

H. Hawaii Media Oahu Ratings Information



270,325 LISTENERS 35+!*

THE ADULT COMBO!



*Source: SMS Research

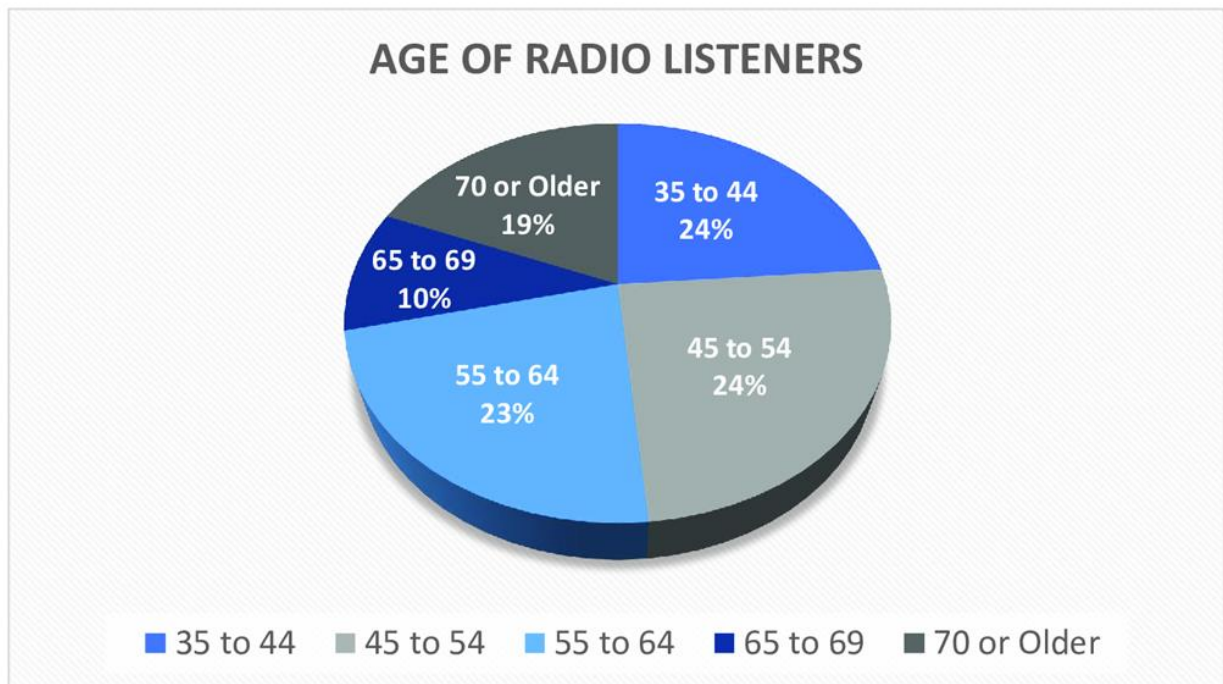
AUDIENCE STUDY RESULTS

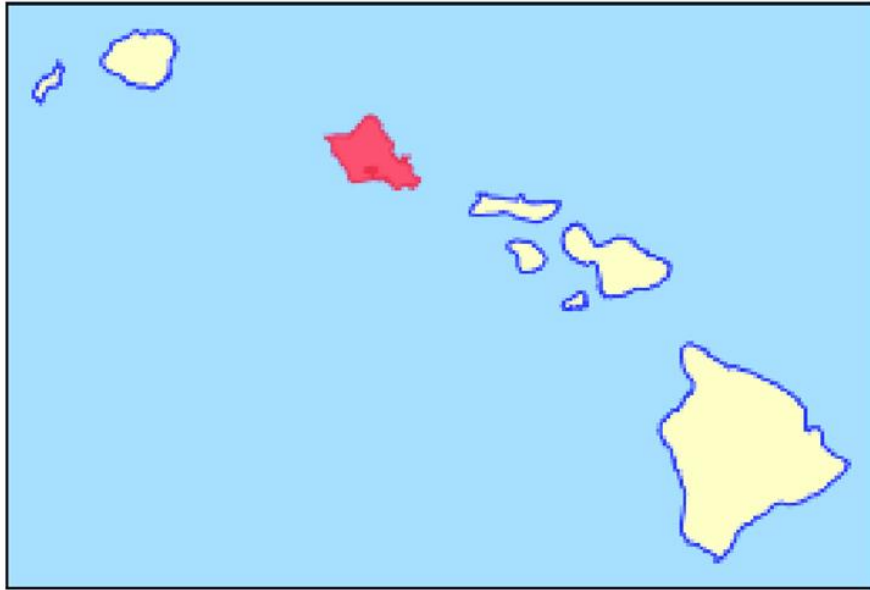


Nine out of ten (**90%**) of Oahu residents aged 35+ listen to the radio.

