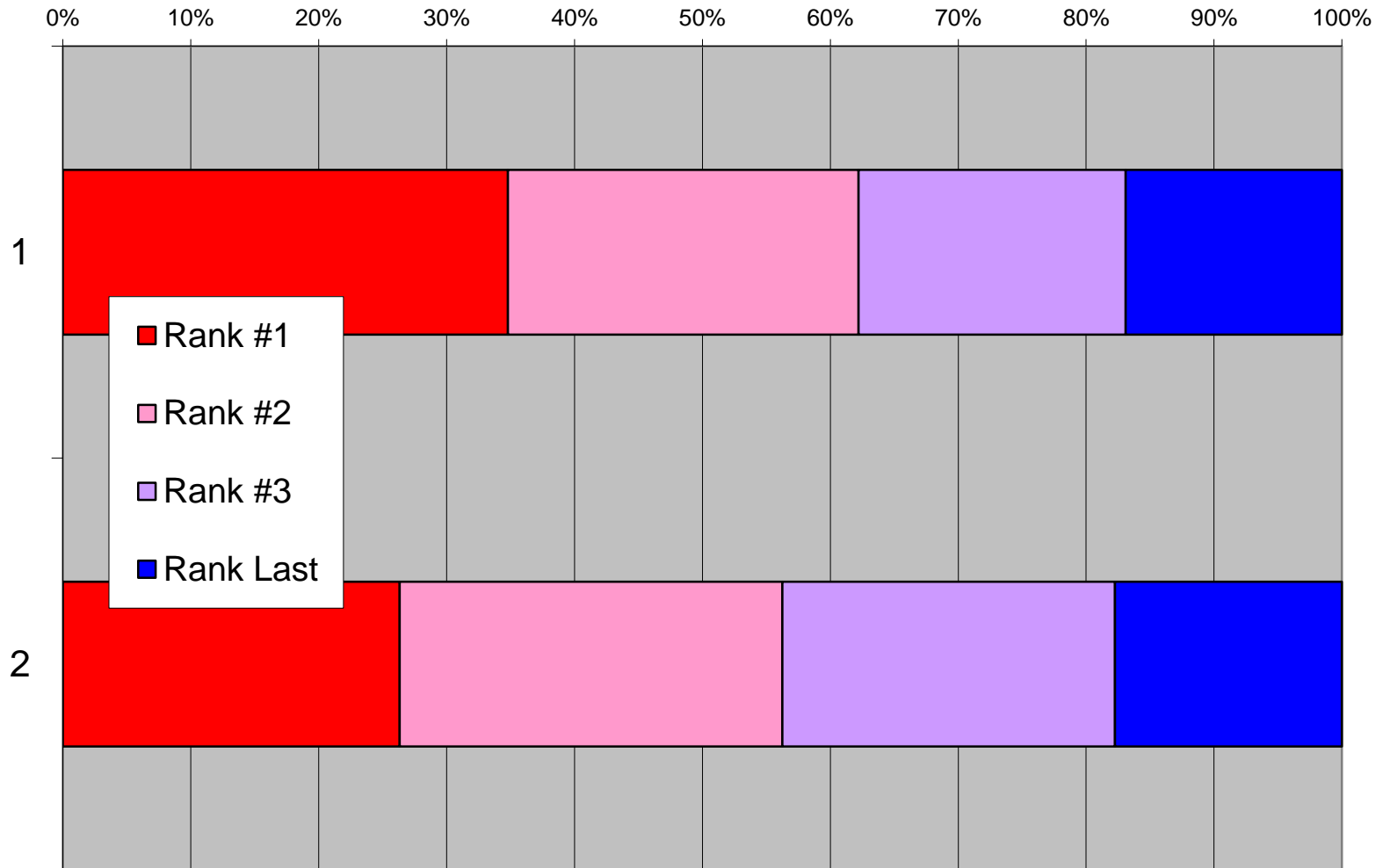
Media Usage (in-home) Weather Emergencies Ranking of Local Broadcast Radio

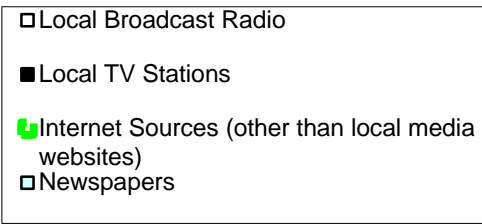


Media Used for General Local News (in-home) Ranking of Local Broadcast Radio

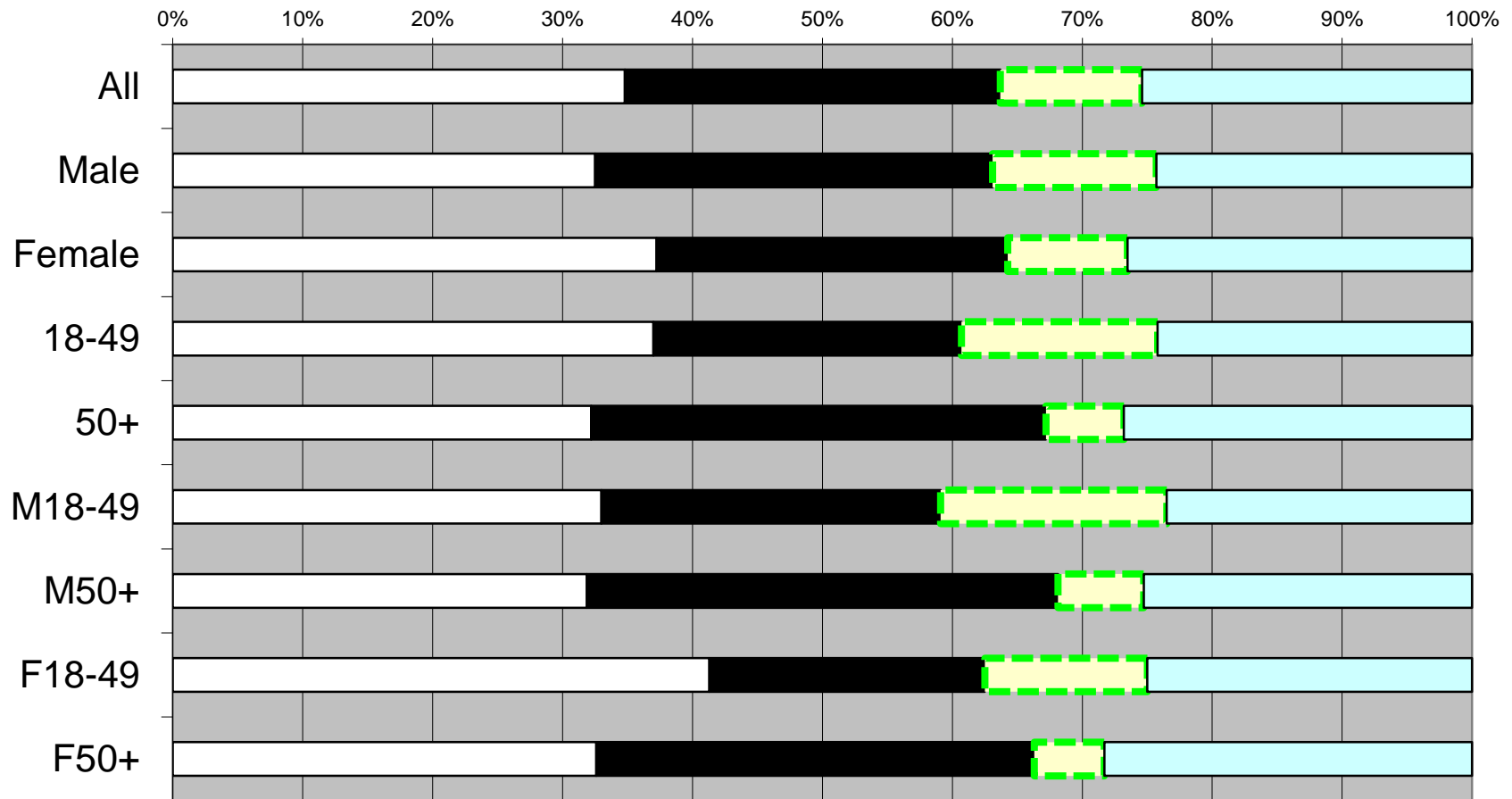


Media Used for General Local News (in-home) Ranking of Local Broadcast Radio



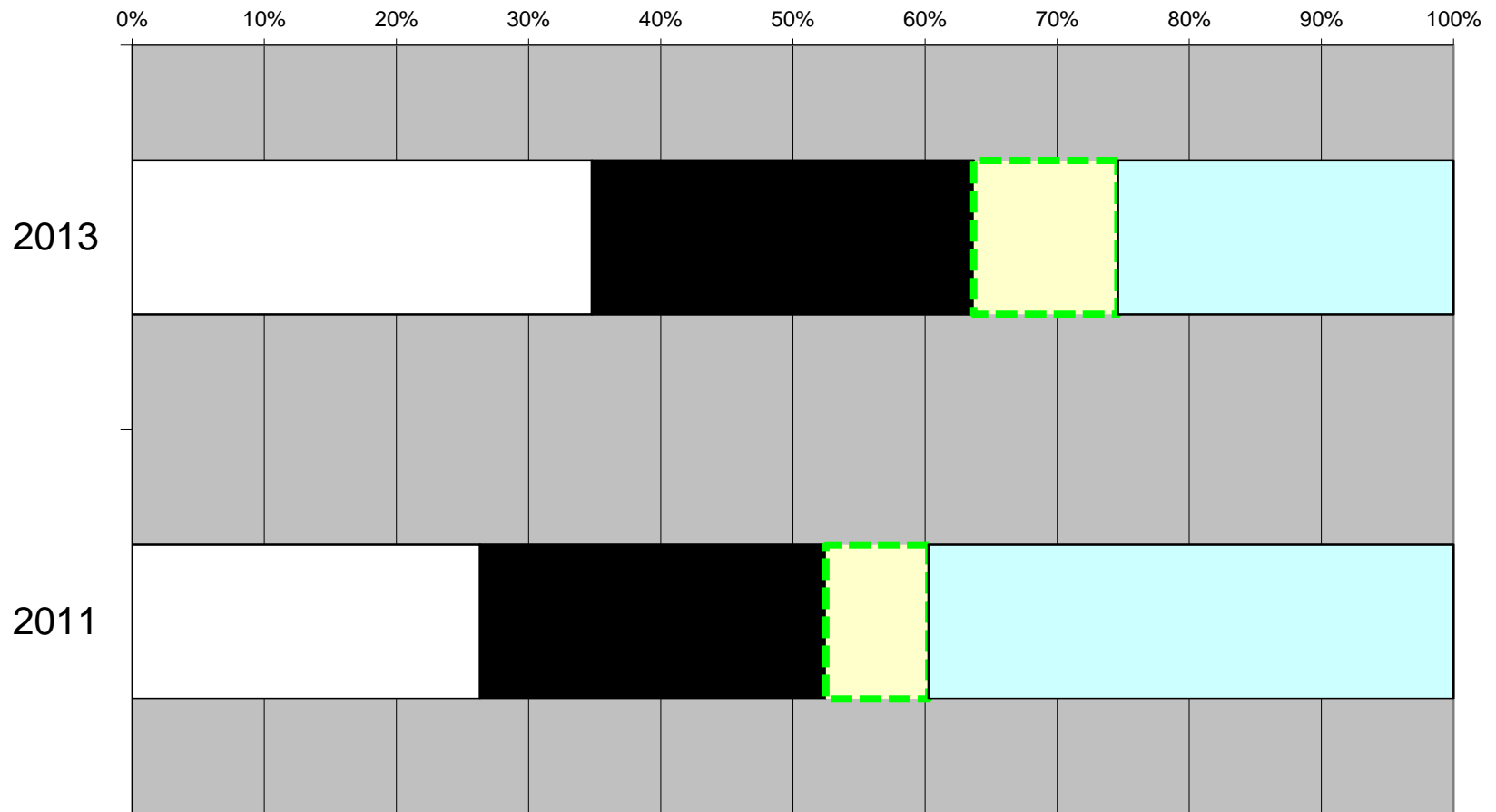


Media Use for General Local News (in-home)

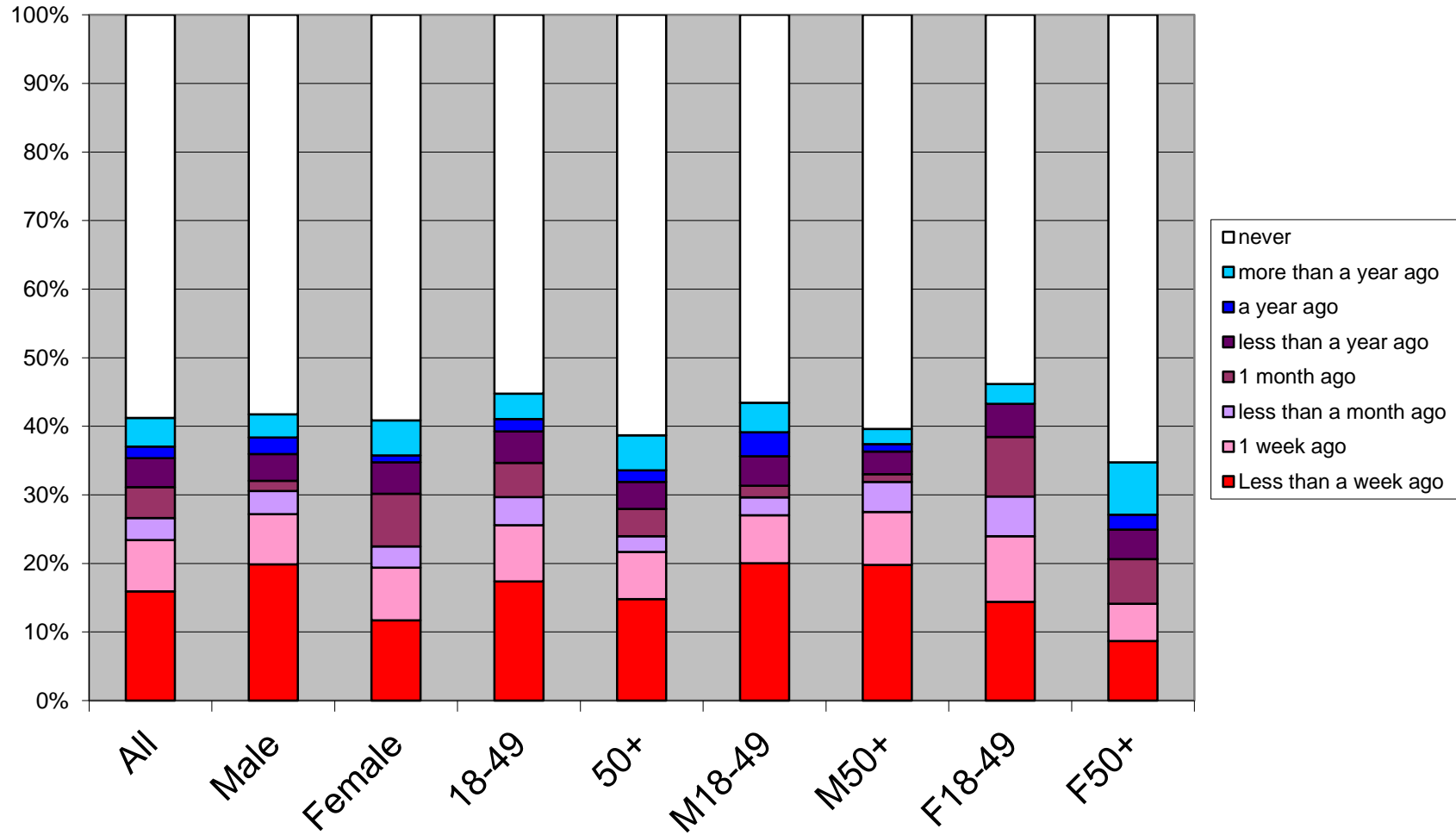


- Local Broadcast Radio
- Local TV Stations
- Internet Sources (other than local media websites)
- Newspapers

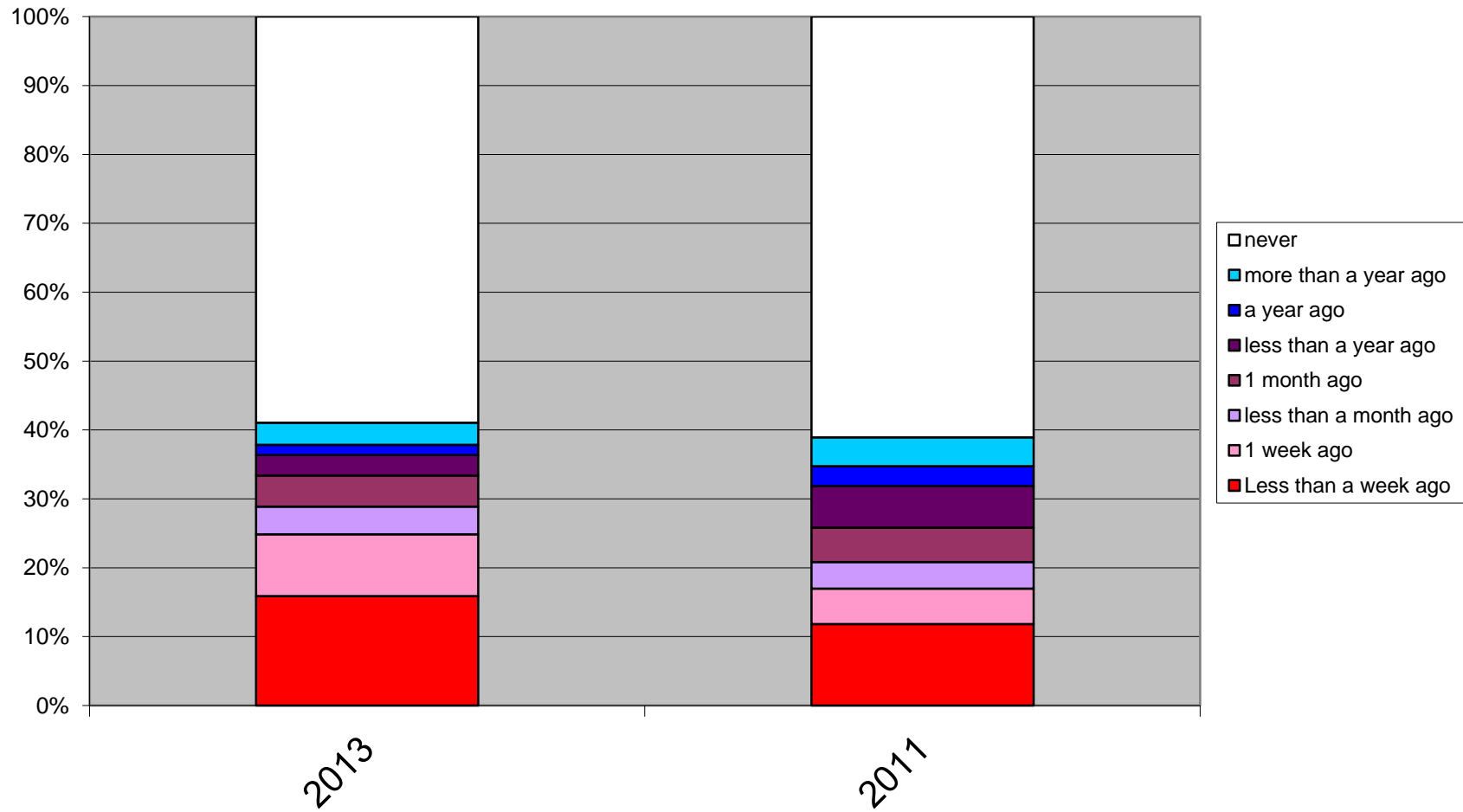
Media Use for General Local News (in-home)



