

ARBITRON RADIO

Audience Estimates in the
Arbitron Market of

**Raleigh-
Durham**

April/May 1976
April 8-May 5



WHAT BRC ACCREDITATION MEANS

The Arbitron Radio Service has been accredited by the Broadcast Rating Council since 1968. To merit continued BRC accreditation Arbitron: (1) adheres to the Council's Minimum Standards for Broadcast Research, (2) supplies full information to the BRC regarding all details of its operation, (3) conducts its measurement service substantially in accordance with representations to the subscribers and the Council and (4) submits to, and pays the cost of, thorough on-going audits of Arbitron operations by CPA firms engaged by BRC. In addition to sizable

annual audit charges, Arbitron provides office and file space for BRC auditors as well as considerable staff and computer time involved in various aspects of these inspections.

Further information about BRC's accreditation and auditing procedures can be obtained from the Executive Director, Broadcast Rating Council, 420 Lexington Avenue, New York, New York 10017.

ARBITRON 1976 RADIO MARKET SURVEY SCHEDULE

Market	Jan./ Feb.	April/ May	July/ Aug.	Oct./ Nov.	Market	Jan./ Feb.	April/ May	July/ Aug.	Oct./ Nov.	Market	Jan./ Feb.	April/ May	July/ Aug.	Oct./ Nov.
Akron		•		•	Grand Rapids		•		•	Pensacola		•		
Albany-Schenectady-Troy		•		•	Great Falls		•			Peoria		•		
Albuquerque		•			Green Bay		•			Philadelphia	•	•	•	•
Allentown-Bethlehem-Easton		•			Greensboro-High Point		•			Phoenix		•		
Altoona		•			Greenville-Spartanburg, SC		•			Pittsburgh		•		•
Amarillo		•			Harrisburg		•			Portland, ME		•		
Anchorage		•		•	Hartford-New Britain		•		•	Portland, OR		•		•
Appleton-Oshkosh		•			Honolulu		•		•	Providence-Warwick-Pawtucket		•		•
Asheville		•			Houston-Galveston		•		•	Raleigh-Durham		•		•
Atlanta		•		•	Huntington-Ashland		•			Reading		•		
Augusta, GA		•			Huntsville, AL		•			Reno		•		
Austin, TX		•			Indianapolis		•		•	*Richland-Pasco-Kennewick, WA		•		
Bakersfield		•			Jackson, MS		•			Richmond		•		•
Baltimore		•		•	Jacksonville		•		•	Roanoke		•		
Baton Rouge		•			*Johnson City-Kingsport-Bristol		•			Rochester, NY		•		•
Beaumont-Port Arthur-Orange		•			Kalamazoo-Portage		•			Rockford		•		
Billings		•			Kansas City		•		•	Sacramento		•		•
Binghamton		•			Knoxville		•		•	Saginaw		•		
										St. Louis		•		•
Birmingham		•		•	Lafayette, LA		•			Salinas-Seaside-Monterey		•		
Bloomington, IL		•			Lakeand-Winter Haven, FL		•			Salt Lake City-Ogden		•		•
Boise City		•			Lancaster		•			San Antonio		•		•
Boston	•	•	•	•	Lansing-East Lansing		•			San Diego		•		•
Bridgeport		•			Las Vegas		•		•	San Francisco	•	•	•	•
Buffalo		•		•	Lexington-Fayette		•			San Jose		•		•
Canton		•			Little Rock-North Little Rock		•			Savannah		•		
Cedar Rapids		•			Los Angeles	•	•	•	•	Seattle-Everett-Tacoma	•	•		•
Charleston-North Charleston, SC		•		•	Louisville		•			Shreveport		•		
Charleston, WV		•			Lubbock		•			Sioux Falls, SD		•		
Charlotte-Gastonia		•		•	Macon		•			South Bend		•		
Chattanooga		•			Madison		•			Spokane		•		•
Chicago	•	•	•	•	Manchester		•			Springfield-Chicopee-Holyoke		•		
Cincinnati		•		•	McAllen-Brownsville		•			Stockton		•		
Cleveland	•	•		•	Medford		•			Syracuse		•		•
Colorado Springs		•			Melbourne-Titusville-Cocoa, FL		•			Tallahassee		•		
Columbia, SC		•			Memphis		•		•	Tampa-St. Petersburg		•		•
Columbus, GA		•			Miami		•		•	Terre Haute		•		
Columbus, OH		•		•	Milwaukee		•		•	Toledo		•		•
Corpus Christi		•			Minneapolis-St. Paul		•		•	Topeka		•		
Dallas-Ft. Worth		•		•	Mobile		•			Tucson		•		
Davenport-Rock Island-Moline		•			Modesto		•			Tulsa		•		•
Dayton		•		•	Montgomery		•			Utica-Rome		•		
Denver-Boulder		•		•	Nashville-Davidson		•		•	Waco		•		
Des Moines		•		•	Nassau-Suffolk		•			Washington, DC	•	•	•	•
Detroit	•	•	•	•	(Long Island, NY)		•			*Waterbury, CT		•		
Duluth-Superior		•		•	New Haven-West Haven		•		•	Waterloo-Cedar Falls		•		
El Paso		•		•	New Orleans		•		•	West Palm Beach-Boca Raton		•		•
Erie		•			New York	•	•	•	•	*Wheeling		•		
Eugene-Springfield		•		•	Norfolk-Portsmouth-Newport		•		•	Wichita, KS		•		•
*Evansville		•			News-Hampton		•		•	*Wichita Falls, TX		•		
Fargo-Moorhead		•			Northeast Pennsylvania		•		•	Wilmington, DE		•		
Flint		•			(Wilkes Barre-Scranton)		•		•	Winston-Salem		•		
Ft. Lauderdale-Hollywood		•		•	Oklahoma City		•		•	Worcester		•		
Ft. Wayne		•			Omaha-Council Bluffs		•		•	Yakima		•		
Fresno		•		•	Orlando		•		•	Youngstown-Warren		•		

*Denotes markets added to the 1976 Spring Arbitron Sweep

ARBITRON RADIO

Audience Estimates in the
Arbitron Market of
**Raleigh-
Durham**

This report is a compilation of radio audience estimates for this market. All audience estimates are approximations subject to statistical variations related to sample size.

The estimates are based on listening information recorded in diaries by persons 12 years and older. These persons reside in a sample of households systematically selected by computer from telephone directories in the area surveyed. In High Density Spanish areas in which the personal placement and pick-up technique is used, computer-drawn samples are used to specify the key addresses. The actual sample is drawn by taking the starting household adjacent to the key household numbers and systematically proceeding according to Arbitron personal interviewing instructions.

Persons estimates in this report are shown as hundreds (e.g., 141=14,100 persons). The symbol (-1) indicates an estimate of less than 50 persons. Total men and total women estimates include estimates for persons 65+; they do not include Teens.

The survey period covers more than one week. Arbitron has averaged the listening data received and estimates are reported for an "average" week.

This report is intended to furnish radio stations, advertiser and agency clients of Arbitron with an aid in evaluating radio audience size and composition. Arbitron attempts to provide a description of methodology that may be understood by all who use the reports. If any specific details are not completely clear, Arbitron will be happy to provide further explanation on request.

Limitations on Use of Report

This report which contains data and estimates proprietary to Arbitron is provided to Arbitron clients pursuant to the terms of written contracts between Arbitron and such clients. Clients are permitted to quote reasonable amounts of data and estimates from this report but only on condition that Arbitron be identified as the source.

Arbitron recommends that the appropriate market, survey period, survey area, time period, and kind of audience estimate (e.g., Boston, October/November 1975 Total Survey Area, Monday-Friday, 8 PM-9 PM, Average quarter-hour estimates, Men 18-34) be stated and that it be mentioned that the audience estimates are subject to the qualifications given in the Arbitron report.

Users of this report are referred to the current policies of the federal government relating to the use of audience estimates. Neither this report nor any of its contents may be used in any manner by non-clients of Arbitron without written permission from Arbitron.

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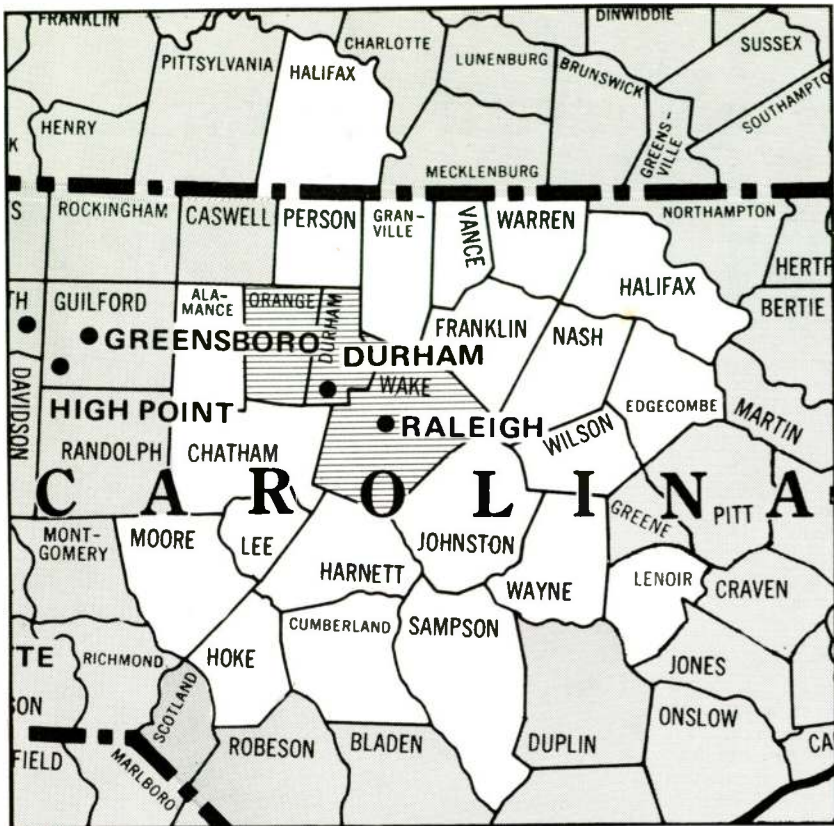
SURVEY PERIOD: APRIL 8-MAY 5, 1976

**NUMBER OF TIMES PER YEAR
THIS MARKET IS SURVEYED: 2**

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1976 SCHEDULE OF ARBITRON RADIO SURVEYS

JANUARY/FEBRUARY	Jan. 8—Feb. 4, 1976
APRIL/MAY	April 8—May 5, 1976
JULY/AUGUST	July 15—Aug. 4, 1976
OCTOBER/NOVEMBER	To be announced— Subject to World Series Schedule



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TABULATED DIARIES BY SAMPLING UNIT

IN-TAB	COUNTIES IN SAMPLING UNIT
(HDBA)MT	382 WAKE, NC
MT	84 ORANGE, NC
(HDBA)MT	205 DURHAM, NC
T	111 FRANKLIN, NC GRANVILLE, NC NASH, NC PERSON, NC VANCE, NC WARREN, NC
T	152 CUMBERLAND, NC
T	105 JOHNSTON, NC SAMPSON, NC WAYNE, NC
T	104 CHATHAM, NC HARNETT, NC HOKE, NC LEE, NC MOORE, NC
T	37 ALAMANCE, NC HALIFAX, VA
T	123 EDGECOMBE, NC HALIFAX, NC LENOIR, NC WILSON, NC
1,303	TOTAL

250 TOTAL IN-TAB IN METRO "HDBA" AREA

ETHNIC WEIGHTING HAS BEEN APPLIED IN THE METRO SURVEY AREA TO PROPORTIONATELY PROJECT THE SAMPLE TO REPRESENT THE BLACK POPULATION AT 27.4%.

M METRO SAMPLING UNIT

T TSA SAMPLING UNIT

Map—The area in which listening data were gathered for this survey in this radio market is shown on the map. The Total Survey Area (TSA) of this market is shown in white. The Metro Survey Area (MSA) is shown by horizontal hatching. (For definitions of TSA and MSA, see Paragraphs 20 and 13 in the back of the report.)

Tabulated Diaries By Sampling Unit—The number of in-tab diaries for each sampling unit is shown. The codes "M" and "T" are used to identify Metro and TSA sampling units, respectively. It is possible for more than one code to appear next to a sampling unit.

Special Interviewing Techniques—Special interviewing techniques are applied in certain sampling units in some markets. Sampling units in which these techniques have been implemented are identified as: "HDBA"—High Density Black Area; "HDSA"—High Density Spanish Area. (For an explanation of these techniques, see Paragraph 33 in the back of the report.)

POPULATION ESTIMATES AND SAMPLE DISTRIBUTION BY SEX-AGE GROUP

TOTAL SURVEY AREA						METRO SURVEY AREA					
		Estimated Population	Estimated Population as Percent of Tot. Persons 12+	Percent of Unweighted In-Tab Sample	Percent of Weighted In-Tab Sample			Estimated Population	Estimated Population as Percent of Tot. Persons 12+	Percent of Unweighted In-Tab Sample	Percent of Weighted In-Tab Sample
Men	18-24	139,200	10.6	5.4	10.6	Men	18-24	36,400	9.3	6.3	9.3
Men	25-34	122,400	9.3	7.4	9.3	Men	25-34	42,400	10.9	8.0	10.9
Men	35-49	132,100	10.0	8.8	10.0	Men	35-49	41,100	10.5	7.6	10.5
Men	50-64	103,100	7.8	10.1	7.8	Men	50-64	29,300	7.5	10.1	7.5
Men	65+	54,100	4.1	3.8	4.1	Men	65+	14,700	3.8	4.8	3.8
Women	18-24	112,300	8.5	6.9	8.5	Women	18-24	32,700	8.4	5.8	8.4
Women	25-34	126,100	9.6	9.9	9.6	Women	25-34	43,600	11.2	9.8	11.2
Women	35-49	138,600	10.5	13.6	10.5	Women	35-49	43,200	11.1	13.3	11.1
Women	50-64	117,800	9.0	13.0	9.0	Women	50-64	33,700	8.6	13.7	8.6
Women	65+	80,700	6.1	5.5	6.1	Women	65+	23,100	5.9	6.4	5.9
Teens	12-17	188,800	14.4	15.5	14.4	Teens	12-17	50,500	12.9	14.2	12.9
Total Persons	12+	1,315,200				Total Persons	12+	390,700			
Men	18+	550,900				Men	18+	163,900			
Women	18+	575,500				Women	18+	176,300			
Adults	18+	1,126,400				Adults	18+	340,200			

DIARY PLACEMENT AND RETURN INFORMATION

Residential Listings in Designated Sample	1,114
Total Contacts (homes in which telephone was answered)	1,078
Homes in Which Diaries Were Placed	949
Individuals Who Were Sent a Diary	2,267
Individuals Who Returned a Usable Diary (In-Tab)	1,303

	Total Tabulated Diaries	Effective Sample Bases
Total Survey Area ..	1,303	805
Metro Survey Area ..	671	446

These population estimates are based upon 1970 U.S. Bureau of the Census estimates updated and projected to January 1, 1975 by Market Statistics, Inc. based on data from Sales Management's 1974 "Survey of Buying Power".

FACILITIES OF STATIONS LISTED IN THIS REPORT

Information below is obtained from the stations and/or the current issues of Standard Rate and Data Service's "Spot Radio Rates and Data" and "Network Rates and Data."
(For an explanation of the criteria for reporting stations, see Pars. 26-28.)

Stations that broadcast on the FM portion of the broadcast frequency spectrum are identified on this page with an FM suffix after the call letters. This suffix is used regardless of whether or not it is included in the official FCC license designation for the station.

Station	Power (Watts)		Frequency (AM in kHz) (FM in MHz)	Network Affiliation	City	County	State
	Day	Night					
HOME TO ARBITRON RADIO METRO AREA							
WCHL	1,000	1,000	1360	MBS	CHAPEL HILL	DRANGE	NC
WBBS-FM	3,000	3,000	107.1	IND	DURHAM	DURHAM	NC
WDCC-FM	36,000	36,000	105.1	ABC E	DURHAM	DURHAM	NC
WDNC	5,000	1,000	620	CBS	DURHAM	DURHAM	NC
WETC	5,000		540	IND	HENDELL	WAKE	NC
WKIX	10,000	5,000	850	IND	RALEIGH	WAKE	NC
WLE	500		570	MBS	RALEIGH	WAKE	NC
WPTF	50,000	50,000	680	NBC	RALEIGH	WAKE	NC
WQDR-FM	100,000	100,000	94.7	IND	RALEIGH	WAKE	NC
WRAL-FM	250,000	250,000	101.5	IND	RALEIGH	WAKE	NC
WRNC	1,000	250	1240	IND	RALEIGH	WAKE	NC
WSRC	1,000		1410	NBN	DURHAM	DURHAM	NC
WSSB	1,000	250	1490	ABC C	DURHAM	DURHAM	NC
WTIK	5,000	1,000	1310	MBS	DURHAM	DURHAM	NC
WYNA	1,000		1550	ABC E	RALEIGH	WAKE	NC
WYYD-FM	98,000	98,000	96.1	IND	RALEIGH	WAKE	NC

OUTSIDE ARBITRON RADIO METRO AREA							
WBAG	1,000		1150	IND	BURLINGTON-GRAHAM	ALAMANCE	NC
WBAG-FM	10,000	10,000	93.9	IND	BURLINGTON-GRAHAM	ALAMANCE	NC

Network Affiliation Abbreviations:

ABC C —American Contemporary Radio Network
 ABC FM —American FM Radio Network
 ABC E —American Entertainment Network
 ABC I —American Information Radio Network
 CBS —Columbia Broadcasting System Radio Network

IND —(Denotes Independent Stations)
 MBN —Mutual Broadcasting System Black Network
 MBS —Mutual Broadcasting System Radio Network
 NBC —National Broadcasting Company Radio Network
 NBN —National Black Network
 NIS —News and Information Service

SPECIAL NOTICES

Information appearing on this page will relate to Technical Difficulties, Contests, or special conditions which may have had an effect on listening or the recording thereof. Arbitron makes no attempt to assess the impact of such occurrences; this information is furnished solely for the use of Arbitron clients in making their own evaluation of estimates reported.

Technical Difficulties—Time periods of five minutes or more in reported day-parts in which a reported station notified Arbitron of technical difficulties are indicated below.

Contests, Diary Reference, Station Research Activity—Usually, contests, diary references, and station research activity are brought to Arbitron's attention by stations. When this occurs, Arbitron will contact the station that engaged in any of these activities to obtain complete details. Arbitron will accept information on these activities up to one week after the final date of the survey.

The FTC Guidelines Regarding Deceptive Claims of Broadcast Audience Coverage contain language which points out that **RADIO STATIONS . . .**

*"should not engage in activities calculated to **DISTORT** or **INFLATE** such data—for example, by conducting a **SPECIAL CONTEST**, or otherwise varying . . . usual programming or instituting **UNUSUAL ADVERTISING** or other promotional efforts, **DESIGNED TO INCREASE AUDIENCES ONLY DURING THE SUR-***

The April/May 1976 survey period included Easter Sunday, April 18, 1976. Since Spring school vacations coincided with Easter in many areas, schools may not have been in session for a portion of the survey period.

The following stations indicated to Arbitron that they ran one or more contests during the survey period and that these contests were not special contests but were part of the stations' regular promotional activities and programs.

WCHL	WDNC	WSRC
WDBS	WKIX	WSSB
WDCG	WPTF	WYNA
	WRAL	

The following stations reported they engaged in no contest activity during this survey period.

WRNC
WYYD

(a) **Contests**—Arbitron will note any contest brought to its attention which covered at least a portion of the survey period and which did not run for at least sixty days prior to the beginning of the survey period and which involved giving away any kind of prizes, cash, merchandise, etc. Even if a contest does not require listening by the participants, it will qualify for inclusion in the Arbitron report if it involves any kind of prizes. However, Arbitron will not list a contest conducted during the survey if Arbitron has received a written statement from the station (on a form provided by Arbitron) affirming that the contest involved was not a "special contest" but was rather part of the station's regular promotional activities and programs.

(b) **Diary Reference**—Represents any direct or indirect activity on the part of a station in print or on the air, relating to an Arbitron Radio diary survey while the survey is taking place or just prior to the time when the survey is conducted. When a station's activity is considered to meet the diary reference criteria, a sticker will be placed on the front cover of the Arbitron

VEY PERIOD. Such variation from normal practices is known as '**HYPING**'."

It is the opinion of Arbitron that while many radio stations that engage in promotional activities during a survey period are not attempting to hypo audiences, many other stations conduct their promotional activity for the specific purpose of increasing audiences artificially during the rating period. This activity

Radio Report calling attention to the station activity.

(c) **Station Research Activity**—"Station Research Activity" refers to any special "on-the-air" activity (e.g., questionnaires), related to programming, news evaluation, listener preference, etc., which is conducted during an Arbitron Radio diary survey. When such activity is considered to be "station research activity" a sticker will be placed on the front cover of the Arbitron Radio Report calling attention to the station activity.

Arbitron reserves the right to use other means to draw attention to station activity which could affect survey results but which does not meet any of the criteria stated above.

Arbitron does not accept complaints of station activities on a confidential basis.

This position reflects our belief that a station is entitled to know what information has been submitted concerning their activity and the source of that information.

could distort the behavior of the listening audience by making the estimates higher than they would have been if no promotional activity had been conducted during the survey period.

The purpose of this notice is to call attention to the text of the FTC Guidelines and to call attention to report users where there is a possibility that some kind of hyping might have been conducted during the survey period by one or more stations in the market.

ARBITRON METRO MARKET DATA

PASSENGER CAR REGISTRATIONS

Metro Survey Area Share of New Private Passenger Car Registrations is supplied by the Motor Statistical Division of R. L. Polk and Co. Polk prepares monthly reports (actual censuses) of new cars actually registered in each state. The figures shown reflect the 1976 model year (Oct. 1975 - Dec. 1975). Polk has compiled the data according to Arbitron Radio's 1975-1976 Metro Survey Area definitions.

No fleet, other commercial or government registrations are included in the reported figures. In Metro Survey Areas for which there is no reportable data, an "N/A" will be shown immediately following the Metro Survey Area "Passenger Car Registrations" heading.

Further automotive statistical information may be obtained from the Motor Statis-

Manufacturer	1976 Model Year Percent
AMERICAN MOTORS CORPORATION	3.3
CHRYSLER CORPORATION	10.4
FORD MOTOR COMPANY	21.3
GENERAL MOTORS CORPORATION	44.5
OTHER	20.5
TOTAL	100.0

CHAIN DRUG STORES

The National Association of Boards of Pharmacy through Medical Mailing Services, Inc. has furnished Arbitron with Chain Drug Store information. The updated information for this year was not received in time to be used for this report. The data reported reflect last year's Chain Drug Store data and the newer 1975-1976 Metro Survey Area definitions. NABP defines a chain drug company as one having four or more stores. In addition, NABP includes only those company stores with licensed pharmacies in its list of chain drug stores. In the event of store name change, the parent company is not included.

Company Name	Number	Company Name	Number
ARNOLO REXALL DRUGS	1	COMMUNITY DRUG STORE	1
REVCO DRUG CENTER	7		

tical Division, R. L. Polk and Co., Polk Building, 431 Howard Street, Detroit, Michigan 48231, (313) 961-9470.

SALES DATA

Effective Buying Income, Total Retail Sales and seven categories of store sales have been compiled by Market Statistics, Inc., updated to January 1, 1975 and furnished to Arbitron. Data were taken from Sales Management's "1975 Survey of Buying Power" and rearranged according to Arbitron Radio's 1975-1976 Metro Survey area definitions.

Market Statistics, Inc. maintains an extensive bank of demographic and socio-economic data. For further information contact: Sales Management, 633 Third Avenue, New York, New York 10017, (212) 986-4800.

	Amount (000)
EFFECTIVE BUYING INCOME	2,186,638
TOTAL RETAIL SALES	1,275,441
FOOD STORE SALES	258,226
SUPERMARKET SALES	249,640
GENERAL MERCHANDISE STORE SALES	222,154
DEPARTMENT STORE SALES	166,044
FURNISHING-APPLIANCE STORE SLS	78,628
AUTOMOTIVE STORE SALES	249,519
DRUG STORE SALES	35,747

Arbitron has compiled the data according to Arbitron Radio's 1975-1976 Metro Survey Area definitions. In Metro Survey Areas for which there is no reportable data an "N/A" will be shown immediately following the Metro Survey Area "Chain Drug Stores" heading.

Further information regarding chain drug stores may be obtained from Medical Mailing Services, Inc., One IBM Plaza, Chicago, Illinois 60611, (312) 467-9500, or National Association of Boards of Pharmacy.

Company Name	Number	Company Name	Number
ECKERDS	10	KERR DISCOUNT DRUGS	10

ARBITRON METRO MARKET DATA

U.S. CENSUS DATA*

Westat, Inc., Rockville, Maryland, has extracted the reported items for Arbitron from the 1970 Census Supplementary Report HC (SI-7), Fourth Count Housing and Population Summary Tape Files. This Census information has been rearranged according

to Arbitron's 1975-1976 Metro Survey Area definitions. Median Family Income and Median Value of Housing were computed by Arbitron. Methodology and formulas for these computations are available from Arbitron.

Years School Completed (Persons 25+)

ELEMENTARY (1-8 YEARS)	54,377
HIGH SCHOOL (1-4 YEARS)	89,704
COLLEGE (1 YEAR OR MORE)	64,500

Occupation (Persons 16+)

WHITE COLLAR	98,753
BLUE COLLAR	47,219
FARM WORKERS	4,088
SERVICE WORKERS	19,664
OCCUPATION NOT REPORTED	4,622

Means of Transportation

PRIVATE VEHICLE	143,840
PUBLIC CONVEYANCE	8,045
OTHER	20,301

Automobiles Available (In Occupied Housing Units)

NONE	18,226
1	53,929
2	45,208
3 OR MORE	7,635

Value of Housing (Number of Owner-Occupied Units)

LESS THAN \$10,000	10,331
\$10,000 - 14,999	12,645
\$15,000 - 19,999	11,491
\$20,000 - 24,999	8,649
\$25,000 - 34,999	9,065
\$35,000 - 49,999	4,773
\$50,000 AND OVER	1,799

MEDIAN VALUE \$ 17,783

Second Home (Number of Households With)

YES	5,086
NO	120,218

Farm Residents

PERCENTAGE OF METRO POPULATION
RESIDING ON RURAL FARMS

0%

Family Income (Number of Families)

UNDER \$5,000	21,830
\$ 5,000 - 9,999	34,861
\$10,000 - 14,999	25,902
\$15,000 - 24,999	14,521
\$25,000 AND OVER	4,716

MEDIAN INCOME \$ 9,169

*Based on 1970 census data to which no update methodology has been applied.

CHAIN GROCERY STORES

The number of stores within the Metro Survey Area owned or operated by each chain company is furnished by Progressive Grocer Co., based on information from its files and current as of April 1976. Both supermarkets and convenience store chains are included. Progressive Grocer defines supermarkets as: any grocery store with an annual sales volume of \$500,000 or more. It defines convenience stores as small, compact, self-service stores, which are open long hours and feature a limited line of

brands and services. These "drive to" stores have an average annual sales volume of about \$210,000. No information is available for the State of Hawaii.

Further information on the grocery industry is available from Marketing Information Services; Progressive Grocer Co., 708 Third Avenue, New York, New York 10017, (212) 490-1000.