Respondents who listen to the radio were provided with a list of radio stations (which were randomized to minimize location bias) and were asked whether they listened to each of the stations in the past month.

The age of Oahu radio listeners over the age of 35 are well distributed among all age categories.





28% of Oahu adults 35 years or older listened to 101.5 K-Rock, Classic Rock in the past month. This represents a total of 133,316 Oahu residents 35 years or older. 51% (or 270,325) of Oahu adults 35 years old or older listened to at least one of the measured stations in the past month.

LISTENERS IN THE LAST MONTH		
Net Reach All Stations	57% Reach	270,325 Residents
KORL Oldies 101.1 And 101.5 K-Rock	41% Reach	195,132 Residents

LISTENERS IN THE LAST MONTH



25% Reach

119,661 residents



28% Reach

133,316 residents



21% Reach

96,544 residents



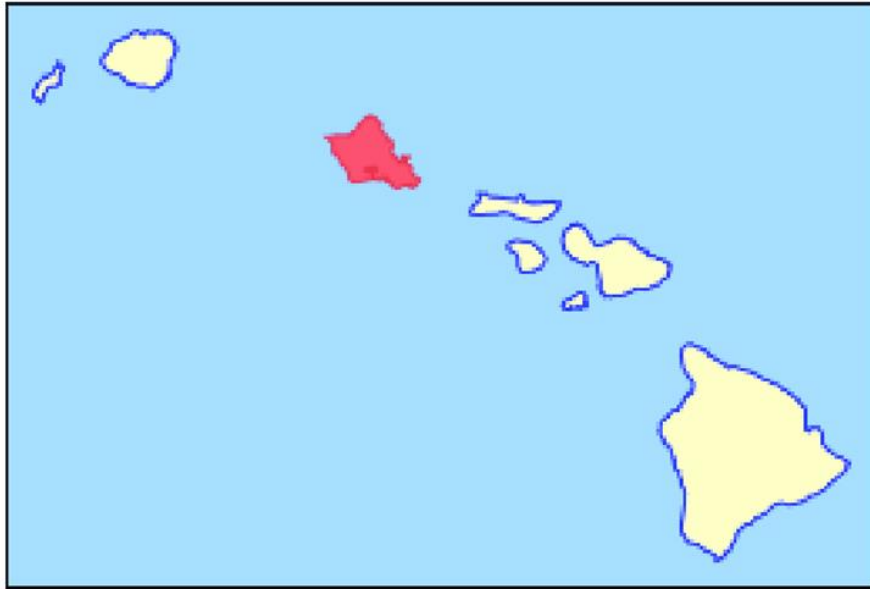
11% Reach

52,729 residents



15% Reach

70,348 residents



20% of Oahu adults 35 years or older adults listened to **101.5 K-Rock, Classic Rock** in the past week. **Net overall reach continues to be high at 43% or 227,703 adults 35 years or older.**

LISTENERS IN THE LAST WEEK		
Net Reach All Stations	43% Reach	277,703 Residents
KORL Oldies 101.1 And 101.5 K-Rock	30% Reach	157,349 Residents