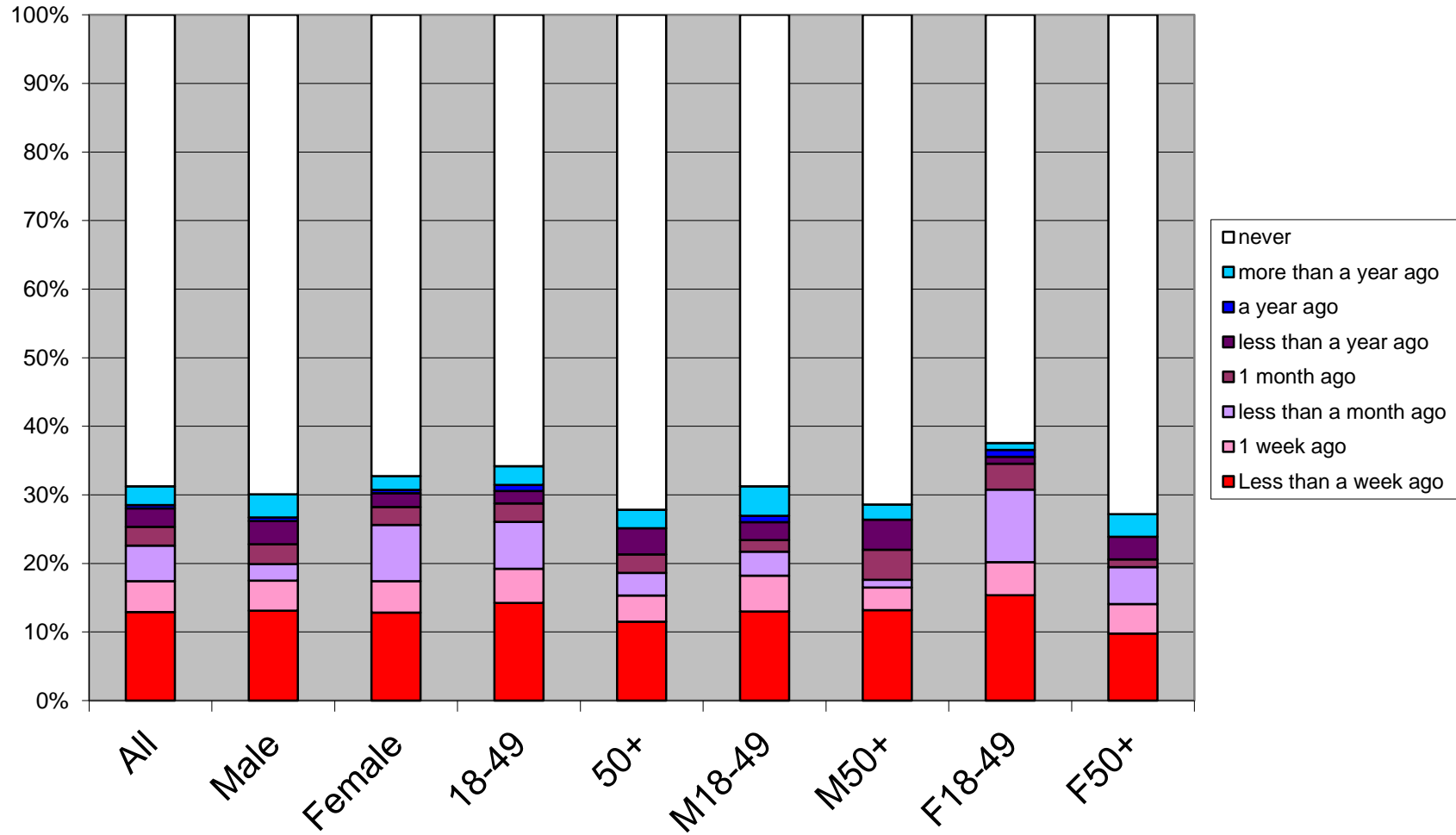
Last Time Accessed Website/App for Local Broadcast Radio Station



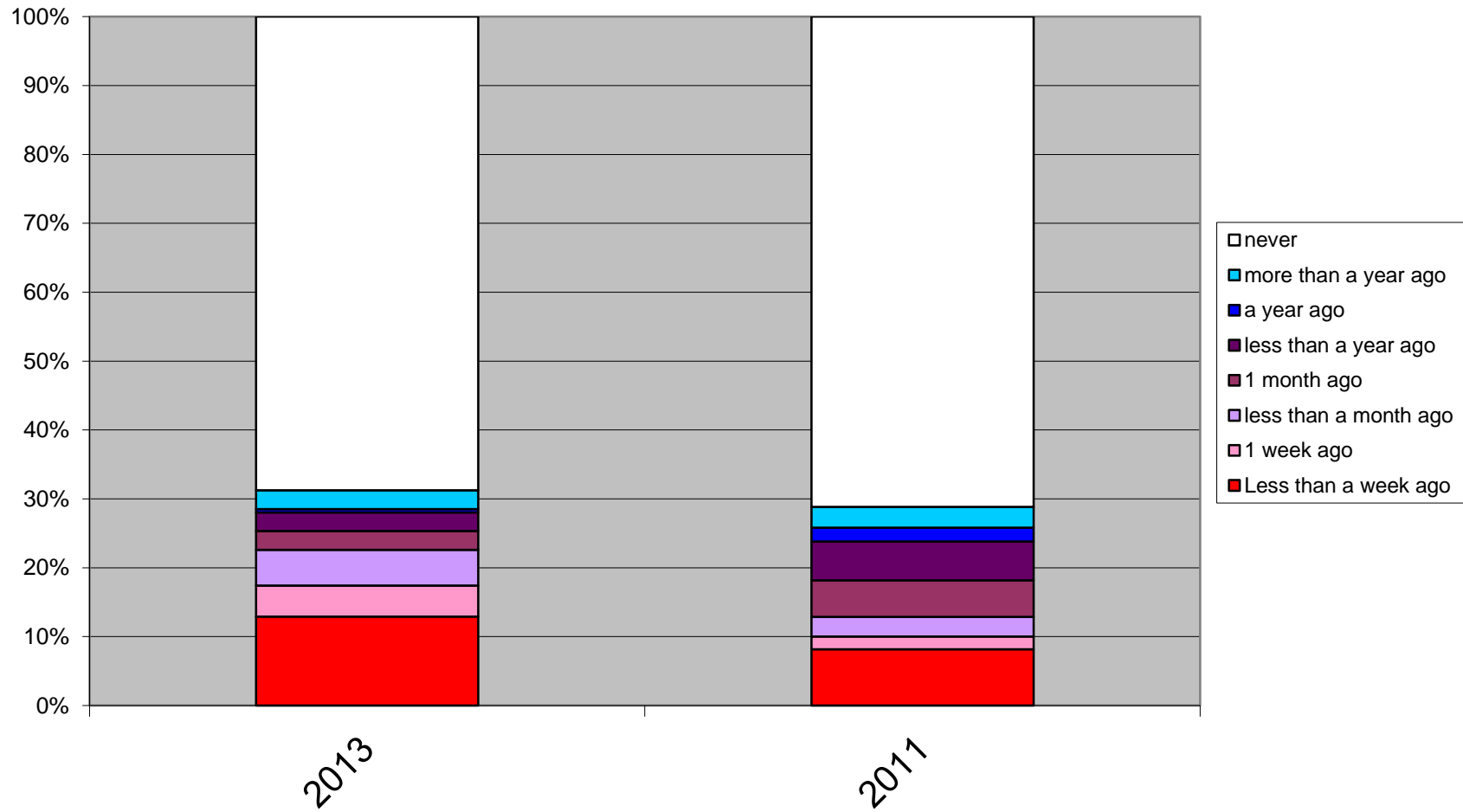
Last Time Accessed Website/App for Local Broadcast Radio Station



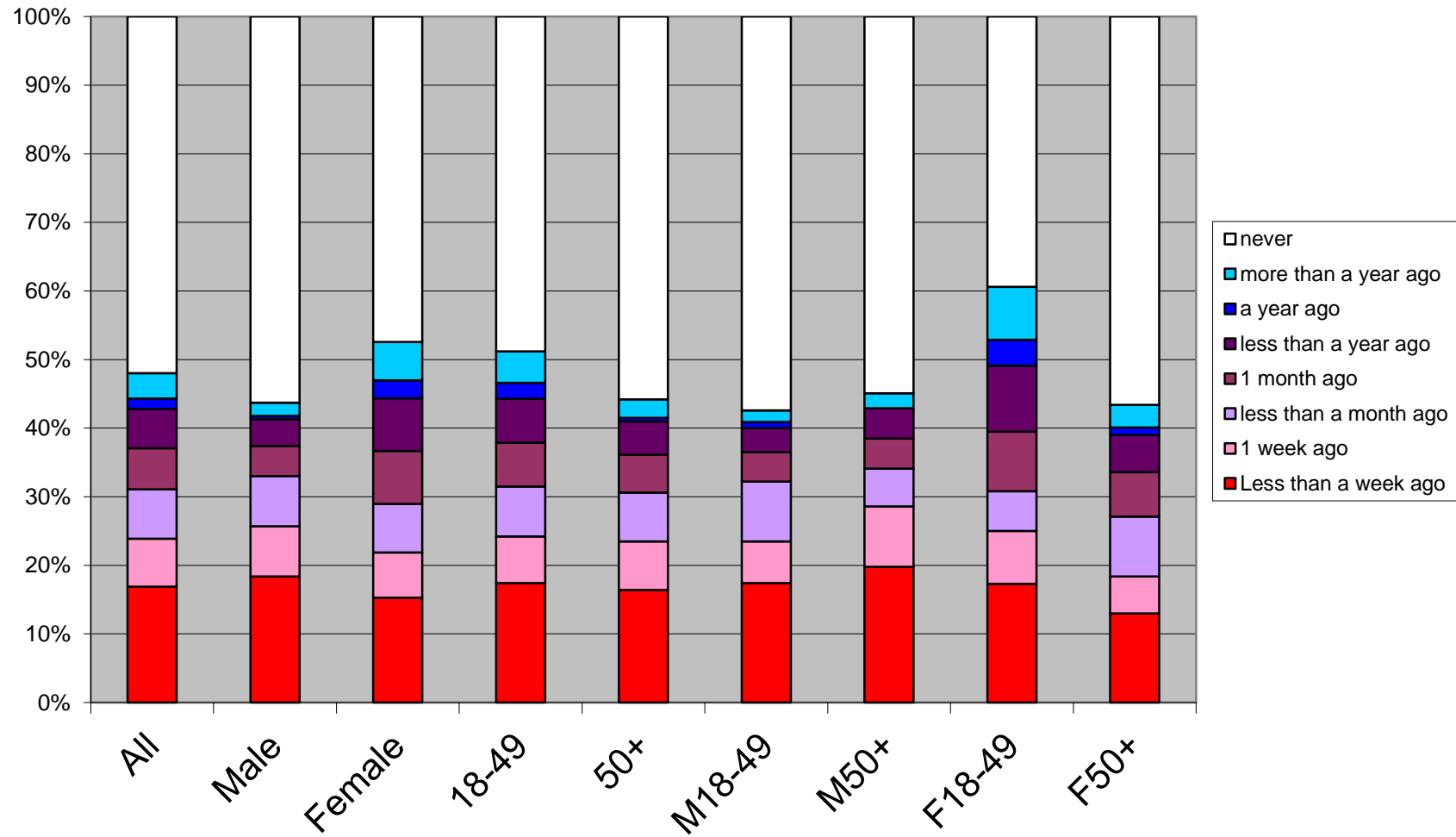
Last Time Accessed Website for Local TV Station



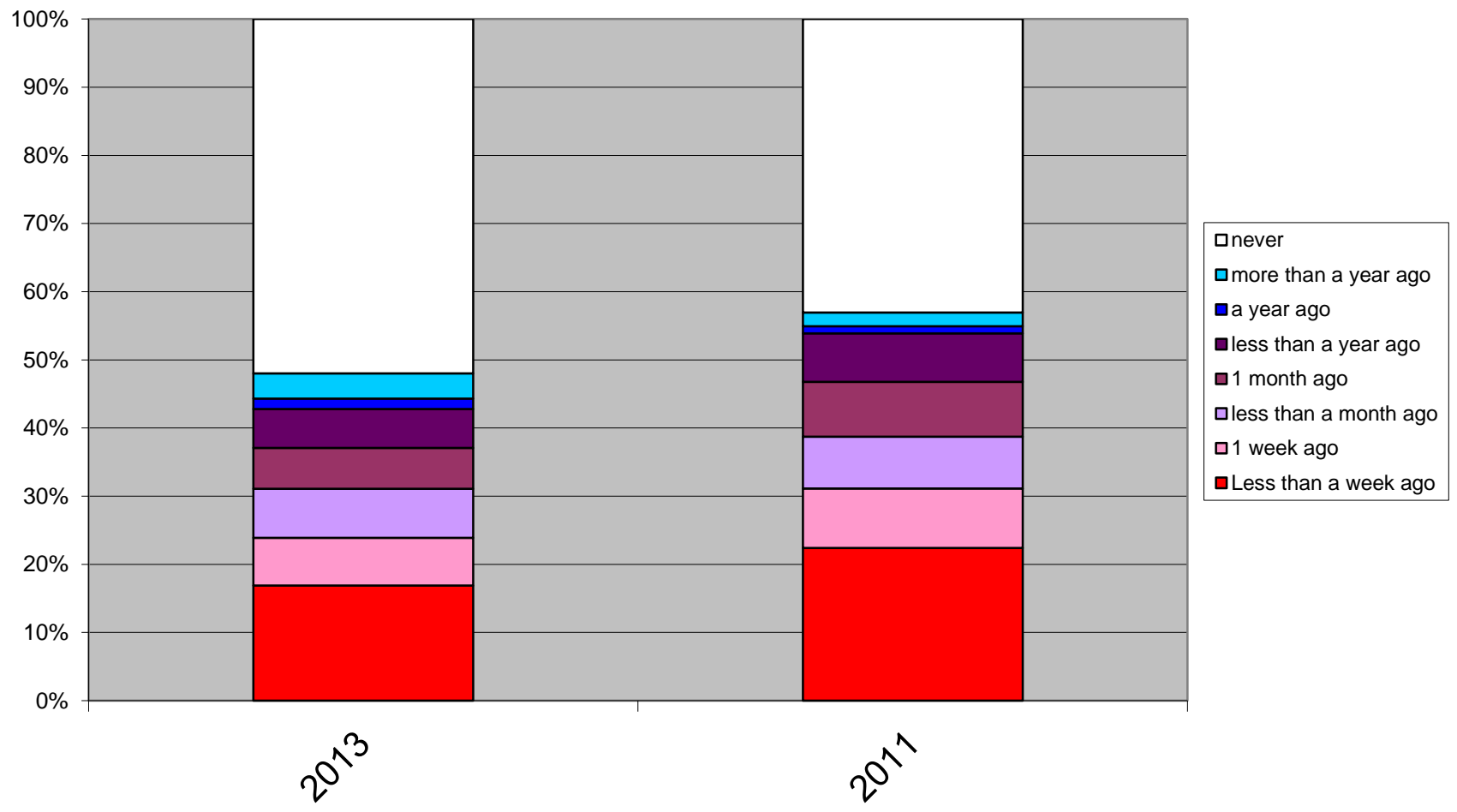
Last Time Accessed Website for Local TV Station



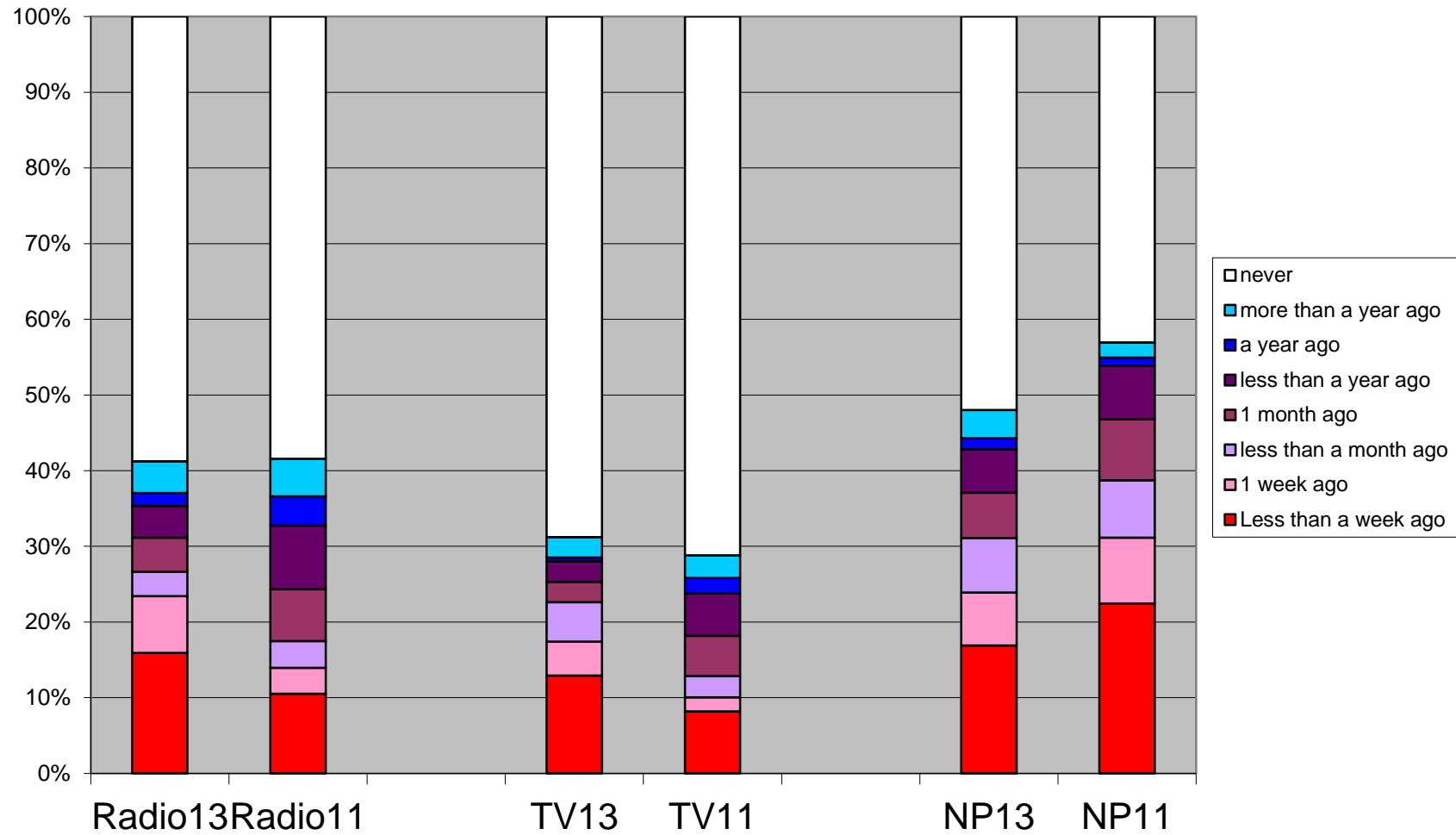
Last Time Accessed Website for Local Newspaper