Company Name	Number	Company Name	Number	Company Name	Number	Company Name	Number
A AND P TEA CO	17	BYRDS FOOD CENTERS	1	CITGO QUIK MARTS	1	COLONIAL STORES INC	15
CONVENIENT FOOD MARTS	5	FOOD TOWN STORES INC	2	FOOD WORLD INC	1	GROCERY BOY JR	15
KROGER CO	4	KWIK PIK MARKETS	27	LIL GENERAL STORES	9	LITTLE GIANT FOOD MARTS	1
PIGGLY WIGGLY	5	SEVEN ELEVEN STORES	14	THE PANTRY	9	WINN-DIXIE STORES INC	19

AVERAGE SHARE TRENDS — Metro Survey Area

RALEIGH-DURHAM
APRIL/MAY 1976

TOTAL PERSONS 12+

STATION CALL LETTERS	MON - SUN 6:00 AM - MIDNIGHT					STATION CALL LETTERS	MON - FRI 6:00 AM - 10:00 AM					STATION CALL LETTERS	MON - FRI 10:00 AM - 3:00 PM					STATION CALL LETTERS	MON - FRI 3:00 PM - 7:00 PM					STATION CALL LETTERS	MON - FRI 7:00 PM - MIDNIGHT				
	A/M	O/N	A/M	O/N	A/M		A/M	O/N	A/M	O/N	A/M		A/M	O/N	A/M	O/N	A/M		A/M	O/N	A/M	O/N	A/M		A/M	O/N	A/M	O/N	A/M
	74	74	75	75	76		74	74	75	75	76		74	74	75	75	76		74	74	75	75	76		74	74	75	75	76
WCHL	3.6	1.7	3.6	3.1	1.4	WCHL	5.0	2.1	5.0	4.2	2.4	WCHL	3.4	1.2	4.5	3.1	1.3	WCHL	3.4	2.0	3.9	2.6	1.8	WCHL	2.3	1.7	1.3	2.5	1.5
*WOBS	2.2	1.0	1.4	1.5	1.3	*WOBS	.9	.5	.9	1.1	1.3	*WOBS	2.6	.8	2.0	2.7	1.6	*WOBS	2.7	1.4	.5	.9	1.3	*WOBS	2.6	1.7	1.3	1.3	1.5
WDCG	**	2.3	1.7	1.7	1.1	WDCG	**	1.9	1.3	.9	.6	WDCG	**	3.2	1.3	1.4	1.3	WDCG	**	2.7	1.3	1.6	1.7	WDCG	**	2.1	1.5	1.6	2.1
WONC	4.3	4.2	7.3	7.6	6.7	WONC	3.9	3.7	7.6	6.8	7.0	WONC	4.6	4.2	6.4	9.9	6.3	WONC	5.3	3.4	7.8	9.5	5.0	WONC	4.6	4.5	13.5	7.9	6.4
*WETC	.7	1.1	1.6	1.1	1.3	*WETC	1.1	1.6	1.6	.8	1.2	*WETC	1.0	2.0	1.3	1.2	.9	*WETC	.5	1.0	.3	1.1	.3	*WETC			.3		
WKIX	12.5	11.8	8.8	12.0	8.5	WKIX	16.9	14.4	11.3	14.6	11.0	WKIX	12.4	11.3	9.1	8.6	6.3	WKIX	13.1	14.9	10.9	14.8	10.8	WKIX	8.7	11.5	7.7	11.4	7.3
*WLLE	7.1	5.0	5.2	4.6	5.6	*WLLE	4.5	2.1	3.6	3.6	4.1	*WLLE	6.6	3.4	2.3	2.9	4.5	*WLLE	7.2	5.1	5.7	3.0	4.7	*WLLE	6.1		1.3		
WPTF	17.2	19.8	21.2	20.9	18.8	WPTF	29.5	31.7	30.9	29.6	29.5	WPTF	12.8	13.7	22.0	19.3	14.1	WPTF	13.1	13.2	18.6	16.0	14.3	WPTF	16.4	23.6	23.7	26.5	24.1
WQDR	8.4	7.3	10.4	7.6	8.9	WQDR	4.9	6.4	7.3	5.3	6.6	WQDR	7.4	4.8	7.7	6.4	9.8	WQDR	10.6	8.6	13.4	10.7	10.6	WQDR	15.1	14.2	13.3	12.6	11.0
WRAL	3.9	6.5	6.6	8.0	9.4	WRAL	3.6	5.3	4.9	7.5	7.1	WRAL	3.0	10.3	8.0	10.9	9.4	WRAL	3.8	7.5	6.5	9.0	9.3	WRAL	3.3	4.5	7.4	7.9	16.2
WRNC	.6	1.5	1.7	1.9	2.5	WRNC	.4	1.5	1.6	2.1	2.6	WRNC	.6	2.2	2.1	1.4	3.3	WRNC	1.0	1.7	2.5	1.4	2.5	WRNC	.5	.3	1.5	1.9	.3
*WSRC	4.3	4.6	5.7	8.5	4.9	*WSRC	4.2	3.0	4.4	6.5	4.5	*WSRC	4.4	3.2	5.2	7.0	3.4	*WSRC	5.8	2.9	4.7	5.8	3.3	*WSRC	2.6		2.8		
WSSB	8.0	4.8	2.8	2.4	2.0	WSSB	4.7	4.1	3.0	1.8	1.7	WSSB	5.2	5.4	2.5	1.6	1.1	WSSB	7.0	4.2	1.8	3.2	3.2	WSSB	14.3	5.2	1.5	2.5	3.0
WTKI	4.5	3.4	3.1	3.1	1.8	WTKI	4.7	4.1	3.0	4.0	2.3	WTKI	6.6	4.0	3.4	4.3	2.7	WTKI	4.8	3.9	3.3	4.0	2.2	WTKI	3.1	4.2	2.3	3.2	.6
*WYNA	3.0	2.5	1.4	.4	2.4	*WYNA	1.9	2.6	1.2	.5	1.4	*WYNA	4.6	1.8	2.1	.4	3.4	*WYNA	2.9	1.7	1.0	.2	2.8	*WYNA	1.0		.8		
WYYD	9.3	12.0	10.2	9.1	13.6	WYYD	7.3	7.0	7.1	7.5	11.5	WYYD	15.0	18.1	14.5	12.7	21.9	WYYD	10.9	14.4	10.0	9.3	14.5	WYYD	5.6	15.3	12.0	12.6	8.8
*WBAG	**	**	**	**		*WBAG	**	**	**	**		*WBAG	**	**	**	**		*WBAG	**	**	**	**		*WBAG	**	**	**	**	
*WBAG FM	**	**	**	**	.5	*WBAG FM	**	**	**	**	.2	*WBAG FM	**	**	**	**	.2	*WBAG FM	**	**	**	**	.7	*WBAG FM	**	**	**	**	.6
METRO TOTALS	14.7	13.9	15.4	13.8	14.2	METRO TOTALS	20.3	20.1	22.8	21.9	22.1	METRO TOTALS	13.7	13.2	14.9	12.5	14.2	METRO TOTALS	16.1	15.7	16.3	14.6	15.4	METRO TOTALS	10.7	7.7	10.4	8.1	8.4

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period

(**) Station not reported or reported under different call letters this survey

AVERAGE SHARE TRENDS — Metro Survey Area

RALEIGH-DURHAM
APRIL/MAY 1976

MEN 18+

STATION CALL LETTERS	MON - SUN 6:00 AM - MIDNIGHT					STATION CALL LETTERS	MON - FRI 6:00 AM - 10:00 AM					STATION CALL LETTERS	MON - FRI 10:00 AM - 3:00 PM					STATION CALL LETTERS	MON - FRI 3:00 PM - 7:00 PM					STATION CALL LETTERS	MON - FRI 7:00 PM - MIDNIGHT				
	A/M 74	O/N 74	A/M 75	O/N 75	A/M 76		A/M 74	O/N 74	A/M 75	O/N 75	A/M 76		A/M 74	O/N 74	A/M 75	O/N 75	A/M 76		A/M 74	O/N 74	A/M 75	O/N 75	A/M 76		A/M 74	O/N 74	A/M 75	O/N 75	A/M 76
WCHL	3.1	2.0	3.4	2.9	1.3	WCHL	4.7	1.7	4.6	2.3	2.3	WCHL	1.6	1.3	3.1	2.4	1.1	WCHL	1.4	2.2	3.6	2.7	1.9	WCHL	3.0	2.9	2.0	.8	1.7
*WDBS	4.2	1.0	2.1	1.9	1.3	*WDBS	1.8		2.0	1.2	.9	*WDBS	5.3	.9	2.7	.5	1.5	*WDBS	5.3	1.8	.8	.9	2.3	*WDBS	6.1	2.9	2.6	3.3	3.3
WDCG	**	3.0	.9	1.9	.4	WDCG	**	1.7	.3	1.2		WDCG	**	3.1		2.4	.4	WDCG	**	4.4		2.3	.4	WDCG	**	2.9	.7	3.3	1.7
WUNC	4.7	4.4	5.5	8.6	7.0	WUNC	4.0	4.1	6.3	8.2	8.5	WUNC	6.3	3.9	3.9	13.7	6.9	WUNC	5.8	2.6	4.0	10.0	3.8	WUNC	3.0	2.9	11.9	4.1	5.8
*WETC		1.5	2.6	1.0	.9	*WETC		1.7	2.9	.9	.9	*WETC		1.3	2.0	.5	.7	*WETC		.9	.4	.5	.4	*WETC			.7		
WKIX	12.0	11.3	8.9	13.8	6.6	WKIX	19.2	14.7	12.9	16.1	11.1	WKIX	12.2	13.6	10.2	10.7	5.5	WKIX	10.1	15.4	11.6	17.3	6.4	WKIX	5.3	6.9	5.3	13.9	4.2
*WLLE	2.6	3.4	4.3	3.8	4.8	*WLLE	2.9	.7	3.4	3.8	3.2	*WLLE	2.1	3.5	2.7	2.9	3.6	*WLLE	2.9	.9	3.2	.9	2.3	*WLLE	.8		2.0		
WPTF	19.4	19.2	21.7	22.9	18.1	WPTF	29.7	30.0	31.0	31.1	24.9	WPTF	13.2	12.7	21.5	20.0	12.8	WPTF	16.3	13.7	22.8	18.6	15.9	WPTF	22.7	21.6	19.9	27.9	28.3
WQDR	9.4	6.9	12.8	6.2	9.3	WQDR	3.6	6.8	8.6	4.7	6.7	WQDR	10.1	6.6	10.9	8.3	12.0	WQDR	14.4	9.3	17.2	9.1	11.7	WQDR	18.2	13.7	17.2	7.4	8.3
WRAL	3.1	9.4	5.5	6.2	8.4	WRAL	2.5	7.8	5.2	5.6	7.9	WRAL	1.6	14.0	8.6	4.9	7.3	WRAL	2.9	10.1	6.4	5.5	6.1	WRAL	3.8	5.9	6.0	9.8	15.0
WRNC	.5	1.5	.9	1.4	3.1	WRNC	.4	1.0	1.1	2.1	3.2	WRNC		3.1	1.2	1.5	4.4	WRNC	1.0	.9	.8		4.2	WRNC		1.0	.7	.8	.8
*WSRC	1.0	2.5	4.7	5.7	5.3	*WSRC	2.5	.7	3.4	4.4	6.2	*WSRC	1.6	1.8	5.9	3.9	2.9	*WSRC	1.4	.9	5.6	5.0	3.8	*WSRC	.8		2.6		
WSSB	3.1	6.9	3.0	1.4	.9	WSSB	1.4	6.5	3.2	1.2	.6	WSSB	1.6	7.0	2.7	1.5	.4	WSSB	1.0	6.2	1.2	2.3	2.3	WSSB	7.6	6.9	2.0	.8	
WTIK	6.3	4.4	3.4	4.3	3.5	WTIK	5.4	5.1	2.6	5.0	3.8	WTIK	9.5	3.9	4.7	6.8	4.7	WTIK	7.2	4.8	3.6	5.0	3.8	WTIK	3.0	6.9	1.3	4.1	.8
*WYNA	4.7	2.5	3.0	1.0	3.1	*WYNA	2.9	3.4	2.6	.9	1.8	*WYNA	7.4	1.8	3.9	1.0	2.9	*WYNA	4.8	1.8	1.6	.5	4.2	*WYNA			1.3		
WYYD	11.5	9.9	8.9	9.0	16.3	WYYD	9.4	6.1	4.9	7.6	14.1	WYYD	16.4	12.3	10.2	10.7	24.5	WYYD	13.0	13.7	8.8	10.9	15.9	WYYD	6.1	13.7	13.9	13.9	10.0
*WBAG	**	**	**	**		*WBAG	**	**	**	**		*WBAG	**	**	**	**		*WBAG	**	**	**	**		*WBAG	**	**	**	**	
*WBAG FM	**	**	**	**		*WBAG FM	**	**	**	**		*WBAG FM	**	**	**	**		*WBAG FM	**	**	**	**		*WBAG FM	**	**	**	**	
METRO TOTALS	12.7	12.8	14.9	12.8	13.8	METRO TOTALS	15.3	18.5	22.0	20.8	20.8	METRO TOTALS	12.5	14.4	16.2	12.5	16.7	METRO TOTALS	13.8	14.4	15.8	13.4	16.1	METRO TOTALS	8.7	6.5	9.6	7.4	7.3

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM/FM Combination was not simulcast for complete time period
 (**) Station not reported or reported under different call letters this survey

TRENDS

AVERAGE SHARE TRENDS — Metro Survey Area

RALEIGH-DURHAM
APRIL/MAY 1976

WOMEN 18+

STATION CALL LETTERS	MON - SUN 6:00 AM - MIDNIGHT					STATION CALL LETTERS	MON - FRI 6:00 AM - 10:00 AM					STATION CALL LETTERS	MON - FRI 10:00 AM - 3:00 PM					STATION CALL LETTERS	MON - FRI 3:00 PM - 7:00 PM					STATION CALL LETTERS	MON - FRI 7:00 PM - MIDNIGHT				
	A/H	O/N	A/H	O/N	A/H		A/H	O/N	A/H	O/N	A/H		A/H	O/N	A/H	O/N	A/H		A/H	O/N	A/H	O/N	A/H		A/H	O/N	A/H	O/N	A/H
	74	74	75	75	76		74	74	75	75	76		74	74	75	75	76		74	74	75	75	76		74	74	75	75	76
WCHL	4.1	1.6	4.3	3.3	1.9	WCHL	5.5	2.3	5.8	5.5	2.6	WCHL	5.0	1.3	5.7	3.4	1.5	WCHL	5.3	1.8	5.4	2.7	2.3	WCHL	1.2	.8	.6	3.5	1.4
*WDBS	1.5	.8	1.1	1.5	1.5	*WDBS	.5	.8	.2	1.1	1.8	*WDBS	.8	.8	1.4	4.5	1.9	*WDBS	1.4	1.1	.4	1.1	.8	*WDBS	1.2	.8	.6		.7
WDCG	**	1.9	2.9	1.5	1.1	WDCG	**	1.8	2.3	.9	.7	WDCG	**	3.4	2.5	.8	1.9	WDCG	**	2.2	2.9	1.1	1.6	WDCG	**	2.3	3.0	.7	1.4
WDNC	4.8	3.5	6.5	5.8	6.3	WDNC	4.5	2.5	7.4	5.5	5.5	WDNC	4.2	3.8	8.2	6.0	6.1	WDNC	6.0	3.6	8.7	8.0	5.4	WDNC	7.8	3.8	7.1	9.1	6.2
*WETC	1.5	1.2	1.1	1.5	1.9	*WETC	2.0	1.5	.9	.9	1.5	*WETC	1.9	2.5	.7	1.9	1.1	*WETC	1.1	1.1	.4	1.9	.4	*WETC					
WKIX	11.2	9.7	6.1	8.7	8.2	WKIX	14.1	13.1	8.8	11.5	10.6	WKIX	13.7	7.6	7.1	7.2	6.9	WKIX	12.8	12.9	6.9	10.0	12.1	WKIX	6.0	6.9	3.0	3.5	5.5
*WLLE	8.2	3.9	4.3	5.1	5.9	*WLLE	5.0	2.3	3.0	3.5	4.2	*WLLE	6.9	2.1	2.1	3.0	5.4	*WLLE	7.4	4.3	4.0	3.4	5.8	*WLLE	6.6		.6		
WPTF	19.7	24.1	24.7	23.3	21.9	WPTF	33.0	36.6	35.0	31.7	34.4	WPTF	14.9	15.7	23.8	20.0	16.1	WPTF	14.9	16.1	19.6	19.2	15.2	WPTF	19.2	33.8	33.7	34.3	29.7
WQDR	3.0	3.9	6.1	4.4	5.9	WQDR	2.2	3.0	4.4	2.4	5.5	WQDR	3.4	1.7	4.3	2.6	6.9	WQDR	3.2	3.9	7.6	5.4	6.2	WQDR	4.8	6.2	7.1	7.7	6.2
WRAL	5.2	5.4	8.2	9.8	10.0	WRAL	4.2	4.3	5.3	9.3	5.7	WRAL	4.6	7.6	7.4	15.8	10.7	WRAL	5.3	7.2	8.3	13.4	12.8	WRAL	4.2	4.6	10.7	7.0	17.9
WRNC	.4	1.9	2.5	2.5	2.2	WRNC	.5	2.0	2.1	2.4	2.4	WRNC	.8	1.7	3.2	1.5	2.3	WRNC	.7	2.9	4.3	3.1	1.6	WRNC			3.0	3.5	
*WSRC	5.9	5.4	6.1	11.3	4.5	*WSRC	5.2	4.8	4.2	8.4	3.3	*WSRC	5.3	3.8	4.3	9.1	3.8	*WSRC	7.4	3.2	4.0	6.5	3.1	*WSRC	3.0		3.6		
WSSB	9.7	3.1	1.8	2.5	.7	WSSB	5.2	2.8	1.4	1.8	.9	WSSB	4.2	3.8	1.1	1.9	1.1	WSSB	9.6	2.5	2.5	2.7	1.2	WSSB	21.6	1.5	1.2	3.5	
WTKI	4.1	2.7	3.6	2.9	.7	WTKI	4.7	3.5	3.7	3.5	1.5	WTKI	5.0	3.8	2.5	2.6	.8	WTKI	4.3	3.6	4.0	4.2	1.2	WTKI	4.8	3.1	4.1	2.8	.7
*WYNA	2.2	3.1	.4		2.2	*WYNA	1.5	2.5	.2	.2	1.3	*WYNA	3.1	2.1	.7		4.2	*WYNA	2.5	2.2	.7		2.3	*WYNA	2.4		.6		
WYYD	10.4	16.3	13.6	10.5	14.1	WYYD	6.9	8.6	10.2	8.4	11.0	WYYD	16.8	26.3	19.5	15.1	20.7	WYYD	13.1	19.0	13.8	10.3	17.5	WYYD	8.4	23.1	15.4	15.4	11.7
*WBAG	**	**	**	**		*WBAG	**	**	**	**		*WBAG	**	**	**	**		*WBAG	**	**	**	**		*WBAG	**	**	**	**	
*WBAG FM	**	**	**	**	.7	*WBAG FM	**	**	**	**	.2	*WBAG FM	**	**	**	**	.4	*WBAG FM	**	**	**	**	1.2	*WBAG FM	**	**	**	**	.7
METRO TOTALS	16.6	15.3	16.6	15.6	15.3	METRO TOTALS	24.8	23.5	25.6	25.8	25.7	METRO TOTALS	16.1	14.0	16.7	15.0	14.8	METRO TOTALS	17.4	16.6	16.4	14.8	14.6	METRO TOTALS	10.3	7.7	10.0	8.1	8.2

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period
(**) Station not reported or reported under different call letters this survey

ARBITRON

World Radio History

AVERAGE SHARE TRENDS — Metro Survey Area

RALEIGH-DURHAM
APRIL/MAY 1976

TEENS 12-17

STATION CALL LETTERS	MON - SUN 6:00 AM - MIDNIGHT					STATION CALL LETTERS	MON - FRI 6:00 AM - 10:00 AM					STATION CALL LETTERS	MON - FRI 10:00 AM - 3:00 PM					STATION CALL LETTERS	MON - FRI 3:00 PM - 7:00 PM					STATION CALL LETTERS	MON - FRI 7:00 PM - MIDNIGHT				
	A/H 74	O/N 74	A/H 75	O/N 75	A/H 76		A/H 74	O/N 74	A/H 75	O/N 75	A/H 76		A/H 74	O/N 74	A/H 75	O/N 75	A/H 76		A/H 74	O/N 74	A/H 75	O/N 75	A/H 76		A/H 74	O/N 74	A/H 75	O/N 75	A/H 76
WCML	2.7	1.6	1.5	3.6		WCML	3.3	3.0	2.6	4.9	1.5	WCML	2.0		4.5	5.9		WCML	2.1	2.4		2.3		WCML	3.3	1.8	1.4	3.8	1.6
*WBDS		1.6				*WBDS		1.5				*WBDS	2.0					*WBDS	1.0	1.2				*WBDS		1.8			
WDCG	**	1.6		1.8	3.5	WDCG	**	3.0			2.9	WDCG	**	3.1		5.6		WDCG	**			1.1	6.2	WDCG	**				4.8
WDNC	1.3	6.3	16.9	12.7	7.0	WDNC		9.1	14.5	8.2	8.8	WDNC		9.4	13.6	23.5		WDNC	2.1	4.8	16.3	12.5	7.4	WDNC	1.1	8.9	31.9	13.5	7.9
*WETC						*WETC		1.5				*WETC		3.1				*WETC		1.2				*WETC					
WKIX	18.7	21.9	20.0	21.8	17.5	WKIX	24.6	21.2	18.4	29.5	13.2	WKIX	6.1	21.9	22.7	5.9	11.1	WKIX	20.8	20.2	22.1	22.7	21.0	WKIX	18.5	30.4	23.6	26.9	17.5
*WLLE	14.7	14.1	12.3	5.5	7.0	*WLLE	8.2	7.6	7.9	3.3	7.4	*WLLE	22.4	12.5			5.6	*WLLE	15.6	19.0	18.6	6.8	8.6	*WLLE	13.0		1.4		
WPTF	2.7	4.7	4.6	1.8	7.0	WPTF	4.9	9.1	6.6	4.9	19.1	WPTF		6.3	4.5		5.6	WPTF	1.0	2.4	3.5		6.2	WPTF	2.2	3.6	8.3	1.9	3.2
WQDR	25.3	21.9	20.0	29.1	21.1	WQDR	27.9	24.2	17.1	29.5	13.2	WQDR	18.4	15.6	13.6	41.2	16.7	WQDR	24.0	22.6	20.9	30.7	21.0	WQDR	29.3	33.9	19.4	38.5	27.0
WRAL	1.3	1.6	3.1	5.5	10.5	WRAL	4.9		1.3	4.9	11.8	WRAL		3.1	9.1	5.9	22.2	WRAL	1.0	1.2	1.2	4.5	8.6	WRAL	1.1	1.8	2.8	5.8	14.3
WRNC	1.3		1.5		1.8	WRNC			1.3			WRNC	2.0					WRNC	2.1		1.2			WRNC	2.2				
*WSRC	6.7	7.8	7.7	5.5	5.3	*WSRC	4.9	3.0	10.5	4.9	4.4	*WSRC	10.2	9.4	9.1	11.8	5.6	*WSRC	10.4	7.1	4.7	5.7	2.5	*WSRC	4.3		1.4		
WSSB	14.7	4.7	6.2	5.5	12.3	WSSB	16.4	1.5	11.8	4.9	13.2	WSSB	24.5	6.3	18.2		11.1	WSSB	12.5	4.8	1.2	6.8	12.3	WSSB	10.9	10.7	1.4	3.8	15.9
WTIK	1.3	3.1				WTIK	1.6	3.0	1.3	1.6		WTIK	4.1	6.3				WTIK	1.0	2.4		1.1		WTIK		1.8		1.9	
*WYNA	1.3					*WYNA						*WYNA	2.0					*WYNA						*WYNA					
WYYD		1.6		1.8		WYYD		1.5			1.5	WYYD						WYYD		1.2	1.2	2.3		WYYD				1.9	
*WBAG	**	**	**	**		*WBAG	**	**	**	**		*WBAG	**	**	**	**		*WBAG	**	**	**	**		*WBAG	**	**	**	**	
*WBAG FM	**	**	**	**	1.8	*WBAG FM	**	**	**	**	1.5	*WBAG FM	**	**	**	**		*WBAG FM	**	**	**	**	1.2	*WBAG FM	**	**	**	**	1.6
METRO TOTALS	14.5	13.0	13.2	10.9	11.3	METRO TOTALS	11.8	13.4	15.5	12.1	13.5	METRO TOTALS	9.5	6.5	4.5	3.4	3.6	METRO TOTALS	18.6	17.1	17.5	17.4	16.0	METRO TOTALS	17.8	11.4	14.7	10.3	12.5

TRENDS

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period
(**) Station not reported or reported under different call letters this survey

ARBITRON

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-SUNDAY
6.00AM-MIDNIGHT

STATION CALL LETTERS	MEN 18+						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-64						MEN 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
WCHL	3	124	3	104	.2	1.3	3	89	3	69	.4	2.7	3	106	3	86	.3	1.8	WCHL	1	73	1	53	.1	.9	1	87	1	67	.1	.6		31		31		
*WBDS	3	112	3	79	.2	1.3	3	100	3	67	.4	2.7	3	112	3	79	.3	1.8	*WBDS	1	47	1	47	.1	.9	1	47	1	47	.1	.6		12		12		
WDCG	1	55	1	45	.1	.4	1	24	1	24	.1	.9	1	40	1	40	.1	.6	WDCG	1	40	1	40	.1	.9	1	51	1	41	.1	.6		27		17		
WDNC	20	521	16	388	1.0	7.0	14	354	11	250	1.4	9.8	18	437	15	333	1.3	8.8	WDNC	8	210	8	210	1.0	7.0	10	272	9	243	.8	5.7	6	145	5	116	.7	4.9
*WETC	5	109	2	13	.1	.9		4		4			2	62		4			*WETC	2	62		4			4	92	2	13	.2	1.3	4	88	2	9	.3	2.0
WKIX	40	714	15	329	.9	6.6	34	583	10	235	1.3	8.9	39	688	14	311	1.2	8.2	WKIX	13	335	9	195	1.1	7.9	14	361	10	213	.9	6.3	6	131	5	94	.7	4.9
*WLLE	21	338	11	178	.7	4.8	15	261	5	116	.6	4.5	20	318	10	158	.8	5.9	*WLLE	8	126	8	111	1.0	7.0	8	129	8	114	.7	5.1	5	60	5	45	.7	4.9
WPTF	70	1018	41	559	2.5	18.1	14	262	9	132	1.1	8.0	31	520	21	308	1.8	12.4	WPTF	27	397	20	259	2.4	17.5	47	706	33	424	2.9	20.9	37	567	25	341	3.6	24.5
WQDR	38	576	21	248	1.3	9.3	33	476	20	221	2.5	17.9	33	520	20	237	1.7	11.8	WQDR	13	186	9	108	1.1	7.9	18	228	10	119	.9	6.3	5	86	1	27	.1	1.0
WRAL	95	1346	19	354	1.2	8.4	71	970	12	220	1.5	10.7	80	1191	15	303	1.3	8.8	WRAL	59	712	13	212	1.6	11.4	74	864	17	260	1.5	10.8	24	373	7	131	1.0	6.9
WRNC	7	131	7	112	.4	3.1	1	50	1	31	.1	.9	5	96	5	77	.4	2.9	WRNC	5	81	5	62	.6	4.4	6	105	6	86	.5	3.8	5	70	5	70	.7	4.9
*WSRC	14	177	12	163	.7	5.3	4	98	4	98	.5	3.6	11	145	9	131	.8	5.3	*WSRC	8	64	6	50	.7	5.3	9	85	7	71	.6	4.4	8	68	6	54	.9	5.9
WSSB	2	139	2	139	.1	.9	1	107	1	107	.1	.9	2	133	2	133	.2	1.2	WSSB	1	69	1	69	.1	.9	1	71	1	71	.1	.6	1	28	1	28	.1	1.0
WTIK	8	71	8	71	.5	3.5	1	11	1	11	.1	.9	4	46	4	46	.3	2.4	WTIK	4	40	4	40	.5	3.5	8	57	8	57	.7	5.1	7	52	7	52	1.0	6.9
*WYNA	8	91	7	68	.4	3.1	5	34	5	34	.6	4.5	7	70	7	58	.6	4.1	*WYNA	2	55	2	43	.2	1.8	3	71	2	48	.2	1.3	3	52	2	29	.3	2.0
WYYD	67	690	37	373	2.3	16.3	19	205	11	147	1.4	9.8	32	384	22	271	1.8	12.9	WYYD	27	348	17	235	2.0	14.9	55	586	32	333	2.8	20.3	41	417	26	222	3.7	25.5
*WBAG	12	129		13			10	85					10	85					*WBAG	1	23					3	67		13		2	44		13			
*WBAG FM	12	65		13			10	59		7			10	65		13			*WBAG FM	1	25		6			3	25		6		2	6		6			
TOTAL	12	193		26			10	143		7			10	149		13			TOTAL	1	47		6			3	91		19		2	50		19			
METRO TOTALS			227	1530	13.8		METRO TOTALS	112	770	14.2		METRO TOTALS	170	1157	14.2		METRO TOTALS	114	739	13.7		METRO TOTALS	158	1062	14.0		METRO TOTALS	102	650	14.5							

