

Listener survey April 2014

Market:

Washington County, Oregon

Including Hillsboro, Forest Grove, Sherwood, Cornelius, North Plains, Banks, Gaston and surrounding areas

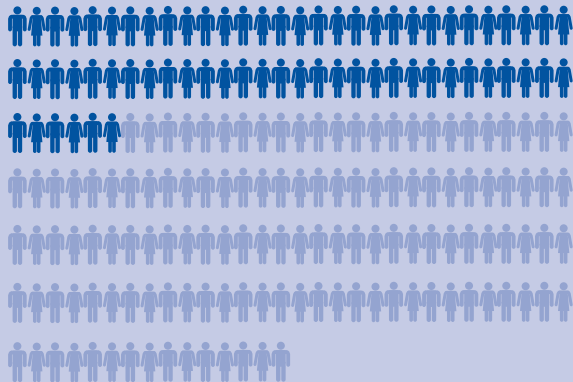
Survey area:

194,800 residents
69,182 households

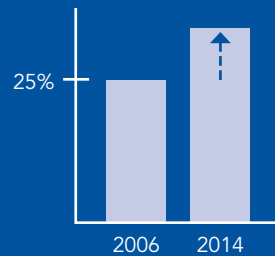
Polling sample:

342 interviews
April 22-29, 2014

**Roughly 66,232 residents
within the survey area
listen to KUIK programs.**



Findings



KUIK listenership has increased from 25 percent in 2006 to 34 percent in 2014—a 36 percent increase.

Thirty-four percent (roughly 66,232 residents) within the survey area listen to KUIK programs.

Respondents were asked (unaided) to name all AM radio stations they listed to:

- **1360 KUIK: 34 percent**
- 1190 KEX: 16 percent
- 750AM/The Game: 5 percent
- 620 KPOJ: 4 percent
- 1080 KFXX/The Fan: 4 percent

The reason for our increase in listenership is interesting programming.

KUIK programs and features listened to most frequently include:

- Laura Ingraham Show
- Washington County High School Sports
- Westside Morning News Reports
- Intel Oregon Air Show
- Jayne Carroll Show
- Dennis Prager Show
- San Francisco 49ers Football
- San Francisco Giants Baseball
- University of Oregon Baseball
- Washington State Football
- Gonzaga University Basketball

What clients are saying...

Mike Doherty, Doherty Ford

"I've been using KUIK for our local advertising for many years. They make it very easy to communicate with a local, targeted group of people. Their audience is perfect for me!"

Emily Tantare, Frontier Communications

"Advertising on KUIK allows Frontier to reach the geographic and demographic target audiences we need to reach. Our services are available to businesses and homes in Washington County, and KUIK reaches every one of them."

Dave Edwards, Papa John's Pizza

"Community involvement is a very important part of our business, and KUIK is the definition of community. We all want to see a return on our investment, too, and KUIK has provided us with that. Their ad rates are very reasonable and the results are undeniable."

Andrea Costello, Comcast

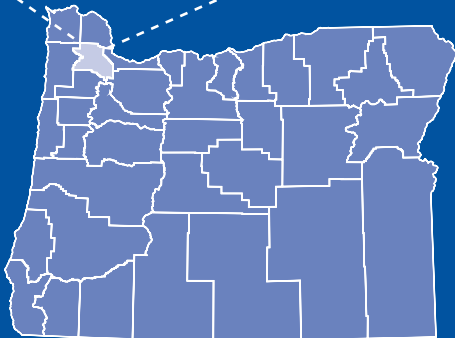
"KUIK is key part of our marketing mix, giving us tremendous access to the west side. From audience engagement to programming integration and community outreach, KUIK provides a variety of opportunities that we can't get through any other media outlet."

Susie Swanson, Hutchins TV and Appliance

"Hutchins TV and Appliance has worked with KUIK for over 20 years. They keep our name in front of our market, and our sponsorships have been very important to us. We get excellent results with KUIK."

550,000 people live in Washington County...

...including your customers and prospects
in Hillsboro, Beaverton, Aloha, Forest Grove,
Cornelius, Sherwood, Tigard, Banks, North
Plains and Gaston.



Survey data provided by

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1360 ★ **kuik**

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www.kuik.com

Who listens to KUIK radio?

34% of Washington County
residents surveyed DO!*

**KUIK is the only station
focused exclusively
on Washington County,**
providing local news,
local traffic reports,
local sports, and a variety
of regional and
national programming.

1360 ★ **kuik**