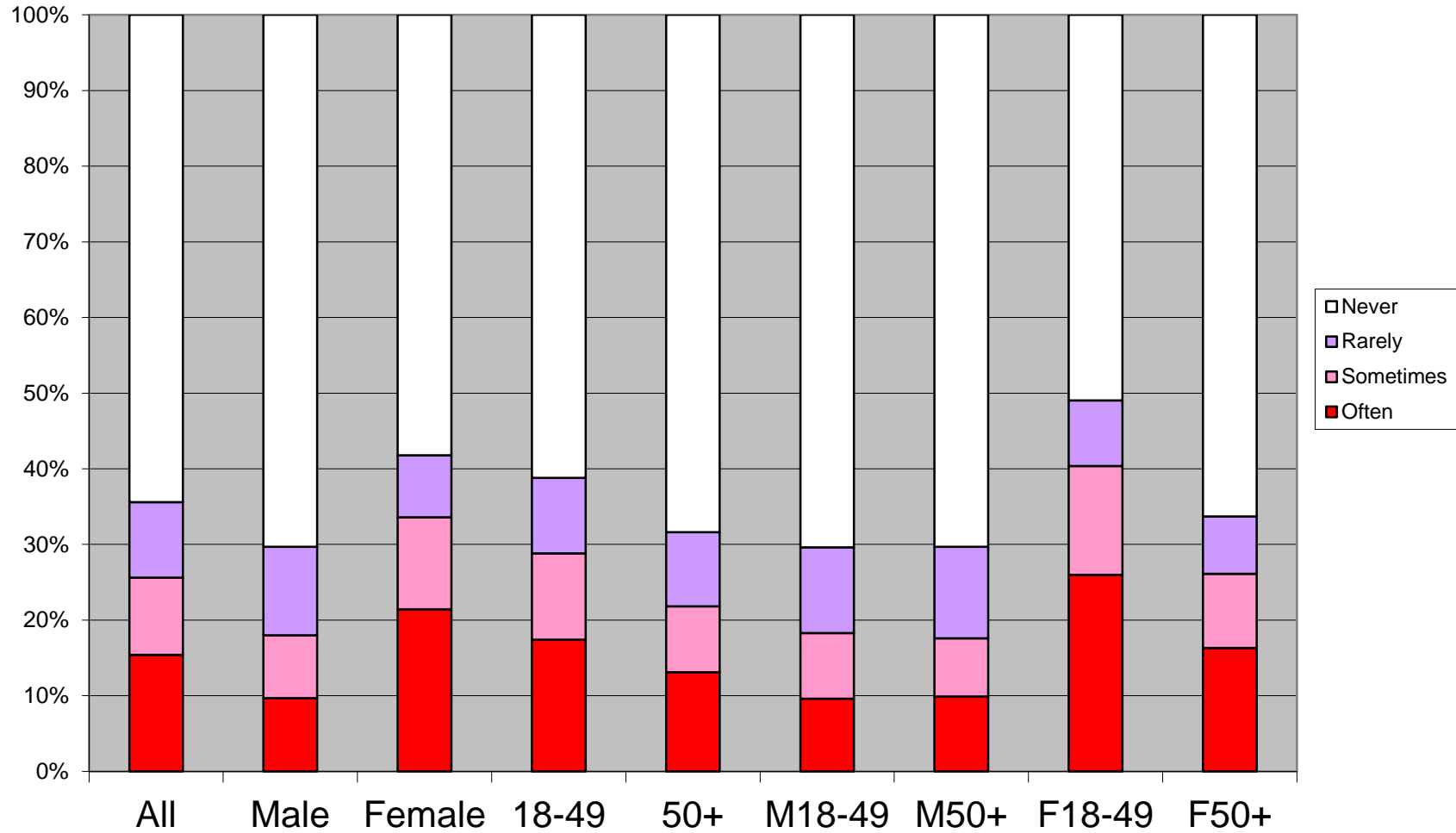
Last Time Accessed Website for Local Newspaper



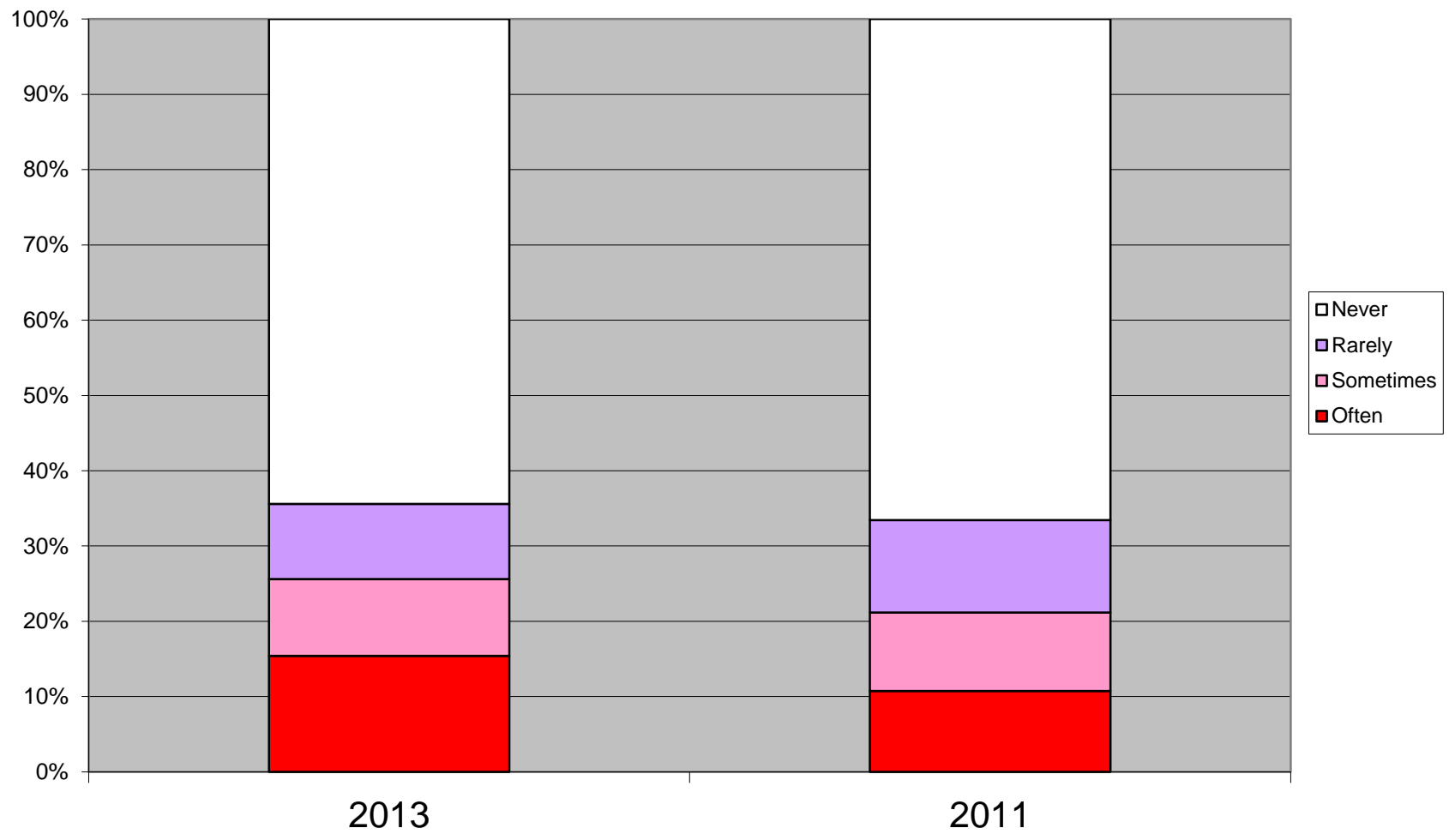
Last Time Accessed Website of...



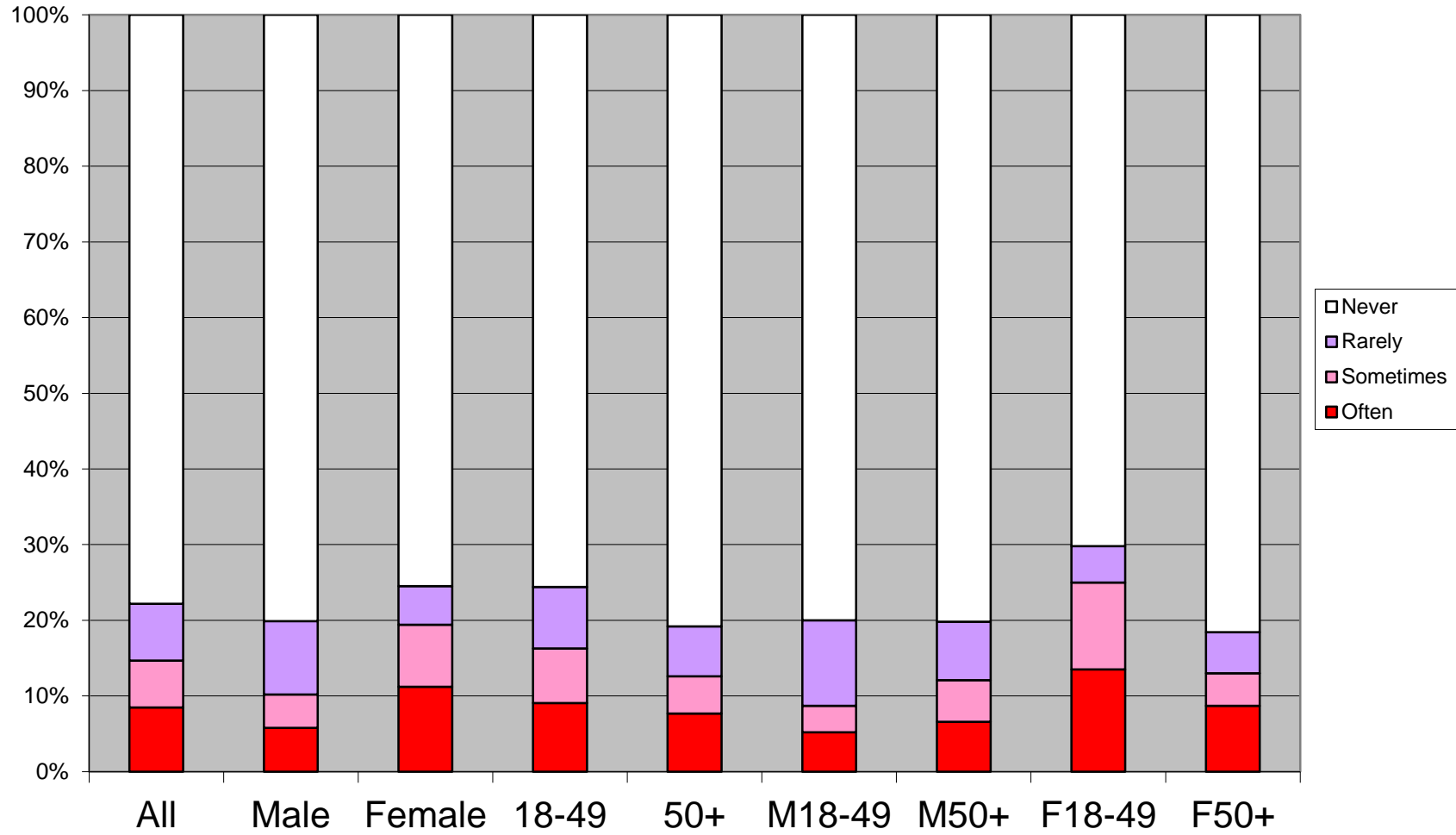
Last Time Accessed Social Media Site of Local Broadcast Radio Station



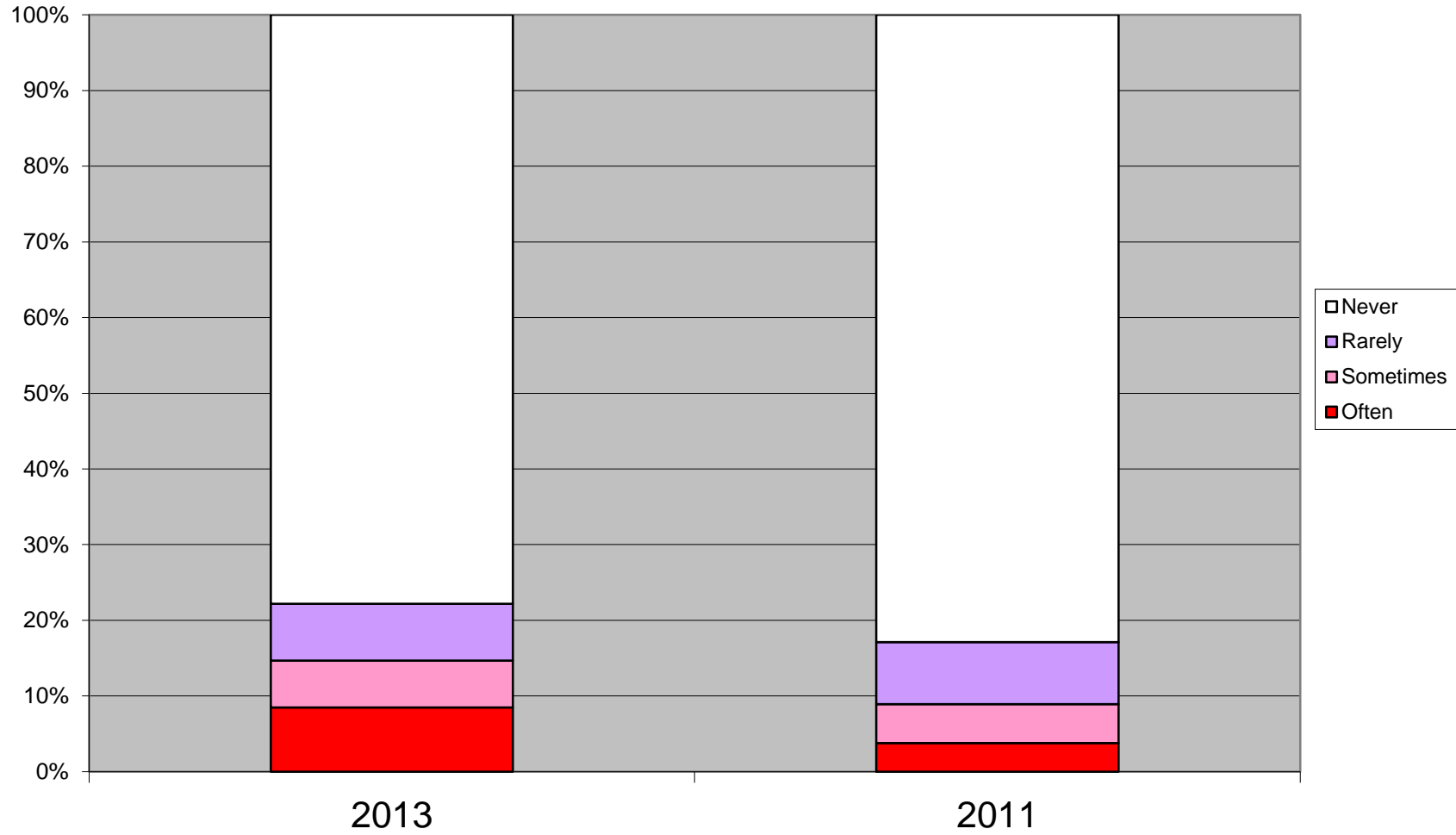
Last Time Accessed Social Media Site of Local Broadcast Radio Station



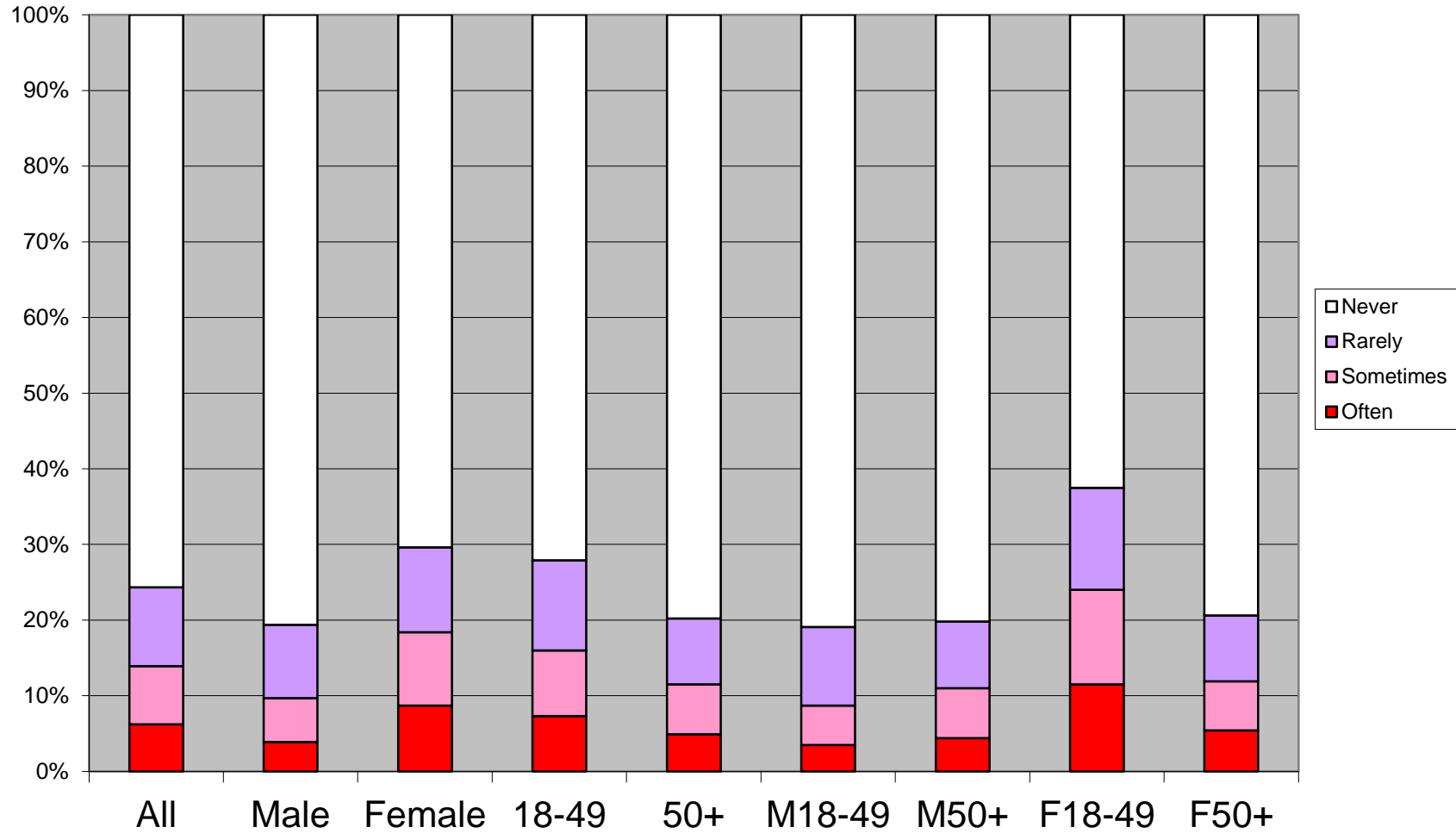
Last Time Accessed Social Media Site of Local TV Station