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

MONDAY-FRIDAY
6.00AM-10.00AM

RALEIGH-DURHAM
APRIL/MAY 1976

STATION CALL LETTERS	MEN 18+						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-64						MEN 35-64						
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE			
WCFL	9	103	8	83	.5	2.3	7	73	6	53	.8	3.7	8	90	7	70	.6	2.8	WCFL	4	57	3	37	.4	1.6	5	70	4	50	.4	1.6	2	30	2	30	.3	1.3	
WBOS	3	29	3	29	.2	.9	3	29	3	29	.4	1.9	3	29	3	29	.3	1.2	WBOS	2	23	2	23	.2	1.1	2	23	2	23	.2	.8							
WOCG		5		5															WOCG																			
WDNC	33	283	29	231	1.8	8.5	22	190	21	157	2.7	13.0	28	244	27	211	2.3	10.6	WDNC	16	127	16	127	1.9	8.6	20	161	17	142	1.5	6.9	10	88	7	69	1.0	4.5	
WETC	7	65	3	13	.2	.9	1	4	1	4	.1	.6	2	18	1	4	.1	.4	WETC	2	18	1	4	.1	.5	6	48	3	13	.3	1.2	5	44	2	9	.3	1.3	
WKIX	76	539	38	269	2.3	11.1	64	438	29	198	3.7	18.0	74	522	36	252	3.0	14.2	WKIX	33	250	23	152	2.8	12.4	35	267	25	169	2.2	10.1	12	101	9	71	1.3	5.8	
WLLE	13	110	11	77	.7	3.2	7	68	5	35	.6	3.1	13	105	11	72	.9	4.3	WLLE	10	62	10	62	1.2	5.4	10	64	10	64	.9	4.0	6	39	6	39	.9	3.8	
WPTF	138	721	85	438	5.2	24.9	30	158	15	73	1.9	9.3	71	356	46	221	3.8	18.1	WPTF	58	285	44	191	5.3	23.8	95	511	66	329	5.9	26.6	78	424	53	286	7.5	34.0	
WQOR	29	233	23	164	1.4	6.7	28	206	22	137	2.8	13.7	28	222	22	153	1.8	8.7	WQOR	13	116	10	78	1.2	5.4	14	127	11	89	1.0	4.4	1	27	1	27	.1	.6	
WRAL	135	810	27	193	1.6	7.9	103	618	19	112	2.4	11.8	113	715	21	152	1.8	8.3	WRAL	78	487	20	134	2.4	10.8	99	579	25	172	2.2	10.1	31	189	7	78	1.0	4.5	
WRNC	11	94	11	74	.7	3.2	2	37	2	17	.3	1.2	8	75	8	55	.7	3.1	WRNC	7	69	7	49	.8	3.8	9	77	9	57	.8	3.6	8	46	8	46	1.1	5.1	
WSRC	21	121	21	121	1.3	6.2	10	81	10	81	1.3	6.2	18	108	18	108	1.5	7.1	WSRC	9	40	9	40	1.1	4.9	10	47	10	47	.9	4.0	9	34	9	34	1.3	5.8	
WSSB	2	58	2	58	.1	.6	2	56	2	56	.3	1.2	2	56	2	56	.2	.8	WSSB	1	32	1	32	.1	.5	1	34	1	34	.1	.4	2	2	2	2			
WTKI	13	70	13	70	.8	3.8	1	11	1	11	.1	.6	9	46	9	46	.8	3.5	WTKI	9	40	9	40	1.1	4.9	13	56	13	56	1.2	5.2	12	51	12	51	1.7	7.7	
WYNA	8	40	6	29	.4	1.8	6	16	6	16	.8	3.7	6	24	6	24	.5	2.4	WYNA	1	15	1	15	.1	.5	3	26	1	15	.1	.4	2	19					
WYYD	74	347	48	203	2.9	14.1	16	72	13	53	1.6	8.1	34	173	28	128	2.3	11.0	WYYD	28	153	22	108	2.6	11.9	62	296	42	183	3.7	16.9	52	244	35	150	5.0	22.4	
WBAG	6	67		13			3	23					3	23					WBAG	3	23					6	67		13			3	44		13			
WBAG FM		19						19						19					WBAG FM		19																	
TOTAL	6	85		13			3	41					3	41					TOTAL	3	41				6	85		13			3	44		13				

MEN

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
10:00AM-3:00PM

STATION CALL LETTERS	MEN 18+								MEN 18-34				MEN 18-49				STATION CALL LETTERS	MEN 25-49								MEN 25-64				MEN 35-64			
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA		TOTAL AREA		METRO SURVEY AREA		TOTAL AREA			METRO SURVEY AREA		TOTAL AREA		METRO SURVEY AREA		TOTAL AREA		METRO SURVEY AREA							
	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE		AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE				
WCFL	3	18	3	18	.2	1.1	3	18	3	18	.4	2.1	3	18	.3	1.5	WCFL	5	5	5	5			5	5								
WBBS	4	47	4	47	.2	1.5	4	47	4	47	.5	2.8	4	47	.3	2.1	WBBS	2	35	2	35	.2	1.7	2	35	.2	1.1						
WOCG	1	13	1	13	.1	.4	1	12	1	12	.1	.7	1	12	.1	.5	WOCG	1	12	1	12	.1	.8	1	13	.1	.5	1	1				
WDNC	19	153	19	120	1.2	6.9	11	101	11	68	1.4	7.7	17	130	1.4	8.8	WDNC	8	58	8	58	1.0	6.6	10	79	1.0	5.4	8	50	8	50	1.1	6.9
WETC	3	38	2	13	.1	.7		4		4			1	18		4	WETC	1	18		4			3	38	.2	1.1	3	34	.2	.9	.3	1.7
WKIX	36	385	15	134	.9	5.5	27	315	6	94	.8	4.2	33	379	1.0	6.2	WKIX	10	165	9	86	1.1	7.4	13	171	1.1	6.5	9	70	9	40	1.3	7.8
WLLE	18	184	10	95	.6	3.6	13	140	6	66	.8	4.2	17	176	.8	4.6	WLLE	8	92	7	77	.8	5.8	8	93	.6	3.8	4	37	3	22	.4	2.6
WPTF	61	467	35	211	2.1	12.8	18	100	14	23	1.8	9.8	28	228	1.5	9.3	WPTF	27	187	18	82	2.2	14.9	39	308	2.6	15.6	22	249	15	144	2.1	12.9
WQDR	52	269	33	125	2.0	12.0	51	258	32	114	4.1	22.4	51	258	2.7	16.5	WQDR	17	76	11	38	1.3	9.1	18	87	1.1	6.5	1	11	1	11	.1	.9
WRAL	117	614	20	148	1.2	7.3	81	473	12	100	1.5	8.4	92	541	1.1	6.7	WRAL	76	366	11	75	1.3	9.1	100	436	1.5	9.1	35	138	7	45	1.0	6.0
WRNC	12	57	12	57	.7	4.4	1	17	1	17	.1	.7	9	43	.8	4.6	WRNC	9	37	9	37	1.1	7.4	10	40	.9	5.4	9	29	9	29	1.3	7.8
WSRC	11	107	8	92	.5	2.9	5	62	5	62	.6	3.5	8	91	.4	2.6	WSRC	4	46	1	31	.1	.8	5	51	.2	1.1	4	34	1	19	.1	.9
WSSB	1	33	1	33	.1	.4	1	32	1	32	.1	.7	1	32	.1	.5	WSSB				1				1		1		1		1		
WTIK	13	42	13	42	.8	4.7	1	11	1	11	.1	.7	4	28	.3	2.1	WTIK	4	22	4	22	.5	3.3	13	36	1.2	7.0	12	31	12	31	1.7	10.3
WYNA	11	61	8	38	.5	2.9	7	22	7	22	.9	4.9	9	50	.7	4.1	WYNA	2	35	1	23	.1	.8	4	46	.1	.5	4	39	1	16	.1	.9
WYD	97	275	67	181	4.1	24.5	43	96	26	77	3.3	18.2	58	145	3.4	21.1	WYD	46	125	29	93	3.5	24.0	82	223	4.9	29.6	51	147	41	104	5.8	35.3
WBAG	22	93					20	62					20	62			WBAG							2	31			2	31				
WBAG FM TOTAL	22	93					20	62					20	62			WBAG FM TOTAL							2	31			2	31				
METRO TOTALS			274	1014	16.7		METRO TOTALS	143	532	18.1		METRO TOTALS	194	755	16.2		METRO TOTALS	121	497	14.5		METRO TOTALS	186	688	16.5		METRO TOTALS	116	414	16.5			

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
3.00PM-7.00PM

STATION CALL LETTERS	MEN 18+						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-64						MEN 35-64							
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					
	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE		AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE								
WCML	6	60	5	41	.3	1.9	5	48	4	29	.5	2.7	6	60	5	41	.4	2.4	WCML	2	46	1	27	.1	.8	2	46	1	27	.1	.6	1	12	1	12	.1	.9		
WOBS	6	49	6	49	.4	2.3	5	37	5	37	.6	3.4	6	49	6	49	.5	2.9	WOBS	1	17	1	17	.1	.8	1	17	1	17	.1	.6	1	12	1	12	.1	.9		
WDCG	1	10	1	10	.1	.4	1	10	1	10	.1	.7	1	10	1	10	.1	.5	WDCG	1	10	1	10	.1	.8	1	10	1	10	.1	.6								
WDNC	12	192	10	148	.6	3.8	5	119	5	85	.6	3.4	9	167	9	133	.8	4.3	WDNC	6	97	6	97	.7	4.5	8	115	6	105	.5	3.4	6	66	4	56	.6	3.7		
*WETC	4	43	1	4	.1	.4	1	4	1	4	.1	.7	3	33	1	4	.1	.5	*WETC	3	33	1	4	.1	.8	4	43	1	4	.1	.6	3	39						
WKIX	49	428	17	195	1.0	6.4	41	361	9	128	1.1	6.2	48	423	16	190	1.3	7.6	WKIX	19	206	13	138	1.6	9.8	20	211	14	143	1.2	7.9	8	67	8	67	1.1	7.4		
*WLLE	10	150	6	117	.4	2.3	7	112	3	79	.4	2.1	10	149	6	116	.5	2.9	*WLLE	3	69	3	69	.4	2.3	3	70	3	70	.3	1.7	3	38	3	38	.4	2.8		
WPTF	70	561	42	318	2.6	15.9	17	136	14	71	1.8	9.6	38	324	29	205	2.4	13.8	WPTF	35	263	28	185	3.4	21.1	50	409	39	267	3.5	22.0	36	334	26	216	3.7	24.1		
WQDR	43	271	31	166	1.9	11.7	42	260	30	155	3.8	20.5	42	260	30	155	2.5	14.3	WQDR	19	113	14	82	1.7	10.5	20	124	15	93	1.3	8.5	1	11	1	11	.1	.9		
WRAL	98	656	16	171	1.0	6.1	66	451	11	103	1.4	7.5	75	557	12	141	1.0	5.7	WRAL	69	449	11	107	1.3	8.3	92	545	15	134	1.3	8.5	32	202	5	65	.7	4.6		
WRNC	11	71	11	71	.7	4.2	2	26	2	26	.3	1.4	8	52	8	52	.7	3.8	WRNC	7	37	7	37	.8	5.3	8	45	8	45	.7	4.5	7	34	7	34	1.0	6.5		
*WSRC	10	61	10	61	.6	3.8	2	23	2	23	.3	1.4	7	37	7	37	.6	3.3	*WSRC	6	19	6	19	.7	4.5	8	37	8	37	.7	4.5	7	32	7	32	1.0	6.5		
WSSB	6	71	6	71	.4	2.3	4	58	4	58	.5	2.7	6	70	6	70	.5	2.9	WSSB	3	44	3	44	.4	2.3	3	45	3	45	.3	1.7	2	13	2	13	.3	1.9		
WTK	10	25	10	25	.6	3.8	2	5	2	5	.3	1.4	4	16	4	16	.3	1.9	WTK	4	16	4	16	.5	3.0	10	25	10	25	.9	5.6	8	20	8	20	1.1	7.4		
*WYNA	12	53	11	42	.7	4.2	8	13	8	13	1.0	5.5	11	37	11	37	.9	5.2	*WYNA	3	28	3	28	.4	2.3	4	44	3	33	.3	1.7	4	40	3	29	.4	2.8		
WYYD	75	351	42	207	2.6	15.9	34	98	15	60	1.9	10.3	48	195	27	128	2.3	12.9	WYYD	40	165	19	98	2.3	14.3	62	303	34	177	3.0	19.2	36	235	27	147	3.8	25.0		
*WBAG	1	36		13			1	23					1	23					*WBAG	1	23		13			1	36		13			13		13					
WBAG FM	1	33					1	33					1	33					WBAG FM																				
TOTAL	2	69		13			2	56					2	56					TOTAL	1	23		13			1	36		13			13		13					
METRO TOTALS			264	1250	16.1		METRO TOTALS	146	631	18.5		METRO TOTALS	210	983	17.5				METRO TOTALS	133	675	15.9			METRO TOTALS	177	886	15.7			METRO TOTALS	108	563	15.3					

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

MEN

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
7.00PM-MIDNIGHT

STATION CALL LETTERS	MEN 18+						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-64						MEN 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA									
	AVG PERS. (00)	CUME PERS (00)	AVG PERS. (00)	CUME PERS (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS (00)	AVG PERS. (00)	CUME PERS (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS (00)	AVG PERS. (00)	CUME PERS (00)	AVG PERS. RATING	AVG PERS. SHARE		AVG PERS. (00)	CUME PERS (00)	AVG PERS. (00)	CUME PERS (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS (00)	AVG PERS. (00)	CUME PERS (00)	AVG PERS. RATING	AVG PERS. SHARE						
WCHL	2	44	2	24	.1	1.7	2	38	2	18	.3	3.0	2	44	2	24	.2	2.2	WCHL	1	31	1	11	.1	1.7	1	31	1	11	.1	1.3		6		6		
WOBS	4	38	4	38	.2	3.3	3	26	3	26	.4	4.5	4	38	4	38	.3	4.3	WOBS	1	19	1	19	.1	1.7	1	19	1	19	.1	1.3	1	12	1	12	.1	2.3
WDCG	2	20	2	20	.1	1.7	2	11	2	11	.3	3.0	2	19	2	19	.2	2.2	WDCG	2	19	2	19	.2	3.4	2	20	2	20	.2	2.6		9		9		
WONC	7	93	7	93	.4	5.8	7	68	7	68	.9	10.6	7	79	7	79	.6	7.5	WONC	5	51	5	51	.6	8.5	5	56	5	56	.4	6.6		16		16		
WKIX	23	289	5	98	.3	4.2	20	236	3	54	.4	4.5	22	275	5	93	.4	5.4	WKIX	4	107	3	65	.4	5.1	5	121	3	70	.3	3.9	3	53	2	44	.3	4.5
WPTF	59	433	34	273	2.1	28.3	12	85	9	52	1.1	13.6	22	229	17	158	1.4	18.3	WPTF	15	187	13	149	1.6	22.0	33	317	22	219	2.0	28.9	28	274	17	176	2.4	38.6
WQDR	27	254	10	117	.6	8.3	27	254	10	117	1.3	15.2	27	254	10	117	.8	10.8	WQDR	9	77	6	46	.7	10.2	9	77	6	46	.5	7.9						
WRAL	66	602	18	136	1.1	15.0	48	411	11	81	1.4	16.7	60	522	17	110	1.4	18.3	WRAL	37	334	13	67	1.6	22.0	43	414	14	93	1.2	18.4	18	191	7	55	1.0	15.9
WRNC	1	32	1	32	.1	.8		13		13				13		13			WRNC		7		7				15		15		8		8				
WSSB		13		13										12		12			WSSB		12		12				13		13		13		13				
WTKI	1	27	1	27	.1	.8		11		11			1	23	1	23	.1	1.1	WTKI	1	17	1	17	.1	1.7	1	21	1	21	.1	1.3	1	16	1	16	.1	2.3
WYYD	42	280	12	141	.7	10.0	7	56	2	36	.3	3.0	12	147	6	99	.5	6.5	WYYD	12	147	6	99	.7	10.2	37	262	12	141	1.1	15.8	30	206	10	105	1.4	22.7
WBAG FM																			WBAG FM																		
METRO TOTALS			120	921	7.3		METRO TOTALS	66	489	8.4		METRO TOTALS	93	708	7.8				METRO TOTALS	59	467	7.1		METRO TOTALS	76	618	6.7		METRO TOTALS	44	370	6.3					

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SATURDAY
6.00AM-10.00AM

STATION CALL LETTERS	MEN 18+						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-64						MEN 35-64						
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA										
	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. (00)	CUME PERS. (00)	AVG RATING	AVG SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG RATING	AVG SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG RATING	AVG SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG RATING	AVG SHARE		AVG PERS. (00)	CUME PERS. (00)	AVG RATING	AVG SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG RATING	AVG SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG RATING	AVG SHARE							
WCML	4	21		1			4	20			4	20			4	20			4	20			4	21		1			4	20								
WDBS																																						
WDCG	3	8	3	8	.2	1.4				3	8	3	8	.3	2.4	3	8	3	8	.4	3.3	3	8	3	8	.3	1.9	3	8	3	8	.4	2.2					
WDNC	28	47	28	47	1.7	12.8	13	13	13	13	1.6	22.8	27	32	27	32	2.3	21.3	14	19	14	19	1.7	15.2	15	30	15	30	1.3	9.5	15	30	15	30	2.1	11.0		
WETC	15	54	4	9	.2	1.8				3	28								3	28			7	37	4	9	.4	2.5	7	37	4	9	.6	2.9				
WKIX	53	171	21	71	1.3	9.6	45	155	21	71	2.7	36.8	53	171	21	71	1.8	16.5	31	79	9	43	1.1	9.8	31	79	9	43	.8	5.7	8	16						
WLLE	22	43	1	10	.1	.5	21	33					22	43	1	10	.1	.8	1	10	1	10	.1	1.1	1	10	1	10	.1	.6	1	10	1	10	.1	.7		
WPTF	95	296	66	176	4.0	30.1		4		4			27	101	18	64	1.5	14.2	27	101	18	64	2.2	19.6	62	205	46	130	4.1	29.1	62	201	46	126	6.5	33.8		
WQDR	51	115	11	53	.7	5.0	35	84	11	53	1.4	19.3	35	84	11	53	.9	8.7	4	17	4	17	.5	4.3	20	48	4	17	.4	2.5	16	31						
WRAL	98	215	21	63	1.3	9.6	77	160	6	26	.8	10.5	81	180	10	46	.8	7.9	52	149	10	46	1.2	10.9	69	184	21	63	1.9	13.3	21	55	15	37	2.1	11.0		
WRNC	3	17	3	17	.2	1.4							2	12	2	12	.2	1.6	2	12	2	12	.2	2.2	3	17	3	17	.3	1.9	3	17	3	17	.4	2.2		
WSRC	7	9	7	9	.4	3.2																	1	3	1	3	.1	.6	1	3	1	3	.1	.7				
WSSB	3	6	3	6	.2	1.4	3	5	3	5	.4	5.3	3	5	3	5	.3	2.4						1			1				1		1					
WTKI	8	21	8	21	.5	3.7	1	5	1	5	.1	1.8	7	17	7	17	.6	5.5	7	17	7	17	.8	7.6	8	21	8	21	.7	5.1	7	16	7	16	1.0	5.1		
WYNA																																						
WYYD	57	171	34	97	2.1	15.5							20	72	19	60	1.6	15.0	20	72	19	60	2.3	20.7	46	136	34	97	3.0	21.5	46	136	34	97	4.8	25.0		
WBAG	29	85					29	85					29	85					6	23			6	23														
WBAG FM	3	6	3	6	.2	1.4							3	6	3	6	.3	2.4	3	6	3	6	.4	3.3	3	6	3	6	.3	1.9	3	6	3	6	.4	2.2		
TOTAL	32	91	3	6	.2	1.4	29	85					32	91	3	6	.3	2.4	9	29	3	6	.4	3.3	9	29	3	6	.3	1.9	3	6	3	6	.4	2.2		
METRO TOTALS			219	549	13.4		METRO TOTALS		57	168	7.2		METRO TOTALS		127	347	10.6		METRO TOTALS		92	265	11.0		METRO TOTALS		158	415	14.0		METRO TOTALS		136	329	19.3			

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

MEN

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SATURDAY
10.00AM-3.00PM

STATION CALL LETTERS	MEN 18+						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-64						MEN 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
WCML	5	19	5	19	.3	2.0	4	12	4	12	.5	3.0	5	18	5	18	.4	2.5	WCML	2	11	2	11	.2	1.6	2	12	2	12	.2	1.2	1	7	1	7	.1	.9
WDBS	6	17	6	17	.4	2.4	6	17	6	17	.8	4.5	6	17	6	17	.5	3.0	WDBS	2	5	2	5	.2	1.6	2	5	2	5	.2	1.2						
WDCG	1	7	1	7	.1	.4	1	7	1	7	.1	.8	1	7	1	7	.1	.5	WDCG	1	7	1	7	.1	.8	1	7	1	7	.1	.6						
WDNC	78	138	38	89	2.3	15.3	62	103	23	64	2.9	17.4	77	124	38	85	3.2	19.1	WDNC	24	59	24	59	2.9	19.7	25	73	24	63	2.1	14.9	16	35	15	25	2.1	14.2
WETC	22	54	4	7	.2	1.6	1	4	1	4	.1	.8	9	34	1	4	.1	.5	WETC	9	34	1	4	.1	.8	12	37	4	7	.4	2.5	11	33	3	3	.4	2.8
WKIX	38	128	11	47	.7	4.4	36	112	11	47	1.4	8.3	38	128	11	47	.9	5.5	WKIX	11	69	5	29	.6	4.1	11	69	5	29	.4	3.1	2	16				
WLLE	45	81	12	48	.7	4.8	39	68	6	35	.8	4.5	45	78	12	45	1.0	6.0	WLLE	11	35	11	35	1.3	9.0	11	35	11	35	1.0	6.8	6	10	6	10	.9	5.7
WPTF	56	203	33	116	2.0	13.3	1	4	1	4	.1	.8	7	52	7	52	.6	3.5	WPTF	7	52	7	52	.8	5.7	44	161	28	106	2.5	17.4	43	157	27	102	3.8	25.5
WQDR	71	127	33	77	2.0	13.3	40	96	33	77	4.2	25.0	40	96	33	77	2.8	16.6	WQDR	19	57	12	38	1.4	9.8	50	88	12	38	1.1	7.5	31	31				
WRAL	72	170	16	47	1.0	6.5	59	149	12	35	1.5	9.1	63	161	16	47	1.3	8.0	WRAL	60	128	16	47	1.9	13.1	69	137	16	47	1.4	9.9	13	21	4	12	.6	3.8
WRNC	1	11	1	11	.1	.4	1	6	1	6	.1	.8	1	6	1	6	.1	.5	WRNC							5		5				5		5			
WSRC	2	6	2	6	.1	.8													WSRC																		
WSSB	8	46	8	46	.5	3.2	1	18	1	18	.1	.8	7	44	7	44	.6	3.5	WSSB	6	31	6	31	.7	4.9	7	33	7	33	.6	4.3	7	28	7	28	1.0	6.6
WTIK	1	10	1	10	.1	.4													WTIK							1	4	1	4	.1	.6	1	4	1	4	.1	.9
WYNA	11	33	9	22	.5	3.6	3	9	3	9	.4	2.3	9	17	9	17	.8	4.5	WYNA	6	8	6	8	.7	4.9	8	24	6	13	.5	3.7	8	24	6	13	.9	5.7
WYYD	75	140	27	64	1.6	10.9	1	6	1	6	.1	.8	26	64	16	38	1.3	8.0	WYYD	25	58	15	32	1.8	12.3	48	102	26	58	2.3	16.1	48	102	26	58	3.7	24.5
WBAG	25	62					25	62					25	62					WBAG																		
WBAG FM	7	13	7	13	.4	2.8	1	7	1	7	.1	.8	7	13	7	13	.6	3.5	WBAG FM	6	6	6	6	.7	4.9	6	6	6	6	.5	3.7	6	6	6	6	.9	5.7
TOTAL	32	75	7	13	.4	2.8	26	69	1	7	.1	.8	32	75	7	13	.6	3.5	TOTAL	6	6	6	6	.7	4.9	6	6	6	6	.5	3.7	6	6	6	6	.9	5.7
METRO TOTALS	248	622	15.1	METRO TOTALS	132	364	16.8	METRO TOTALS	199	508	16.6	METRO TOTALS	122	340	14.6	METRO TOTALS	161	428	14.3	METRO TOTALS	106	232	15.1														

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SATURDAY
3:00PM-7:00PM

STATION CALL LETTERS	MEN 18+						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-64						MEN 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA									
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE						
WCFL	1	5	1	5	.1	.6	1	5	1	5	.1	1.2	1	5	1	5	.1	.8	WCFL	1	5	1	5	.1	1.3	1	5	1	5	.1	1.0						
WBBS	2	5	2	5	.1	1.3	2	5	2	5	.3	2.4	2	5	2	5	.2	1.6	WBBS	2	5	2	5	.2	2.7	2	5	2	5	.2	2.0						
WDCG	4	5	4	5	.2	2.5	4	5	4	5	.5	4.9	4	5	4	5	.3	3.3	WDCG	4	5	4	5	.5	5.3	4	5	4	5	.4	4.0						
WDNC	26	121	16	83	1.0	10.2	22	92	12	54	1.5	14.6	24	113	14	75	1.2	11.4	WDNC	4	41	4	41	.5	5.3	4	41	4	41	.4	4.0						
*WETC	3	19	1	3	.1	.6							2	16					*WETC	2	16					3	19	1	3	.1	1.0						
WKIX	29	192	4	45	.2	2.5	26	176	4	45	.5	4.9	29	192	4	45	.3	3.3	WKIX	9	76	3	36	.4	4.0	9	76	3	36	.3	3.0						
*WLLE	35	66	13	33	.8	8.3	27	56	5	23	.6	6.1	35	66	13	33	1.1	10.6	*WLLE	10	23	10	23	1.2	13.3	10	23	10	23	.9	10.0						
WPTF	31	119	21	57	1.3	13.4	1	7	1	7	.1	1.2	7	35	7	35	.6	5.7	WPTF	7	35	7	35	.8	9.3	26	95	20	48	1.8	20.0						
WQDR	45	70	9	27	.5	5.7	9	27	9	27	1.1	11.0	14	39	9	27	.8	7.3	WQDR	11	23	6	11	.7	8.0	42	54	6	11	.5	6.0						
WRAL	60	138	9	32	.5	5.7	48	117	9	32	1.1	11.0	51	129	9	32	.8	7.3	WRAL	49	116	7	19	.8	9.3	58	125	7	19	.6	7.0						
WRNC		8		8										8		8			WRNC		8		8				8		8								
*WSRC																			*WSRC																		
WSSB																			WSSB																		
WTKI	1	5	1	5	.1	.6	1	5	1	5	.1	1.2	1	5	1	5	.1	.8	WTKI	1	5	1	5	.1	1.3	1	5	1	5	.1	1.0						
*WYNA																			*WYNA																		
WYYD	55	117	28	66	1.7	17.8	5	20	5	20	.6	6.1	17	32	17	32	1.4	13.8	WYYD	15	26	15	26	1.8	20.0	36	79	26	60	2.3	26.0						
*WBAG WBAG FM TOTAL	17 3 20	62 6 68	3 3 6	6 6 6	.2 .2 1.9	1.9	17 17 62	62 62 62					17 3 20	62 6 68	3 3 6	6 6 6	.3 .3 2.4	2.4	*WBAG WBAG FM TOTAL	3 3 6	6 6 6	3 3 6	6 6 6	.4 .4 4.0	4.0	3 3 6	6 6 6	3 3 6	6 6 6	.3 .3 3.0	3.0						
METRO TOTALS	157	409	9.6				METRO TOTALS	82	210	10.4			METRO TOTALS	123	327	10.3			METRO TOTALS	75	222	9.0			METRO TOTALS	100	273	8.9				METRO TOTALS	66	168	9.4		

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SATURDAY
7.00PM-MIDNIGHT

STATION CALL LETTERS	MEN 18+						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-64						MEN 35-64							
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA											
	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE		AVG PERS. (00)	CUME PERS. (00)	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE								
WCFL	1	6	1	6	.1	.8	1	6	1	6	.1	1.3	1	6	1	6	.1	.9	WCFL																				
WOBS																			WOBS																				
WDCG		1		1															WDCG							1				1									
WDNC	5	17	5	17	.3	4.2	5	17	5	17	.6	6.5	5	17	5	17	.4	4.6	WDNC																				
WKIX	8	75	6	34	.4	5.1	7	66	5	25	.6	6.5	8	74	6	33	.5	5.6	WKIX	2	15	2	15	.2	2.8	2	16	2	16	.2	2.5	1	9	1	9	.1	2.6		
WPTF	39	148	12	51	.7	10.2	6	7	6	7	.8	7.8	9	41	9	41	.8	8.3	WPTF	9	41	9	41	1.1	12.5	28	115	10	46	.9	12.5	22	108	4	39	.6	10.3		
WQDR	37	89	9	27	.5	7.6	16	46	9	27	1.1	11.7	18	58	9	27	.8	8.3	WQDR	11	42	2	11	.2	2.8	30	73	2	11	.2	2.5	21	43						
WRAL	63	196	10	37	.6	8.5	53	153	10	37	1.3	13.0	58	179	10	37	.8	9.3	WRAL	39	107	10	37	1.2	13.9	44	124	10	37	.9	12.5	10	43						
WRNC	1	4	1	4	.1	.8	1	4	1	4	.1	1.3	1	4	1	4	.1	.9	WRNC	1	4	1	4	.1	1.4	1	4	1	4	.1	1.3								
WSSB		1		1															WSSB							1				1									
WTKI	1	7	1	7	.1	.8	1	6	1	6	.1	1.3	1	6	1	6	.1	.9	WTKI							1				1									
WYYD	41	92	32	66	2.0	27.1	4	11	4	11	.5	5.2	26	54	26	54	2.2	24.1	WYYD	26	54	26	54	3.1	36.1	39	74	32	66	2.8	40.0	35	63	28	55	4.0	71.8		
WBAG FM																			WBAG FM																				
METRO TOTALS	118	303	7.2	METRO TOTALS	77	187	9.8	METRO TOTALS	108	278	9.0	METRO TOTALS	72	190	8.6	METRO TOTALS	80	210	7.1	METRO TOTALS	39	111	5.5																