LISTENERS IN THE LAST WEEK



18% Reach

**95,792
Residents**



20% Reach

**105,102
Residents**



15% Reach

**77,772
Residents**



7% Reach

**35,858
Residents**

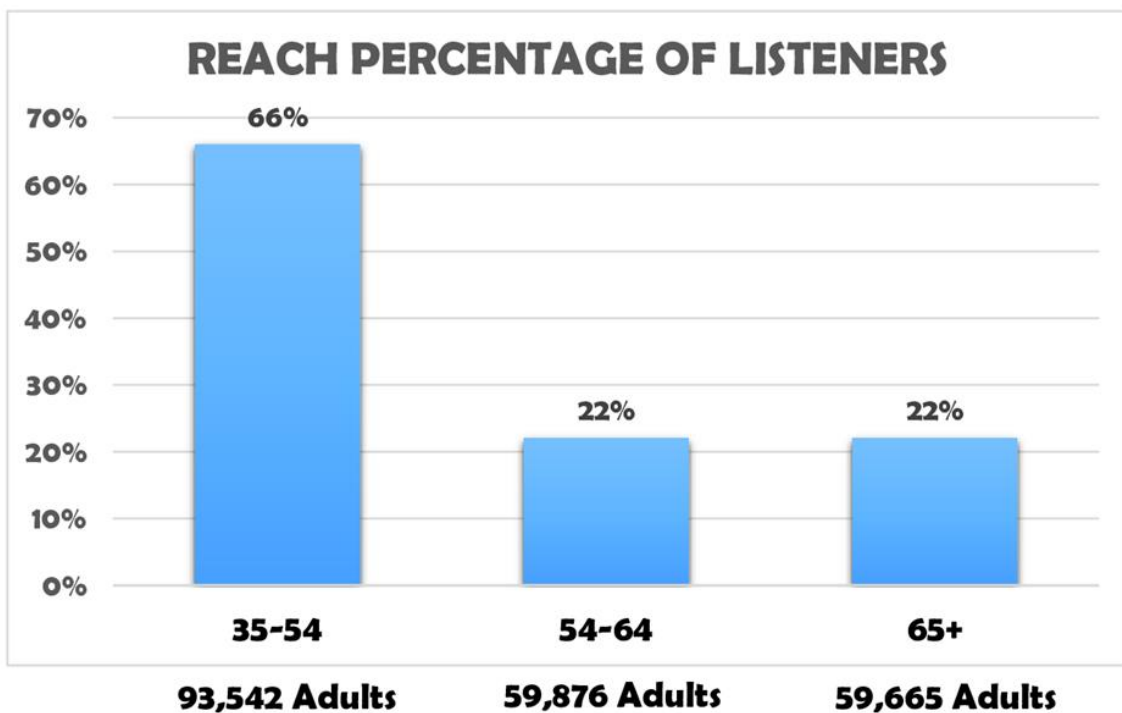
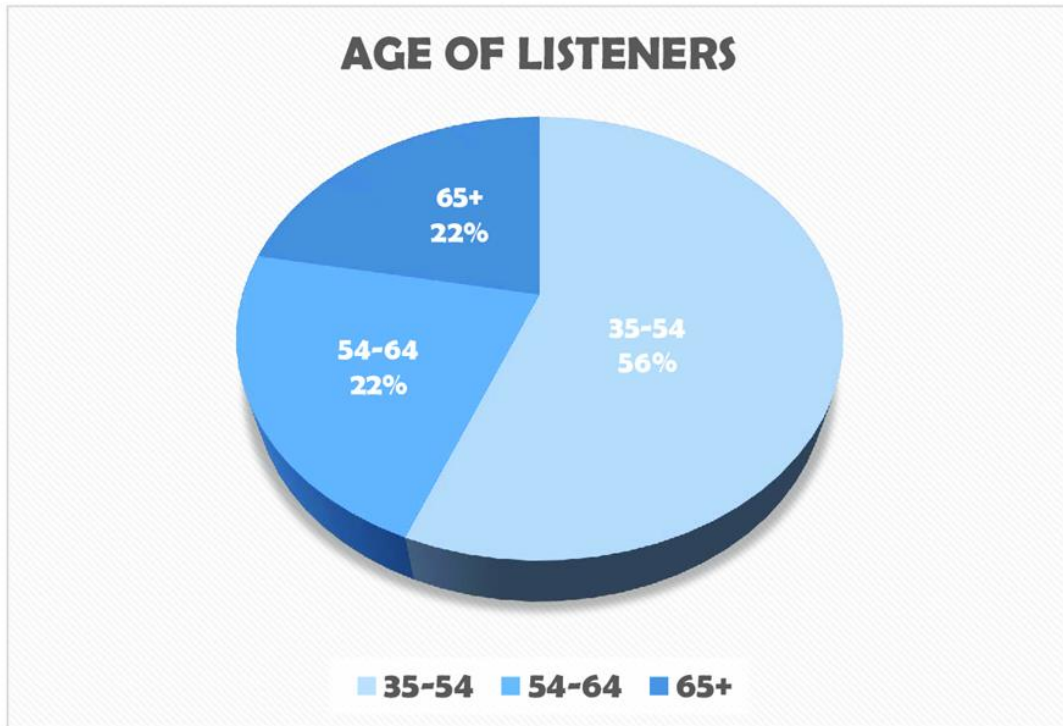