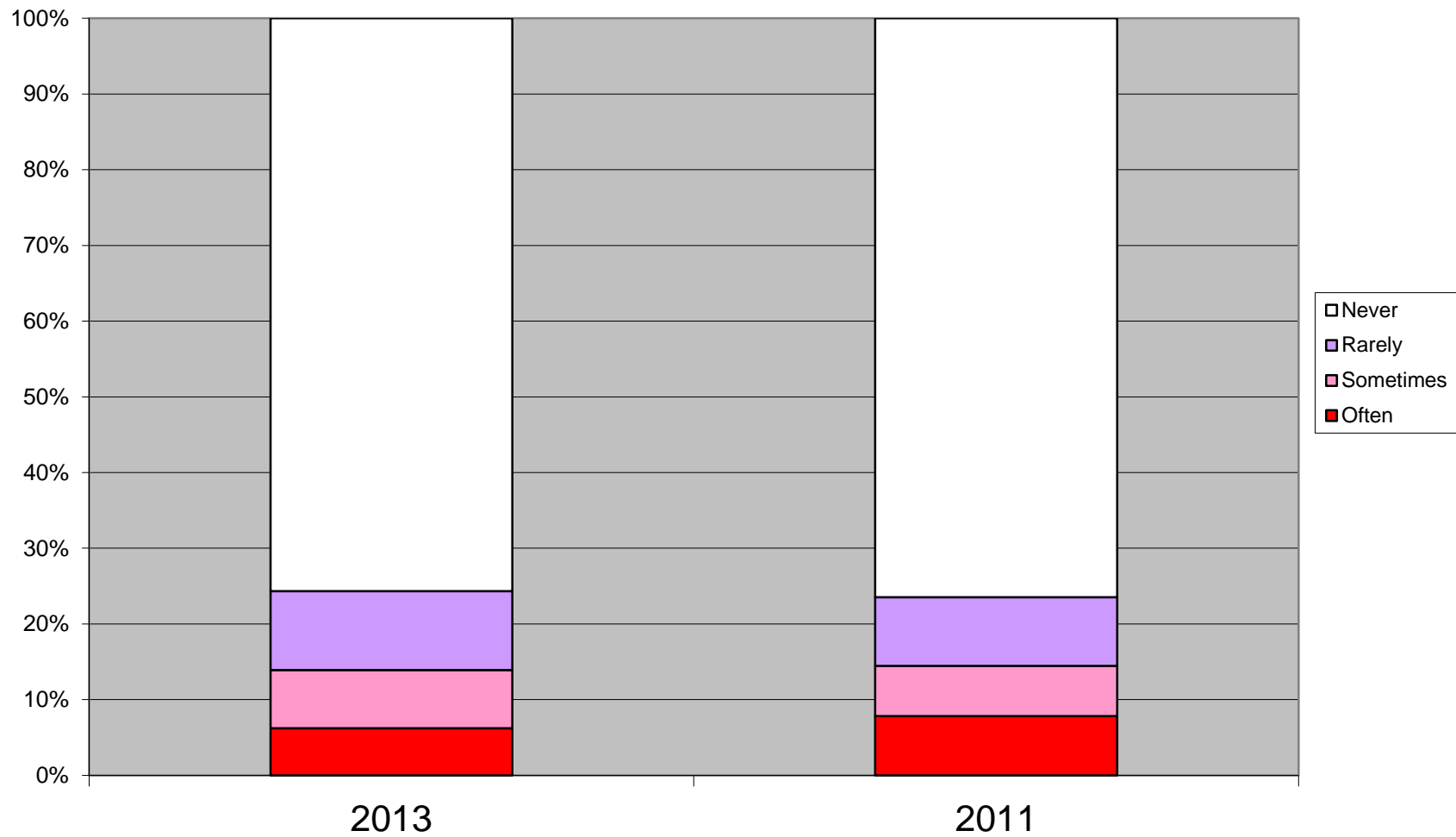
Last Time Accessed Social Media Site of Local TV Station



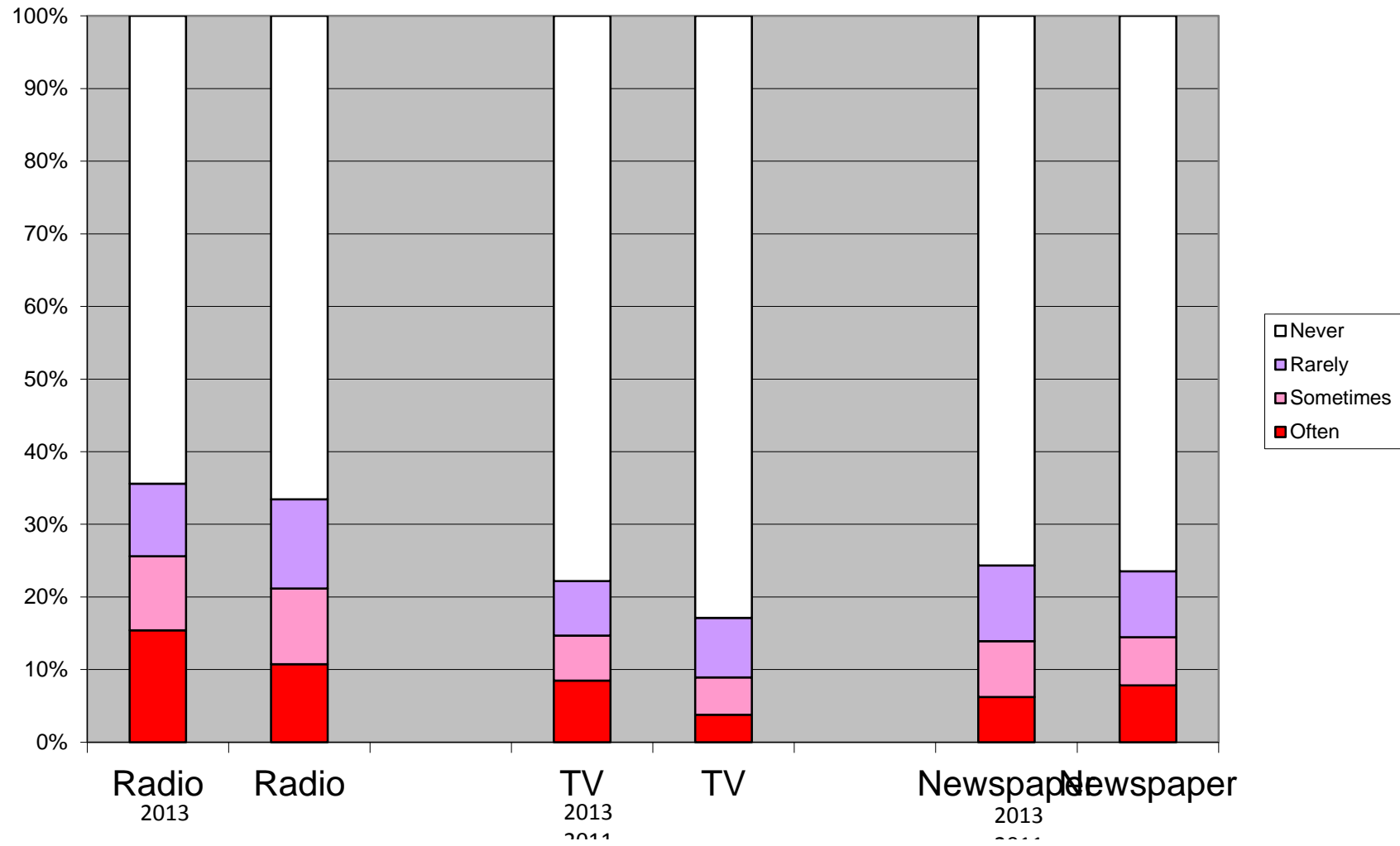
Last Time Accessed Social Media Site of Local Newspaper



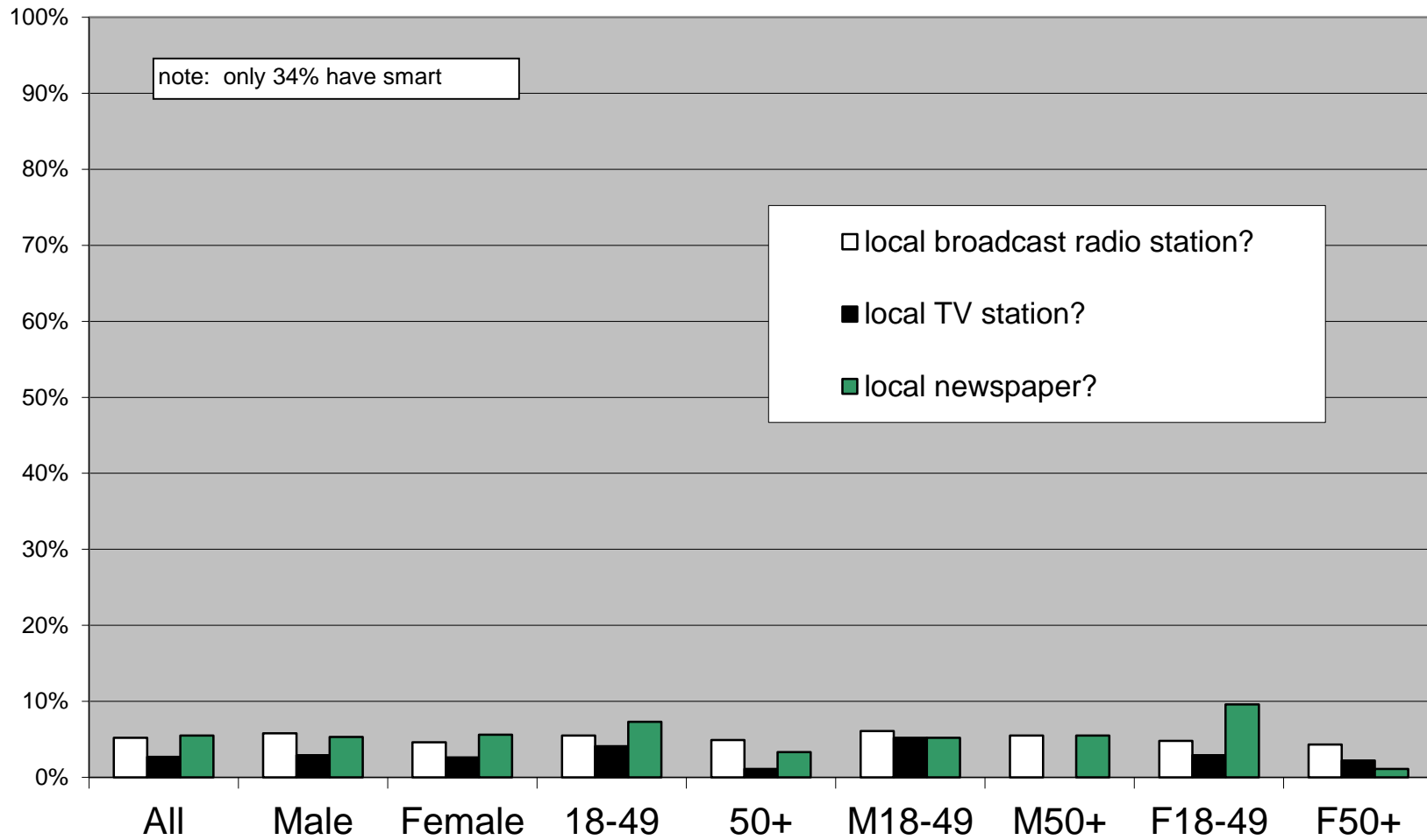
Last Time Accessed Social Media Site of Local Newspaper



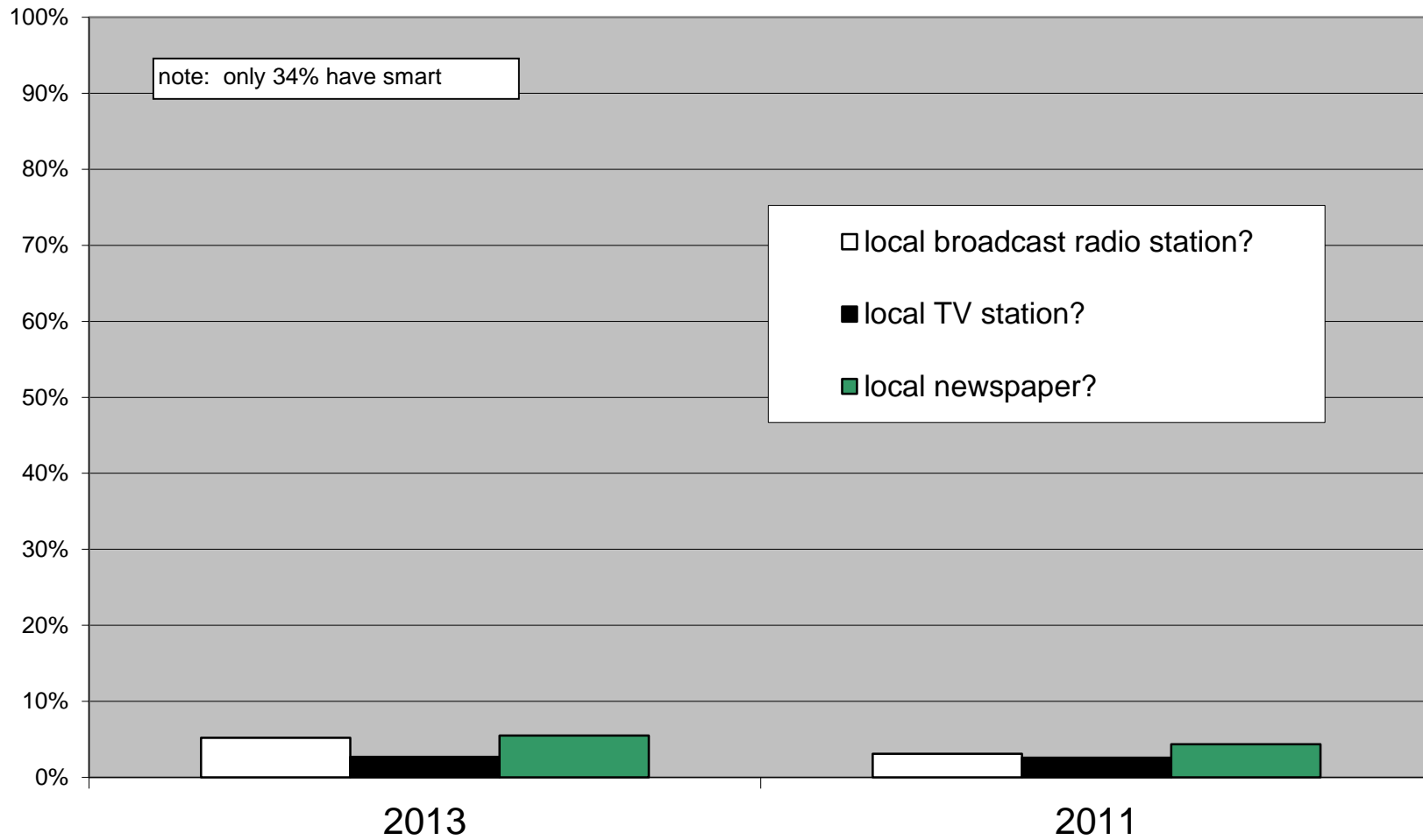
Last Time Accessed Social Media Site of ...



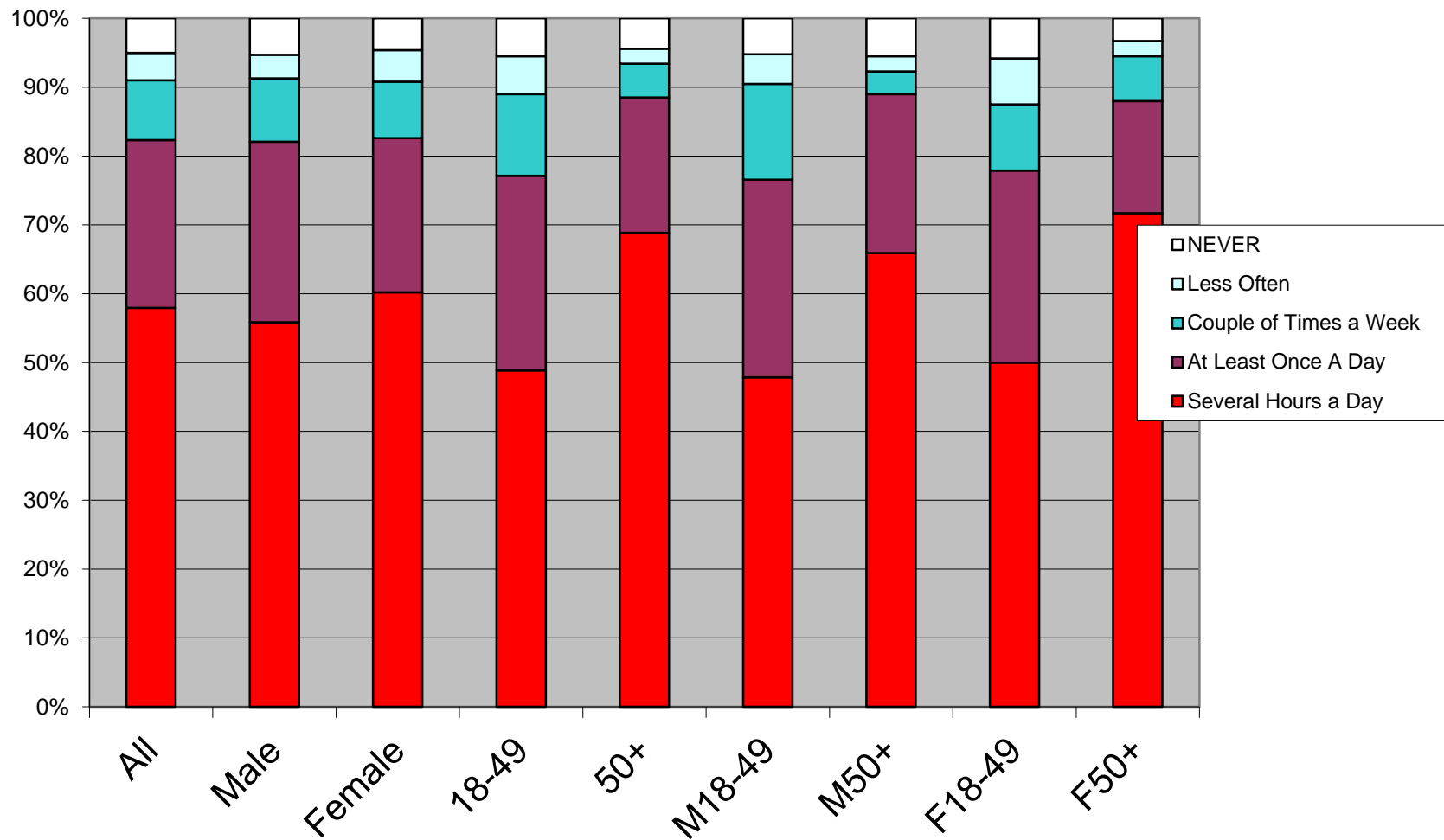
Downloaded an "App" from ...