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SUNDAY
6.00AM-10.00AM

STATION CALL LETTERS	MEN 18+						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-64						MEN 35-64													
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA											
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE								
WCHL	3	11	3	11	.2	1.8	3	11	3	11	.4	7.0	3	11	3	11	.3	2.7	WCHL	3	11	3	11	.4	3.2	3	11	3	11	.3	2.1														
*WDBS																			*WDBS																										
WDCG	1	1	1	1	.1	.6													WDCG		1	1	1	.1	.7	1	1	1	1	.1	.7	1	1	1	1	.1	.9								
WDNC	4	34	4	34	.2	2.4	1	11	1	11	.1	2.3	1	11	1	11	.1	.9	WDNC	1	11	1	11	.1	1.1	4	30	4	30	.4	2.8	3	19	3	19	.4	2.6								
*WETC	7	8	7	8	.4	4.1													*WETC		7	8	7	8	.6	4.9	7	8	7	8	.6	4.9	7	8	7	8	1.0	6.0							
WKIX	24	77	2	13	.1	1.2	23	71	1	7	.1	2.3	24	77	2	13	.2	1.8	WKIX	2	13	2	13	.2	2.1	2	13	2	13	.2	1.4	1	6	1	6	.1	.9								
WLLE	38	121	29	82	1.8	17.1	21	92	12	53	1.5	27.9	34	113	25	74	2.1	22.7	WLLE	17	53	17	53	2.0	18.1	18	54	18	54	1.6	12.6	14	22	14	22	2.0	12.1								
WPTF	57	213	28	115	1.7	16.5	1	7	1	7	.1	2.3	21	81	12	56	1.0	10.9	WPTF	21	81	12	56	1.4	12.8	39	154	22	85	2.0	15.4	38	147	21	78	3.0	18.1								
WQDR	12	82	2	4	.1	1.2	6	37	2	4	.3	4.7	6	37	2	4	.2	1.8	WQDR	2	4	2	4	.2	2.1	6	35	2	4	.2	1.4	4	31												
WRAL	80	181	18	48	1.1	10.6	65	138	10	26	1.3	23.3	72	162	14	38	1.2	12.7	WRAL	62	121	14	38	1.7	14.9	70	140	18	48	1.6	12.6	15	43	8	22	1.1	6.9								
WRNC	2	21	2	21	.1	1.2	1	16	1	16	.1	2.3	1	16	1	16	.1	.9	WRNC	1	16	1	16	.1	1.1	2	21	2	21	.2	1.4	1	5	1	5	.1	.9								
WSRC	31	52	30	38	1.8	17.6							27	47	26	33	2.2	23.6	WSRC	27	47	26	33	3.1	27.7	29	50	28	36	2.5	19.6	29	50	28	36	4.0	24.1								
WSSB	9	37	9	37	.5	5.3	9	37	9	37	1.1	20.9	9	37	9	37	.8	8.2	WSSB	1	11	1	11	.1	1.1	1	11	1	11	.1	.7														
WTKI																			WTKI																										
*WYNA	5	11																	*WYNA		5	11				5	11				5	11													
WYYD	47	142	24	59	1.5	14.1							5	20	5	20	.4	4.5	WYYD	5	20	5	20	.6	5.3	32	107	24	59	2.1	16.8	32	107	24	59	3.4	20.7								
*WBAG	21	31																	*WBAG							21	31					21	31												
*WBAG FM	21	31																	*WBAG FM							21	31					21	31												
TOTAL	21	31																	TOTAL							21	31					21	31												
METRO TOTALS	170	482	10.4				METRO TOTALS	43	169	5.5		METRO TOTALS	110	326	9.2			METRO TOTALS	94	278	11.3		METRO TOTALS	143	392	12.7		METRO TOTALS	116	271	16.5														

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SUNDAY
10.00AM-3.00PM

STATION CALL LETTERS	MEN 18+						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-64						MEN 35-64							
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		
WCHL	4	29	4	29	.2	2.0	4	29	4	29	.5	4.3	4	29	4	29	.3	2.9	WCHL	1	16	1	16	.1	1.1	1	16	1	16	.1	.7								
WBBS	5	44	4	11	.2	2.0	5	44	4	11	.5	4.3	5	44	4	11	.3	2.9	WBBS	3	5	3	5	.4	3.2	3	5	3	5	.3	2.1								
WDCG		1		1															WDCG																				
WDNC	46	123	30	74	1.8	14.7	44	107	29	68	3.7	31.2	45	112	30	73	2.5	22.1	WDNC	14	41	14	41	1.7	14.9	15	52	14	42	1.2	9.9	2	16	1	6	.1	1.1		
WETC		3		3															WETC																				
WKIX	27	169	7	37	.4	3.4	26	161	6	29	.8	6.5	27	169	7	37	.6	5.1	WKIX	5	47	4	22	.5	4.3	5	47	4	22	.4	2.8	1	8	1	8	.1	1.1		
WLLE	50	160	15	88	.9	7.4	40	125	5	53	.6	5.4	46	146	11	74	.9	8.1	WLLE	8	53	8	53	1.0	8.5	9	54	9	54	.8	6.3	7	22	7	22	1.0	7.7		
WPTF	28	111	20	66	1.2	9.8	1	4	1	4	.1	1.1	6	44	5	32	.4	3.7	WPTF	6	44	5	32	.6	5.3	21	84	17	53	1.5	12.0	20	80	16	49	2.3	17.6		
WQDR	30	114	12	26	.7	5.9	16	67	12	26	1.5	12.9	18	83	12	26	1.0	8.8	WQDR	6	20	4	4	.5	4.3	18	51	4	4	.4	2.8	14	47						
WRAL	113	359	30	83	1.8	14.7	83	287	19	56	2.4	20.4	106	345	25	78	2.1	18.4	WRAL	30	246	18	53	2.2	13.1	97	260	23	58	2.0	16.2	30	72	11	27	1.6	12.1		
WRNC		7		7															WRNC																				
WSRC	28	55	13	40	.8	6.4							22	29	7	14	.6	5.1	WSRC	22	29	7	14	.8	7.4	24	44	9	29	.8	6.3	24	44	9	29	1.3	9.9		
WSSB	2	4	2	4	.1	1.0													WSSB																				
WTKX	1	10	1	10	.1	.5	6		6				6		6				WTKX							1	4	1	4	.1	.7	1	4	1	4	.1	1.1		
WYNA	3	8	3	8	.2	1.5							3	8	3	8	.3	2.2	WYNA	3	8	3	8	.4	3.2	3	8	3	8	.3	2.1	3	8	3	8	.4	3.3		
WYYD	69	127	38	69	2.3	18.6	8	18	8	18	1.0	8.6	15	38	15	38	1.3	11.0	WYYD	14	32	14	32	1.7	14.9	61	103	37	63	3.3	26.1	54	91	30	51	4.3	33.0		
WBAG WBAG FM TOTAL																			WBAG WBAG FM TOTAL																				
METRO TOTALS	204	561	12.4				METRO TOTALS	93	282	11.8		METRO TOTALS	136	419	11.3			METRO TOTALS	94	306	11.3		METRO TOTALS	142	402	12.6		METRO TOTALS	91	233	12.9								

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SUNDAY
7:00PM-MIDNIGHT

STATION CALL LETTERS	MEN 18+						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-64						MEN 35-64						
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)		AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE					
WCHL																																						
WDBS	5	13	5	13	.3	7.2	5	13	5	13	.6	11.4	5	13	.4	8.8			2	7	2	7	.2	5.9	2	7	2	7	.2	4.4								
WDCG																																						
WDNC	4	10	4	10	.2	5.8	4	10	4	10	.5	9.1	4	10	.3	7.0																						
WKIX	31	66	5	33	.3	7.2	30	58	4	25	.5	9.1	31	66	.4	8.8			1	8	1	8	.1	2.9	1	8	1	8	.1	2.2	1	8	1	8	.1	4.2		
WPTF	29	82	7	31	.4	10.1	1	7	1	7	.1	2.3	7	31	.7	12.3			7	31	7	31	.8	20.6	11	53	7	31	.6	15.6	10	46	6	24	.9	25.0		
WQDR	15	71	8	38	.5	11.6	15	71	8	38	1.0	18.2	15	71	.8	14.0			4	15	4	15	.5	11.8	4	15	4	15	.4	8.9								
WRAL	79	193	11	51	.7	15.9	77	184	11	51	1.4	25.0	77	184	1.1	19.3			12	62	8	42	1.0	23.5	14	71	8	42	.7	17.8	2	9						
WRNC																																						
WSSB																																						
WTIX																																						
WYYD	31	102	16	54	1.0	23.2	2	12	2	12	.3	4.5	10	45	.8	14.0			10	45	8	32	1.0	23.5	25	84	16	54	1.4	35.6	23	72	14	42	2.0	58.3		
WBAG FM																																						
METRO TOTALS			69	262	4.2				44	170	5.6				57	222	4.8				34	136	4.1				45	171	4.0				24	87	3.4			

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+-) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-SUNDAY
6.00AM-MIDNIGHT

STATION CALL LETTERS	WOMEN 18+						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-64						WOMEN 35-64														
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA												
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE									
WCML	8	160	5	139	.3	1.9	4	87	3	75	.4	2.5	7	125	4	104	.3	2.2	WCML	5	84	2	63	.2	1.6	6	116	3	95	.2	1.7	4	70	2	61	.3	1.8									
*WBBS	4	92	4	80	.2	1.5	4	64	4	64	.5	3.3	4	77	4	77	.3	2.2	*WBBS	3	55	3	55	.3	2.3	3	67	3	55	.2	1.7				13											
WDGG	3	94	3	62	.2	1.1		12		12			2	68	2	36	.2	1.1	WDGG	2	68	2	36	.2	1.6	3	91	3	59	.2	1.7	3	79	3	47	.4	2.6									
WDNC	29	497	17	358	1.0	6.3	20	313	10	233	1.3	8.2	24	406	12	294	1.0	6.5	WDNC	10	232	8	186	.9	6.2	12	283	10	227	.8	5.6	6	144	4	102	.5	3.5									
*WETC	8	95	5	26	.3	1.9	1	20	1	4	.1	.8	3	43	3	15	.3	1.6	*WETC	3	27	3	15	.3	2.3	8	79	5	26	.4	2.8	7	75	4	22	.5	3.5									
WKIX	29	701	22	451	1.2	8.2	23	537	17	345	2.2	13.9	26	631	20	421	1.7	10.8	WKIX	13	326	13	269	1.5	10.1	16	389	15	292	1.2	8.4	6	157	5	99	.7	4.4									
*WLLE	27	268	16	196	.9	5.9	21	191	13	142	1.7	10.7	25	236	14	164	1.2	7.5	*WLLE	14	123	11	100	1.3	8.5	15	135	12	112	1.0	6.7	5	57	2	34	.3	1.8									
WPTF	104	1011	59	604	3.3	21.9	6	121	4	83	.5	3.3	33	436	22	312	1.8	11.8	WPTF	30	392	20	282	2.3	15.5	57	722	38	449	3.2	21.2	54	645	36	396	4.7	31.6									
WQDR	32	411	16	221	.9	5.9	26	294	14	168	1.8	11.5	27	346	15	209	1.3	8.1	WQDR	4	125	4	102	.5	3.1	9	175	5	114	.4	2.8	6	102	2	53	.3	1.8									
WRAL	76	1231	27	346	1.5	10.0	54	694	21	222	2.8	17.2	68	984	24	285	2.0	12.9	WRAL	39	671	12	188	1.4	9.3	45	835	14	231	1.2	7.8	20	454	5	106	.7	4.4									
WRNC	7	182	6	134	.3	2.2	3	60	3	48	.4	2.5	4	80	4	68	.3	2.2	WRNC	1	38	1	26	.1	.8	2	81	1	48	.1	.6	2	63	1	42	.1	.9									
*WSRC	14	168	12	140	.7	4.5	5	72	5	55	.7	4.1	10	141	8	113	.7	4.3	*WSRC	9	102	7	91	.8	5.4	12	121	10	110	.8	5.6	8	88	6	77	.8	5.3									
WSSB	2	97	2	97	.1	.7		42		42			2	84	2	84	.2	1.1	WSSB	2	64	2	64	.2	1.6	2	74	2	74	.2	1.1	2	52	2	52	.3	1.8									
WTKI	3	95	2	85	.1	.7		9		9			1	36	1	36	.1	.5	WTKI	1	36	1	36	.1	.8	3	87	2	77	.2	1.1	3	78	2	68	.3	1.8									
*WYNA	6	44	6	44	.3	2.2		4		4			3	21	3	21	.3	1.6	*WYNA	3	21	3	21	.3	2.3	6	37	6	37	.5	3.4	6	33	6	33	.8	5.3									
WYYD	90	905	38	420	2.2	14.1	15	244	10	161	1.3	8.2	39	485	26	311	2.2	14.0	WYYD	37	443	24	286	2.8	18.6	77	721	33	363	2.7	18.4	64	519	25	227	3.3	21.9									
*WBAG	23	122		4			17	74					22	100		4			*WBAG	9	48		4			10	70		4			6	48		4											
*WBAG FM	14	133	2	20	.1	.7	13	89	2	20	.3	1.6	14	133	2	20	.2	1.1	*WBAG FM	14	113	2	14	.2	1.6	14	113	2	14	.2	1.1	1	44													
TOTAL	37	210	2	24	.1	.7	30	140	2	20	.3	1.6	36	188	2	24	.2	1.1	TOTAL	23	117	2	18	.2	1.6	24	139	2	18	.2	1.1	7	70		4											
METRO TOTALS	269		1690		15.3		METRO TOTALS		122		758		16.0		METRO TOTALS		186		1180		15.6		METRO TOTALS		129		853		14.9		METRO TOTALS		179		1156		14.9		METRO TOTALS		114		725		14.8	

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

WOMEN

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
6.00AM-10.00AM

STATION CALL LETTERS	WOMEN 18+						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-64						WOMEN 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
WCHL	15	97	12	87	.7	2.6	6	44	6	44	.8	3.4	13	74	10	64	.8	3.3	WCHL	9	51	6	41	.7	2.6	11	74	8	64	.7	2.5	9	53	6	43	.8	2.8
WBDS	8	48	8	48	.5	1.8	8	44	8	44	1.0	4.5	8	48	8	48	.7	2.6	WBDS	6	32	6	32	.7	2.6	6	32	6	32	.5	1.9	4	4	4	4	4	4
WDCG	3	27	3	27	.2	.7			4				1	17	1	17	.1	.3	WDCG	1	17	1	17	.1	.4	3	27	3	27	.2	.9	3	23	3	23	.4	1.4
WDNC	33	257	25	173	1.4	5.5	20	165	12	102	1.6	6.7	25	205	17	131	1.4	5.5	WDNC	17	142	16	117	1.8	6.9	21	176	20	141	1.7	6.3	9	74	9	53	1.2	4.2
WETC	11	79	7	21	.4	1.5	1	20	1	4	.1	.6	4	37	4	10	.3	1.3	WETC	4	21	4	10	.5	1.7	11	63	7	21	.6	2.2	10	59	6	17	.8	2.8
WKIX	57	425	48	286	2.7	10.6	48	357	40	238	5.2	22.5	54	391	46	272	3.8	15.0	WKIX	31	177	30	162	3.5	12.9	34	211	32	176	2.7	10.1	9	68	8	48	1.0	3.8
WLLE	31	200	19	140	1.1	4.2	23	158	15	109	2.0	8.4	29	185	17	125	1.4	5.5	WLLE	20	85	16	74	1.8	6.9	21	94	17	83	1.4	5.4	7	36	3	25	.4	1.4
WPTF	252	850	156	505	8.8	34.4	19	77	12	51	1.6	6.7	99	347	70	256	5.9	22.8	WPTF	90	317	66	240	7.6	28.4	163	582	107	371	8.9	33.9	153	535	99	336	12.9	46.5
WQDR	39	212	25	123	1.4	5.5	36	167	24	97	3.1	13.5	38	199	25	118	2.1	8.1	WQDR	6	66	5	55	.6	2.2	7	79	5	60	.4	1.6	3	45	1	26	.1	.5
WRAL	98	638	26	184	1.5	5.7	64	415	20	134	2.6	11.2	89	575	21	158	1.8	6.8	WRAL	61	368	14	105	1.6	6.0	65	410	17	127	1.4	5.4	29	202	4	46	.5	1.9
WRNC	12	119	11	94	.6	2.4	6	34	6	34	.8	3.4	8	51	8	51	.7	2.6	WRNC	2	17	2	17	.2	.9	3	40	3	29	.2	.9	3	40	3	29	.4	1.4
WSRC	15	62	15	62	.9	3.3	6	17	6	17	.8	3.4	10	39	10	39	.8	3.3	WSRC	7	33	7	33	.8	3.0	12	50	12	50	1.0	3.8	9	39	9	39	1.2	4.2
WSSB	4	57	4	57	.2	.9	1	30	1	30	.1	.6	4	52	4	52	.3	1.3	WSSB	4	44	4	44	.5	1.7	4	46	4	46	.3	1.3	3	24	3	24	.4	1.4
WTKX	7	66	7	56	.4	1.5							4	25	4	25	.3	1.3	WTKX	4	25	4	25	.5	1.7	6	60	6	50	.5	1.9	6	60	6	50	.8	2.8
WYNA	6	23	6	23	.3	1.3							1	11	1	11	.1	.3	WYNA	1	11	1	11	.1	.4	6	23	6	23	.5	1.9	6	23	6	23	.8	2.8
WYYD	113	533	50	243	2.8	11.0	21	113	13	61	1.7	7.3	57	269	37	161	3.1	12.1	WYYD	56	261	36	153	4.1	15.5	110	487	47	215	3.9	14.9	90	382	35	162	4.6	16.4
WBAG	27	96	1	4			22	48					26	74		4			WBAG	12	48		4			13	70		4			5	48		4		
WBAG FM	24	69	1	14	.1	.2	24	69	1	14	.1	.6	24	69	1	14	.1	.3	WBAG FM	24	69	1	14	.1	.4	24	69	1	14	.1	.3	5	48		4		
TOTAL	51	143	1	18	.1	.2	46	95	1	14	.1	.6	50	121	1	18	.1	.3	TOTAL	36	95	1	18	.1	.4	37	117	1	18	.1	.3	5	48		4		
METRO TOTALS	453	1539	25.7				METRO TOTALS	178	695	23.3			METRO TOTALS	307	1104	25.7			METRO TOTALS	232	789	26.7			METRO TOTALS	316	1043	26.2			METRO TOTALS	213	663	27.7			

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
10.00AM-3.00PM

STATION CALL LETTERS	WOMEN 18+						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-64						WOMEN 35-64						
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	
WGHL	10	87	4	65	.2	1.5	4	56	3	44	.4	2.6	10	82	4	60	.3	2.2	WGHL	8	59	2	37	.2	1.7	8	64	2	42	.2	1.2	6	31	1	21	.1	.9	
WBDS	5	42	5	42	.3	1.9	5	35	5	35	.7	4.3	5	39	5	39	.4	2.8	WBDS	2	28	2	28	.2	1.7	2	28	2	28	.2	1.2		4		4			
WDCG	5	26	5	26	.3	1.9			3	14	3	14	3	14	3	14	.3	1.7	WDCG	3	14	3	14	.3	2.5	5	26	5	26	.4	2.9	5	26	5	26	.7	4.3	
WDNC	26	256	16	169	.9	6.1	15	168	8	119	1.0	6.9	19	203	10	143	.8	5.6	WDNC	6	87	4	76	.5	3.4	7	107	5	86	.4	2.9	5	55	3	34	.4	2.6	
WETC	7	49	3	13	.2	1.1	2	20	1	4	.1	.9	2	20	1	4	.1	.6	WETC	1	4	1	4	.1	.8	6	33	3	13	.2	1.7	5	29	2	9	.3	1.7	
WKIX	24	274	18	192	1.0	6.9	18	200	13	128	1.7	11.2	21	233	16	161	1.3	8.9	WKIX	10	148	10	124	1.2	8.5	13	182	12	138	1.0	7.0	6	67	5	47	.7	4.3	
WLLE	28	161	14	106	.8	5.4	22	115	11	82	1.4	9.5	26	148	12	93	1.0	6.7	WLLE	12	77	9	55	1.0	7.6	13	84	10	62	.8	5.8	5	40	2	18	.3	1.7	
WPTF	76	528	42	319	2.4	16.1	1	22	1	22	.1	.9	23	160	14	129	1.2	7.8	WPTF	23	152	14	121	1.6	11.9	43	332	27	213	2.2	15.7	42	318	26	199	3.4	22.2	
WQDR	31	154	18	89	1.0	6.9	27	127	15	70	2.0	12.9	28	137	16	80	1.3	8.9	WQDR	3	33	3	33	.3	2.5	6	50	5	42	.4	2.9	4	27	3	19	.4	2.6	
WRAL	90	544	28	147	1.6	10.7	54	350	20	97	2.6	17.2	70	403	23	111	1.9	12.8	WRAL	46	256	10	51	1.2	8.5	60	339	14	76	1.2	8.1	30	136	7	39	.9	6.0	
WRNC	8	58	6	35	.3	2.3	6	23	5	11	.7	4.3	6	29	5	17	.4	2.8	WRNC	2	24	1	12	.1	.8	4	53	2	30	.2	1.2	2	35	1	24	.1	.9	
WSRC	12	53	10	43	.6	3.8	6	23	6	23	.8	5.2	9	38	7	28	.6	3.9	WSRC	8	22	6	12	.7	5.1	10	31	8	21	.7	4.7	5	24	3	14	.4	2.6	
WSSB	3	48	3	48	.2	1.1	1	18	1	18	.1	.9	3	40	3	40	.3	1.7	WSSB	2	28	2	28	.2	1.7	2	33	2	33	.2	1.2	2	27	2	27	.3	1.7	
WTKI	2	17	2	17	.1	.8							1	1					WTKI		1		1			1	11	1	11	.1	.6	1	11	1	11	.1	.9	
WYNA	11	40	11	40	.6	4.2							6	17	6	17	.5	3.4	WYNA	6	17	6	17	.7	5.1	11	33	11	33	.9	6.4	11	33	11	33	1.4	9.4	
WYYD	127	653	54	263	3.1	20.7	28	134	17	64	2.2	14.7	58	319	40	175	3.3	22.3	WYYD	51	294	34	167	3.9	28.8	104	506	46	228	3.8	26.7	83	397	35	172	4.6	29.9	
WBAG	39	118					29	74					38	96					WBAG	17	44					18	66											
WBAG FM	28	69	1	14	.1	.4	28	69	1	14	.1	.9	28	69	1	14	.1	.6	WBAG FM	28	69	1	14	.1	.8	28	69	1	14	.1	.6	10	44					
TOTAL	67	165	1	14	.1	.4	57	121	1	14	.1	.9	66	143	1	14	.1	.6	TOTAL	45	91	1	14	.1	.8	46	113	1	14	.1	.6	10	44					
METRO TOTALS			261	1153	14.8		METRO TOTALS		116	535	15.2		METRO TOTALS		179	814	15.0		METRO TOTALS		118	578	13.6		METRO TOTALS		172	775	14.3		METRO TOTALS		117	476	15.2			

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

WOMEN

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
3:00PM-7:00PM

STATION CALL LETTERS	WOMEN 18+						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-64						WOMEN 35-64						
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	
WCHL	7	98	6	88	.3	2.3	3	45	3	45	.4	2.3	6	71	5	61	.4	2.6	WCHL	4	48	3	38	.3	2.4	5	75	4	65	.3	2.3	4	53	3	43	.4	2.7	
WDBS	2	31	2	31	.1	.8	2	31	2	31	.3	1.6	2	31	2	31	.2	1.1	WDBS	1	20	1	20	.1	.8	1	20	1	20	.1	.6							
WDCG	4	48	4	27	.2	1.6		4		4			2	31	2	10	.2	1.1	WDCG	2	31	2	10	.2	1.6	4	48	4	27	.3	2.3	4	44	4	23	.5	3.6	
WDNC	36	232	14	163	.8	5.4	28	174	9	125	1.2	7.0	31	195	10	136	.8	5.3	WDNC	7	90	5	80	.6	4.0	9	111	6	91	.5	3.4	5	42	2	22	.3	1.8	
*WETC	3	29	1	9	.1	.4		4		4				4		4			*WETC	4		4			3	29	1	9	.1	.6	3	25	1	5	.1	.9		
WKIX	43	401	31	283	1.8	12.1	32	304	22	213	2.9	17.2	39	372	28	272	2.3	14.8	WKIX	18	196	17	187	2.0	13.5	22	225	20	198	1.7	11.4	11	97	9	70	1.2	8.1	
*WLE	15	151	15	140	.9	5.8	14	123	14	123	1.8	10.9	15	143	15	132	1.3	7.9	*WLE	10	91	10	80	1.2	7.9	10	97	10	86	.8	5.7	1	26	1	15	.1	.9	
WPTF	88	553	39	306	2.2	15.2	7	68	3	42	.4	2.3	26	212	13	148	1.1	6.9	WPTF	22	190	12	140	1.4	9.5	45	347	29	219	2.4	16.5	42	301	27	185	3.5	24.3	
WQDR	29	208	16	124	.9	6.2	22	152	14	106	1.8	10.9	22	158	14	112	1.2	7.4	WQDR	3	31	3	31	.3	2.4	10	81	5	43	.4	2.8	7	56	2	18	.3	1.8	
WRAL	97	653	33	229	1.9	12.8	70	395	26	158	3.4	20.3	85	557	30	194	2.5	15.9	WRAL	43	370	14	118	1.6	11.1	55	460	17	147	1.4	9.7	27	252	7	65	.9	6.3	
WRNC	5	43	4	31	.2	1.6	4	22	3	10	.4	2.3	5	34	4	22	.3	2.1	WRNC	2	24	1	12	.1	.8	2	33	1	21	.1	.6	1	21	1	21	.1	.9	
*WSRC	8	51	8	51	.5	3.1	4	24	4	24	.5	3.1	6	32	6	32	.5	3.2	*WSRC	6	26	6	26	.7	4.8	8	39	8	39	.7	4.5	4	21	4	21	.5	3.6	
WSSB	3	26	3	26	.2	1.2	1	17	1	17	.1	.8	3	26	3	26	.3	1.6	WSSB	3	18	3	18	.3	2.4	3	18	3	18	.2	1.7	2	9	2	9	.3	1.8	
WTK	5	40	3	30	.2	1.2							1	19	1	19	.1	.5	WTK	1	19	1	19	.1	.8	5	37	3	27	.2	1.7	5	37	3	27	.4	2.7	
*WYNA	6	27	6	27	.3	2.3		4		4			4	15	4	15	.3	2.1	*WYNA	4	15	4	15	.5	3.2	6	27	6	27	.5	3.4	6	23	6	23	.8	5.4	
WYVD	105	547	45	231	2.6	17.5	18	117	13	57	1.7	10.2	52	291	34	152	2.8	18.0	WYVD	48	255	31	133	3.6	24.6	85	441	40	190	3.3	22.7	71	360	30	152	3.9	27.0	
*WBAG	25	122		4			17	74					24	100		4			*WBAG	7	48		4		8	70		4				4						
WBAG FM	15	71	3	14	.2	1.2	14	49	3	14	.4	2.3	15	71	3	14	.3	1.6	WBAG FM	15	57	3	14	.3	2.4	15	57	3	14	.2	1.7	1	22					
TOTAL	40	192	3	18	.2	1.2	31	122	3	14	.4	2.3	39	170	3	18	.3	1.6	TOTAL	22	105	3	18	.3	2.4	23	127	3	18	.2	1.7	9	70		4			
METRO TOTALS			257	1299	14.6				METRO TOTALS	128	636	16.8			METRO TOTALS	189	952	15.8			METRO TOTALS	126	674	14.5			METRO TOTALS	176	897	14.6			METRO TOTALS	111	539	14.4		

