



RESEARCH FINDINGS ABOUT THE *THINK OUT LOUD* AUDIENCE

Key Audience Trends In *Think Out Loud (TOL)* Since Its Launch In January 2008

- Partisanship (those declaring KOPB their Favorite Station) during *TOL* mid-morning daypart is up
- Cume remains steady during the *TOL* mid-morning daypart
- Those who say that the online portion of the show adds substantially to their enjoyment of the show outpaces those who wish the online portion was not emphasized as much by a 3 to 1 ratio

Dynamics Behind The Strong Uptrend In KOPB Being The Favorite Station In The Mid-Morning Daypart During Which *TOL* Airs Since 2007

- The rise in the partisanship to the *TOL* daypart is a result of much-coveted younger listeners
- The core of the *TOL* partisans is 18-44
- Web Registrants are significantly more likely to be partisans of the *TOL* daypart than Members

Multi-Platform Dimension Of *Think Out Loud (TOL)* Involves Younger Listeners

- Involves listeners in the show thus creating partisan listeners
- Fan percentages for *TOL* among web registrants was up between June and October

***TOL* Has Increased A Sought-After Position:**

- “Best programs for listeners to talk to each other about current events.”

KOPB Members Are Becoming More Acculturated To The Multi-Platform Dimension Of *TOL*

- Slow and steady increase in the percentage of Members who are interacting with the *TOL* website

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