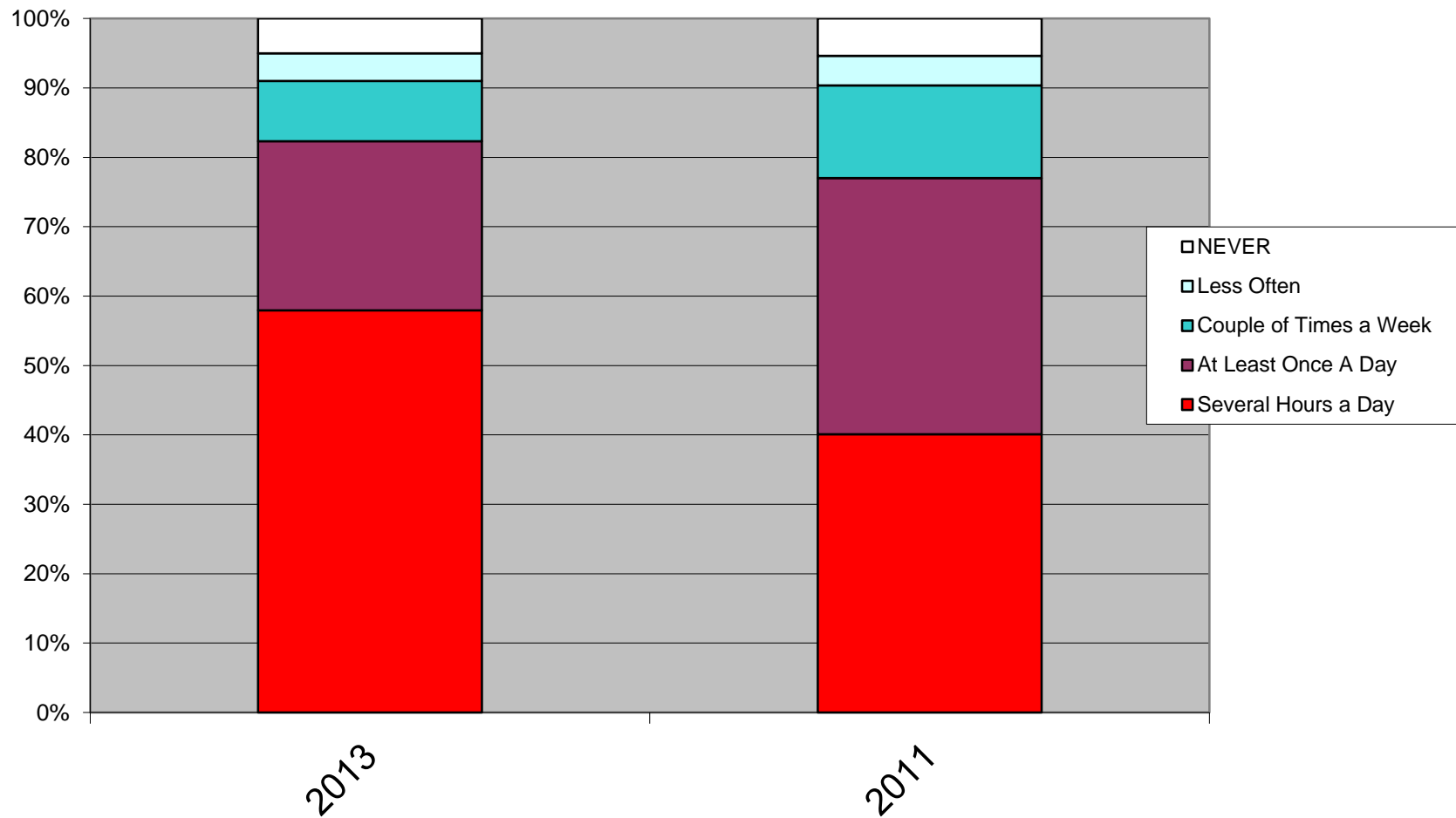
Downloaded an "App" from ...



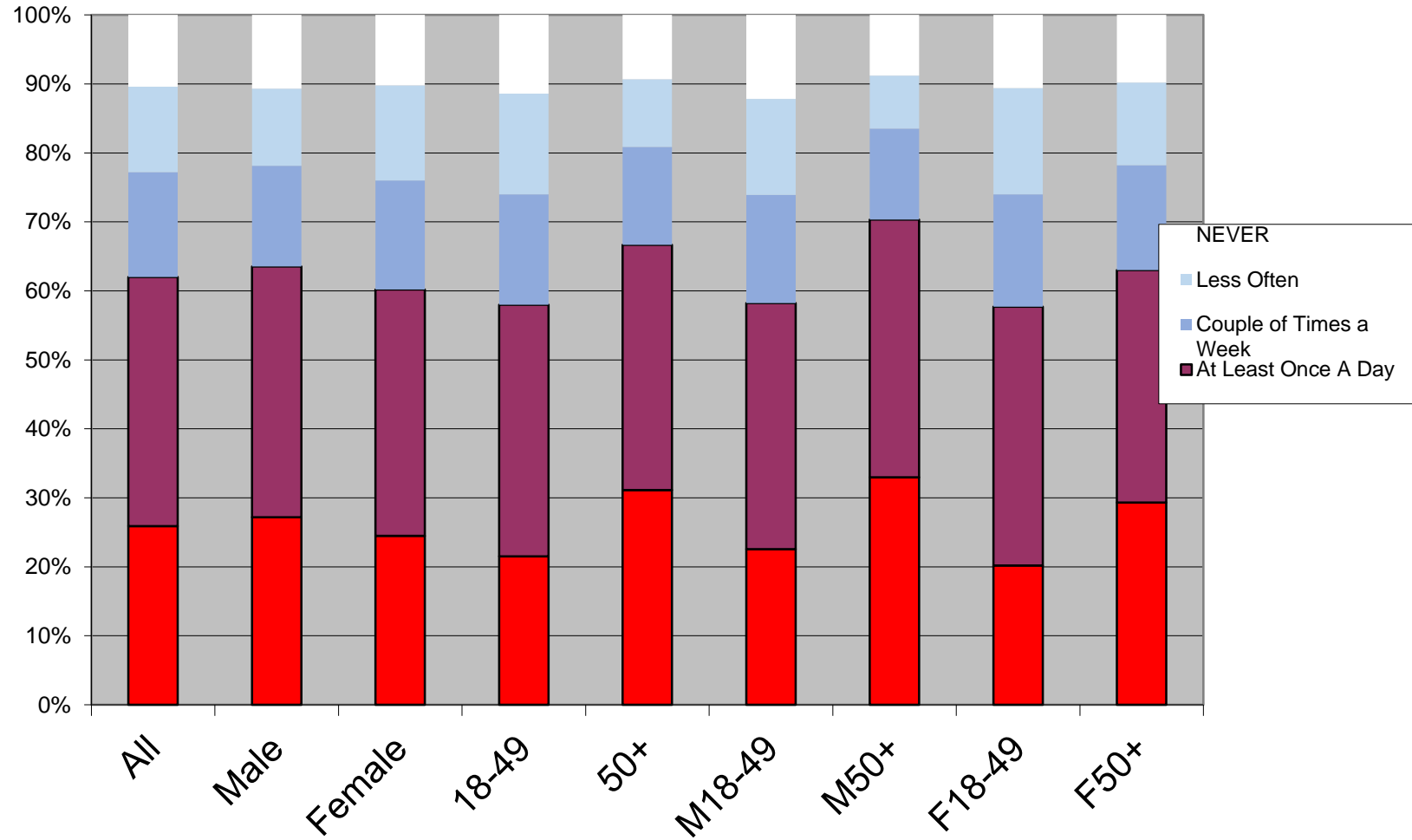
How Often Do you Watch TV?



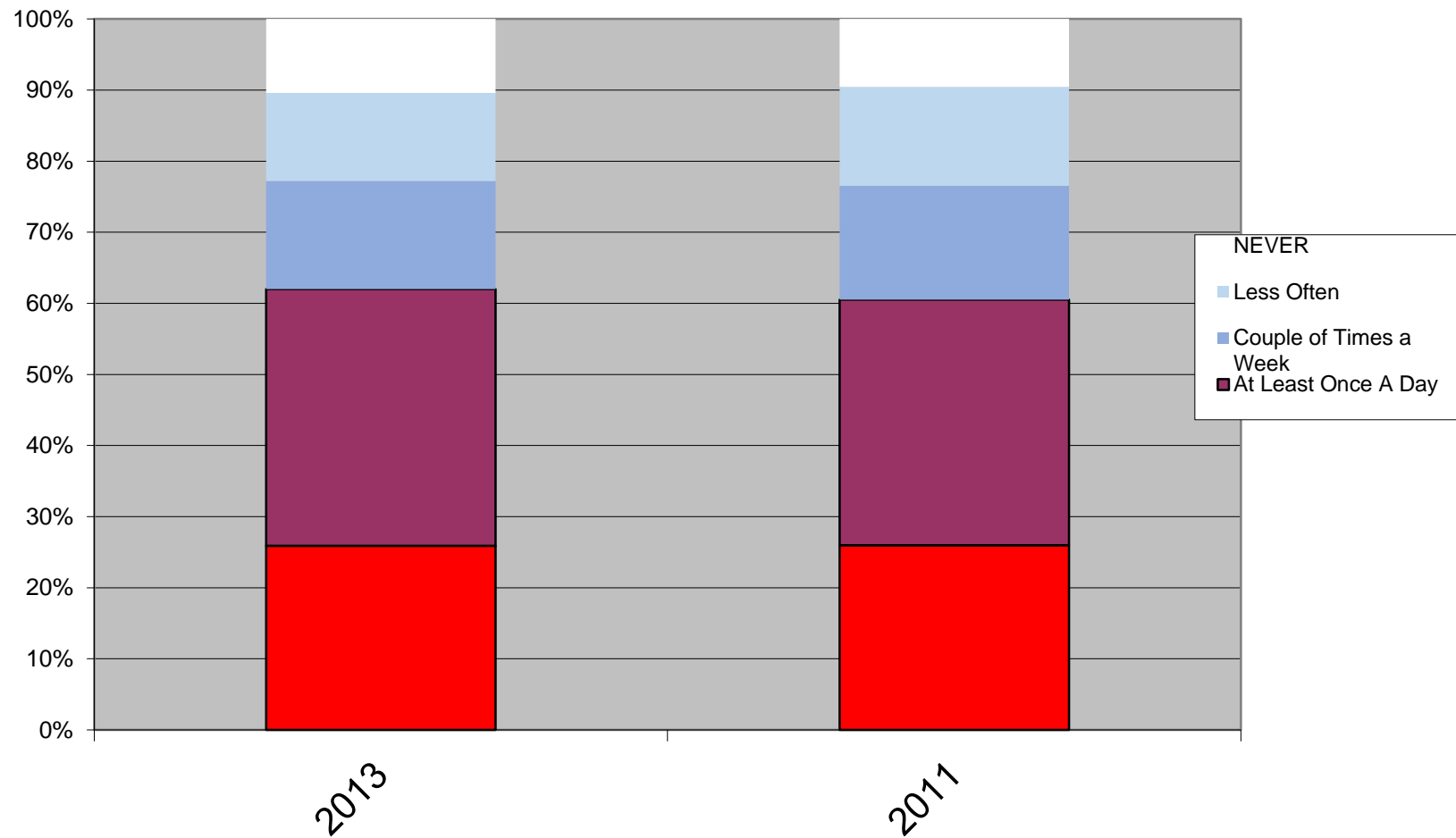
How Often Do you Watch TV?



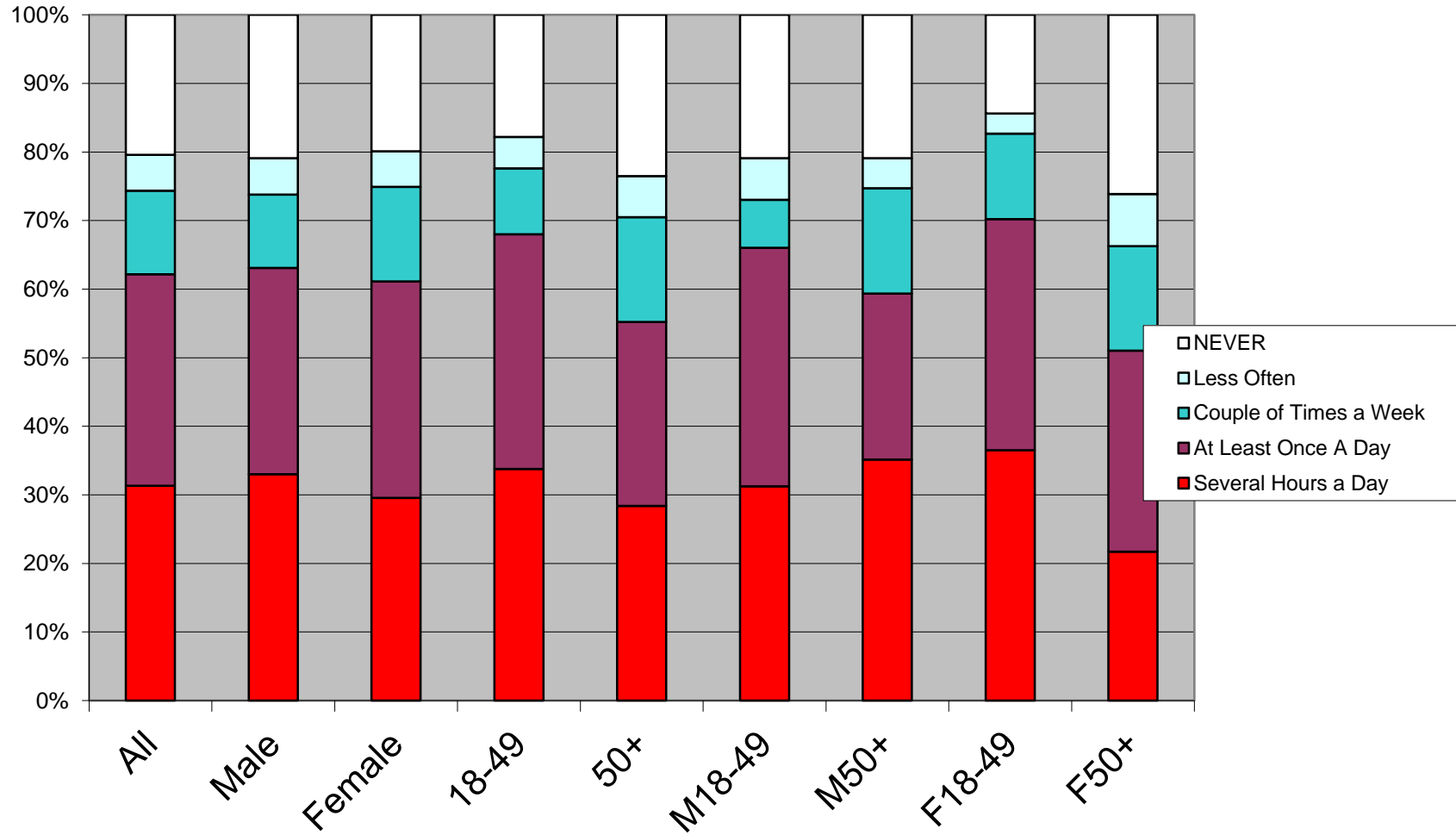
How Often Do you Listen to Local Broadcast Radio?



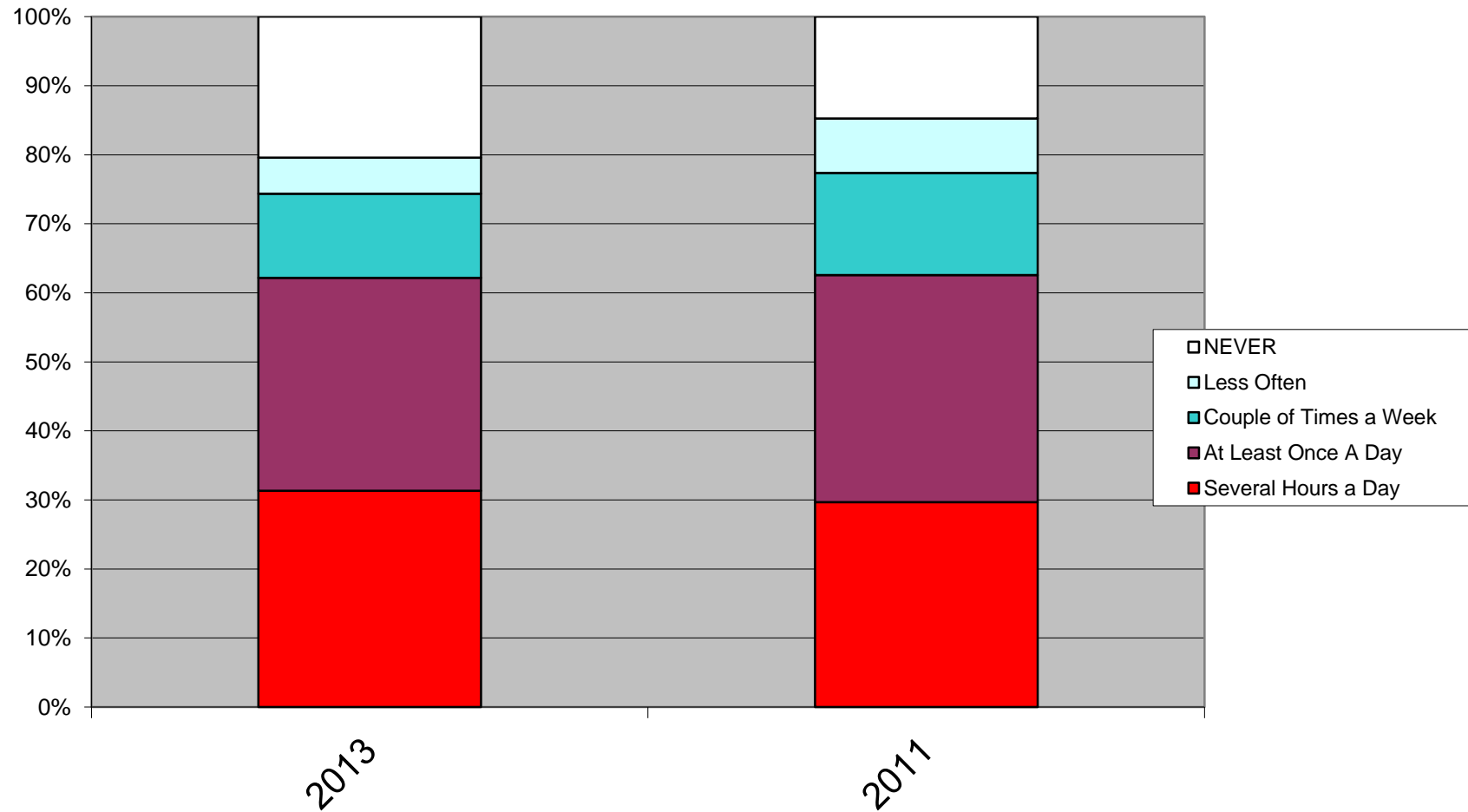
How Often Do you Listen to Local Broadcast Radio?



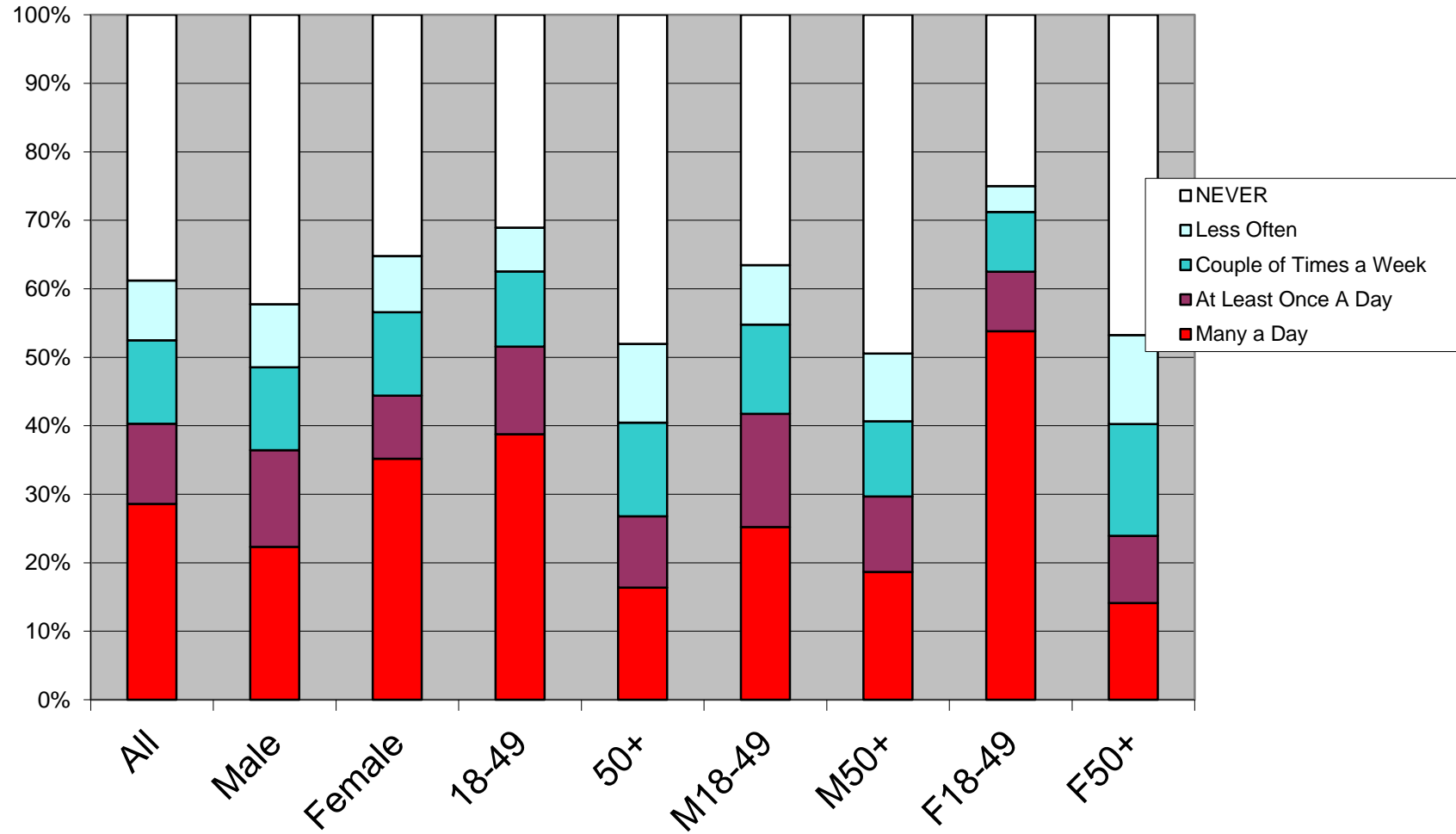
How Much Time Do you Spend on the Internet?