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
7.00PM-MIDNIGHT

WOMEN

STATION CALL LETTERS	WOMEN 18+						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-64						WOMEN 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA									
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE						
WCHL	3	43	2	30	.1	1.4	2	39	1	26	.1	1.4	3	43	2	30	.2	2.0	WCHL	2	25	1	12	.1	1.7	2	25	1	12	.1	1.1	1	4	1	4	.1	1.9
WDBS	1	9	1	9	.1	.7	1	9	1	9	.1	1.4	1	9	1	9	.1	1.0	WDBS	1	9	1	9	.1	1.7	1	9	1	9	.1	1.1						
WDCG	2	21	2	21	.1	1.4		4		4			1	15	1	15	.1	1.0	WDCG	1	15	1	15	.1	1.7	2	21	2	21	.2	2.3	2	17	2	17	.3	3.8
WDNC	12	186	9	142	.5	6.2	10	158	8	125	1.0	11.0	12	175	9	131	.8	9.2	WDNC	6	94	5	83	.6	8.3	6	100	5	89	.4	5.7	2	23	1	12	.1	1.9
WKIX	11	213	8	165	.5	5.5	8	173	5	125	.7	6.8	9	201	6	153	.5	6.1	WKIX	5	111	5	111	.6	8.3	7	123	7	123	.6	8.0	3	40	3	40	.4	5.8
WPTF	67	413	43	266	2.4	29.7	4	20	4	20	.5	5.5	21	136	13	97	1.1	13.3	WPTF	18	120	10	81	1.2	16.7	36	246	26	176	2.2	29.9	35	242	25	172	3.3	48.1
WQDR	25	179	9	89	.5	6.2	23	154	8	80	1.0	11.0	24	163	9	89	.8	9.2	WQDR	3	36	3	36	.3	5.0	4	52	3	36	.2	3.4	2	25	1	9	.1	1.9
WRAL	57	468	26	154	1.5	17.9	48	358	21	113	2.8	28.8	55	432	25	138	2.1	25.5	WRAL	24	247	12	92	1.4	20.0	26	279	13	104	1.1	14.9	9	106	5	37	.7	9.6
WRNC		8		8										3		3			WRNC		3		3				8		8				8		8		
WSSB		5		5										3		3			WSSB		3		3				5		5				5		5		
WTIK	1	20	1	20	.1	.7								4		4			WTIK		4		4			1	14	1	14	.1	1.1	1	14	1	14	.1	1.9
WYYD	44	340	17	171	1.0	11.7	6	64	4	50	.5	5.5	16	156	9	104	.8	9.2	WYYD	15	142	8	90	.9	13.3	36	276	12	137	1.0	13.8	31	226	9	101	1.2	17.3
WBAG FM	3	48	1	4	.1	.7	1	4	1	4	.1	1.4	3	48	1	4	.1	1.0	WBAG FM	3	48	1	4	.1	1.7	3	48	1	4	.1	1.1	2	44				
METRO TOTALS			145	348	8.2		METRO TOTALS	73	430	9.6			METRO TOTALS	98	684	8.2			METRO TOTALS	60	464	6.9			METRO TOTALS	87	627	7.2			METRO TOTALS	52	357	6.8			

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SATURDAY
6.00AM-10.00AM

STATION CALL LETTERS	WOMEN 18+						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-64						WOMEN 35-64						
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				
	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	
WCHL	5	16	5	16	.3	1.6	4	6	4	6	.5	3.8	5	14	5	14	.4	3.0	WCHL	1	8	1	8	-.1	-.9	1	10	1	10	-.1	-.5	1	10	1	10	-.1	-.7	
WDBS	4	20	4	20	.2	1.3	4	20	4	20	.5	3.8	4	20	4	20	.3	2.4	WDBS	3	14	3	14	.3	2.8	3	14	3	14	.2	1.6	3	14	3	14	.2	1.6	
WDGG	2	3	2	3	.1	.7													WDGG	2	3	2	3	.2	1.1	2	3	2	3	.2	1.1	2	3	2	3	.3	1.5	
WDNC	13	61	12	51	.7	3.9	5	19	5	19	.7	4.8	6	25	6	25	.5	3.6	WDNC	6	25	6	25	.7	5.6	10	50	9	40	.7	4.9	5	31	4	21	.5	3.0	
WETC	13	44	7	18	.4	2.3	1	16					6	27	5	11	.4	3.0	WETC	5	11	5	11	.6	4.6	12	28	7	18	.6	3.8	12	28	7	18	.9	5.2	
WKIX	18	94	16	80	.9	5.3	15	76	13	62	1.7	12.4	17	92	15	78	1.3	9.1	WKIX	10	50	10	50	1.2	9.3	11	52	11	52	.9	6.0	3	18	3	18	.4	2.2	
WLLE	22	66	22	66	1.2	7.2	21	56	21	56	2.8	20.0	22	61	22	61	1.8	13.3	WLLE	10	35	10	35	1.2	9.3	10	38	10	38	.8	5.5	1	8	1	8	.1	.7	
WPTF	188	449	115	267	6.5	37.8	5	26	5	26	.7	4.8	34	130	29	101	2.4	17.6	WPTF	31	122	26	93	3.0	24.1	77	248	59	171	4.9	32.2	75	230	57	153	7.4	42.2	
WQDR	40	113	13	45	.7	4.3	26	80	12	42	1.6	11.4	27	83	13	45	1.1	7.9	WQDR	8	35	4	23	.5	3.7	21	65	4	23	.3	2.2	14	33	1	3	.1	.7	
WRAL	69	226	22	53	1.2	7.2	45	139	17	30	2.2	16.2	64	202	20	47	1.7	12.1	WRAL	32	100	8	27	.9	7.4	34	106	10	33	.8	5.5	21	69	5	23	.7	3.7	
WRNC	8	29	8	29	.5	2.6	5	12	5	12	.7	4.8	6	15	6	15	.5	3.6	WRNC	1	3	1	3	-.1	-.9	1	3	1	3	-.1	-.5	1	3	1	3	-.1	-.7	
WSRC	5	12	5	12	.3	1.6							1	8	1	8	-.1	-.6	WSRC	1	8	1	8	.1	.9	5	12	5	12	.4	2.7	5	12	5	12	.7	3.7	
WSSB		12		12			8		8				8		8				WSSB							4		4			4		4		4		4	
WTKI	3	9	3	9	.2	1.0													WTKI							3	9	3	9	.2	1.6	3	9	3	9	.4	2.2	
WYNA																			WYNA																			
WYYD	73	217	38	113	2.2	12.5	16	41	10	29	1.3	9.5	32	92	23	69	1.9	13.9	WYYD	31	86	22	63	2.5	20.4	69	206	34	102	2.8	18.6	54	171	25	79	3.3	18.5	
WBAG																			WBAG																			
WBAG FM	4	4	4	4	.2	1.3	4	4	4	4	.5	3.8	4	4	4	4	.3	2.4	WBAG FM	4	4	4	4	.5	3.7	4	4	4	4	.3	2.2							
TOTAL	4	4	4	4	.2	1.3	4	4	4	4	.5	3.8	4	4	4	4	.3	2.4	TOTAL	4	4	4	4	.5	3.7	4	4	4	4	.3	2.2							
METRO TOTALS			304	777	17.2		METRO TOTALS	105	305	13.8		METRO TOTALS	165	503	13.8		METRO TOTALS	108	369	12.4		METRO TOTALS	183	533	15.2		METRO TOTALS	135	362	17.6								

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SATURDAY
10:00AM-3:00PM

WOMEN

STATION CALL LETTERS	WOMEN 18+						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-64						WOMEN 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE		AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE						
WCML	12	43	10	31	.6	3.0	12	41	10	29	1.3	6.1	12	41	10	29	.8	4.4	WCML	10	29	8	17	.9	5.7	10	31	8	19	.7	4.1	2	2	2	2		
WDBS	4	10	4	10	.2	1.2	4	10	4	10	.5	2.5	4	10	4	10	.3	1.8	WDBS	2	4	2	4	.2	1.4	2	4	2	4	.2	1.0						
WDCG		3		3															WDCG																		
WDNC	37	91	26	71	1.5	7.9	8	35	8	35	1.0	4.9	21	64	11	54	.9	4.9	WDNC	20	52	10	42	1.2	7.1	24	66	13	46	1.1	6.7	17	43	6	23	.8	5.2
WETC	30	61	12	15	.7	3.6	2	20	1	4	.1	.6	13	31	12	15	1.0	5.3	WETC	12	15	12	15	1.4	8.6	29	45	12	15	1.0	6.2	28	41	11	11	1.4	9.5
WKIX	63	176	38	102	2.2	11.6	56	152	33	87	4.3	20.2	62	175	37	101	3.1	16.4	WKIX	27	77	25	68	2.9	17.9	28	78	26	69	2.2	13.4	7	24	5	15	.7	4.3
WLLE	34	88	20	44	1.1	6.1	23	60	17	27	2.2	10.4	32	74	18	30	1.5	8.0	WLLE	16	29	8	18	.9	5.7	17	32	9	21	.7	4.6	10	17	2	6	.3	1.7
WPTF	83	263	44	147	2.5	13.4							21	67	16	49	1.3	7.1	WPTF	21	67	16	49	1.8	11.4	37	132	29	92	2.4	14.9	37	132	29	92	3.8	25.0
WQDR	66	151	22	53	1.2	6.7	38	115	19	47	2.5	11.7	41	121	22	53	1.8	9.8	WQDR	13	29	9	17	1.0	6.4	38	59	9	17	.7	4.6	28	36	3	6	.4	2.6
WRAL	115	248	42	106	2.4	12.8	89	199	36	83	4.7	22.1	114	245	41	103	3.4	18.2	WRAL	69	144	16	53	1.8	11.4	70	147	17	56	1.4	8.8	26	49	6	23	.8	5.2
WRNC	24	40	14	30	.8	4.3	7	13	7	13	.9	4.3	7	16	7	16	.6	3.1	WRNC							10	13					10	13				
WSRC	6	11	6	11	.3	1.8	1	4	1	4	.1	.6	1	4	1	4	.1	.4	WSRC	1	4	1	4	.1	.7	4	8	4	8	.3	2.1	3	4	3	4	.4	2.6
WSSB	3	17	3	17	.2	.9	2	12	2	12	.3	1.2	2	12	2	12	.2	.9	WSSB							1	5	1	5	.1	.5	1	5	1	5	.1	.9
WTIK	1	3	1	3	.1	.3													WTIK							1	3	1	3	.1	.5	1	3	1	3	.1	.9
WYNA																			WYNA																		
WYYD	143	263	43	71	2.4	13.1	15	40	3	13	.4	1.8	42	80	16	31	1.3	7.1	WYYD	42	80	16	31	1.8	11.4	113	192	33	63	3.2	20.1	98	152	36	50	4.7	31.0
WBAG																			WBAG																		
WBAG FM	4	14	4	14	.2	1.2	4	14	4	14	.5	2.5	4	14	4	14	.3	1.8	WBAG FM	4	14	4	14	.5	2.9	4	14	4	14	.3	2.1						
TOTAL	4	14	4	14	.2	1.2	4	14	4	14	.5	2.5	4	14	4	14	.3	1.8	TOTAL	4	14	4	14	.5	2.9	4	14	4	14	.3	2.1						
METRO TOTALS	329	733	108.7				METRO TOTALS	163	377	21.4			METRO TOTALS	225	516	18.8			METRO TOTALS	140	334	16.1			METRO TOTALS	194	454	16.1			METRO TOTALS	116	259	15.1			

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SATURDAY
7.00PM-MIDNIGHT

WOMEN

STATION CALL LETTERS	WOMEN 18+						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-64						WOMEN 35-64											
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA									
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE						
WCFL	4	27	4	27	.2	3.3	2	12	2	12	.3	2.8	4	24	4	24	.3	4.7	WCFL	2	12	2	12	.2	5.4	2	12	2	12	.2	3.9	2	12	2	12	.2	3.9	2	12	2	12	.3	7.4
WOBS																			WOBS																								
WOCG	1	5	1	5	.1	.8													WOCG																								
WONC	31	69	18	53	1.0	14.8	28	61	15	45	2.0	20.8	31	64	18	48	1.5	21.2	WONC	12	22	12	22	1.4	32.4	12	27	12	27	1.0	23.5	3	8	3	8	.4	11.1						
WKIX	3	36	2	19	.1	1.6	3	33	2	16	.3	2.8	3	36	2	19	.2	2.4	WKIX	2	19	2	19	.2	5.4	2	19	2	19	.2	3.9												
WPTF	41	119	30	73	1.7	24.6	8	14	8	14	1.0	11.1	12	40	12	31	1.0	14.1	WPTF	4	26	4	17	.5	10.8	12	50	11	33	.9	21.6	12	50	11	33	1.4	40.7						
WQOR	24	61	3	12	.2	2.5	11	39	3	12	.4	4.2	11	39	3	12	.3	3.5	WQOR							13	22					13	22										
WRAL	30	146	16	57	.9	13.1	21	88	16	57	2.1	22.2	29	137	16	57	1.3	18.8	WRAL	15	80	7	31	.8	18.9	16	89	7	31	.6	13.7	9	58										
WRNC	1	5	1	5	.1	.8	1	5	1	5	.1	1.4	1	5	1	5	.1	1.2	WRNC																								
WSSB		2		2															WSSB							2	2					2	2										
WTKI		2		2															WTKI							2	2					2	2										
WYYD	35	128	19	71	1.1	15.6	5	19	5	19	.7	6.9	8	40	8	40	.7	9.4	WYYD	8	40	8	40	.9	21.6	23	86	15	59	1.2	29.4	18	67	10	40	1.3	37.0						
WBAG FM	1	4	1	4	.1	.8	1	4	1	4	.1	1.4	1	4	1	4	.1	1.2	WBAG FM	1	4	1	4	.1	2.7	1	4	1	4	.1	2.0												
METRO TOTALS			122	343	6.9			72	203	9.4			85	260	7.1			37	137	4.3			51	179	4.2			27	99	3.5													

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (++) means AM-FM Combination was not simulcast for complete time period

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SUNDAY
6.00AM-10.00AM

STATION CALL LETTERS	WOMEN 18+						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-64						WOMEN 35-64													
	TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA				TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA										
	AVG. PERS. (00)	CUME PERS. (00)		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)		AVG. PERS. (00)		CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE									
WCHL	1	4		1	4	.1	.4							1	4		1	4	.1	.7	WCHL	1	4		1	4	.1	1.0	1	4		1	4	.1	.6	1	4		1	4	.1	.8			
*WBBS																					*WBBS																								
WDCG	4	8		4	8	.2	1.6							2	6		2	6	.2	1.4	WDCG	2	6		2	6	.2	1.9	4	8		4	8	.3	2.5	4	8		4	8	.5	3.4			
WDNC	15	65		15	65	.9	6.0	4	23		4	23	.5	4.9	9	34		9	34	.8	6.3	WDNC	9	34		9	34	1.0	8.7	14	52		14	52	1.2	8.8	10	29		10	29	1.3	8.5		
*WETC	18	26		11	16	.6	4.4										4	6		4	6	.3	2.8	*WETC	4	6		4	6	.5	3.9	18	26		11	16	.9	6.9	18	26		11	16	1.4	9.3
WKIX	4	35		3	21	.2	1.2	2	26		1	12	.1	1.2	4	35		3	21	.3	2.1	WKIX	3	21		3	21	.3	2.9	3	21		3	21	.2	1.9	2	9		2	9	.3	1.7		
WLLE	51	92		34	60	1.9	13.6	41	76		24	44	3.1	29.3	45	84		28	52	2.3	19.6	WLLE	25	38		25	38	2.9	24.3	30	44		30	44	2.5	18.8	9	14		9	14	1.2	7.6		
WPTF	110	298		66	188	3.7	26.4	11	40		11	40	1.4	13.4	27	92		19	74	1.6	13.3	WPTF	24	76		16	58	1.8	15.5	50	154		34	105	2.8	21.3	42	130		26	81	3.4	22.0		
WQDR	18	67		7	16	.4	2.8	10	30		7	16	.9	8.5	10	30		7	16	.6	4.9	WQDR							6	22					6	22									
WRAL	47	121		20	58	1.1	8.0	32	79		12	34	1.6	14.6	43	111		16	48	1.3	11.2	WRAL	19	73		10	40	1.2	9.7	21	81		12	48	1.0	7.5	13	40		6	22	.8	5.1		
WRNC	20	66		20	66	1.1	8.0	8	30		8	30	1.0	9.8	8	30		8	30	.7	5.6	WRNC							1	5		1	5	.1	.6	1	5		1	5	.1	.8			
WSRC	29	91		23	64	1.3	9.2	4	16								20	74		14	47	1.2	9.8	WSRC	16	58		14	47	1.6	13.6	23	69		21	58	1.7	13.1	23	69		21	58	2.7	17.8
WSSB	2	13		2	13	.1	.8										2	13		2	13	.2	1.4	WSSB	2	13		2	13	.2	1.9	2	13		2	13	.2	1.3	2	13		2	13	.3	1.7
WTKI																					WTKI																								
*WYNA																					*WYNA																								
WYYD	44	169		19	53	1.1	7.6										9	34		8	23	.7	5.6	WYYD	9	34		8	23	.9	7.8	34	124		16	41	1.3	10.0	34	124		16	41	2.1	13.6
*WBAG																					*WBAG																								
*WBAG FM TOTAL																					*WBAG FM TOTAL																								
METRO TOTALS	250	651		14.2				METRO TOTALS	82	232		10.7		METRO TOTALS	143	413		12.0		METRO TOTALS	103	302		11.9		METRO TOTALS	160	417		13.3		METRO TOTALS	118	296		15.3									

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SUNDAY
10.00AM-3.00PM

STATION CALL LETTERS	WOMEN 18+						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-64						WOMEN 35-64					
	TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA				TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE						
WCML	2	18	2	18	.1	.7		10		10		2	18	2	18	.2	1.0	WCML	2	12	2	12	.2	1.4	2	12	2	12	.2	1.1	2	8	2	8	.3	1.5	
WBDS	11	27	10	15	.6	3.4	10	15	10	15	1.3	8.5	10	15	10	15	.8	4.9	WBDS	6	9	6	9	.7	4.2	7	21	6	9	.5	3.2	1	12				
WDCG	5	11	5	11	.3	1.7						3	6	3	6	.3	1.5	WDCG	3	6	3	6	.3	2.1	5	11	5	11	.4	2.7	5	11	5	11	.7	3.8	
WDNC	38	120	20	49	1.1	6.8	20	68	7	19	.9	6.0	30	100	12	29	1.0	5.9	WDNC	17	51	12	29	1.4	8.5	19	55	14	33	1.2	7.5	12	36	7	14	.9	5.3
WETC	3	17	2	7	.1	.7	1	4	1	4	.1	.9	1	4	1	4	.1	.5	WETC	1	4	1	4	.1	.7	3	17	2	7	.2	1.1	2	13	1	3	.1	.8
WKIX	16	107	7	55	.4	2.4	14	91	6	48	.8	5.1	15	100	6	48	.5	2.9	WKIX	6	45	4	24	.5	2.8	6	45	4	24	.3	2.2	1	9				
WLLE	19	67	13	35	.7	4.4	9	46	3	14	.4	2.6	11	54	5	22	.4	2.4	WLLE	2	8	2	8	.2	1.4	6	15	6	15	.5	3.2	6	15	6	15	.8	4.5
WPTF	61	197	33	100	1.9	11.2							11	59	7	28	.6	3.4	WPTF	11	59	7	28	.8	4.9	26	98	17	48	1.4	9.1	26	98	17	48	2.2	12.9
WQDR	56	154	23	63	1.3	7.8	41	112	22	54	2.9	18.8	43	132	23	63	1.9	11.2	WQDR	5	35	4	24	.5	2.8	18	57	4	24	.3	2.2	15	42	1	9	.1	.8
WRAL	68	244	27	79	1.5	9.2	49	158	20	61	2.6	17.1	58	193	24	70	2.0	11.7	WRAL	41	120	14	42	1.6	9.9	50	169	16	49	1.3	8.6	18	64	6	16	.8	4.5
WRNC	11	39	11	39	.6	3.7	2	5	2	5	.3	1.7	2	8	2	8	.2	1.0	WRNC		3		3				3		3		3		3		3		3
WSRC	36	80	25	70	1.4	8.5	3	15	3	15	.4	2.6	31	66	20	56	1.7	9.8	WSRC	31	66	20	56	2.3	14.1	34	74	23	64	1.9	12.4	31	59	20	49	2.6	15.2
WSSB	9	17	9	17	.5	3.1							9	17	9	17	.8	4.4	WSSB	9	17	9	17	1.0	6.3	9	17	9	17	.7	4.8	9	17	9	17	1.2	6.8
WTKI	2	16	2	16	.1	.7	1	9	1	9	.1	.9	1	9	1	9	.1	.5	WTKI	1	9	1	9	.1	.7	2	16	2	16	.2	1.1	1	7	1	7	.1	.8
WYNA	2	6	2	6	.1	.7							2	6	2	6	.2	1.0	WYNA	2	6	2	6	.2	1.4	2	6	2	6	.2	1.1	2	6	2	6	.3	1.5
WYYD	122	241	45	95	2.6	15.3	8	29	6	15	.8	5.1	48	112	32	75	2.7	15.6	WYYD	47	107	31	70	3.6	21.8	119	218	44	90	3.7	23.7	112	194	39	80	5.1	29.5
WBAG WBAG FM TOTAL	3 3	14 14	3 3	14 14	.2 .2	1.0 1.0	3 3	14 14	3 3	14 14	.4 .4	2.6 2.6	3 3	14 14	3 3	14 14	.3 .3	1.5 1.5	WBAG WBAG FM TOTAL	3 3	14 14	3 3	14 14	.3 .3	2.1 2.1	3 3	14 14	3 3	14 14	.2 .2	1.6 1.6						
METRO TOTALS	294	731	16.7	METRO TOTALS	117	325	15.3	METRO TOTALS	205	524	17.2	METRO TOTALS	142	360	16.4	METRO TOTALS	186	451	15.4	METRO TOTALS	132	290	17.2														

WOMEN

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SUNDAY
3.00PM-7.00PM

STATION CALL LETTERS	WOMEN 18+						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-64						WOMEN 35-64															
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA													
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE										
WCML	2	19	2	19	.1	1.1	2	16	2	16	.3	1.9	2	16	2	16	.2	1.3	WCML	1	4	1	4	.1	.9	1	7	1	7	.1	.8																
WOBS	5	18	5	18	.3	2.7	5	18	5	18	.7	4.8	5	18	5	18	.4	3.3	WOBS	5	18	5	18	.6	4.6	5	18	5	18	.4	3.9																
WCCG	7	20	5	10	.3	2.7	1	4	1	4	.1	1.0	7	20	5	10	.4	3.3	WCCG	7	20	5	10	.6	4.6	7	20	5	10	.4	3.9	6	16	4	6	.5	6.2										
WDNC	70	123	21	64	1.2	11.4	64	101	18	52	2.4	17.1	68	118	19	59	1.6	12.7	WDNC	17	49	14	39	1.6	13.0	19	54	16	44	1.3	12.5	6	22	3	12	.4	4.6										
*METC	2	4	2	4	.1	1.1	2	4	2	4	.3	1.9	2	4	2	4	.2	1.3	*METC	2	4	2	4	.2	1.9	2	4	2	4	.2	1.6																
WKIX	39	108	13	51	.7	7.0	25	86	8	41	1.0	7.6	25	89	8	44	.7	5.3	WKIX	4	30	4	30	.5	3.7	13	42	4	30	.3	3.1	9	15														
*WLLE	4	12	4	12	.2	2.2							2	5	2	5	.2	1.3	*WLLE	2	5	2	5	.2	1.9	4	10	4	10	.3	3.1	4	10	4	10	.5	6.2										
WPTF	55	166	18	70	1.0	9.7	1	4	1	4	.1	1.0	6	36	6	28	.5	4.0	WPTF	6	36	6	28	.7	5.6	15	82	11	47	.9	8.6	14	78	10	43	1.3	15.4										
WQDR	28	61	6	26	.3	3.2	23	42	6	26	.8	5.7	24	53	6	26	.5	4.0	WQDR	2	17	1	6	.1	.9	6	25	1	6	.1	.8	5	19														
WRAL	45	129	21	58	1.2	11.4	35	103	15	49	2.0	14.3	42	124	18	53	1.5	12.0	WRAL	28	75	14	39	1.6	13.0	29	82	15	42	1.2	11.7	8	24	4	7	.5	6.2										
WRNC																			WRNC																												
*WSRC	25	49	14	22	.8	7.6	19	31	12	15	1.6	11.4	23	42	12	15	1.0	8.0	*WSRC	16	26	12	15	1.4	11.1	17	30	13	19	1.1	10.2	5	15	1	4	.1	1.5										
WSSB	3	12	3	12	.2	1.6							3	12	3	12	.3	2.0	WSSB	3	12	3	12	.3	2.8	3	12	3	12	.2	2.3	3	12	3	12	.4	4.6										
WTK	5	14	5	14	.3	2.7													WTK							5	14	5	14	.4	3.9	5	14	5	14	.7	7.7										
*WYNA																			*WYNA																												
WYYD	47	127	21	66	1.2	11.4	3	14	3	14	.4	2.9	21	63	18	52	1.5	12.0	WYYD	21	63	18	52	2.1	16.7	47	127	21	66	1.7	16.4	44	113	18	52	2.3	27.7										
*WBAG WBAG FM TOTAL	5	10	5	10	.3	2.7	5	10	5	10	.7	4.8	5	10	5	10	.4	3.3	*WBAG WBAG FM TOTAL	4	4	4	4	.5	3.7	4	4	4	4	.3	3.1																
	5	10	5	10	.3	2.7	5	10	5	10	.7	4.8	5	10	5	10	.4	3.3		4	4	4	4	.5	3.7	4	4	4	4	.3	3.1																
METRO TOTALS	185	492	10.5				METRO TOTALS	105	269	13.8		METRO TOTALS	150	388	12.6			METRO TOTALS	108	284	12.4			METRO TOTALS	128	351	10.6				METRO TOTALS	65	186	8.5													

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (-) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/HAY 1976

SUNDAY
7.00PM-MIDNIGHT

STATION CALL LETTERS	WOMEN 18+						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-64						WOMEN 35-64																							
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA																					
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE																		
WCML		8		8				4		4				8		8			WCML		8		8				8		8				8		8				4		4														
WBBS	5	14	5	14	.3	4.4	5	14	5	14	.7	6.3	5	14	5	14	.4	5.6	WBBS	5	14	5	14	.6	9.8	5	14	5	14	.4	7.5																								
WDCG	2	4	2	4	.1	1.8	2	4	2	4	.3	2.5	2	4	2	4	.2	2.2	WDCG	2	4	2	4	.2	3.9	2	4	2	4	.2	3.0																								
WDNC	43	102	23	53	1.3	20.4	40	90	20	41	2.6	25.3	40	90	20	41	1.7	22.5	WDNC	9	15	9	15	1.0	17.6	10	20	10	20	.8	14.9	1	5	1	5	.1	3.8																		
WKIX	3	24	3	24	.2	2.7	3	24	3	24	.4	3.8	3	24	3	24	.3	3.4	WKIX	2	12	2	12	.2	3.9	2	12	2	12	.2	3.0																								
WPTF	46	122	16	50	.3	14.2	3	4	3	4	.4	3.8	6	28	5	19	.4	5.6	WPTF	6	28	5	19	.6	9.8	17	71	14	43	1.2	20.9	14	67	11	39	1.4	42.3																		
WQDR	20	45	2	16	.1	1.8	20	45	2	16	.3	2.5	20	45	2	16	.2	2.2	WQDR																																				
WRAL	49	123	23	69	1.3	20.4	46	104	21	62	2.8	26.6	47	116	21	62	1.8	23.6	WRAL	12	59	9	36	1.0	17.6	14	64	11	41	.9	16.4	3	17	2	9	.3	7.7																		
WRNC		3		3										3		3			WRNC		3		3																																
WSSB	1	3	1	3	.1	.9							1	3	1	3	.1	1.1	WSSB	1	3	1	3	.1	2.0	1	3	1	3	.1	1.5	1	3	1	3	.1	3.8																		
WTKI	1	7	1	7	.1	.9													WTKI							1	7	1	7	.1	1.5	1	7	1	7	.1	3.8																		
WYYD	29	85	18	50	1.0	15.9	9	14	9	14	1.2	11.4	14	39	13	28	1.1	14.6	WYYD	14	39	13	28	1.5	25.5	25	68	14	33	1.2	20.9	16	54	5	19	.7	19.2																		
WBAG FM	3	10	3	10	.2	2.7	3	10	3	10	.4	3.8	3	10	3	10	.3	3.4	WBAG FM	1	4	1	4	.1	2.0	1	4	1	4	.1	1.5																								
METRO TOTALS			113	343	6.4			METRO TOTALS	79	195	10.4			METRO TOTALS	89	245	7.4			METRO TOTALS	51	163	5.9			METRO TOTALS	67	228	5.6			METRO TOTALS	26	115	3.4																				

