

A Combined Listening Audience of 240,000



Cincinnati Public Radio Listeners'

Home Market Values

The Media Audit

TARGETS	MARKET PROFILE PERCENT	AUDIENCE PROFILE PERCENT	AUDIENCE PROFILE INDEX	0	100	200	300
MARKET INDEX = 100	100.0	100.0	100				
MARKET VALUE OF HOME--\$200,000-\$299,999	13.2	18.2	138				
MARKET VALUE OF HOME--\$300,000-\$399,999	6.0	10.8	181				
MARKET VALUE OF HOME--\$400,000-\$499,999	2.3	7.6	336				
MARKET VALUE OF HOME--\$500,000-\$999,999	1.1	2.1	187				

The Media Audit is a multimedia, qualitative audience survey that covers over 450 target items for each rated media's audience. These qualitative data points cover things such as socioeconomic characteristics, life styles, business decision makers, product purchasing plans, retail shopping habits, travel history, supermarket shopping, stores shopped, products purchased, fast-food restaurants eaten in, soft drink consumption, brands purchased, health insurance coverage, leisure activities, banks used, credit cards used and other selected consumer characteristics important to local media and advertisers.