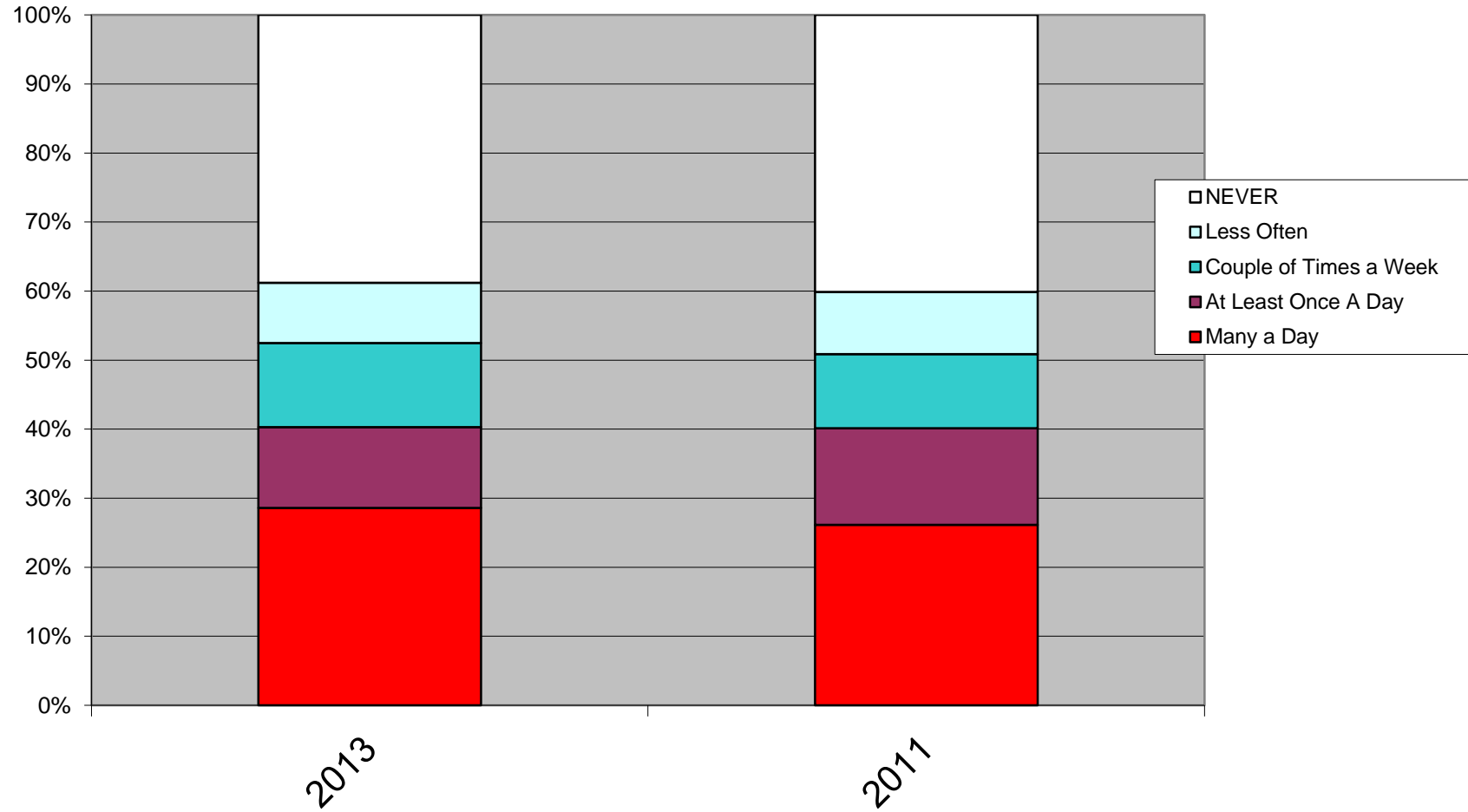
How Much Time Do you Spend on the Internet?



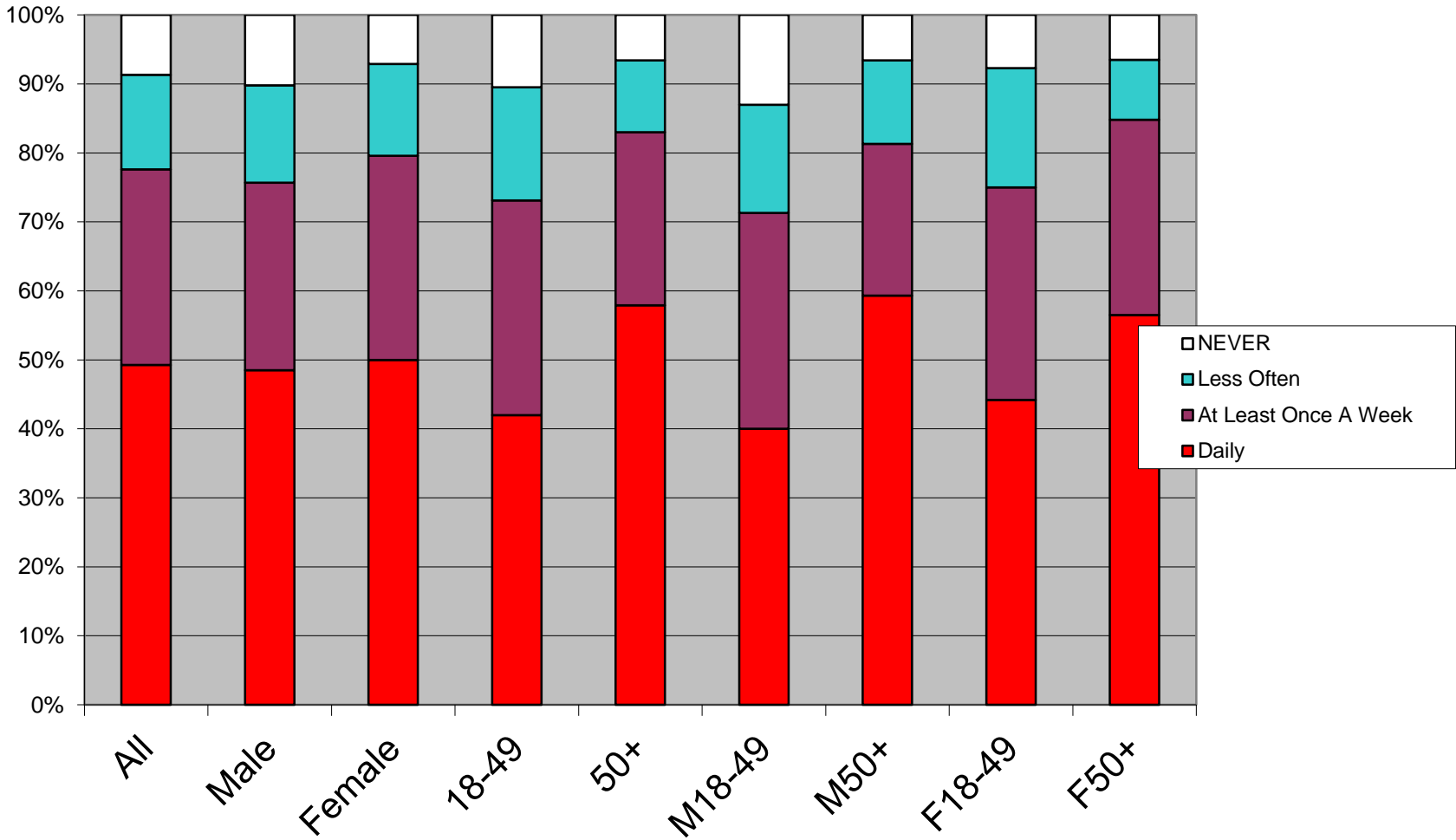
How Much Texting Do You Do?



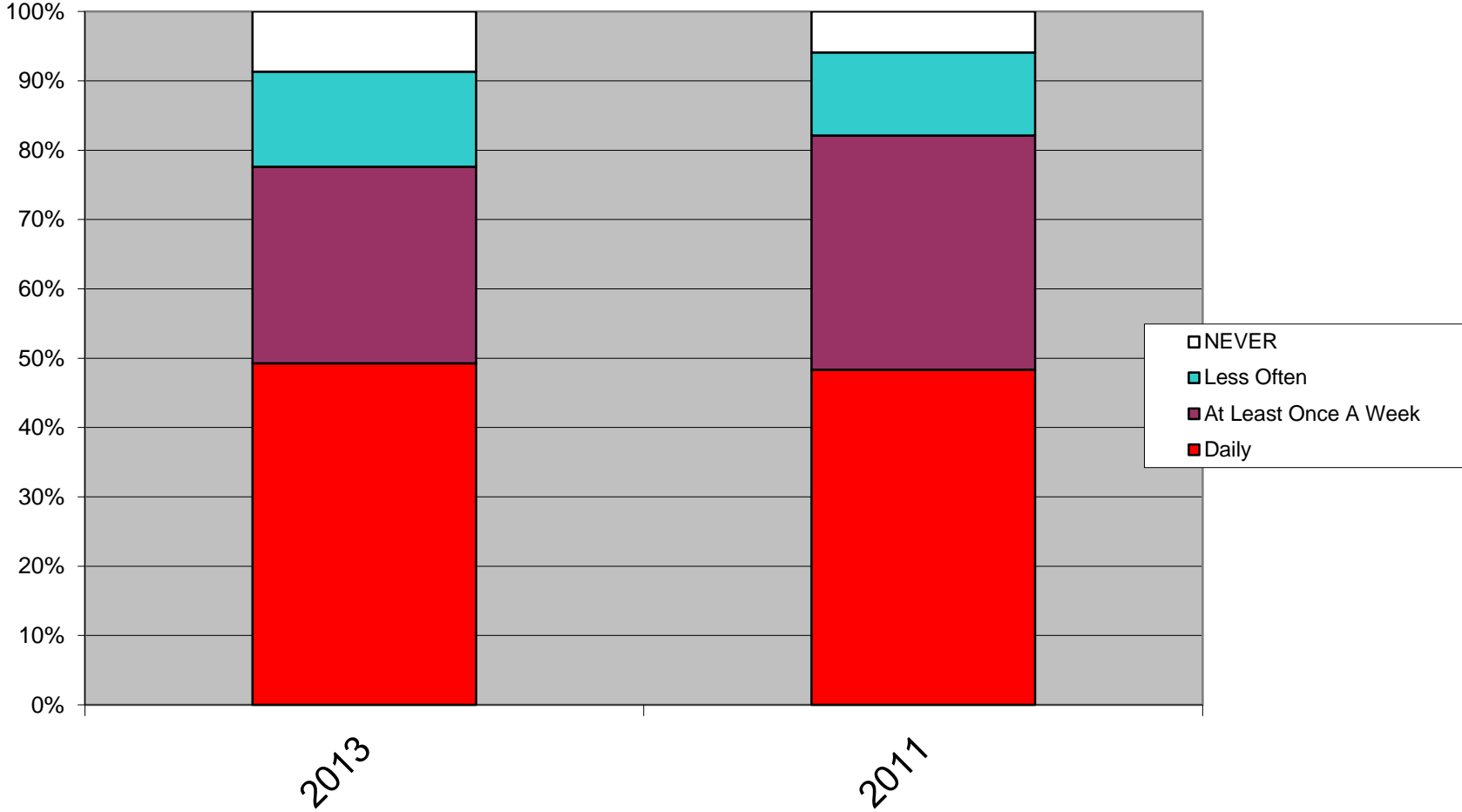
How Much Texting Do You Do?



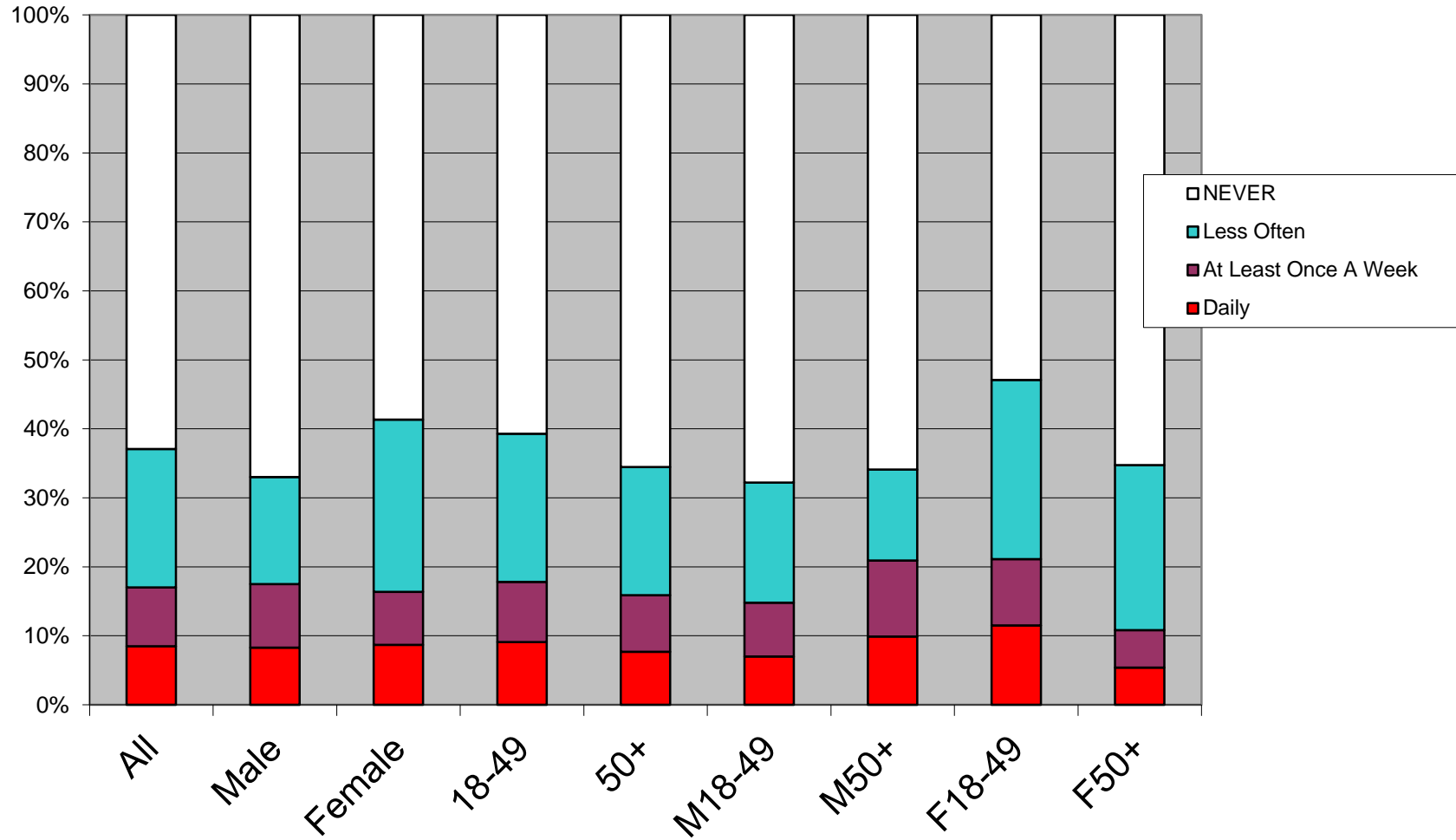
How Often do you Read a Printed Newspaper?



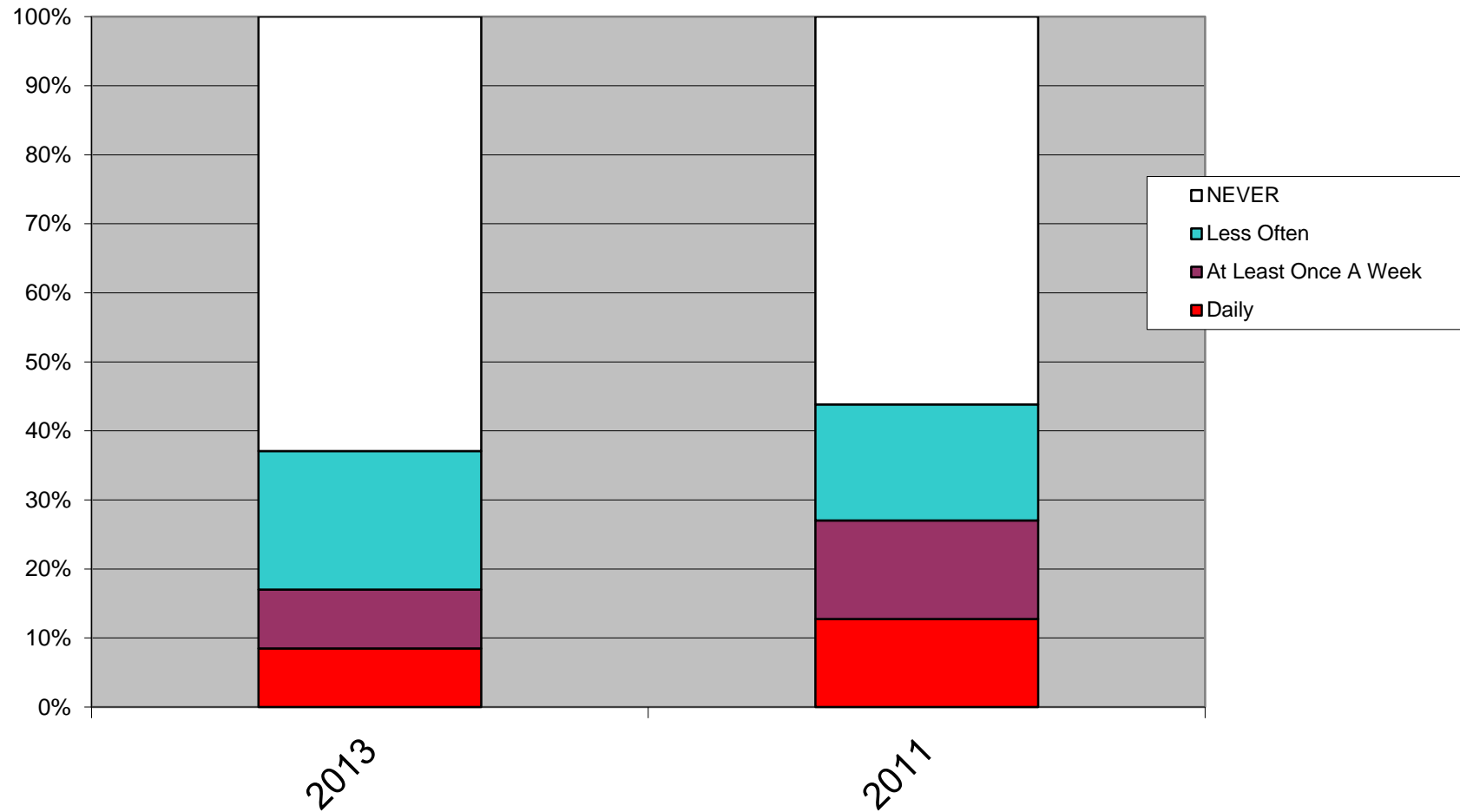
How Often do you Read a Printed Newspaper?