WOMEN

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-SUNDAY
6.00AM-MIDNIGHT

STATION CALL LETTERS	ADULTS 18+						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-64						ADULTS 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
WCNL	11	284	8	243	.2	1.6	7	176	6	144	.4	2.6	10	231	7	190	.3	2.0	WCNL	6	157	3	116	.2	1.2	7	203	4	162	.2	1.2	4	101	2	92	.1	.9
*WBOS	7	204	7	159	.2	1.4	7	164	7	131	.5	3.0	7	189	7	156	.3	2.0	*WBOS	4	102	4	102	.2	1.6	4	114	4	102	.2	1.2		37		25		
WDGG	4	149	4	107	.1	.8	1	36	1	36	.1	.4	3	108	3	76	.1	.8	WDGG	3	108	3	76	.2	1.2	4	142	4	100	.2	1.2	3	106	3	64	.2	1.4
WDNC	49	1018	33	746	1.0	6.7	34	667	21	483	1.4	9.0	42	843	27	627	1.1	7.6	WDNC	18	442	16	396	.9	6.6	22	555	19	470	.8	5.6	12	289	9	218	.6	4.2
*WETC	13	204	7	39	.2	1.4	1	24	1	8	.1	.4	5	105	3	19	.1	.8	*WETC	5	89	3	19	.2	1.2	12	171	7	39	.3	2.1	11	163	6	31	.4	2.8
WKIX	69	1415	37	780	1.1	7.5	57	1120	27	580	1.7	11.5	65	1319	34	732	1.4	9.6	WKIX	26	661	22	464	1.3	9.1	30	750	25	505	1.1	7.4	12	288	10	193	.7	4.6
*WLLE	48	606	27	374	.8	5.4	36	452	18	258	1.2	7.7	45	554	24	322	1.0	6.7	*WLLE	22	249	19	211	1.1	7.8	23	264	20	226	.9	5.9	10	117	7	79	.5	3.2
WPTF	174	2029	100	1163	2.9	20.2	20	383	13	215	.8	5.6	64	956	43	620	1.8	12.1	WPTF	57	789	40	541	2.3	16.5	104	1428	71	873	3.0	21.1	91	1212	61	737	4.1	28.2
WQDR	70	987	37	469	1.1	7.5	59	770	34	389	2.2	14.5	60	866	35	446	1.5	9.8	WQDR	17	311	13	210	.8	5.3	27	403	15	233	.6	4.5	11	188	3	80	.2	1.4
WRAL	171	2577	46	700	1.4	9.3	125	1664	33	442	2.1	14.1	148	2175	39	588	1.6	11.0	WRAL	98	1383	25	400	1.5	10.3	119	1699	31	491	1.3	9.2	44	827	12	237	.8	5.6
WRNC	14	313	13	246	.4	2.6	4	110	4	79	.3	1.7	9	176	9	145	.4	2.5	WRNC	6	119	6	88	.4	2.5	8	186	7	134	.3	2.1	7	133	6	112	.4	2.8
*WSRC	28	345	24	303	.7	4.8	9	170	9	153	.6	3.8	21	286	17	244	.7	4.8	*WSRC	17	166	13	141	.8	5.3	21	206	17	181	.7	5.0	16	156	12	131	.8	5.6
WSSB	4	236	4	236	.1	.8	1	149	1	149	.1	.4	4	217	4	217	.2	1.1	WSSB	3	133	3	133	.2	1.2	3	145	3	145	.1	.9	3	80	3	80	.2	1.4
WTKI	11	166	10	156	.3	2.0	1	20	1	20	.1	.4	5	82	5	82	.2	1.4	WTKI	5	76	5	76	.3	2.1	11	144	10	134	.4	3.0	10	130	9	120	.6	4.2
*WYNA	14	135	13	112	.4	2.6	5	38	5	38	.3	2.1	10	91	10	79	.4	2.8	*WYNA	5	76	5	64	.3	2.1	9	108	8	85	.3	2.4	9	85	8	62	.5	3.7
WYYD	157	1595	75	793	2.2	15.1	34	449	21	308	1.4	9.0	71	869	48	582	2.0	13.5	WYYD	64	791	41	521	2.4	16.9	132	1307	65	696	2.8	19.3	105	936	51	449	3.5	23.6
*WBAG	35	251		17			27	159					32	185		4		*WBAG	10	71		4			13	137		17		8	92		17				
*WBAG FM	14	198	2	33	.1	.4	13	148	2	27	.1	.9	14	198	2	33	.1	.6	*WBAG FM	14	138	2	20	.1	.8	14	138	2	20	.1	.6	1	50		6		
TOTAL	49	403	2	50	.1	.4	40	283	2	27	.1	.9	46	337	2	37	.1	.6	TOTAL	24	164	2	24	.1	.8	27	230	2	37	.1	.6	9	120		23		
METRO TOTALS	496	3220	14.6				METRO TOTALS	234	1528	15.1			METRO TOTALS	356	2337	14.9			METRO TOTALS	243	1652	14.3			METRO TOTALS	337	2218	14.4				METRO TOTALS	216	1375	14.7		

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
6:00AM-10:00AM

STATION CALL LETTERS	ADULTS 18+						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-64						ADULTS 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
WCHL	24	200	20	170	.6	2.5	13	117	12	97	.8	3.5	21	164	17	134	.7	3.0	WCHL	13	108	9	78	.5	2.2	16	144	12	114	.5	2.1	11	83	8	73	.5	2.2
WDBS	11	77	11	77	.3	1.4	11	73	11	73	.7	3.2	11	77	11	77	.5	2.0	WDBS	8	55	8	55	.5	1.9	8	55	8	55	.3	1.4		4		4		
WOCG	3	32	3	32	.1	.4		4		4			1	17	1	17		.2	WOCG	1	17	1	17	.1	.2	3	28	3	28	.1	.5	3	24	3	24	.2	.8
WONC	66	540	54	404	1.6	6.8	42	355	33	259	2.1	9.7	53	449	44	342	1.8	7.8	WONC	33	269	32	244	1.9	7.7	41	337	37	283	1.6	6.6	19	162	16	122	1.1	4.3
WETC	18	144	10	34	.3	1.3	2	24	2	8	.1	.6	6	55	5	14	.2	.9	WETC	6	39	5	14	.3	1.2	17	111	10	34	.4	1.8	15	103	8	26	.5	2.2
WKIX	133	964	86	555	2.5	10.8	112	795	69	436	4.4	20.4	128	913	82	524	3.4	14.6	WKIX	64	427	53	314	3.1	12.7	69	478	57	345	2.4	10.1	21	169	17	119	1.2	4.6
WLLE	44	310	30	217	.9	3.8	30	226	20	144	1.3	5.9	42	290	28	197	1.2	5.0	WLLE	30	147	26	136	1.5	6.2	31	158	27	147	1.2	4.8	13	75	9	64	.6	2.4
WPTF	390	1571	241	943	7.1	30.4	49	235	27	124	1.7	8.0	170	703	116	477	4.8	20.7	WPTF	148	602	110	431	6.5	26.4	258	1093	173	700	7.4	30.7	231	959	152	622	10.3	41.2
WQOR	68	445	48	287	1.4	6.0	64	373	46	234	3.0	13.6	66	421	47	271	2.0	8.4	WQOR	19	182	15	133	.9	3.6	21	206	16	149	.7	2.8	4	72	2	53	.1	.5
WRAL	233	1448	53	377	1.6	6.7	167	1033	39	246	2.5	11.5	202	1290	42	310	1.8	7.5	WRAL	139	855	34	239	2.0	8.2	164	989	42	299	1.8	7.4	60	391	11	124	.7	3.0
WRNC	23	213	22	168	.6	2.8	8	71	8	51	.5	2.4	16	126	16	106	.7	2.9	WRNC	9	86	9	66	.5	2.2	12	117	12	86	.5	2.1	11	86	11	75	.7	3.0
WSRC	36	183	36	183	1.1	4.5	16	98	16	98	1.0	4.7	28	147	28	147	1.2	5.0	WSRC	16	73	16	73	.9	3.8	22	97	22	97	.9	3.9	18	73	18	73	1.2	4.9
WSSB	6	115	6	115	.2	.8	3	86	3	86	.2	.9	6	108	6	108	.3	1.1	WSSB	5	76	5	76	.3	1.2	5	80	5	80	.2	.9	3	26	3	26	.2	.8
WTKI	20	136	20	126	.6	2.5	1	11	1	11	.1	.3	13	71	13	71	.5	2.3	WTKI	13	65	13	65	.8	3.1	19	116	19	106	.8	3.4	18	111	18	101	1.2	4.9
WYNA	14	63	12	52	.4	1.5	6	16	6	16	.4	1.8	7	35	7	35	.3	1.2	WYNA	2	26	2	26	.1	.5	9	49	7	38	.3	1.2	8	42	6	31	.4	1.6
WYYD	187	880	98	446	2.9	12.3	37	185	26	114	1.7	7.7	91	442	65	289	2.7	11.6	WYYD	84	414	58	261	3.4	13.9	172	783	89	398	3.8	15.8	142	628	70	312	4.8	19.0
WBAG	33	163		17			25	71				29	97		4				WBAG	15	71		4		19	137		17		8	92		17				
WBAG FM	24	88	1	14			24	88	1	14	.1	.3	24	88	1	14	.2		WBAG FM	24	88	1	14	.1	.2	24	88	1	14	.2		8	92		17		
TOTAL	57	228	1	31	.1		49	136	1	14	.1	.3	53	162	1	18	.2		TOTAL	39	136	1	18	.1	.2	43	202	1	31	.2		8	92		17		
METRO TOTALS	794	2964	23.3				METRO TOTALS	339	1414	21.9			METRO TOTALS	561	2175	23.4			METRO TOTALS	417	1525	24.5			METRO TOTALS	564	2031	24.2			METRO TOTALS	369	1267	25.1			

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
10.00AM-3.00PM

STATION CALL LETTERS	ADULTS 18+						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-64						ADULTS 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
WCFL	13	105	7	83	.2	1.3	7	74	6	62	.4	2.3	13	100	7	78	.3	1.9	WCFL	8	64	2	42	.1	.8	8	69	2	47	.1	.6	6	31	1	21	.1	.4
WBOS	9	89	9	89	.3	1.7	9	82	9	82	.6	3.5	9	86	9	86	.4	2.4	WBOS	4	63	4	63	.2	1.7	4	63	4	63	.2	1.1	4			4		
WDCG	6	39	6	39	.2	1.1	1	12	1	12	.1	.4	4	26	4	26	.2	1.1	WDCG	4	26	4	26	.2	1.7	6	39	6	39	.3	1.7	5	27	5	27	.3	2.1
WUNC	45	409	35	289	1.0	6.5	26	269	19	187	1.2	7.3	36	333	27	240	1.1	7.2	WUNC	14	145	12	134	.7	5.0	17	186	15	165	.6	4.2	13	105	11	84	.7	4.7
WETC	10	87	5	26	.1	.9	2	24	1	8	.1	.4	3	38	1	8	.3		WETC	2	22	1	8	.1	.4	9	71	5	26	.2	1.4	8	63	4	18	.3	1.7
WKIX	60	659	33	316	1.0	6.2	45	515	19	222	1.2	7.3	54	612	28	289	1.2	7.5	WKIX	20	313	19	210	1.1	7.9	26	353	24	230	1.0	6.7	15	137	14	87	1.0	6.0
WLLE	46	345	24	201	.7	4.9	35	259	17	148	1.1	6.6	43	324	21	180	.9	5.6	WLLE	20	169	16	132	.9	6.7	21	177	17	140	.7	4.7	9	77	5	40	.3	2.1
WPTF	137	995	77	530	2.3	14.4	19	122	15	45	1.0	5.8	51	388	32	211	1.3	8.6	WPTF	50	339	32	203	1.9	13.4	82	640	56	380	2.4	15.6	64	567	41	343	2.8	17.6
WQDR	83	423	51	214	1.5	9.5	78	385	47	184	3.0	18.1	79	395	48	194	2.0	12.9	WQDR	20	109	14	71	.8	5.9	24	137	17	91	.7	4.7	5	38	4	30	.3	1.7
WRAL	207	1158	48	295	1.4	9.0	135	823	32	197	2.1	12.4	162	944	36	223	1.5	9.7	WRAL	122	622	21	126	1.2	8.8	160	775	31	184	1.3	8.7	65	274	14	84	1.0	6.0
WRNC	20	115	18	92	.5	3.4	7	40	6	28	.4	2.3	15	72	14	60	.6	3.8	WRNC	11	61	10	49	.6	4.2	14	93	12	70	.5	3.4	11	64	10	53	.7	4.3
WSRC	23	160	18	135	.5	3.4	11	85	11	85	.7	4.2	17	129	12	104	.5	3.2	WSRC	12	68	7	43	.4	2.9	15	82	10	57	.4	2.8	9	58	4	33	.3	1.7
WSSB	4	81	4	81	.1	.7	2	50	2	50	.1	.8	4	72	4	72	.2	1.1	WSSB	2	28	2	28	.1	.8	2	34	2	34	.1	.6	2	28	2	28	.1	.9
WTKI	15	59	15	59	.4	2.8	1	11	1	11	.1	.4	4	29	4	29	.2	1.1	WTKI	4	23	4	23	.2	1.7	14	47	14	47	.6	3.9	13	42	13	42	.9	5.6
WYNA	22	101	19	78	.6	3.6	7	22	7	22	.5	2.7	15	67	14	55	.6	3.8	WYNA	8	52	7	40	.4	2.9	15	79	12	56	.5	3.4	15	72	12	49	.8	5.2
WYYO	224	928	121	444	3.6	22.6	71	230	43	141	2.8	16.6	116	464	81	288	3.4	21.7	WYYO	97	419	63	260	3.7	26.4	186	729	101	389	4.3	28.2	134	544	76	276	5.2	32.6
WBAG	61	211	1	14			49	136	1	14	.1	.4	58	158	1	14			WBAG	17	44	1	14	.1	.4	20	97	1	14			12	75				
WBAG FM	28	89					28	69					28	69					WBAG FM	28	69					28	69					12	75				
TOTAL	89	258	1	14	.2		77	183	1	14	.1	.4	86	205	1	14	.3		TOTAL	45	91	1	14	.1	.4	48	144	1	14	.3		12	75				
METRO TOTALS			535	2167	15.7				259	1067	16.7				373	1569	15.6		METRO TOTALS	239	1075	14.0				358	1463	15.3				233	890	15.8			

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (-) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
3.00PM-7.00PM

ADULTS

STATION CALL LETTERS	ADULTS 18+						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-64						ADULTS 35-64									
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA							
	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE		AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE						
WCHL	13	156	11	129	.3	2.1	8	93	7	74	.5	2.6	12	131	10	102	.4	2.5	WCHL	6	94	4	65	.2	1.5	7	121	5	92	.2	1.4	5	65	4	55	.3	1.8				
WBBS	8	80	8	80	.2	1.5	7	68	7	68	.5	2.6	8	80	8	80	.3	2.0	WBBS	2	37	2	37	.1	.8	2	37	2	37	.1	.6	1	12	1	12	.1	.5				
WDCG	5	58	5	37	.1	1.0	1	14	1	14	.1	.4	3	41	3	20	.1	.8	WDCG	3	41	3	20	.2	1.2	5	58	5	37	.2	1.4	4	44	4	23	.3	1.8				
WDNC	48	424	24	311	.7	4.6	33	293	14	210	.9	5.1	40	362	19	269	.8	4.8	WDNC	13	187	11	177	.6	4.2	17	226	12	196	.5	3.4	11	108	6	78	.4	2.7				
*WETC	7	72	2	13	.1	.4	1	8	1	8	.1	.4	3	37	1	8	.3	.3	*WETC	3	37	1	8	.1	.4	7	72	2	13	.1	.6	6	64	1	5	.1	.5				
WKIX	92	829	48	478	1.4	9.2	73	665	31	341	2.0	11.3	87	795	44	462	1.8	11.0	WKIX	37	402	30	325	1.8	11.6	42	436	34	341	1.5	9.6	19	164	17	137	1.2	7.8				
*WLLE	25	301	21	257	.6	4.0	21	235	17	202	1.1	6.2	25	292	21	248	.9	5.3	*WLLE	13	160	13	149	.8	5.0	13	167	13	156	.6	3.7	4	64	4	53	.3	1.8				
WPTF	158	1114	81	624	2.4	15.5	24	204	17	113	1.1	6.2	64	536	42	353	1.8	10.5	WPTF	57	453	40	325	2.3	15.4	95	756	68	486	2.9	19.3	78	635	53	401	3.6	24.2				
WQDR	72	479	47	290	1.4	9.0	64	412	44	261	2.8	16.1	64	418	44	267	1.8	11.0	WQDR	22	144	17	113	1.0	6.6	30	205	20	136	.9	5.7	8	67	3	29	.2	1.4				
WRAL	195	1309	49	400	1.4	9.4	136	846	37	261	2.4	13.5	160	1114	42	335	1.8	10.5	WRAL	112	819	25	225	1.5	9.7	147	1005	32	281	1.4	9.1	59	454	12	130	.8	5.5				
WRNC	16	114	15	102	.4	2.9	6	48	5	36	.3	1.8	13	86	12	74	.5	3.0	WRNC	9	61	8	49	.5	3.1	10	78	9	66	.4	2.5	8	55	8	55	.5	3.7				
*WSRC	18	112	18	112	.5	3.5	6	47	6	47	.4	2.2	13	69	13	69	.5	3.3	*WSRC	12	45	12	45	.7	4.6	16	76	16	76	.7	4.5	11	53	11	53	.7	5.0				
WSSB	9	97	9	97	.3	1.7	5	75	5	75	.3	1.8	9	96	9	96	.4	2.3	WSSB	6	62	6	62	.4	2.3	6	63	6	63	.3	1.7	4	22	4	22	.3	1.8				
WTKI	15	65	13	55	.4	2.5	2	5	2	5	.1	.7	5	35	5	35	.2	1.3	WTKI	5	35	5	35	.3	1.9	15	62	13	52	.6	3.7	13	57	11	47	.7	5.0				
*WYNA	18	80	17	69	.5	3.3	8	17	8	17	.5	2.9	15	52	15	52	.6	3.8	*WYNA	7	43	7	43	.4	2.7	10	71	9	60	.4	2.5	10	63	9	52	.6	4.1				
WYYD	180	898	87	438	2.6	16.7	52	215	28	117	1.8	10.2	100	486	61	280	2.5	15.3	WYYD	88	420	50	231	2.9	19.3	147	744	74	367	3.2	21.0	107	595	57	299	3.9	26.0				
*MBAG	26	158	3	17	.1	.6	18	97	3	14	.2	1.1	25	123	3	4	.1	.8	*MBAG	8	71	3	4	.2	1.2	9	106	3	17	.1	.8	8	61		17						
WBAG FM	16	104		14			15	82		16		16	104		14		.8	.8	WBAG FM	15	57		14		1.2	15	57		14		1	22									
TOTAL	42	261	3	31	.1	.6	33	178	3	14	.2	1.1	41	226	3	18	.1	.8	TOTAL	23	128	3	18	.2	1.2	24	163	3	31	.1	.8	9	83		17						
METRO TOTALS			521	2549	15.3				METRO TOTALS	274	1267	17.7							METRO TOTALS	259	1349	15.2						353	1783	15.1						METRO TOTALS	219	1102	14.9		

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
7.00PM-MIDNIGHT

STATION CALL LETTERS	ADULTS 18+						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-64						ADULTS 35-64						
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				
	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE		AVG PERS. (00)	CUME PERS. (00)	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. (00)	CUME PERS. (00)	AVG PERS. RATING	AVG PERS. SHARE	
WCHL	5	87	4	54	.1	1.5	4	77	3	44	.2	2.2	5	87	4	54	.2	2.1	WCHL	3	56	2	23	.1	1.7	3	56	2	23	.1	1.2	1	10	1	10	.1	1.0	
WBBS	5	47	5	47	.1	1.9	4	35	4	35	.3	2.9	5	47	5	47	.2	2.6	WBBS	2	28	2	28	.1	1.7	2	28	2	28	.1	1.2	1	12	1	12	.1	1.0	
WDCG	4	41	4	41	.1	1.5	2	15	2	15	.1	1.4	3	34	3	34	.1	1.6	WDCG	3	34	3	34	.2	2.5	4	41	4	41	.2	2.5	2	26	2	26	.1	2.1	
WDNC	19	279	16	235	.5	6.0	17	226	15	193	1.0	10.8	19	254	16	210	.7	8.4	WDNC	11	145	10	134	.6	8.4	11	156	10	145	.4	6.1	2	39	1	28	.1	1.0	
WKIX	34	502	13	263	.4	4.9	28	409	8	179	.5	5.8	31	476	11	246	.5	5.8	WKIX	9	218	8	176	.5	6.7	12	244	10	193	.4	6.1	6	93	5	84	.3	5.2	
WPTF	126	846	77	539	2.3	29.1	16	105	13	72	.8	9.4	43	365	30	255	1.3	15.7	WPTF	33	307	23	230	1.4	19.3	69	563	48	395	2.1	29.4	63	516	42	348	2.9	43.8	
WQDR	52	433	19	206	.6	7.2	50	408	18	197	1.2	12.9	51	417	19	206	.8	9.9	WQDR	12	113	9	82	.5	7.6	13	129	9	82	.4	5.5	2	25	1	9	.1	1.0	
WRAL	123	1070	44	290	1.3	16.6	96	769	32	194	2.1	23.0	115	954	42	248	1.8	22.0	WRAL	61	581	25	159	1.5	21.0	69	693	27	197	1.2	16.6	27	297	12	92	.8	12.5	
WRNC	1	40	1	40		.4		13		13				16		16			WRNC		10		10				23		23				16		16			
WSSB		18		18										15		15			WSSB		15		15				18		18				18		18			
WTKI	2	47	2	47	.1	.8		11		11			1	27	1	27		.5	WTKI	1	21	1	21	.1	.8	2	35	2	35	.1	1.2	2	30	2	30	.1	2.1	
WYYD	86	620	29	312	.9	10.9	13	120	6	86	.4	4.3	28	303	15	203	.6	7.9	WYYD	27	289	14	189	.8	11.8	73	538	24	278	1.0	14.7	61	432	19	206	1.3	19.8	
WBAG FM	3	48	1	4		.4	1	4	1	4	.1	.7	3	48	1	4		.5	WBAG FM	3	48	1	4	.1	.8	3	48	1	4		.6	2	44					
METRO TOTALS			265	1869	7.8		METRO TOTALS		139	979	9.0		METRO TOTALS		191	1392	9.0		METRO TOTALS		119	931	7.0		METRO TOTALS		163	1245	7.0		METRO TOTALS		96	727	6.5			

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SATURDAY
6.00AM-10.00AM

STATION CALL LETTERS	ADULTS 18+						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-64						ADULTS 35-64					
	TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA				TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		
WCHL	9	37	5	17	.1	1.0	8	26	4	6	.3	2.5	9	34	5	14	.2	1.7	WCHL	5	28	1	8	.1	.5	5	31	1	11	.3	1	11	1	11	.1	.4	
WDBS	4	20	4	20	.1	.8	4	20	4	20	.3	2.5	4	20	4	20	.2	1.4	WDBS	3	14	3	14	.2	1.5	3	14	3	14	.1	.9						
WDCG	5	11	5	11	.1	1.0							3	8	3	8	.1	1.0	WDCG	3	8	3	8	.2	1.5	5	11	5	11	.2	1.5	5	11	.3	1.8		
WDNC	41	108	40	98	1.2	7.6	18	32	18	32	1.2	11.1	33	57	33	57	1.4	11.3	WDNC	20	44	20	44	1.2	10.0	25	80	24	70	1.0	7.0	20	61	19	51	1.3	7.0
WETC	28	98	11	27	.3	2.1	1	16					9	55	5	11	.2	1.7	WETC	8	39	5	11	.3	2.5	19	65	11	27	.5	3.2	19	65	11	27	.7	4.1
WKIX	71	265	37	151	1.1	7.1	60	231	34	133	2.2	21.0	70	263	36	149	1.5	12.3	WKIX	41	129	19	93	1.1	9.5	42	131	20	95	.9	5.9	11	34	3	18	.2	1.1
WLLE	44	109	23	76	.7	4.4	42	89	21	56	1.4	13.0	44	104	23	71	1.0	7.9	WLLE	11	45	11	45	.6	5.5	11	48	11	48	.5	3.2	2	18	2	18	.1	.7
WPTF	283	745	181	443	5.3	34.6	5	30	5	30	.3	3.1	61	231	47	165	2.0	16.1	WPTF	58	223	44	157	2.6	22.0	139	453	105	301	4.5	30.8	137	431	103	279	7.0	38.0
WQDR	91	228	24	98	.7	4.6	61	164	23	95	1.5	14.2	62	167	24	98	1.0	8.2	WQDR	12	52	8	40	.5	4.0	41	113	8	40	.3	2.3	30	64	1	3	.1	.4
WRAL	167	441	43	116	1.3	8.2	122	299	23	56	1.5	14.2	145	382	30	93	1.3	10.3	WRAL	84	249	18	73	1.1	9.0	103	290	31	96	1.3	9.1	42	124	20	60	1.4	7.4
WRNC	11	46	11	46	.3	2.1	5	12	5	12	.3	3.1	8	27	8	27	.3	2.7	WRNC	3	15	3	15	.2	1.5	4	20	4	20	.2	1.2	4	20	4	20	.3	1.5
WSRC	12	21	12	21	.4	2.3							1	8	1	8		.3	WSRC	1	8	1	8	.1	.5	6	15	6	15	.3	1.8	6	15	6	15	.4	2.2
WSSB	3	18	3	18	.1	.6	3	13	3	13	.2	1.9	3	13	3	13	.1	1.0	WSSB							5		5			5		5				
WTIX	11	30	11	30	.3	2.1	1	5	1	5	.1	.6	7	17	7	17	.3	2.4	WTIX	7	17	7	17	.4	3.5	11	30	11	30	.5	3.2	10	25	10	25	.7	3.7
WYNA																			WYNA																		
WYYD	130	388	72	210	2.1	13.8	16	41	10	29	.6	6.2	52	164	42	129	1.8	14.4	WYYD	51	158	41	123	2.4	20.5	115	342	68	199	2.9	19.9	100	307	59	176	4.0	21.8
WBAG	29	85					29	85					29	85					WBAG	6	23					6	23										
WBAG FM	7	10	7	10	.2	1.3	4	4	4	4	.3	2.5	7	10	7	10	.3	2.4	WBAG FM	7	10	7	10	.4	3.5	7	10	7	10	.3	2.1	3	6	3	6	.2	1.1
TOTAL	36	95	7	10	.2	1.3	33	89	4	4	.3	2.5	36	95	7	10	.3	2.4	TOTAL	13	33	7	10	.4	3.5	13	33	7	10	.3	2.1	3	6	3	6	.2	1.1
METRO TOTALS			523	1326	15.4		METRO TOTALS	162	473	10.4		METRO TOTALS	292	850	12.2		METRO TOTALS	200	634	11.7		METRO TOTALS	341	948	14.6		METRO TOTALS	271	691	18.4							

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SATURDAY
10.00AM-3.00PM

STATION CALL LETTERS	ADULTS 18+						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-64						ADULTS 35-64						
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	
WCHL	17	62	15	50	.4	2.6	16	53	14	41	.9	4.7	17	59	15	47	.6	3.5	WCHL	12	40	10	28	.6	3.8	12	43	10	31	.4	2.8	1	9	1	9	.1	.5	
WDBS	10	27	10	27	.3	1.7	10	27	10	27	.6	3.4	10	27	10	27	.4	2.4	WDBS	4	9	4	9	.2	1.5	4	9	4	9	.2	1.1							
WDCG	1	10	1	10		.2	1	7	1	7	.1	.3	1	7	1	7		.2	WDCG	1	7	1	7	.1	.4	1	10	1	10		.3	3		3				
WDNC	115	229	64	160	1.9	11.1	70	138	31	99	2.0	10.5	98	188	49	139	2.0	11.6	WDNC	44	111	34	101	2.0	13.0	49	139	37	109	1.6	10.4	33	78	21	48	1.4	9.5	
WETC	52	115	16	22	.5	2.8	3	24	2	8	.1	.7	22	65	13	19	.5	3.1	WETC	21	49	13	19	.8	5.0	41	82	16	22	.7	4.5	39	74	14	14	1.0	6.3	
WKIX	101	304	49	149	1.4	8.5	92	264	44	134	2.8	14.9	100	303	48	148	2.0	11.3	WKIX	38	146	30	97	1.8	11.5	39	147	31	98	1.3	8.7	9	40	5	15	.3	2.3	
WLLE	79	169	32	92	.9	5.5	62	128	23	62	1.5	7.8	77	152	30	75	1.3	7.1	WLLE	27	64	19	53	1.1	7.3	28	67	20	56	.9	5.6	16	27	8	16	.5	3.6	
WPTF	139	466	77	263	2.3	13.3	1	4	1	4	.1	.3	28	119	23	101	1.0	5.4	WPTF	28	119	23	101	1.4	8.8	81	293	57	198	2.4	16.1	80	289	56	194	3.8	25.2	
WQDR	137	278	55	130	1.6	9.5	78	211	52	124	3.4	17.6	81	217	55	130	2.3	13.0	WQDR	32	86	21	55	1.2	8.0	88	147	21	55	.9	5.9	59	67	3	6	.2	1.4	
WRAL	187	418	58	153	1.7	10.1	148	348	48	118	3.1	16.3	177	406	57	150	2.4	13.4	WRAL	129	272	32	100	1.9	12.2	139	284	33	103	1.4	9.3	39	70	10	35	.7	4.5	
WRNC	25	51	15	41	.4	2.6	8	19	8	19	.5	2.7	8	22	8	22	.3	1.9	WRNC		3		3			10	18		8		10	18		8				
WSRC	8	17	8	17	.2	1.4	1	4	1	4	.1	.3	1	4	1	4		.2	WSRC	1	4	1	4	.1	.4	4	8	4	8	.2	1.1	3	4	3	4	.2	1.4	
WSSB	11	63	11	63	.3	1.9	3	30	3	30	.2	1.0	9	56	9	56	.4	2.1	WSSB	6	31	6	31	.4	2.3	8	38	8	38	.3	2.3	8	33	8	33	.5	3.6	
WTKI	2	13	2	13	.1	.3		6		6			6		6			WTKI							2	7	2	7	.1	.6	2	7	2	7	.1	.9		
WYNA	11	33	9	22	.3	1.6	3	9	3	9	.2	1.0	9	17	9	17	.4	2.1	WYNA	6	8	6	8	.4	2.3	8	24	6	13	.3	1.7	8	24	6	13	.4	2.7	
WYYD	218	403	70	135	2.1	12.1	16	46	4	19	.3	1.4	68	144	32	69	1.3	7.5	WYYD	67	138	31	63	1.8	11.8	161	294	65	121	2.8	18.3	146	254	62	108	4.2	27.9	
WBAG	25	62					25	62					25	62					WBAG							10	20	10	20	.4	2.8	6	6	6	6	.4	2.7	
WBAG FM	11	27	11	27	.3	1.9	5	21	.3	1.7			11	27	.5	2.6			WBAG FM	10	20	10	20	.6	3.8	10	20	10	20	.4	2.8	6	6	6	6	.4	2.7	
TOTAL	36	89	11	27	.3	1.9	30	83	5	21	.3	1.7	36	89	11	27	.5	2.6	TOTAL	10	20	10	20	.6	3.8	10	20	10	20	.4	2.8	6	6	6	6	.4	2.7	
METRO TOTALS	577	1355	17.0				METRO TOTALS	295	741	19.0			METRO TOTALS	424	1024	17.7			METRO TOTALS	262	674	15.4			METRO TOTALS	355	882	15.2					METRO TOTALS	222	491	15.1		