10% Reach

**50,393
Residents**



NET REACH – ALL STATIONS

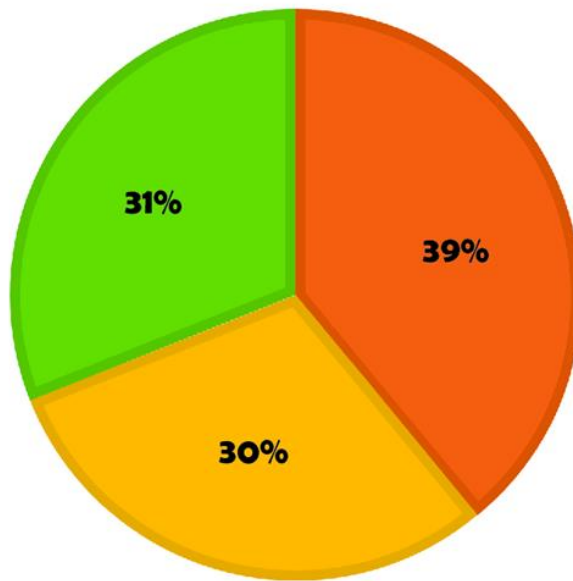




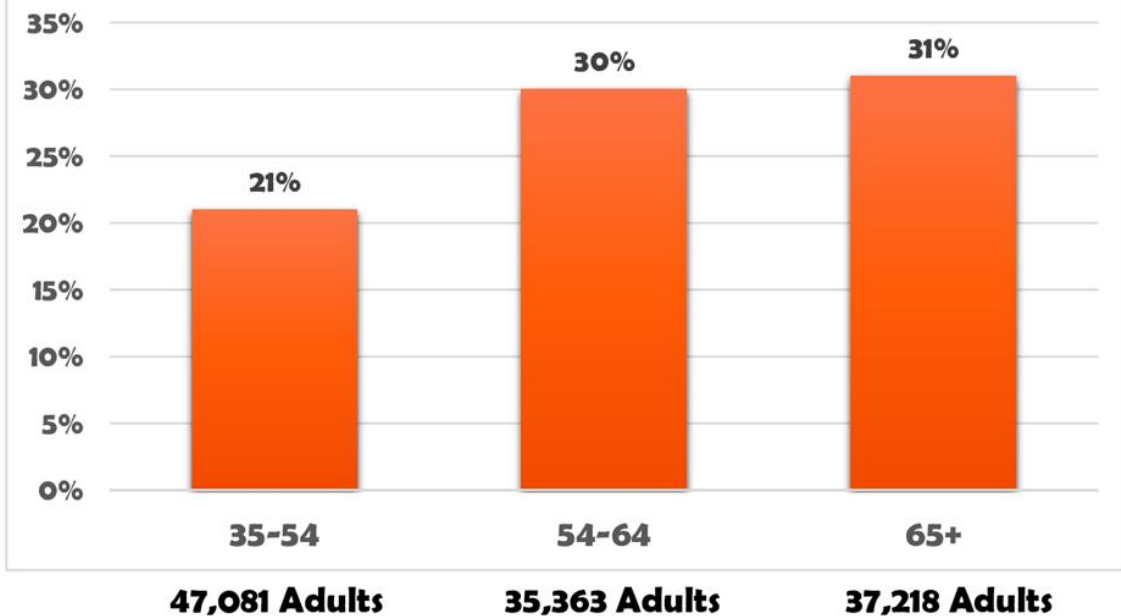
KORL OLDIES 101.1 (60'S & 70'S MUSIC)

