

New Data

NPR Weekend Programs

Spring 2012

Walrus Research

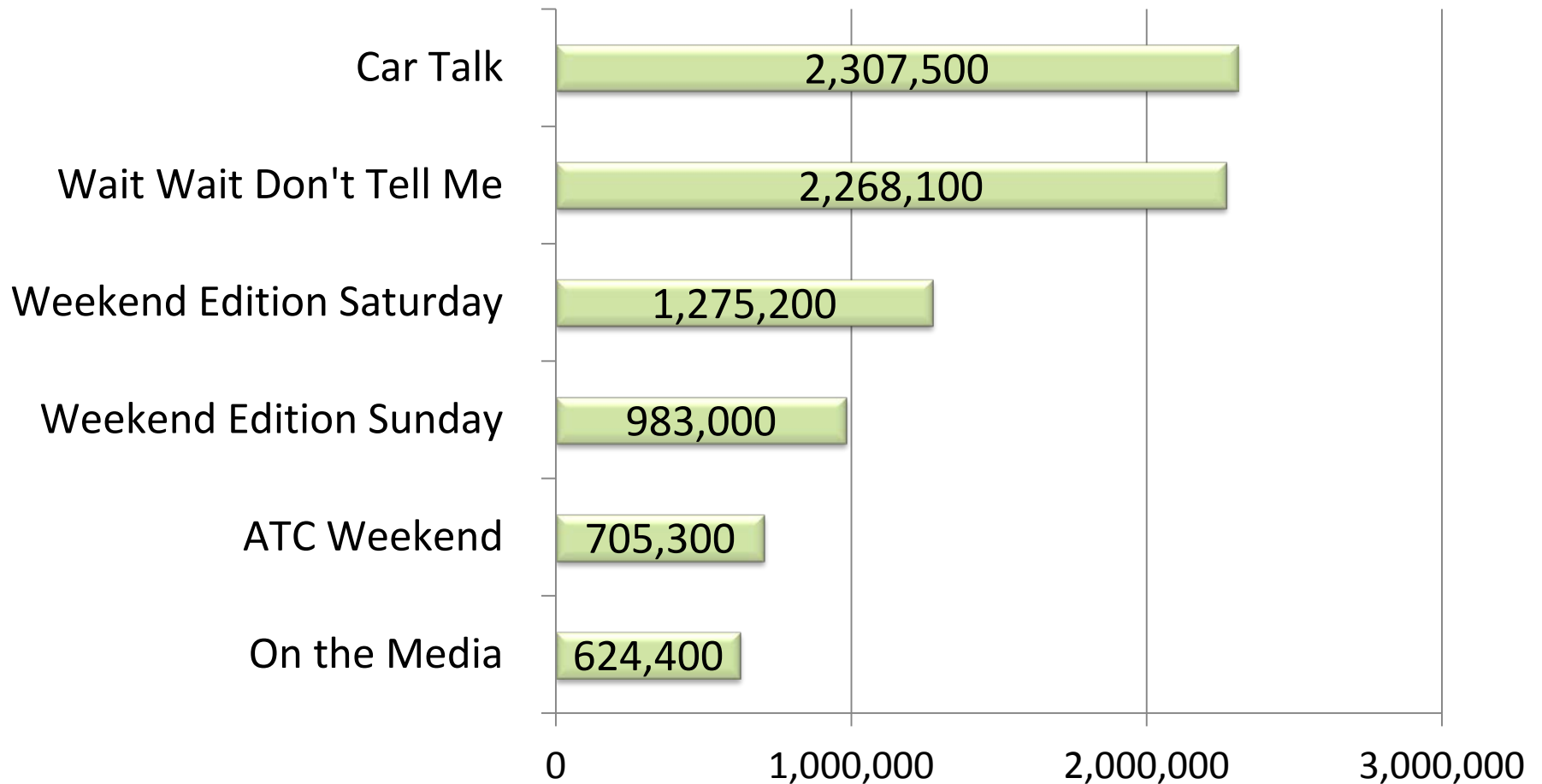
Reality Check

- ✓ As of Spring 2012, Car Talk is still NPR's top weekend program – just ahead of Wait Wait
- ✓ Yet again, NPR's leading weekend programs rank #1 Car Talk, # 2 Wait Wait, #3 Weekend Edition Saturday.

NPR Weekend Programs

Average Listening Audience

Spring 2012



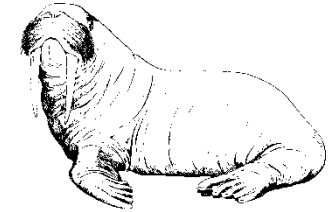
Data: NPR Audience Insight & Research Analysis: Walrus Research
Source: ACT 1 based on Arbitron Nationwide, Spring 2012, Persons 12+, Mon-Sun Midnight-Midnight

Implications

Car Talk and Wait Wait demonstrate strong affinity with the NPR news magazines – meaning that they appeal to the same type of listeners.

A proven strategy for NPR stations is to schedule Car Talk and Wait Wait directly after Weekend Edition.

That's the ideal scheduling to benefit all three programs.



Walrus Research is an independent audience research firm with an established record of quantitative and qualitative projects for public radio stations, national producers and networks.

Non-proprietary publications for major research projects including *Grow The Audience*, *Audience 2010*, NPR's *Local News Initiative*, *The Public Radio Tracking Study* and all of the PRPD *Core Values* studies are available for download at www.WalrusResearch.com.

Reality has a way of eventually getting your attention