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SATURDAY
3.00PM-7.00PM

ADULTS

STATION CALL LETTERS	ADULTS 18+						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-64						ADULTS 35-64													
	TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA				TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA										
	AVG. PERS. (00)	CUME PERS. (00)		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING		AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE													
WGHL	8	42		8	42	.2	2.1	5	30		5	30	.3	2.4	8	42		8	42	.3	2.8	WGHL	6	30		6	30	.4	3.4	6	30		6	30	.3	2.6	3	12		3	12	.2	2.2		
WOBS	10	28		10	28	.3	2.7	9	19		9	19	.6	4.3	10	28		10	28	.4	3.5	WOBS	10	28		10	28	.6	5.6	10	28		10	28	.4	4.3	1	9		1	9	.1	.7		
WDCG	6	11		6	11	.2	1.6	4	5		4	5	.3	1.9	6	11		6	11	.3	2.1	WDCG	6	11		6	11	.4	3.4	6	11		6	11	.3	2.6	2	6		2	6	.1	1.5		
WDNC	67	199		38	134	1.1	10.1	58	151		32	97	2.1	15.2	63	183		34	118	1.4	11.8	WDNC	8	65		5	54	.3	2.8	10	73		7	62	.3	3.0	7	40		4	29	.3	2.9		
*WETC	3	19		1	3		.3								2	16						*WETC	2	16						3	19		1	3		.4	3	19		1	3	.1	.7		
WKIX	59	331		25	120	.7	6.6	49	282		20	106	1.3	9.5	55	313		22	112	.9	7.6	WKIX	25	124		18	75	1.1	10.2	27	135		19	76	.8	8.1	8	42		3	7	.2	2.2		
*WLLE	88	151		33	74	1.0	8.8	79	124		24	58	1.5	11.4	88	151		33	74	1.4	11.4	*WLLE	30	75		30	64	1.8	16.9	30	75		30	64	1.3	12.8	9	27		9	16	.6	6.6		
WPTF	86	232		45	123	1.3	12.0	5	15		5	15	.3	2.4	21	74		21	74	.9	7.3	WPTF	17	66		17	66	1.0	9.6	42	135		36	88	1.5	15.3	41	128		35	81	2.4	25.5		
WQDR	78	126		20	61	.6	5.3	19	58		19	58	1.2	9.0	25	73		20	61	.8	6.9	WQDR	15	37		10	25	.6	5.6	68	90		10	25	.4	4.3	59	68		1	3	.1	.7		
WRAL	118	305		29	91	.9	7.7	96	239		27	85	1.7	12.9	106	286		29	91	1.2	10.0	WRAL	81	221		21	60	1.2	11.9	93	240		21	60	.9	8.9	22	66		2	6	.1	1.5		
WRNC	11	33		7	23	.2	1.9	3	8		3	8	.2	1.4	3	16		3	16	.1	1.0	WRNC								4	18					8			4	18			8		
*WSRC	5	14		5	14	.1	1.3	1	4		1	4	.1	.5	3	7		3	7	.1	1.0	*WSRC	3	7		3	7	.2	1.7	5	11		5	11	.2	2.1	4	7		4	7	.3	2.9		
WSSB	3	6		3	6	.1	.8								1	3		1	3		.3	WSSB	1	3		1	3	.1	.6	3	6		3	6	.1	1.3	3	6		3	6	.2	2.2		
WTKI	4	20		4	20	.1	1.1	1	5		1	5	.1	.5	3	14		3	14	.1	1.0	WTKI	3	14		3	14	.2	1.7	4	20		4	20	.2	1.7	3	15		3	15	.2	2.2		
*WYNA	1	3		1	3		.3															*WYNA								1	3		1	3		.4	1	3		1	3	.1	.7		
WYYD	150	333		54	134	1.6	14.4	13	44		6	30	.4	2.9	34	85		24	60	1.0	8.3	WYYD	31	73		21	48	1.2	11.9	82	193		50	119	2.1	21.3	72	161		47	101	3.2	34.3		
*WBAG	27	88		6	20	.2	1.6	27	88		3	14	.2	1.4	27	88		6	20	.3	2.1	*WBAG	6	20		6	20	.4	3.4	6	20		6	20	.3	2.6	3	6		3	6	.2	2.2		
WBAG FM	6	20		6	20	.2	1.6	3	14		3	14	.2	1.4	6	20		6	20	.3	2.1	WBAG FM	6	20		6	20	.4	3.4	6	20		6	20	.3	2.6	3	6		3	6	.2	2.2		
TOTAL	33	108		6	20	.2	1.6	30	102		3	14	.2	1.4	33	108		6	20	.3	2.1	TOTAL	6	20		6	20	.4	3.4	6	20		6	20	.3	2.6	3	6		3	6	.2	2.2		
METRO TOTALS	376	954		11.1				METRO TOTALS	210	509		13.5			METRO TOTALS	289	755		12.1			METRO TOTALS	177	522		10.4			METRO TOTALS	235	644		10.1				METRO TOTALS	137	368		9.3				

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SATURDAY
7.00PM-MIDNIGHT

STATION CALL LETTERS	ADULTS 18+						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-64						ADULTS 35-64											
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA									
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE						
WCFL	5	33	5	33	.1	2.1	3	18	3	18	.2	2.0	5	30	5	30	.2	2.6	WCFL	2	12	2	12	.1	1.8	2	12	2	12	.1	1.5	2	12	2	12	.1	1.5	2	12	2	12	.1	1.5
WBBS																			WBBS																								
WDCG	1	6	1	6		.4													WDCG													3		3				3		3			
WDNC	36	86	23	70	.7	9.6	33	78	20	62	1.3	13.4	36	81	23	65	1.0	11.9	WDNC	12	22	12	22	.7	11.0	12	27	12	27	.5	9.2	3	8	3	8	.2	4.5	3	8	3	8	.2	4.5
WKIX	11	111	8	53	.2	3.3	10	99	7	41	.5	4.7	11	110	8	52	.3	4.1	WKIX	4	34	4	34	.2	3.7	4	35	4	35	.2	3.1	1	12	1	12	.1	1.5	1	12	1	12	.1	1.5
WPTF	80	267	42	124	1.2	17.5	14	21	14	21	.9	9.4	21	81	21	72	.9	10.9	WPTF	13	67	13	58	.8	11.9	40	165	21	79	.9	16.0	34	158	15	72	1.0	22.7	15	72	1.0	22.7		
WQDR	61	150	12	39	.4	5.0	27	85	12	39	.8	8.1	29	97	12	39	.5	6.2	WQDR	11	42	2	11	.1	1.8	43	95	2	11	.1	1.5	34	65										
WRAL	93	342	26	94	.8	10.8	74	241	26	94	1.7	17.4	87	316	26	94	1.1	13.5	WRAL	54	187	17	68	1.0	15.6	60	213	17	68	.7	13.0	19	101										
WRNC	2	9	2	9	.1	.8	2	9	2	9	.1	1.3	2	9	2	9	.1	1.0	WRNC	1	4	1	4	.1	.9	1	4	1	4		.8												
WSSB		3		3															WSSB							3		3				3		3									
WTKI	1	9	1	9		.4	1	6	1	6	.1	.7	1	6	1	6		.5	WTKI							3		3				3		3									
WYYD	76	220	51	137	1.5	21.3	9	30	9	30	.6	6.0	34	94	34	94	1.4	17.6	WYYD	34	94	34	94	2.0	31.2	62	160	47	125	2.0	35.9	53	130	38	95	2.6	57.6						
WBAG FM	1	4	1	4		.4	1	4	1	4	.1	.7	1	4	1	4		.5	WBAG FM	1	4	1	4	.1	.9	1	4	1	4		.8												
METRO TOTALS			240	646	7.1			METRO TOTALS	149	390	9.6			METRO TOTALS	193	538	8.1			METRO TOTALS	109	327	6.4			METRO TOTALS	131	389	5.6			METRO TOTALS	66	210	4.5								

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SUNDAY
6.00AM-10.00AM

STATION CALL LETTERS	ADULTS 18+						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-64						ADULTS 35-64					
	TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA				TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
WCHL	4	15	4	15	.1	1.0	3	11	3	11	.2	2.4	4	15	4	15	.2	1.6	WCHL	4	15	4	15	.2	2.0	4	15	4	15	.2	1.3	1	4	1	4	.1	.4
*WOBS																			*WOBS																		
WOCG	5	9	5	9	.1	1.2							2	6	2	6	.1	.8	WOCG	2	6	2	6	.1	1.0	5	9	5	9	.2	1.7	5	9	5	9	.3	2.1
WDNC	19	99	19	99	.6	4.5	5	34	5	34	.3	4.0	10	45	10	45	.4	4.0	WDNC	10	45	10	45	.6	5.1	18	82	18	82	.8	5.9	13	48	13	48	.9	5.6
*WETC	25	34	18	24	.5	4.3							4	6	4	6	.2	1.6	*WETC	4	6	4	6	.2	2.0	25	34	18	24	.8	5.9	25	34	18	24	1.2	7.7
WKIX	28	112	5	34	.1	1.2	25	97	2	19	.1	1.6	28	112	5	34	.2	2.0	WKIX	5	34	5	34	.3	2.5	5	34	5	34	.2	1.7	3	15	3	15	.2	1.3
WLF	89	213	63	142	1.9	15.0	62	168	36	97	2.3	28.8	79	197	53	126	2.2	20.9	WLF	42	91	42	91	2.5	21.3	48	98	48	98	2.1	15.8	23	36	23	36	1.6	9.8
WPTF	167	511	94	303	2.8	22.4	12	47	12	47	.8	9.6	48	173	31	130	1.3	12.3	WPTF	45	157	28	114	1.6	14.2	89	308	56	190	2.4	18.5	80	277	47	159	3.2	20.1
WQDR	30	149	3	20	.3	2.1	16	67	9	20	.6	7.2	16	67	9	20	.4	3.6	WQDR	2	4	2	4	.1	1.0	12	57	2	4	.1	.7	10	53				
WRAL	127	302	38	106	1.1	9.0	97	217	22	60	1.4	17.6	115	273	30	86	1.3	11.9	WRAL	81	194	24	78	1.4	12.2	91	221	30	96	1.3	9.9	28	83	14	44	1.0	6.0
WRNC	22	87	22	87	.6	5.2	9	46	9	46	.6	7.2	9	46	9	46	.4	3.6	WRNC	1	16	1	16	.1	.5	3	26	3	26	.1	1.0	2	10	2	10	.1	.9
WSRC	60	143	53	102	1.6	12.6	4	16					47	121	40	80	1.7	15.8	WSRC	43	105	40	80	2.3	20.3	52	119	49	94	2.1	16.2	52	119	49	94	3.3	20.9
WSSB	11	50	11	50	.3	2.6	9	37	9	37	.6	7.2	11	50	11	50	.5	4.3	WSSB	3	24	3	24	.2	1.5	3	24	3	24	.1	1.0	2	13	2	13	.1	.9
WTK																			WTK																		
*WYNA	5	11																	*WYNA							5	11										
WYYD	91	311	43	112	1.3	10.2							14	54	13	43	.5	5.1	WYYD	14	54	13	43	.8	6.6	66	231	40	100	1.7	13.2	66	231	40	100	2.7	17.1
*WBAG	21	31																	*WBAG							21	31					21	31				
*WBAG FM																			*WBAG FM																		
TOTAL	21	31																	TOTAL							21	31					21	31				
METRO TOTALS	420	1133	12.3				125	401	8.1				253	739	10.6				METRO TOTALS	197	580	11.6				303	809	13.0				234	567	15.9			

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

ADULTS

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SUNDAY
10.00AM-3.00PM

STATION CALL LETTERS	ADULTS 18+						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-64						ADULTS 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
WCFL	6	47	6	47	.2	1.2	4	39	4	39	.3	1.9	6	47	6	47	.3	1.8	WCFL	3	28	3	28	.2	1.3	3	28	3	28	.1	.9	2	8	2	8	.1	.9
WBBS	16	71	14	26	.4	2.8	15	59	14	26	.9	6.7	15	59	14	26	.6	4.1	WBBS	9	14	9	14	.5	3.8	10	26	9	14	.4	2.7	1	12				
WDCG	5	12	5	12	.1	1.0							3	6	3	6	.1	.9	WDCG	3	6	3	6	.2	1.3	5	12	5	12	.2	1.5	5	12	5	12	.3	2.2
WDNC	84	243	50	123	1.5	10.0	64	175	36	87	2.3	17.1	75	212	42	102	1.8	12.3	WDNC	31	92	26	70	1.5	11.0	34	107	28	75	1.2	8.5	14	52	8	20	.5	3.6
WETC	3	20	2	10	.1	.4	1	4	1	4	.1	.5	1	4	1	4		.3	WETC	1	4	1	4	.1	.4	3	20	2	10	.1	.6	2	16	1	6	.1	.4
WKIX	43	276	14	92	.4	2.8	40	252	12	77	.8	5.7	42	269	13	85	.5	3.8	WKIX	11	92	8	46	.5	3.4	11	92	8	46	.3	2.4	2	17	1	8	.1	.4
WLLE	69	227	28	123	.8	5.6	49	171	8	67	.5	3.8	57	200	16	96	.7	4.7	WLLE	10	61	10	61	.6	4.2	15	69	15	69	.6	4.6	13	37	13	37	.9	5.8
WPTF	89	308	53	166	1.6	10.6	1	4	1	4	.1	.5	17	103	12	60	.5	3.5	WPTF	17	103	12	60	.7	5.1	47	182	34	101	1.5	10.4	46	178	33	97	2.2	14.8
WQDR	86	268	35	89	1.0	7.0	57	179	34	80	2.2	16.2	61	215	35	89	1.5	10.3	WQDR	11	55	8	28	.5	3.4	36	108	8	28	.3	2.4	29	89	1	9	.1	.4
WRAL	181	603	57	162	1.7	11.4	132	445	39	117	2.5	18.6	164	538	49	148	2.0	14.4	WRAL	131	366	32	95	1.9	13.6	147	429	39	107	1.7	11.9	48	156	17	43	1.2	7.6
WRNC	11	46	11	46	.3	2.2	2	12	2	12	.1	1.0	2	15	2	15	.1	.6	WRNC		10		10				10		10				3		3		
WSRC	64	135	38	110	1.1	7.6	3	15	3	15	.2	1.4	53	95	27	70	1.1	7.9	WSRC	53	95	27	70	1.6	11.4	58	118	32	93	1.4	9.8	55	103	29	78	2.0	13.0
WSSB	11	21	11	21	.3	2.2							9	17	9	17	.4	2.6	WSSB	9	17	9	17	.5	3.8	9	17	9	17	.4	2.7	9	17	9	17	.6	4.0
WTKI	3	26	3	26	.1	.6	1	15	1	15	.1	.5	1	15	1	15		.3	WTKI	1	9	1	9	.1	.4	3	20	3	20	.1	.9	2	11	2	11	.1	.9
WYNA	5	14	5	14	.1	1.0							5	14	5	14	.2	1.5	WYNA	5	14	5	14	.3	2.1	5	14	5	14	.2	1.5	5	14	5	14	.3	2.2
WYYD	191	368	83	164	2.4	16.7	16	47	14	33	.9	6.7	63	150	47	113	2.0	13.8	WYYD	61	139	45	102	2.6	19.1	180	321	81	153	3.5	24.7	166	285	69	131	4.7	30.9
WBAG																			WBAG																		
WBAG FM	3	14	3	14	.1	.6	3	14	3	14	.2	1.4	3	14	3	14	.1	.9	WBAG FM	3	14	3	14	.2	1.3	3	14	3	14	.1	.9						
TOTAL	3	14	3	14	.1	.6	3	14	3	14	.2	1.4	3	14	3	14	.1	.9	TOTAL	3	14	3	14	.2	1.3	3	14	3	14	.1	.9						
METRO TOTALS	498	1292	146				METRO TOTALS	210	607	13.5			METRO TOTALS	341	943	14.2			METRO TOTALS	236	666	13.9			METRO TOTALS	328	853	14.1			METRO TOTALS	223	523	15.1			

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SUNDAY
3.00PM-7.00PM

ADULTS

STATION CALL LETTERS	ADULTS 18+						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-64						ADULTS 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA									
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE						
WCBL	5	41	5	41	.1	1.6	5	34	5	34	.3	2.9	5	34	5	34	.2	2.0	WCBL	2	9	2	9	.1	1.1	2	12	2	12	.1	.9						
WBBS	5	23	5	23	.1	1.6	5	23	5	23	.3	2.9	5	23	5	23	.2	2.0	WBBS	5	23	5	23	.3	2.8	5	23	5	23	.2	2.3						
WDCC	9	30	5	10	.1	1.6	1	4	1	4	.1	.6	7	20	5	10	.2	2.0	WDCC	7	20	5	10	.3	2.8	9	30	5	10	.2	2.3	8	26	4	6	.3	3.3
WDNC	94	243	31	112	.9	9.7	87	220	27	99	1.7	15.7	91	237	28	106	1.2	11.2	WDNC	20	67	17	57	1.0	9.6	23	73	20	63	.9	9.1	7	23	4	13	.3	3.3
*WETC	6	17	2	7	.1	.6	2	4	2	4	.1	1.2	2	4	2	4	.1	.8	*WETC	2	4	2	4	.1	1.1	6	17	2	7	.1	.9	4	13		3		
WKIX	78	264	18	76	.5	5.6	64	242	13	66	.8	7.6	64	245	13	69	.5	5.2	WKIX	6	61	5	37	.3	2.8	15	73	5	37	.2	2.3	9	15		3		
*WLLE	11	49	7	16	.2	2.2	4	33					6	38	2	5	.1	.8	*WLLE	2	5	2	5	.1	1.1	4	11	4	11	.2	1.8	4	11	4	11	.3	3.3
WPTF	87	270	42	143	1.2	13.2	2	8	2	8	.1	1.2	15	68	15	60	.6	6.0	WPTF	15	68	15	60	.9	8.5	38	149	31	98	1.3	14.2	36	141	29	90	2.0	24.0
WQDR	69	166	16	56	.5	5.0	63	131	16	56	1.0	9.3	65	158	16	56	.7	6.4	WQDR	22	74	10	29	.6	5.6	26	82	10	29	.4	4.6	6	35				
WRAL	121	401	32	103	.9	10.0	97	353	22	89	1.4	12.8	108	379	29	98	1.2	11.6	WRAL	55	210	23	75	1.4	13.0	66	230	24	78	1.0	11.0	22	46	8	12	.5	6.6
WRNC																			WRNC																		
*WSRC	51	84	28	42	.8	8.8	19	31	12	15	.8	7.0	46	71	23	29	1.0	9.2	*WSRC	39	55	23	29	1.4	13.0	40	59	24	33	1.0	11.0	28	44	12	18	.8	9.9
WSSB	3	12	3	12	.1	.9							3	12	3	12	.1	1.2	WSSB	3	12	3	12	.2	1.7	3	12	3	12	.1	1.4	3	12	3	12	.2	2.5
WTKI	5	20	5	20	.1	1.6	6		6				6		6			WTKI			5	14	5	14	.2	2.3	5	14	5	14	.3	4.1					
*WYNA	1	8	1	8		.3							1	8	1	8		.4	*WYNA	1	8	1	8	.1	.6	1	8	1	8	.5	1	1	8	1	8	.1	.8
WYYD	87	212	41	114	1.2	12.9	8	26	8	26	.5	4.7	31	80	28	69	1.2	11.2	WYYD	31	80	28	69	1.6	15.8	73	190	41	110	1.8	18.7	65	164	33	84	2.2	27.3
*WBAG																		*WBAG																			
WBAG FM	5	10	5	10	.1	1.6	5	10	5	10	.3	2.9	5	10	5	10	.2	2.0	WBAG FM	4	4	4	4	.2	2.3	4	4	4	4	.2	1.8						
TOTAL	5	10	5	10	.1	1.6	5	10	5	10	.3	2.9	5	10	5	10	.2	2.0	TOTAL	4	4	4	4	.2	2.3	4	4	4	4	.2	1.8						
METRO TOTALS	319	861	9.4	METRO TOTALS	172	481	11.1	METRO TOTALS	251	665	10.5	METRO TOTALS	177	455	10.4	METRO TOTALS	219	569	9.4	METRO TOTALS	121	298	8.2														

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (-) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates

STATION CALL LETTERS	ADULTS 18+						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-64						ADULTS 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE
WCFL		8		8			4		4			8		8			8		8			8			8		8			4		4			4		
WOBS	10	27	10	27	.3	5.5	10	27	10	27	.6	8.1	10	27	10	27	.4	6.8	WOBS	7	21	7	21	.4	8.2	7	21	7	21	.3	6.3						
WDCG	2	4	2	4	.1	1.1	2	4	2	4	.1	1.6	2	4	2	4	.1	1.4	WDCG	2	4	2	4	.1	2.4	2	4	2	4	.1	1.8						
WDNC	47	112	27	63	.8	14.8	44	100	24	51	1.5	19.5	44	100	24	51	1.0	16.4	WDNC	9	15	9	15	.5	10.6	10	20	10	20	.4	8.9	1	5	1	5	.1	2.0
WKIX	34	90	8	57	.2	4.4	33	82	7	49	.5	5.7	34	90	8	57	.3	5.5	WKIX	3	20	3	20	.2	3.5	3	20	3	20	.1	2.7	1	8	1	8	.1	2.0
WPTF	75	204	23	81	.7	12.6	4	11	4	11	.3	3.3	13	59	12	50	.5	8.2	WPTF	13	59	12	50	.7	14.1	28	124	21	74	.9	18.8	24	113	17	63	1.2	34.0
WQDR	35	116	10	54	.3	5.5	35	116	10	54	.6	8.1	35	116	10	54	.4	6.8	WQDR	4	19	4	19	.2	4.7	4	19	4	19	.2	3.6						
WRAL	128	316	34	120	1.0	18.7	123	288	32	113	2.1	26.0	124	300	32	113	1.3	21.9	WRAL	24	121	17	78	1.0	20.0	28	135	19	83	.8	17.0	5	26	2	5	.1	4.0
WRNC		3		3										3		3			WRNC		3		3				3		3								
WSSB	1	3	1	3		.5							1	3	1	3		.7	WSSB	1	3	1	3	.1	1.2	1	3	1	3		.9	1	3	1	3	.1	2.0
WTIK	1	7	1	7		.5													WTIK							1	7	1	7		.9	1	7	1	7	.1	2.0
WYYD	60	187	34	104	1.0	18.7	11	26	11	26	.7	8.9	24	84	21	60	.9	14.4	WYYD	24	84	21	60	1.2	24.7	50	152	30	87	1.3	26.8	39	126	19	61	1.3	38.0
WBAG FM	3	10	3	10	.1	1.6	3	10	3	10	.2	2.4	3	10	3	10	.1	2.1	WBAG FM	1	4	1	4	.1	1.2	1	4	1	4		.9						
METRO TOTALS			182	605	5.3		METRO TOTALS	123	365	7.9		METRO TOTALS	146	467	6.1		METRO TOTALS	85	299	5.0		METRO TOTALS	112	399	4.8		METRO TOTALS	50	202	3.4							

AVERAGE QUARTER-HOUR and CUME Listening Estimates — TEENS

RALEIGH-DURHAM
APRIL/MAY 1976

STATION CALL LETTERS	MONDAY-SUNDAY 6:00 AM-MIDNIGHT					MONDAY-FRIDAY 6:00 AM-10:00 AM					MONDAY-FRIDAY 10:00 AM-3:00 PM					MONDAY-FRIDAY 3:00 PM-7:00 PM					MONDAY-FRIDAY 7:00 PM-MIDNIGHT					STATION CALL LETTERS						
	TOTAL AREA		METRO SURVEY AREA			TOTAL AREA		METRO SURVEY AREA			TOTAL AREA		METRO SURVEY AREA			TOTAL AREA		METRO SURVEY AREA			TOTAL AREA		METRO SURVEY AREA									
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING		AVG. PERS. SHARE					
WCML		25		25			1	8		1	8	.2	1.5			4		4			8			1	20		1	20	.2	1.6	WCML	
WBBS		* 21		* 6				6			6																			WBBS		
WDCG	2	6	2	6	.4	3.5	2	6	2	6	.4	2.9	1	6	1	6	.2	5.6	5	6	5	6	1.0	6.2	3	6	3	6	.6	4.8	WDCG	
WDNC	5	165	4	118	.8	7.0	6	83	6	58	1.2	8.8		6		6			14	91	6	68	1.2	7.4	6	62	5	50	1.0	7.9	WDNC	
WETC																														WETC		
WKIX	14	379	10	217	2.0	17.5	14	150	9	101	1.8	13.2	4	87	2	51	.4	11.1	27	240	17	165	3.4	21.0	13	172	11	139	2.2	17.5	WKIX	
WLLE	* 10	* 157	* 4	* 113	* .8	7.0	10	124	5	92	1.0	7.4	9	49	1	17	.2	5.6	* 10	* 64	* 7	* 32	1.4	8.6						WLLE		
WPTF	5	196	4	135	.8	7.0	17	175	13	114	2.6	19.1	1	21	1	21	.2	5.6	6	58	5	32	1.0	6.2	2	33	2	33	.4	3.2	WPTF	
WQDR	30	429	12	161	2.4	21.1	24	199	9	82	1.8	13.2	16	170	3	37	.6	16.7	41	257	17	98	3.4	21.0	34	225	17	87	3.4	27.0	WQDR	
WRAL	41	680	6	128	1.2	10.5	43	259	8	35	1.6	11.8	21	236	4	30	.8	22.2	41	330	7	73	1.4	8.6	58	364	9	77	1.8	14.3	WRAL	
WRNC	1	21	1	21	.2	1.8		3		3										3		3				13		13		WRNC		
WSRC	* 3	* 36	* 3	* 36	* .6	5.3	3	24	3	24	.6	4.4	1	20	1	20	.2	5.6	* 2	* 22	* 2	* 22	* .4	2.5							WSRC	
WSSB	7	107	7	107	1.4	12.3	9	89	9	89	1.8	13.2	2	30	2	30	.4	11.1	10	60	10	60	2.0	12.3	10	56	10	56	2.0	15.9	WSSB	
WTIK		9		9																							9		9		WTIK	
WYNA		* 6		* 6										6		6				* 6		* 6								WYNA		
WYYD	1	88		28			3	45	1	5	.2	1.5	1	10												15		15		WYYD		
WBAG	* 3	* 116	* 1	* 12	* .2	1.8	1	29	1	12	.2	1.5	3	29					* 8	* 87											WBAG	
WBAG FM	* 3	* 41					1	12					2	33		4			1	4	.2	1.2				4	41	1	12	.2	1.6	WBAG FM
TOTAL	6	128	1	12	.2	1.8	1	41	1	12	.2	1.5	5	33		4			9	91	1	4	.2	1.2	4	41				1.6	TOTAL	
METRO TOTALS		57	4.95	11.3			METRO TOTALS	6.8	4.04	13.5			METRO TOTALS	18	197	3.6			METRO TOTALS	81	381	16.0			METRO TOTALS	63	367	12.5				

TEENS

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR and CUME Listening Estimates—TEENS