AGE OF LISTENERS

35-54 54-64 65+



REACH PERCENTAGE OF LISTENERS

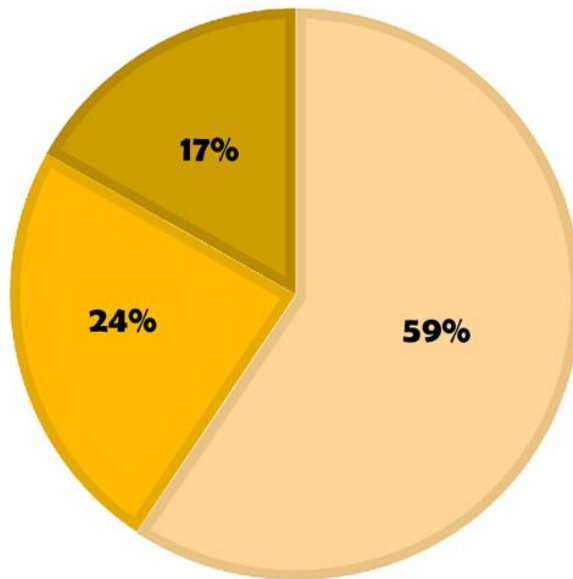




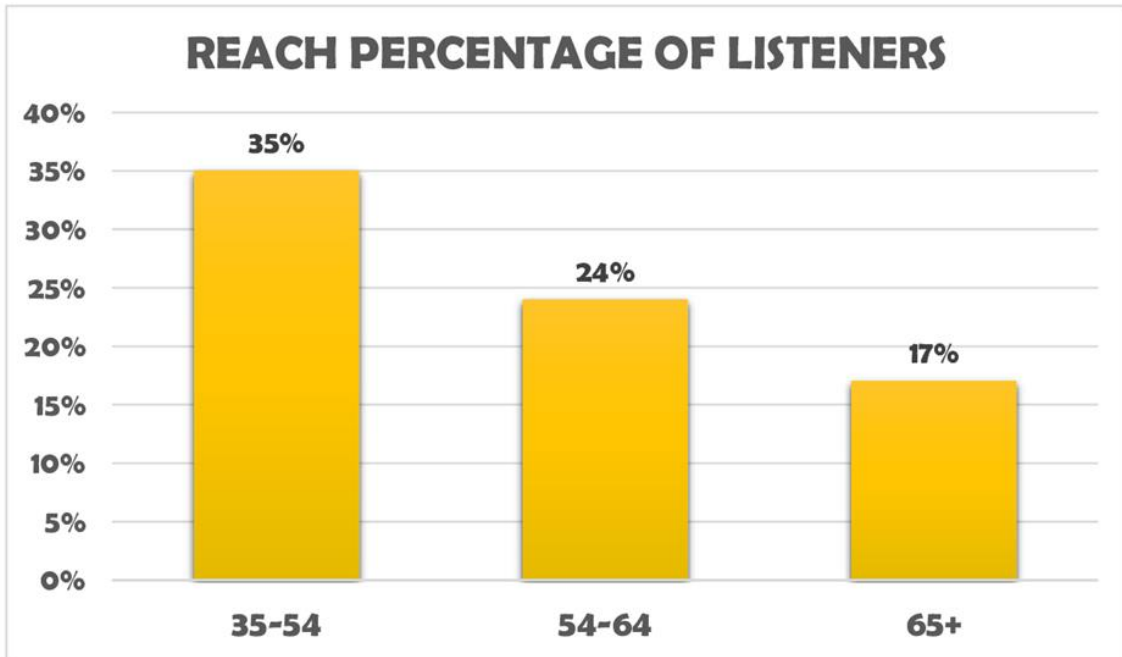
101.5 KROCK (CLASSIC ROCK)

AGE OF LISTENERS

35-54 54-64 65+



REACH PERCENTAGE OF LISTENERS



79,478 Adults

31,802 Adults

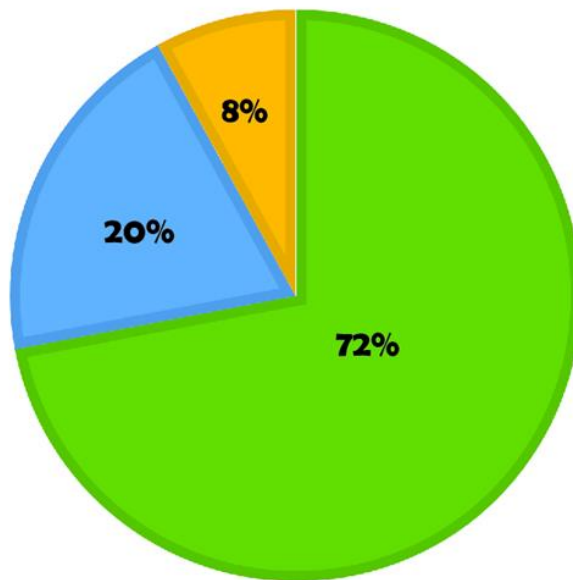
22,037 Adults



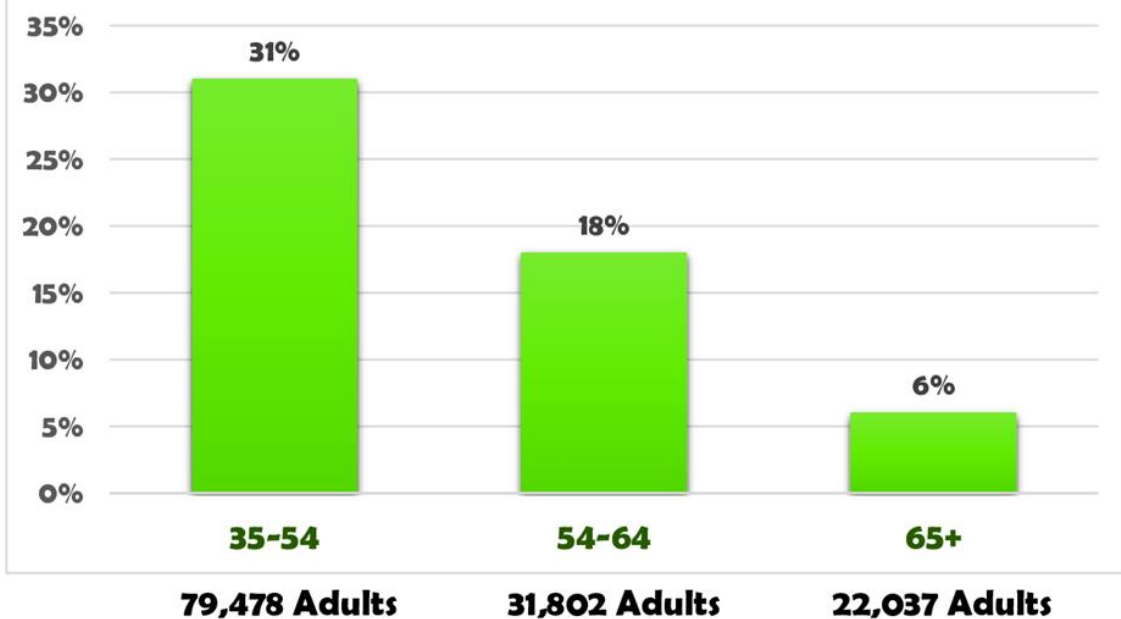
RETRO 97.1 (80'S MUSIC)