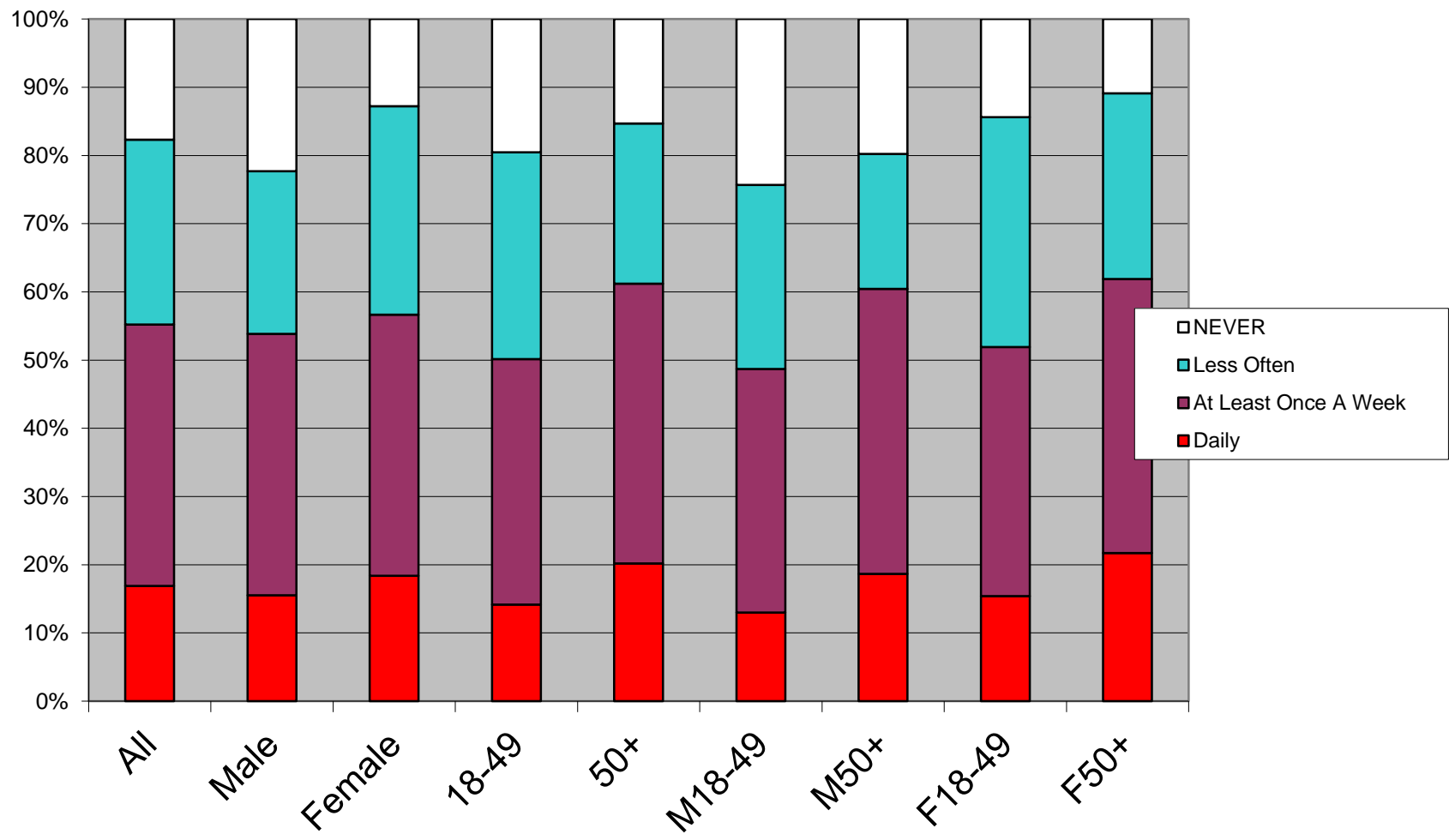
How Often do you Read a Digital Newspaper?



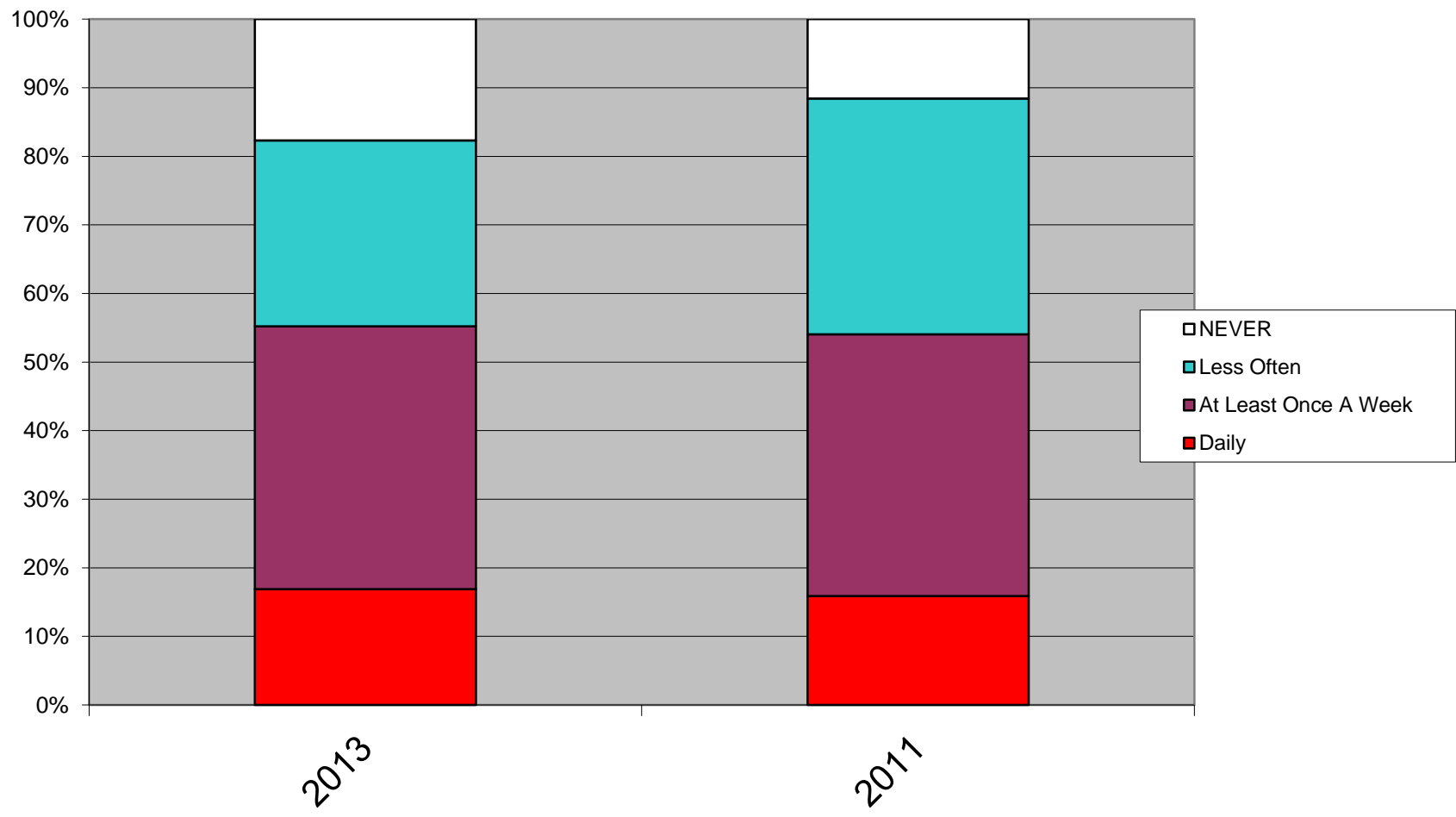
How Often do you Read a Digital Newspaper?



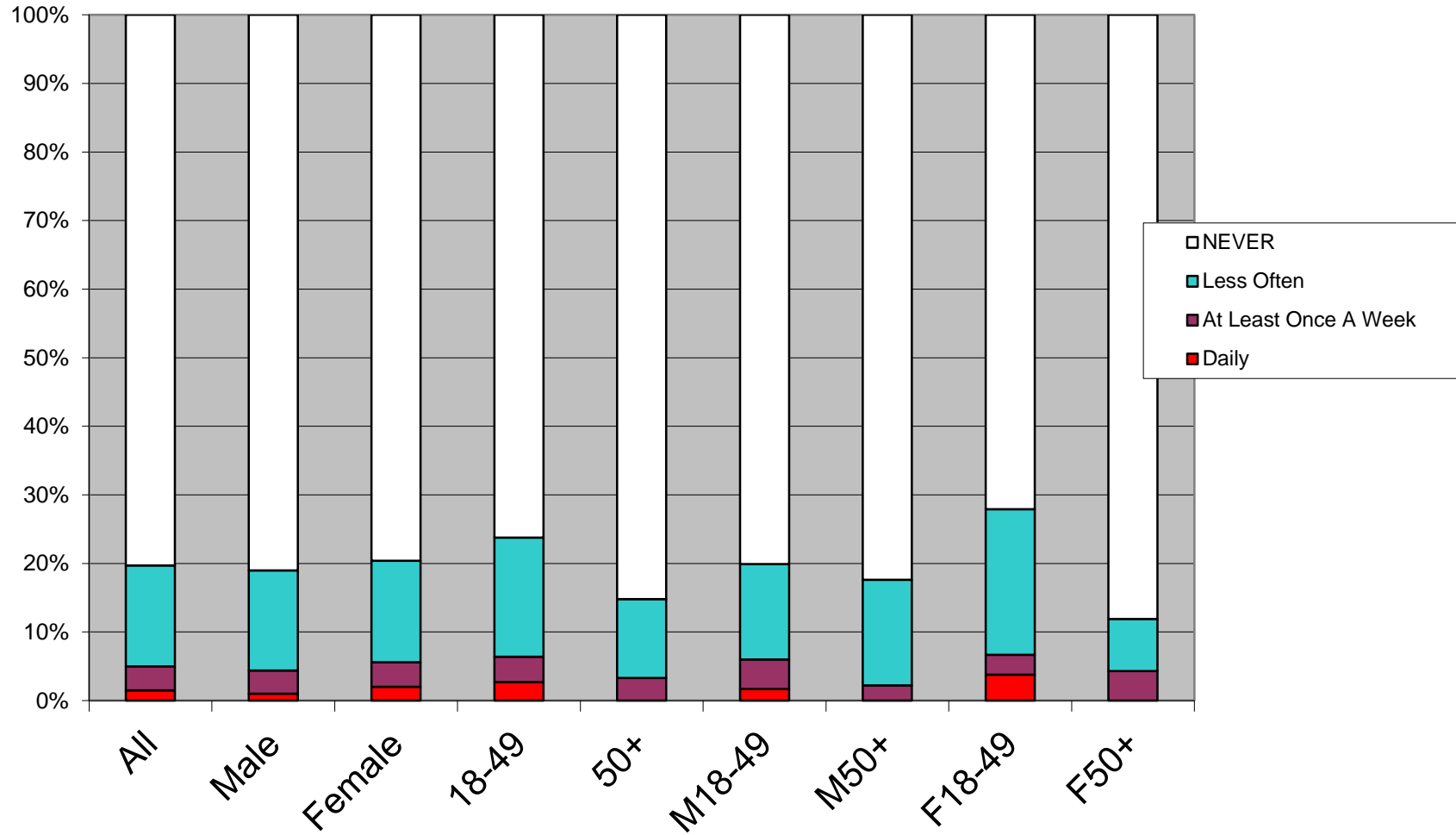
How Often do you Read a Printed Magazine?



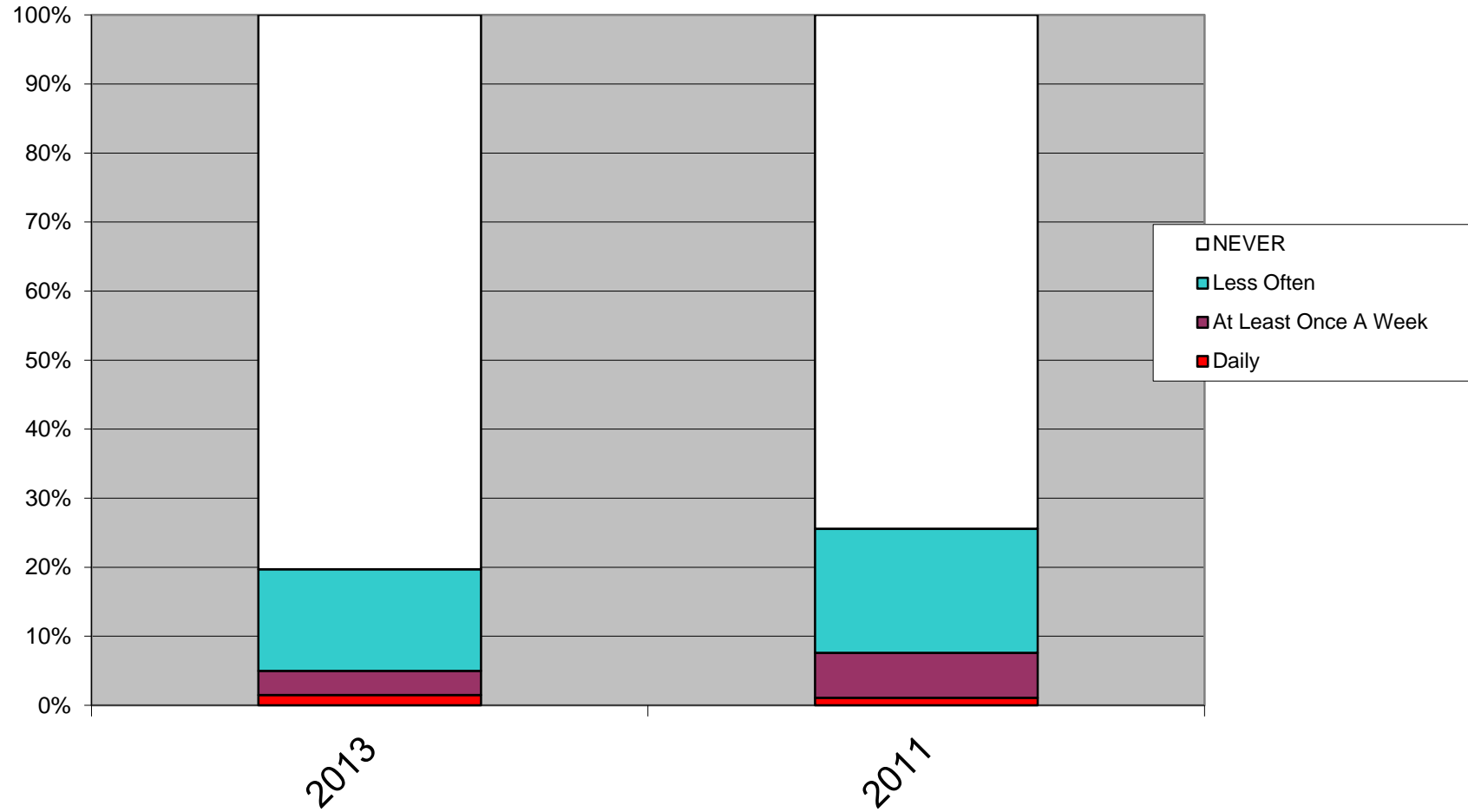
How Often do you Read a Printed Magazine?



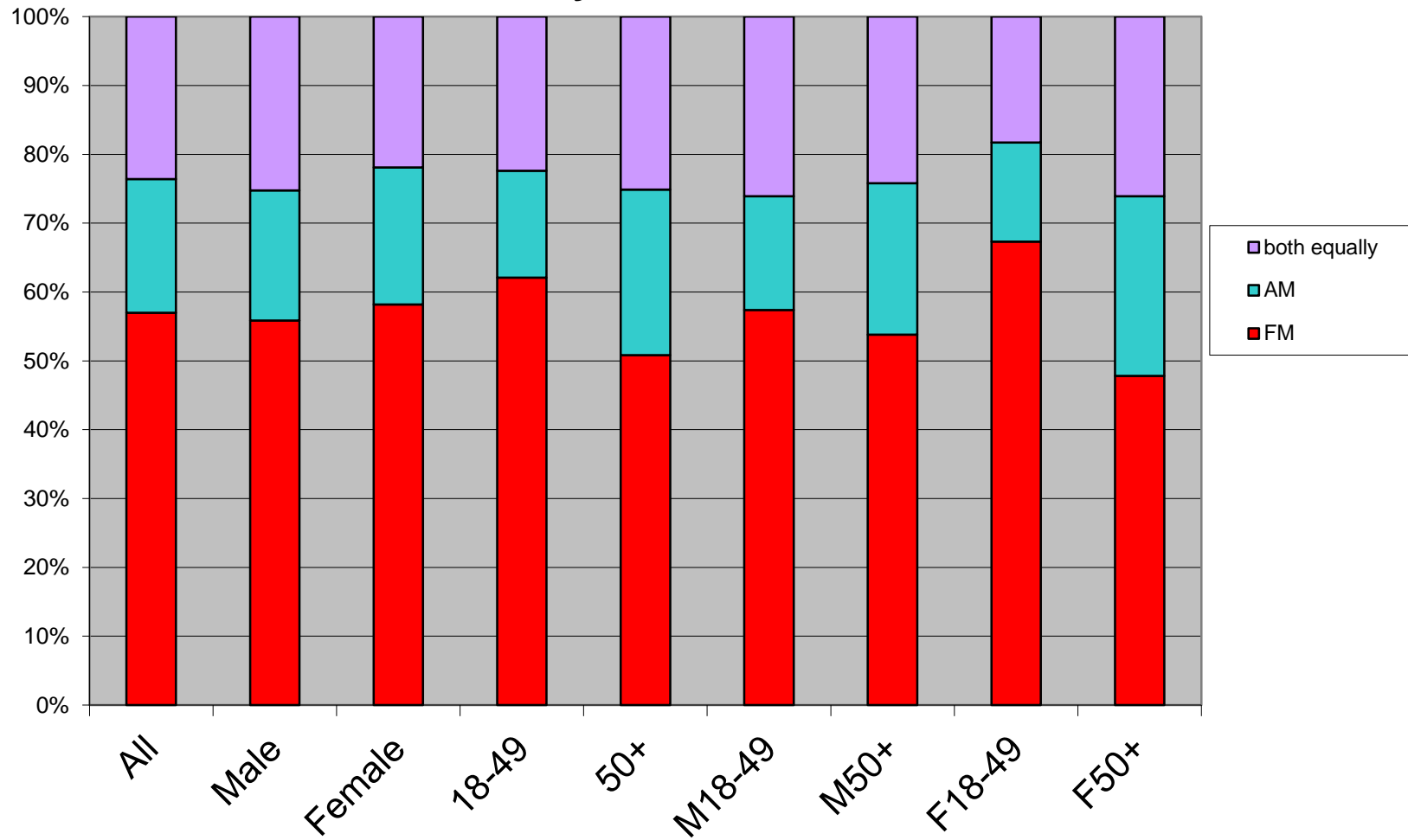
How Often do you Read a Digital Magazine?



