



Report: DUPLICATE REACH REPORT
Market: CHICAGO, IL for RELEASE: FALL 2016
Bases: ADULTS AGE 18+
Target: PLAN BUY--CAR/VAN/TRUCK/SUV

THE MEDIA AUDIT

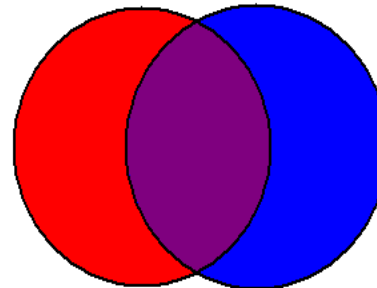
Venn Diagram

UNDUPLICATED
WBBM-FM: 252,680

TOTAL COMBINED NET REACH: 753,911
DUPLICATED: 227,630

UNDUPLICATED
WKSC-FM: 273,601

Duplicate Reach Analysis



- WBBM-FM: 33.5% Unduplicated Reach
- 30.2% Duplication
- WKSC-FM: 36.3% Unduplicated Reach

Determine the amount of audience overlap two media options could share, and if there is any added value.