AGE OF LISTENERS

■ 35-54 ■ 54-64 ■ 65+



REACH PERCENTAGE OF LISTENERS

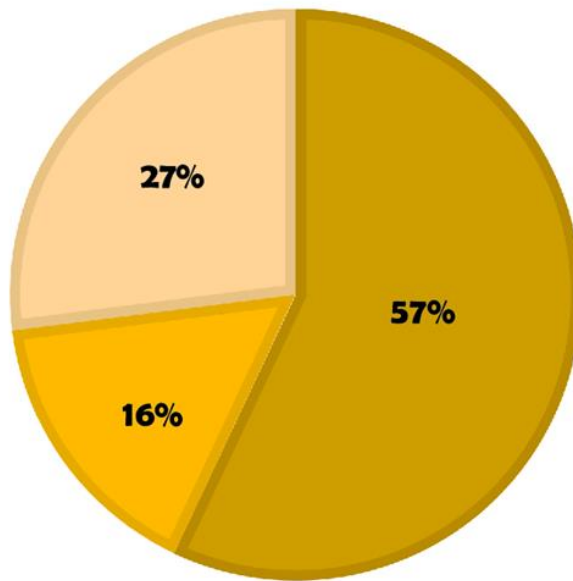




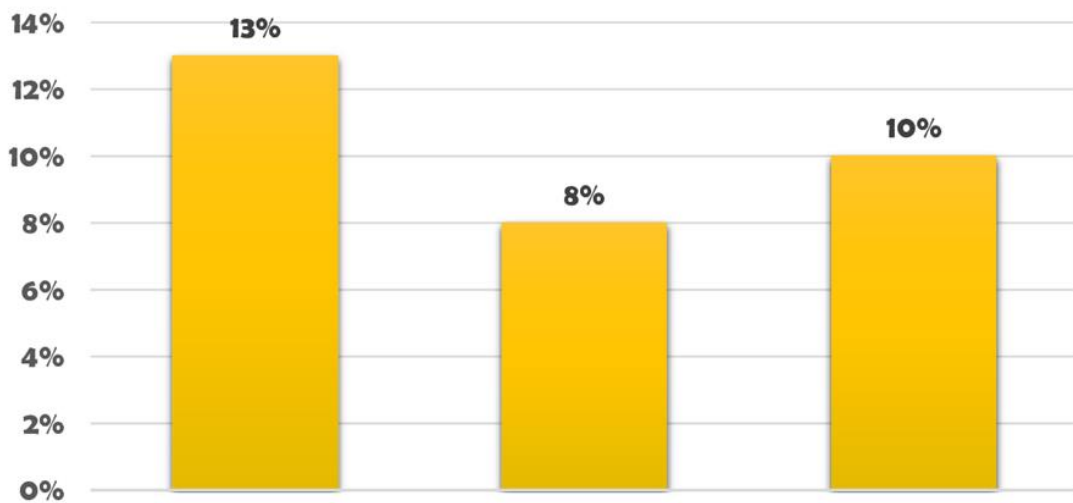
JAZZY 107.5 (JAZZ MUSIC)