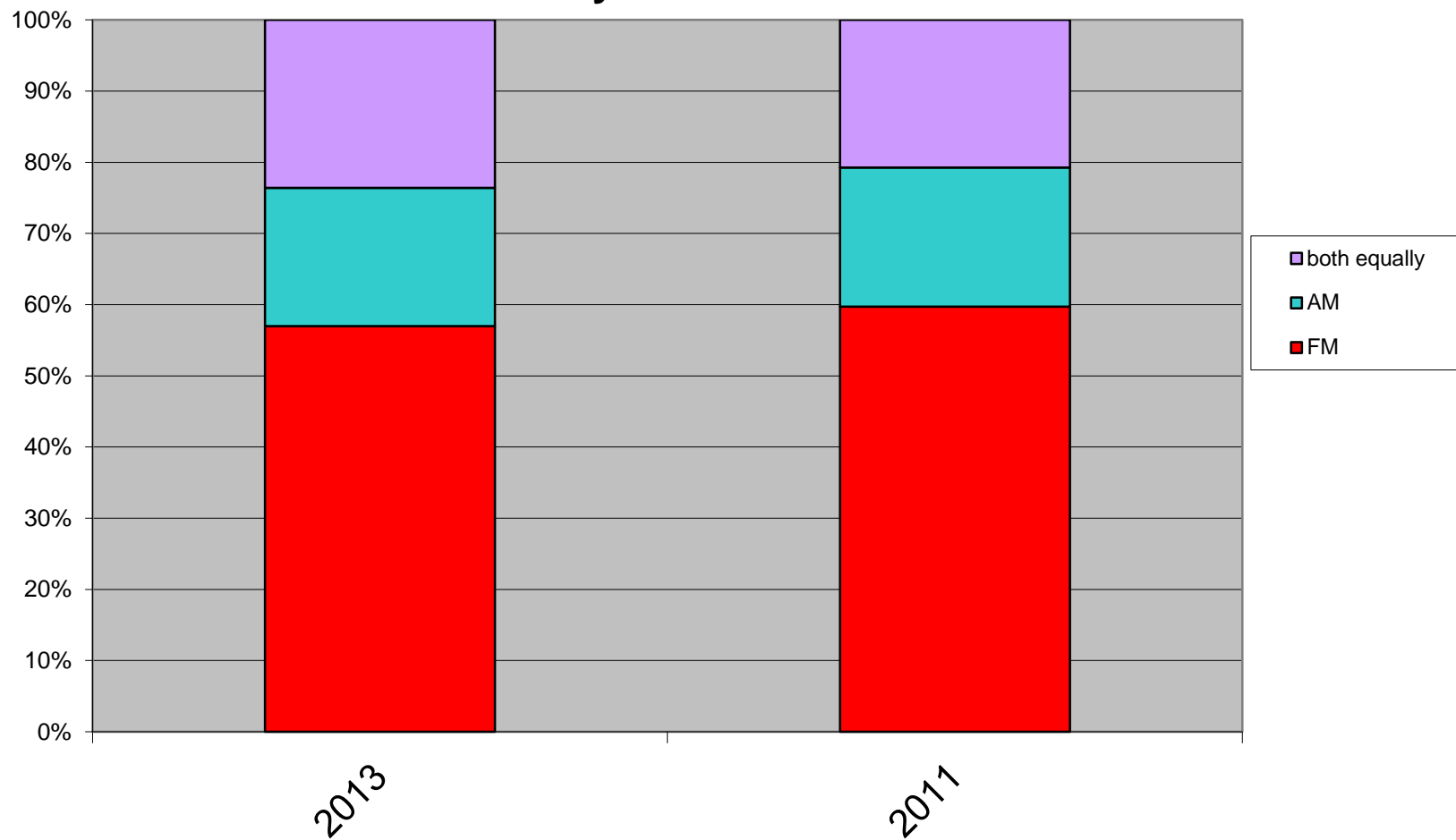
How Often do you Read a Digital Magazine?



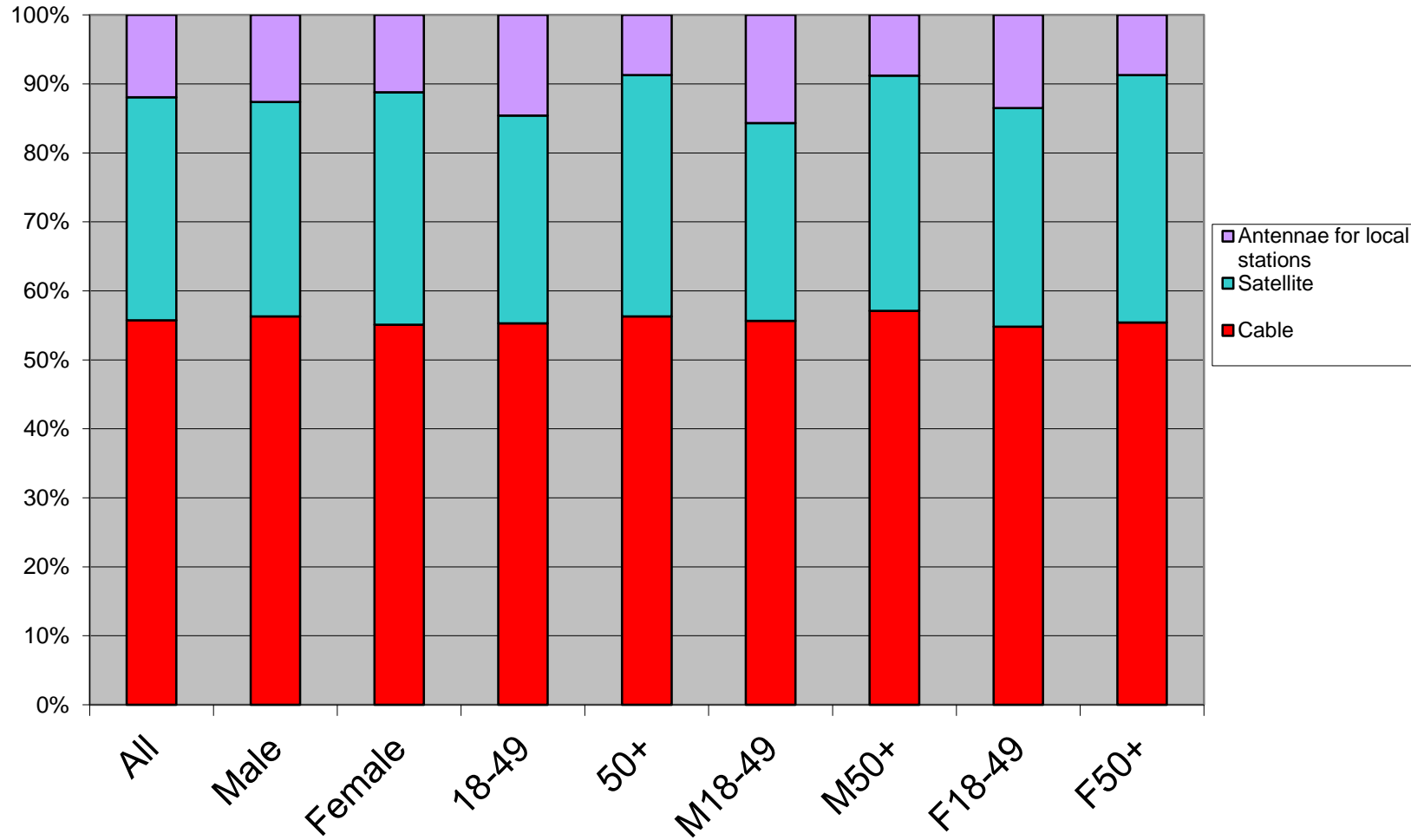
When interested in finding news on the radio which do you consider *first*?



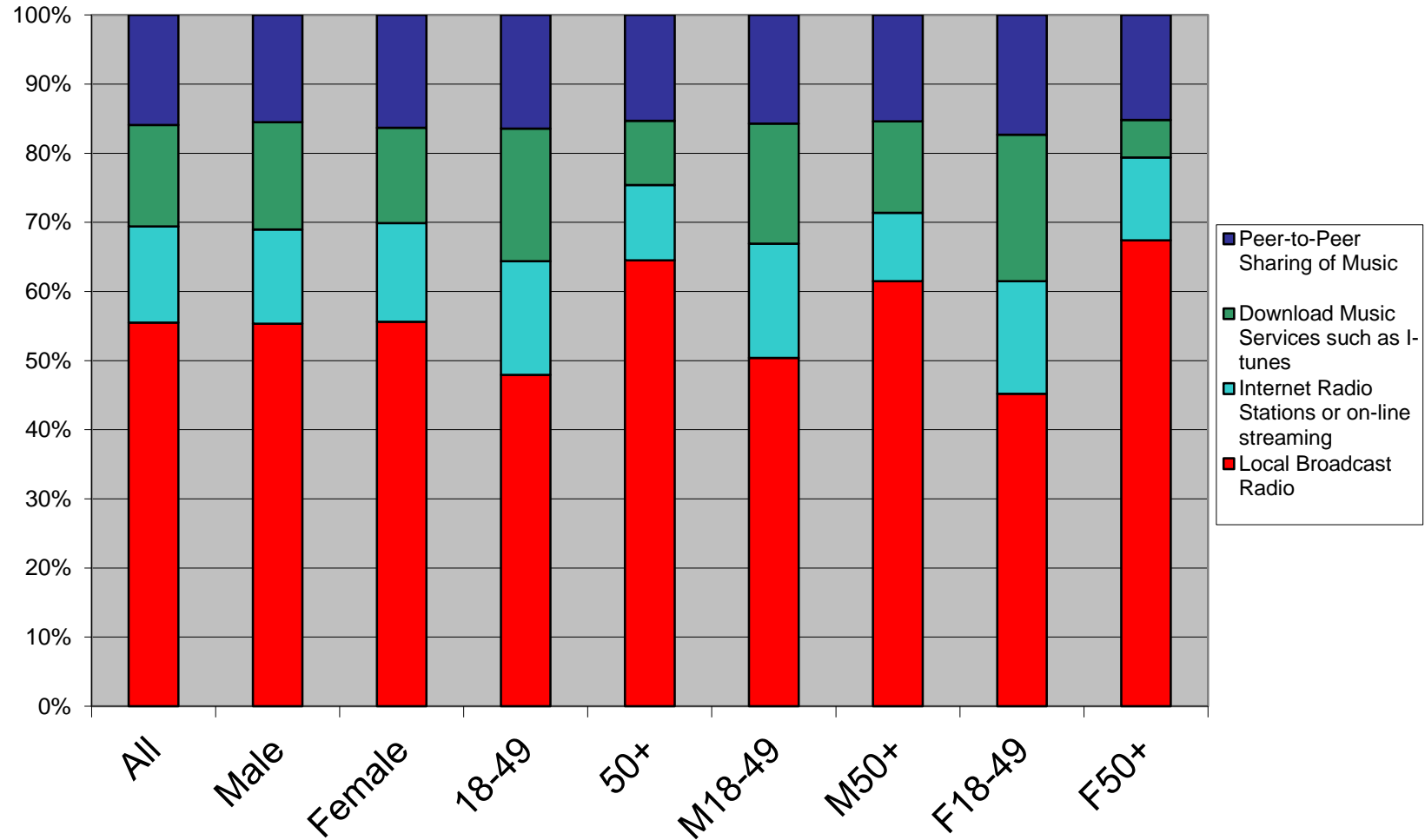
When interested in finding news on the radio which do you consider *first*?



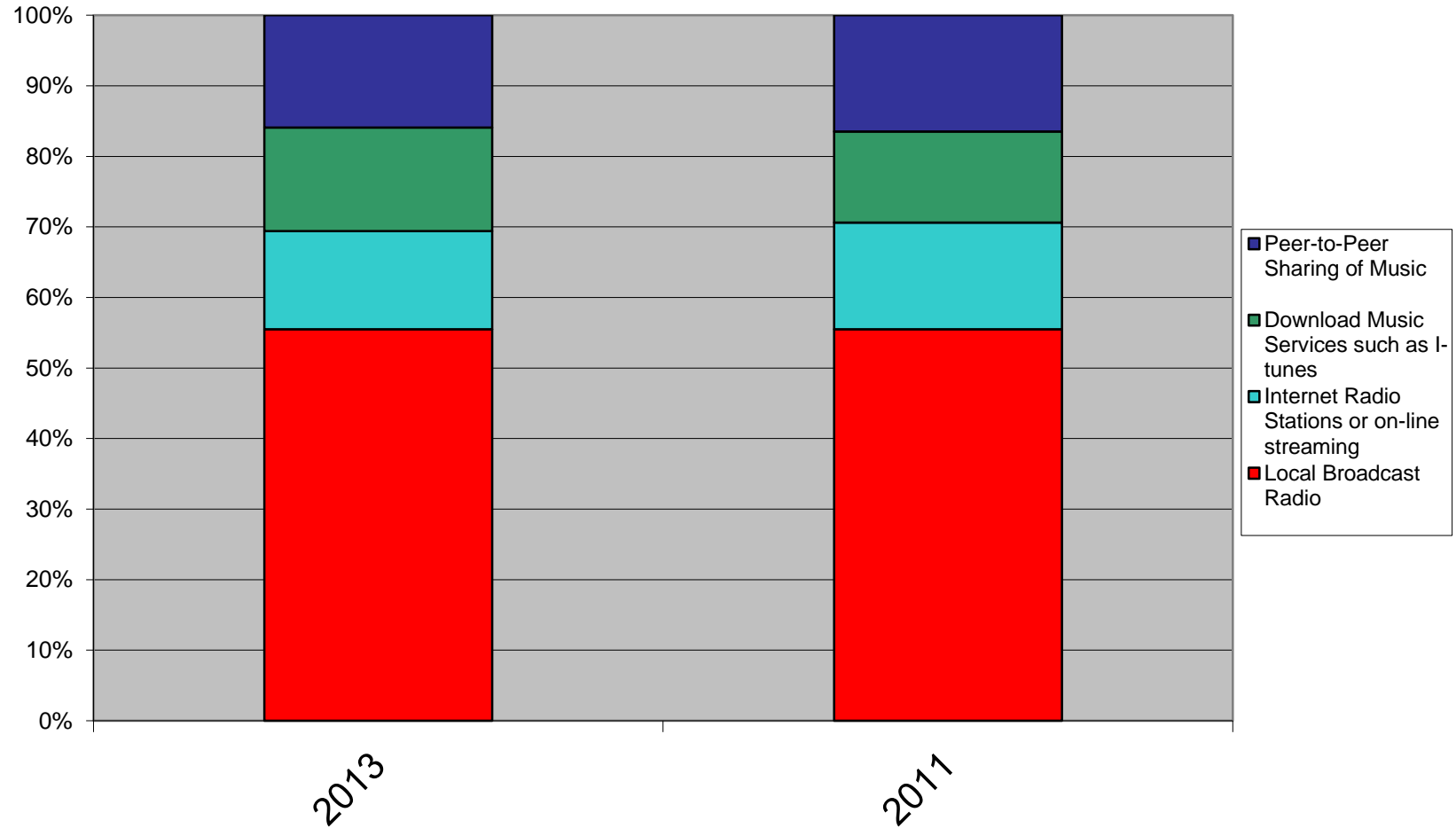
Which do you use most for TV reception?



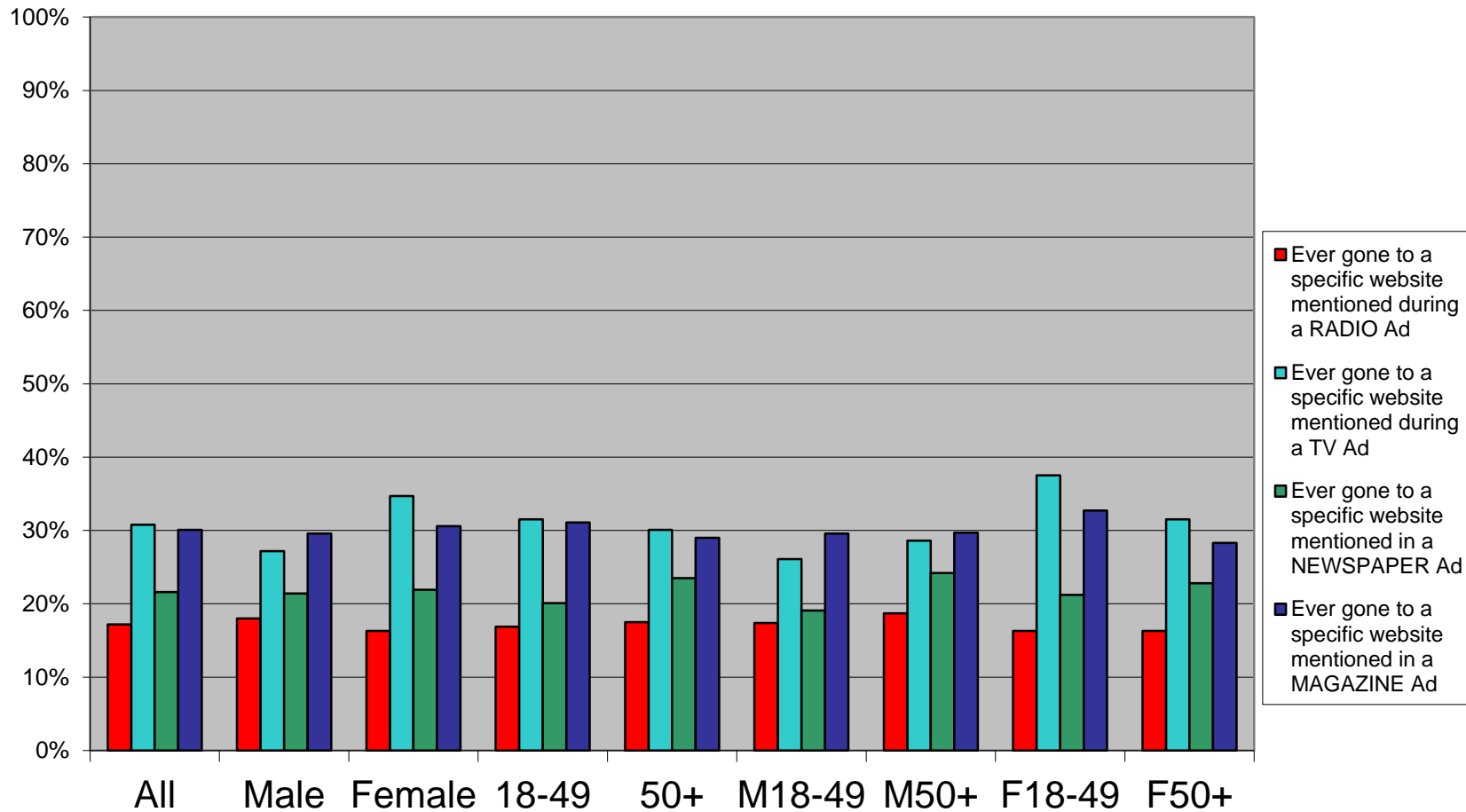
When Interested in Finding NEW Music Which do you Use?



When Interested in Finding NEW Music Which do you Use?



Ever Gone to a Website Advertised in a Specific Medium



Ever Gone to a Website Advertised in a Specific Medium

