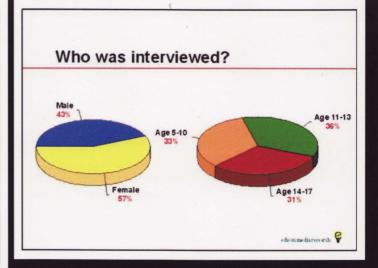
# BUS RADIO RESEARCH

# LISTENER SURVEY

## LISTENER RECALL

### **Overall Advertisements: Unaided Recall** Which commericals do you remember hearing on Bus Radio? 70 multiple responses 60 50 40 30 20 10 10 Sisterhood of the Gilmore Girls Smallville Traveling Pants

# SAMPLE



# Overall Advertisements: Aided Recall Have you heard commercials for any of the following on BusRadio? 92 84 71 71 71 71 Sisterhood of the Traveling Pants The WB Virgin Mobile Smallville Gilmore Girls



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