AGE OF LISTENERS

■ 35-54 ■ 54-64 ■ 65+



REACH PERCENTAGE OF LISTENERS



35-54
30,292 Adults

54-64
8,364 Adults

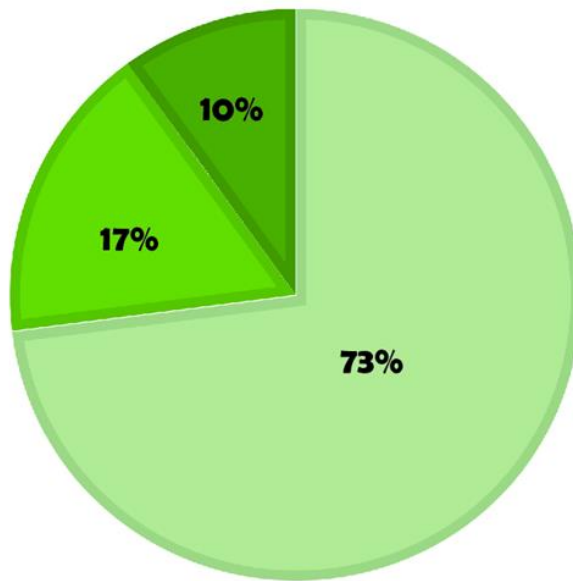
65+
14,073 Adults



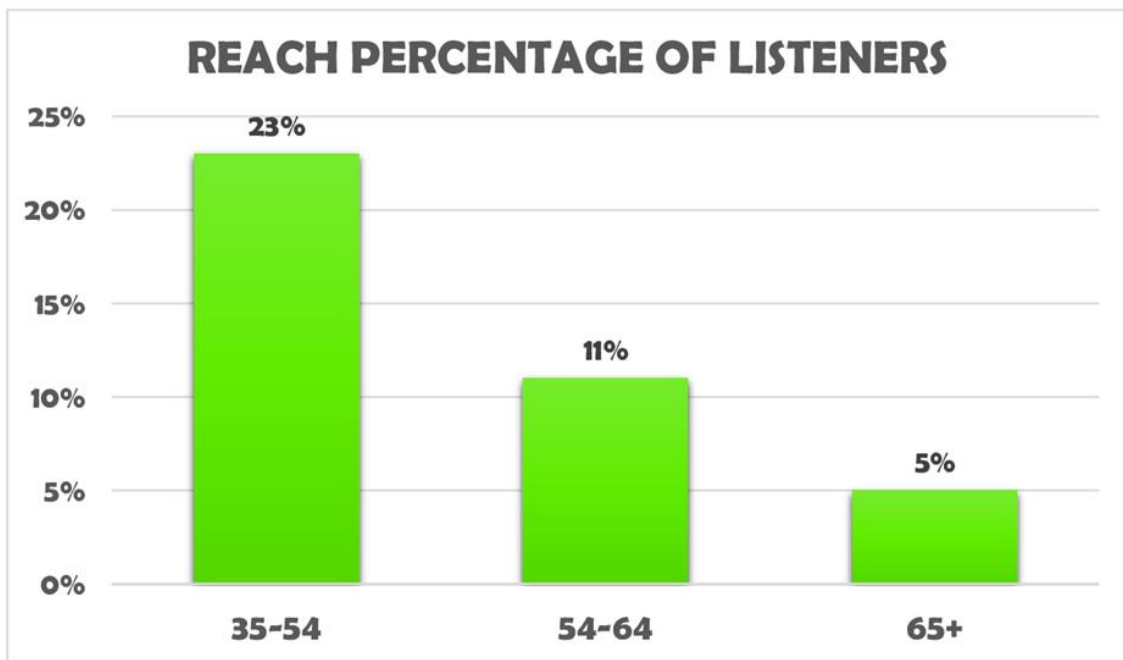
THE X 96.7 (MODERN ROCK)

AGE OF LISTENERS

■ 35-54 ■ 54-64 ■ 65+



REACH PERCENTAGE OF LISTENERS



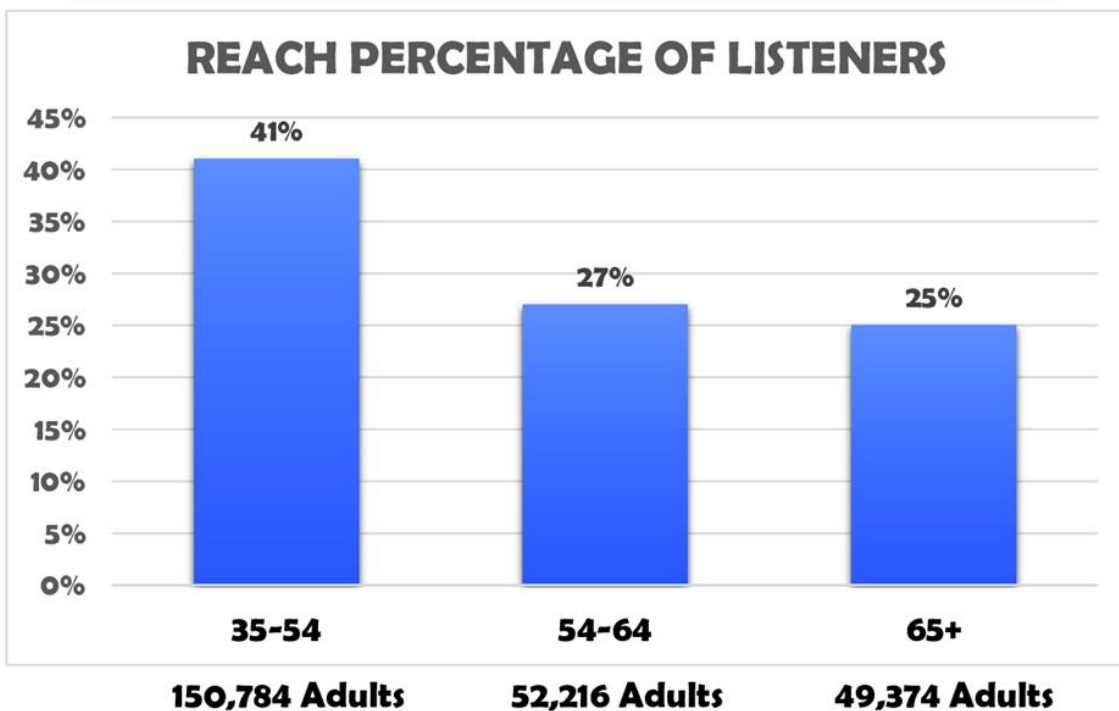
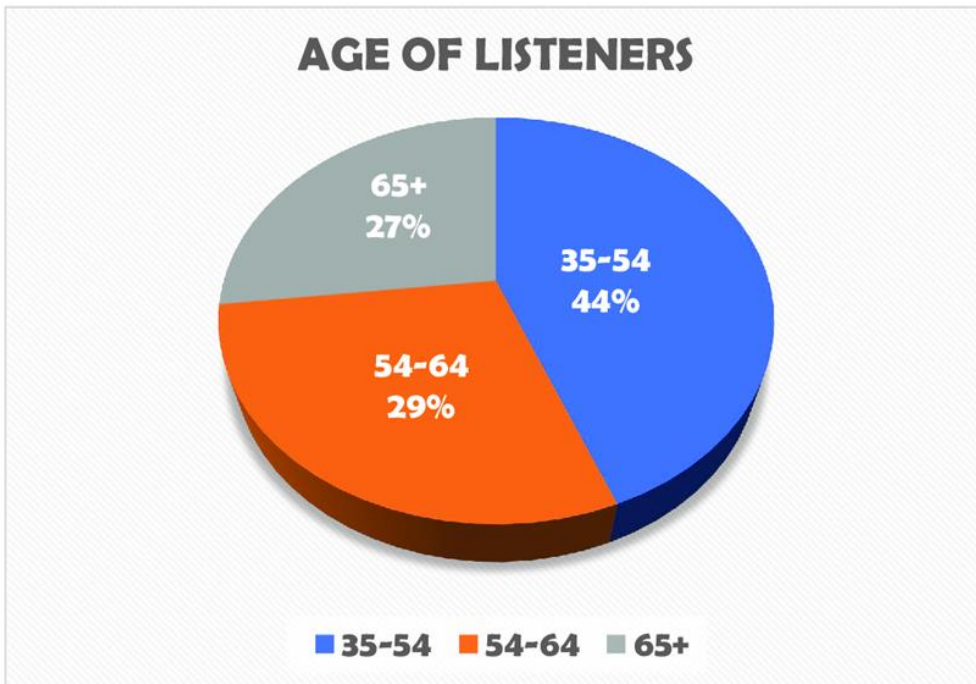
51,306 Adults

11,719 Adults

7,323 Adults



Oldies 101.1 (KORL) and 101.5 K-Rock



GENDER OF LISTENERS



55%
Reach: 29%
65,991 Adults

45%
Reach: 22%
53,670 Adults



56%
Reach: 33%
74,456 Adults

44%
Reach: 24%
58,861 Adults



53%
Reach: 23%
51,448 Adults

47%
Reach 18%
45,096 Adults



51%
Reach: 12%
26,903 Adults

49%
Reach: 10%
25,826 Adults



53%
Reach: 16%
37,086 Adults

47%
Reach: 13%
33,261 Adults

NET REACH

54%
Reach: 65%
146,201 Adults

46%
Reach: 50%
124,124 Adults

ALL STATIONS

56%
Reach: 48%
108,835 Adults

44%
Reach: 35%
86,297 Adults