RALEIGH-DURHAM
APRIL/MAY 1976

STATION CALL LETTERS	SATURDAY 6:00 AM-10:00 AM						SATURDAY 10:00 AM-3:00 PM						SATURDAY 3:00 PM-7:00 PM						SATURDAY 7:00 PM-MIDNIGHT						STATION CALL LETTERS	
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE				
WCHL							4	4		4									1	8		1	8	.2	2.6	WCHL
WDBS	4	6	4	6	.8	6.0	4	6	4	6	.8	4.8														WDBS
WDCG	3	6	3	6	.6	4.5																				WDCG
WDNC	1	4	1	4	.2	1.5	5	27	5	27	1.0	6.0	6	21	6	21	1.2	9.5	3	17	3	17	.6	7.9	WDNC	
WETC																										WETC
WKIX	19	65	9	29	1.8	13.4	13	57	12	44	2.4	14.5	22	77	14	41	2.8	22.2	12	79	9	55	1.8	23.7	WKIX	
WLLE	23	31	5	8	1.0	7.5	27	43	12	20	2.4	14.5	* 13	* 28	* 7	* 17*	1.4*	11.1								WLLE
WPTF	3	6	3	6	.6	4.5	5	26	4	11	.8	4.8		6		6				6		6				WPTF
WQDR	23	65	9	36	1.8	13.4	32	90	16	51	3.2	19.3	30	108	16	44	3.2	25.4	44	101	13	40	2.6	34.2	WQDR	
WRAL	44	122	8	23	1.6	11.9	59	207	6	22	1.2	7.2	32	121	3	4	.6	4.8	25	109	1	10	.2	2.6	WRAL	
WRNC	6	9	6	9	1.2	9.0	9	13	9	13	1.8	10.8	7	18	7	18	1.4	11.1								WRNC
WSRC	9	18	9	18	1.8	13.4	4	5	4	5	.8	4.8	* 1	* 5	* 1	* 5	* .2*	1.6								WSRC
WSSB	4	10	4	10	.8	6.0	1	11	1	11	.2	1.2	3	10	3	10	.6	4.8	9	14	9	14	1.8	23.7	WSSB	
WTIK																										WTIK
WYNA													* 1	* 6	* 1	* 6	* .2*	1.6								WYNA
WYYD	6		6				1	4	1	4	.2	1.2														WYYD
WBAG	1	4	1	4	.2	1.5	2	8	2	8	.4	2.4	29	29					2	8	2	8	.4	5.3	WBAG	
WBAG FM	1	4	1	4	.2	1.5	2	8	2	8	.4	2.4	29	29												WBAG FM
TOTAL	1	4	1	4	.2	1.5	2	8	2	8	.4	2.4	29	29					2	8	2	8	.4	5.3	TOTAL	
METRO TOTALS	67	162	13.3	METRO TOTALS	83	201	16.4	METRO TOTALS	63	166	12.5	METRO TOTALS	38	142	7.5											

AVERAGE QUARTER-HOUR and CUME Listening Estimates—TEENS

RALEIGH-DURHAM
APRIL/MAY 1976

STATION CALL LETTERS	SUNDAY 6:00 AM-10:00 AM						SUNDAY 10:00 AM-3:00 PM						SUNDAY 3:00 PM-7:00 PM						SUNDAY 7:00 PM-MIDNIGHT						STATION CALL LETTERS							
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA											
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RATING	AVG. PERS. SHARE								
WCFL																															WCFL	
WBBS							1	15					1	6	1	6	.2	2.1													WBBS	
WDCG													1	6	1	6	.2	2.1	2	6	2	6	.4	4.1							WDCG	
WDNC							1	11	1	11	.2	1.4	3	12	3	12	.6	6.4	5	14	5	14	1.0	10.2							WDNC	
WETC																															WETC	
WKIX	4	22	2	9	.4	5.7	28	98	14	49	2.8	19.4	14	49	10	36	2.0	21.3	5	30	5	30	1.0	10.2							WKIX	
WLLE							2	12	2	12	.4	2.8	* 1	* 8	* 1	* 8	* .2	2.1													WLLE	
WPTF	2	16		6			2	11	2	11	.4	2.8	1	6	1	6	.2	2.1	5	17	5	17	1.0	10.2							WPTF	
WQDR	29	92	6	20	1.2	17.1	65	131	22	51	4.4	30.6	29	119	13	42	2.6	27.7	23	72	14	34	2.8	28.6							WQDR	
WRAL	39	129	8	31	1.6	22.9	66	234	7	31	1.4	9.7	39	163	5	18	1.0	10.6	33	90	4	17	.8	8.2							WRAL	
WRNC		3		3				3		3																					WRNC	
WSRC	8	18	8	18	1.6	22.9	5	20	5	20	1.0	6.9	* 1	* 2	* 1	* 2	* .2	2.1													WSRC	
WSSB	6	20	6	20	1.2	17.1	10	30	10	30	2.0	13.9	7	23	7	23	1.4	14.9	11	23	11	23	2.2	22.4							WSSB	
WTIK																															WTIK	
WYNA																															WYNA	
WYYD																			2	14	1	4	.2	2.0							WYYD	
WBAG WBAG FM TOTAL							1 1	4 4	1 1	4 4	.2 .2	1.4 1.4	1 1	4 4	1 1	4 4	.2 .2	2.1 2.1	1 1	4 4	1 1	4 4	.2 .2	2.0 2.0							WBAG WBAG FM TOTAL	
METRO TOTALS			35	105	6.9		METRO TOTALS	72	221	14.3			METRO TOTALS	47	156	9.3			METRO TOTALS	49	135	9.7										

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

TEENS

AVERAGE QUARTER-HOUR Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS											SHARES—METRO SURVEY AREA															
TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	TEENS 12-17										
	18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64			18-24	25-34	35-49	50-64	18-24	25-34	35-49	50-64		
11	2	1			3	2	2	3	1	8	WCFL	8	2	1			3	2	1	1	1	5	WCFL	1.4	3.6	1.8			1.3	3.5	1.5	1.6	2.0	1.9			
7	2	1			3	1	3			4	*WDBS	7	2	1			3	1	3			4	*WDBS	1.3	3.6	1.8			1.3	1.8	4.6			1.5			
6		1			1			2	1	3	2	WDCG	6		1				2	1	3	2	WDCG	1.1		1.8			.4			3.1	2.0	1.1	3.5		
54	10	4	4	2	20	14	6	4	2	29	5	WDNC	37	7	4	4	1	16	4	6	2	2	17	4	WDNC	6.7	12.5	7.1	6.9	2.3	7.0	7.0	9.2	3.1	4.0	6.3	7.0
13			2	2	5		1	2	5	8		*WETC	7				2	2		1	2	2	5	*WETC	1.3				4.5	.9		1.5	3.1	4.0	1.9		
83	26	8	5	1	40	13	10	3	3	29	14	WKIX	47	5	5	4	1	15	7	10	3	2	22	10	WKIX	8.5	8.9	8.9	6.9	2.3	6.6	12.3	15.4	4.7	4.0	8.2	17.5
58	12	3	5		21	11	10	4	1	27	10	*WLLE	31	2	3	5		11	3	10	1	1	16	4	*WLLE	5.6	3.6	5.4	8.6		4.8	5.3	15.4	1.6	2.0	5.9	7.0
179	4	10	17	20	70	3	3	27	27	104	5	WPTF	104	1	8	12	13	41	2	2	18	16	59	4	WPTF	18.8	1.8	14.3	20.7	29.5	18.1	3.5	3.1	28.1	36.0	21.9	7.0
100	20	13		5	38	23	3	1	5	32	30	WQDR	49	11	9		1	21	11	3	1	1	16	12	WQDR	8.9	19.6	16.1		2.3	9.3	19.3	4.6	1.6	2.0	5.9	21.1
212	21	50	9	15	95	29	25	14	6	76	41	WRAL	52	2	10	3	4	19	12	9	3	2	27	6	WRAL	9.4	3.6	17.9	5.2	9.1	8.4	21.1	13.8	4.7	4.0	10.0	10.5
15		1	4	1	7	3		1	1	7	1	WRNC	14		1	4	1	7	3		1	6	1	WRNC	2.5		1.8	6.9	2.3	3.1	5.3		1.6		2.2	1.8	
31	3	1	7	1	14	1	4	5	3	14	3	*WSRC	27	3	1	5	1	12	1	4	3	3	12	3	*WSRC	4.9	5.4	1.8	8.6	2.3	5.3	1.8	6.2	4.7	6.0	4.5	5.3
11	1		1		2			2		2	7	WSSB	11	1		1		2			2		2	7	WSSB	2.0	1.8		1.7		.9			3.1		.7	12.3
11		1	3	4	8			1	2	3		WTKI	10		1	3	4	8			1	1	2		WTKI	1.8		1.8	5.2	9.1	3.5			1.6	2.0	.7	
14	5		2	1	8			3	3	6		*WYNA	13	5		2		7			3	3	6		*WYNA	2.4	8.9		3.4		3.1			4.7	6.0	2.2	
158	5	14	13	28	67	2	13	24	40	90	1	WYYD	75	5	6	11	15	37	2	8	16	9	38		WYYD	13.6	8.9	10.7	19.0	34.1	16.3	3.5	12.3	25.0	18.0	14.1	
38	9	1		2	12	13	4	5	1	23	3	*WBAG	-1											1	*WBAG	.5								3.1		.7	1.8
17						13	13	1		14	3	*WBAG FH	3							2			2	1	*WBAG FH	.5								3.1		.7	1.8
55	9	1		2	12	13	17	6	1	37	6	TOTAL	3							2		2	1	TOTAL	.5								3.1		.7	1.8	
TOTAL LISTENING IN METRO SURVEY AREA											553	56	56	58	44	227	57	65	64	50	269	57															

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS — METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS — METRO SURVEY AREA												
TOTAL PERS. 12+	MEN					TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					TOTAL 18+ %	TEENS 12-17 %													
	18-24	25-34	35-49	50-64	18-24					25-34	35-49	50-64	18-24	25-34					35-49	50-64	18-24	25-34	35-49			50-64	18-24	25-34	35-49	50-64								
309	33	56	17	14	124	41	46	38	32	160	25	WCML	268	33	36	17	14	104	41	34	29	32	139	25	WCML	6.9	9.1	8.5	4.1	4.8	6.3	12.5	7.8	6.7	9.5	7.9	5.0	
225	65	35	12		112	22	42	13	12	92	21	*WDBS	165	32	35	12		79	22	42	13		80	6	*WDBS	4.2	8.8	8.3	2.9		4.8	6.7	9.6	3.0		4.5	1.2	
155		24	16	11	55		12	56	23	94	6	WDGG	113		24	16	1	45		12	24	23	62	6	WDGG	2.9		5.7	3.9	.3	2.7		2.8	5.6	6.8	3.5	1.2	
1183	227	127	83	62	521	174	139	93	51	497	165	WDNC	864	123	127	83	33	388	108	125	61	41	358	118	WDNC	22.1	33.8	30.0	20.2	11.3	23.7	33.0	28.7	14.1	12.2	20.3	23.4	
204		4	58	30	103	16	4	23	52	95		*WETC	39		4		9	13		4	11	11	26		*WETC	1.0		.9		3.1	.8		.9	2.5	3.3	1.5		
1794	353	230	105	26	714	305	232	94	63	701	379	WKIX	997	116	119	76	18	329	152	193	76	23	451	217	WKIX	25.5	31.9	28.1	18.5	6.1	20.1	46.5	44.3	17.6	6.8	25.6	43.0	
763	192	69	57	3	338	113	78	45	12	268	157	*WLLE	487	47	69	42	3	178	64	78	22	12	196	113	*WLLE	12.5	12.9	16.3	10.2	1.0	10.9	19.6	17.9	5.1	3.6	11.1	22.4	
2225	123	139	258	309	1018	44	77	315	330	1011	196	WPTF	1298	49	83	176	165	559	30	53	229	167	604	135	WPTF	33.2	13.5	19.6	42.8	56.3	34.1	9.2	12.2	53.0	49.6	34.3	26.7	
1416	334	142	44	42	576	221	73	52	50	411	429	WQDR	630	129	92	16	11	248	107	61	41	12	221	161	WQDR	16.1	35.4	21.7	3.9	3.8	15.1	32.7	14.0	9.5	3.6	12.5	31.9	
3257	479	491	221	152	1346	313	381	290	164	1231	680	WRAL	828	91	129	83	48	354	97	125	63	43	346	128	WRAL	21.2	25.0	30.4	20.2	16.4	21.6	29.7	28.7	14.6	12.8	19.6	25.3	
334	15	35	46	24	131	42	18	20	43	182	21	WRNC	267	15	18	46	24	112	42	6	20	22	134	21	WRNC	6.8	4.1	3.8	11.2	8.2	6.8	12.8	1.4	4.6	6.5	7.6	4.2	
381	81	17	47	21	177	39	33	69	19	168	36	*WSRC	339	81	17	33	21	163	22	33	58	19	140	36	*WSRC	8.7	22.3	4.0	8.0	7.2	9.9	6.7	7.6	13.4	5.6	7.9	7.1	
343	64	43	26	2	139	20	22	42	10	97	107	WSSB	343	64	43	26	2	139	20	22	42	10	97	107	WSSB	8.8	17.6	10.1	6.3	.7	8.5	6.1	5.0	9.7	3.0	5.5	21.2	
175	6	5	35	17	71		9	27	51	95	9	WTIK	165	6	5	35	17	71		9	27	41	85	9	WTIK	4.2	1.6	1.2	8.5	5.8	4.3		2.1	6.3	12.2	4.8	1.8	
141	15	19	36	16	91		4	17	16	44	6	*WYNA	118	15	19	24	5	68		4	17	16	44	6	*WYNA	3.0	4.1	4.5	5.8	1.7	4.1		.9	3.9	4.7	2.5	1.2	
1683	36	169	179	238	690	42	202	241	278	905	88	WYYD	821	36	111	124	98	373	25	136	150	77	420	28	WYYD	21.0	9.9	26.2	30.2	33.4	22.8	7.6	31.2	34.7	22.8	23.8	5.5	
367	62	23		44	129	52	22	26	22	122	116	*WBAG	17			13	13						4		*WBAG	.4				4.4	.8			.9		.2		
239	40	19	6	44	65	20	69	44	22	133	41	*WBAG FM	45	7		6	13	13	6	14	4		20	12	*WBAG FM	1.2	1.9		1.5	.8	1.8	3.2			1.1	2.4		
531	102	41	6	44	193	71	69	48	22	210	128	TOTAL	62	7		6	13	26	6	14	4		24	12	TOTAL	1.6	1.9	1.5	4.4	1.6	1.8	3.2	.9		1.4	2.4		

DAY PARTS AVG & CUME

TOTAL LISTENING IN METRO SURVEY AREA	3715	358	412	387	263	1530	327	431	422	303	1690	495		95.1	98.4	97.2	94.2	89.8	93.3	99.9	98.9	97.7	89.9	95.9	98.0
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FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

CUME Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS—METRO SURVEY AREA														
TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					TOTAL 18+ %	WOMEN					TEENS 12-17 %
	18-24	25-34	35-49	50-64	18-24		25-34	35-49	50-64	18-24	25-34				35-49	50-64	18-24	25-34	35-49		50-64	18-24	25-34	35-49	50-64				18-24	25-34	35-49	50-64	18-24		25-34	35-49	50-64	18-24	25-34	
262	33	40	17	13	103	29	42	34	29	134	25	WCHL	221	33	20	17	13	83	29	30	25	29	113	25	WCHL	5.7	9.1	4.7	4.1	4.4	5.1	8.9	6.9	5.8	8.6	6.4	5.0			
151	32	35	12		79	22	37	4		66	6	WBBS	151	32	35	12		79	22	37	4		66	6	WBBS	3.9	8.8	8.3	2.9		4.8	6.7	8.5	.9		3.7	1.2			
120		24	8	1	37		8	46	23	77	6	WDCG	98		24	8	1	37		8	24	23	55	6	WDCG	2.5		5.7	1.9	.3	2.3		1.8	5.6	6.8	3.1	1.2			
972	168	96	67	52	397	152	139	56	39	424	151	WDNC	721	102	96	67	33	312	87	125	45	28	306	103	WDNC	18.5	28.0	22.6	16.3	11.3	19.0	26.6	28.7	10.4	8.3	17.4	20.4			
169		4	29	30	80	16	4	17	52	89		*WETC	34		4		9	13		4	6	11	21		*WETC	.9		.9		3.1	.8		.9	1.4	3.3	1.2				
1659	338	230	100	25	693	284	228	82	53	654	312	WKIX	930	100	119	70	17	306	131	189	73	23	423	201	WKIX	23.8	27.5	28.1	17.0	5.8	18.7	40.1	43.3	16.9	6.8	24.0	39.8			
660	154	56	57	3	277	113	71	45	12	247	136	*WLLE	434	47	56	42	3	155	64	71	22	12	175	104	*WLLE	11.1	12.9	13.2	10.2	1.0	9.5	19.6	16.3	5.1	3.6	9.9	20.6			
2135	123	139	258	282	977	30	71	290	326	962	196	WPTF	1258	49	83	176	165	559	16	47	214	162	564	135	WPTF	32.2	13.5	19.6	42.8	56.3	34.1	4.9	10.8	49.5	48.1	32.0	26.7			
1176	282	132	16	11	441	209	48	43	50	350	385	WQDR	550	111	82	16	11	220	95	48	32	12	187	143	WQDR	14.1	30.5	19.3	3.9	3.8	13.4	29.1	11.0	7.4	3.6	10.6	28.3			
2902	450	469	203	151	1276	288	344	244	135	1076	550	WRAL	715	61	106	78	46	294	89	116	49	43	315	106	WRAL	18.3	16.8	25.0	19.0	15.7	17.9	27.2	26.6	11.3	12.8	17.9	21.0			
276	15	31	38	19	114	34	18	20	29	146	16	WRNC	219	15	11	38	19	94	34	6	20	18	109	16	WRNC	5.6	4.1	2.6	9.2	6.5	5.7	10.4	1.4	4.6	5.3	6.2	3.2			
306	81	17	42	21	172	22	18	33	19	100	34	*WSRC	280	81	17	27	21	157	22	18	22	19	89	34	*WSRC	7.2	22.3	4.0	6.6	7.2	9.6	6.7	4.1	5.1	5.6	5.0	6.7			
283	51	32	12	2	97	20	22	29	5	79	107	WSSB	283	51	32	12	2	97	20	22	29	5	79	107	WSSB	7.2	14.0	7.5	2.9	.7	5.9	6.1	5.0	6.7	1.5	4.5	21.2			
159	6	5	35	17	71			27	44	79	9	WTKI	149	6	5	35	17	71			27	34	69	9	WTKI	3.8	1.6	1.2	8.5	5.8	4.3		6.3	10.1	3.9	1.8				
141	15	19	36	16	91		4	17	16	44	6	*WYNA	118	15	19	24	5	68		4	17	16	44	6	*WYNA	3.0	4.1	4.5	5.8	1.7	4.1		.9	3.9	4.7	2.5	1.2			
1506	30	156	161	218	614	36	156	225	278	822	70	WYYD	708	30	99	119	89	337	19	89	134	77	351	20	WYYD	18.1	8.2	23.3	29.0	30.4	20.6	5.8	20.4	31.0	22.8	19.9	4.0			
367	62	23		44	129	52	22	26	22	122	116	*WBAG	17				13	13					4		*WBAG	.4				4.4	.8			.9		.2				
220	33	19		44	52	14	69	44		127	41	WBAG FM	26										14	12	WBAG FM	.7						3.2		.9		.8				
512	95	41		44	180	65	69	48	22	204	128	TOTAL	43				13	13					18	12	TOTAL	1.1				4.4	.8		3.2	.9		1.0				

DAY PARTS AVG & CUME

TOTAL LISTENING IN METRO SURVEY AREA													3669	358	406	387	262	1523	327	418	419	280	1651	495	93.9	98.4	95.8	94.2	89.4	92.9	99.9	95.9	97.0	83.1	93.6	98.0
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FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

CUME Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA														
TOTAL PERS 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS 12+ %	MEN					WOMEN					TOTAL PERS 12+ %	
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18+ %		18-24 %
170	20	41	6	1	72	29	29	20	5	86	12	WCHL	138	20	21	6	1	52	29	17	20	5	74	12	WCHL	3.5	5.5	5.0	1.5	.3	3.2	8.9	3.9	4.6	1.5	4.2	2.4	
123	45	12			57	6	18	9	12	45	21	*WDBS	63	12	12			24	6	18	9		33	6	*WDBS	1.6	3.3	2.8			1.5	1.8	4.1	2.1		1.9	1.2	
65		12	8	11	31		4	16	5	28	6	WDCG	45		12	8	1	21		4	6	5	18	6	WDCG	1.2		2.8	1.9	.3	1.3		.9	1.4	1.5	1.0	1.2	
723	148	70	53	45	328	125	91	53	42	331	64	WDNC	551	76	70	53	25	236	76	91	32	32	251	64	WDNC	14.1	20.9	16.5	12.9	8.5	14.4	23.2	20.9	7.4	9.5	14.2	12.7	
157		4	43	20	84	16	4	11	42	73		*WETC	39		4		9	13		4	11	11	26		*WETC	1.0		.9			3.1	.8		.9	2.5	3.3	1.5	
1003	266	101	29	1	397	156	118	46	25	352	254	WKIX	473	61	57	14	1	133	63	106	28	3	207	133	WKIX	12.1	16.8	13.4	3.4	.3	8.1	19.3	24.3	6.5	.9	11.7	26.3	
507	136	69	21	1	244	72	65	28	9	192	71	*WLLE	325	31	69	21	1	139	40	65	16	9	148	38	*WLLE	8.3	8.5	16.3	5.1	.3	8.5	12.2	14.9	3.7	2.7	8.4	7.5	
1188		20	144	182	466	22	24	154	230	668	54	WPTF	695		20	106	78	265	22	24	114	124	402	28	WPTF	17.8		4.7	25.8	26.6	16.2	6.7	5.5	26.4	36.8	22.8	5.5	
947	231	69	28	31	373	168	45	32	38	298	276	WQDR	372	92	51			143	67	33	21		121	108	WQDR	9.5	25.3	12.0			8.7	20.5	7.6	4.9		6.9	21.4	
1912	265	326	92	49	732	206	243	164	78	711	469	WRAL	488	48	86	42	23	199	62	90	37	18	209	80	WRAL	12.5	13.2	20.3	10.2	7.8	12.1	19.0	20.6	8.6	5.3	11.9	15.8	
181	6	16	20	11	53	42		6	15	107	21	WRNC	171	6	16	20	11	53	42		6	5	97	21	WRNC	4.4	1.6	3.8	4.9	3.8	3.2	12.8		1.4	1.5	5.5	4.2	
215			47	17	75	16	19	61	13	115	25	*WSRC	174			33	17	61		19	50	13	88	25	*WSRC	4.5			8.0	5.8	3.7		4.4	11.6	3.9	5.0	5.0	
180	31	16	26	2	79	20		24	10	54	47	WSSB	180	31	16	26	2	79	20		24	10	54	47	WSSB	4.6	8.5	3.8	6.3	.7	4.8	6.1		5.6	3.0	3.1	9.3	
71	6	5	12	5	28		9	9	25	43		WTIK	71	6	5	12	5	28		9	9	25	43		WTIK	1.8	1.6	1.2	2.9	1.7	1.7		2.1	2.1	7.4	2.4		
56	9		16	16	41			6	3	9	6	*WYNA	45	9		16	5	30			6	3	9	6	*WYNA	1.2	2.5		3.9	1.7	1.8			1.4	.9	.5	1.2	
919	6	31	106	148	344	11	96	130	189	551	24	WYYD	466	6	31	80	65	186	11	69	97	57	266	14	WYYD	11.9	1.6	7.3	19.5	22.2	11.3	3.4	15.8	22.5	16.9	15.1	2.8	
142	62	23		31	116	26				26	41	*WBAG	-1													*WBAG												
74	7		6		13	6	14			20	41	*WBAG FM	45	7		6		13	6	14			20	12	*WBAG FM	1.2	1.9		1.5	.8	1.8	3.2				1.1	2.4	
216	69	23	6	31	129	32	14			46	41	TOTAL	45	7		6		13	6	14			20	12	TOTAL	1.2	1.9		1.5	.8	1.8	3.2				1.1	2.4	

DAY PARTS AVG & CUME

TOTAL LISTENING IN METRO SURVEY AREA	3052	291	313	322	192	1207	286	368	362	249	1451	394		78.1	79.9	73.8	78.3	65.5	73.6	87.5	84.4	83.8	73.9	82.3	78.0
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FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
6.00AM-7.00PM

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS												SHARES — METRO SURVEY AREA											
TOTAL PERS. 12+	MEN				WOMEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				WOMEN				TOTAL 18+ %	TEENS 12-17 %	
	18-24	25-34	35-49	50-64	18+	18-24	25-34	35-49					50-64	18+	18-24	25-34	35-49	50-64	18+	18-24					25-34	35-49	50-64	18+	18-24	25-34	35-49	50-64			18+
18	4	1	1		6	3	2	6	1	12	14	4	1	1		6	3	2	2	1	8	WCHL	2.1	5.4	1.3	1.5		2.1	4.7	2.7	2.4	1.6	2.5		
9	2	2			4	2	3			5	9	2	2		4	2	3			5	WBBS	1.4	2.7	2.6			1.4	3.1	4.0			1.6			
8		1			1			3	2	5	7		1		1			2	2	4	2	WDCG	1.1		1.3			.3			2.4	3.3	1.3	3.9	
59	8	5	5	3	22	15	6	4	2	31	42	7	5	5	1	19	4	6	3	2	19	4	WDNC	6.3	9.5	6.4	7.5	1.8	6.5	6.3	8.0	3.6	3.3	5.9	7.8
11		1	1	2	4		1	1	5	7	6		1		1	2		1	1	2	4	*WETC	.9		1.3		1.8	.7		1.3	1.2	3.3	1.3		
105	30	12	8	2	52	17	14	5	3	39	61	6	8	6	2	22	10	13	5	2	30	9	WKIX	9.2	8.1	10.3	9.0	3.6	7.6	15.6	17.3	6.0	3.3	9.4	17.6
50	6	3	4		14	10	10	4	1	26	30	2	3	4		10	3	10	1	1	16	4	*WLLE	4.5	2.7	3.8	6.0		3.4	4.7	13.3	1.2	1.6	5.0	7.8
228	5	16	23	21	88	4	4	39	37	133	135	1	13	16	14	52	2	4	26	23	77	6	WPTF	20.4	1.4	16.7	23.9	25.5	17.9	3.1	5.3	31.0	37.7	24.1	11.8
101	25	16		1	42	25	3	1	4	33	58	17	12		1	30	14	3	1	1	19	9	WQDR	8.8	23.0	15.4		1.8	10.3	21.9	4.0	1.2	1.6	5.9	17.6
246	19	64	10	23	117	31	31	19	10	95	56	2	12	1	5	21	12	10	3	3	29	6	WRAL	8.5	2.7	15.4	1.5	9.1	7.2	18.8	13.3	3.6	4.9	9.1	11.8
20	1	1	7	1	12	4	1	1	1	8	20	1	1	7	1	12	4	1	1	1	8	WRNC	3.0	1.4	1.3	10.4	1.8	4.1	6.3	1.3	1.2	1.6	2.5		
27	5	1	5	1	14	1	4	3	3	11	25	5	1	4	1	13	1	4	2	3	10	2	*WSRC	3.8	6.8	1.3	6.0	1.8	4.5	1.6	5.3	2.4	4.9	3.1	3.9
12	2	1	1		4				2	2	12	2	1	1		4			2		2	6	WSSB	1.8	2.7	1.3	1.5		1.4			2.4		.6	11.8
17		1	4	7	12			2	2	5	16		1	4	7	12			2	1	4	WTIK	2.4		1.3	6.0	12.7	4.1			2.4	1.6	1.3		
18	7		2	1	10			4	4	8	16	7		1		8			4	4	8	*WYNA	2.4	9.5		1.5		2.7			4.8	6.6	2.5		
201	9	23	16	31	84	4	18	33	49	116	104	9	10	14	20	53	4	11	23	11	51	WYYD	15.7	12.2	12.8	20.9	36.4	18.2	6.3	14.7	27.4	18.0	15.9		
47	8	1		2	11	18	6	7	1	32	4											4	*WBAG												
23											1											1	WBAG FM	.5										.6	2.0
70	8	1		2	11	18	22	7	1	54	5											5	WBAG FM TOTAL	.5									.6	2.0	
TOTAL LISTENING IN METRO SURVEY AREA												662	74	78	67	55	291	64	75	84	61	320	51												

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

CUME Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS—METRO SURVEY AREA												
TOTAL PERS. 12-	MEN					TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12-	MEN					TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12-%	MEN					TOTAL 18-%	TEENS 12-17 %													
	18-24	25-34	35-49	50-64	18-24					25-34	35-49	50-64	18-24	25-34					35-49	50-64	18-24	25-34	35-49			50-64	18-24 %	25-34 %	35-49 %	50-64 %								
253	33	40	17	13	103	29	42	34	29	134	16	WGHL	212	33	20	17	13	83	29	30	25	29	113	16	WGHL	5.4	9.1	4.7	4.1	4.4	5.1	8.9	6.9	5.8	8.6	6.4	3.2	
151	32	35	12		79	22	37	4		66	6	WBBS	151	32	35	12		79	22	37	4		66	6	WBBS	3.9	8.8	8.3	2.9		4.8	6.7	8.5	.9		3.7	1.2	
99		17		1	22		8	40	23	71	6	WDCC	77		17		1	22		8	18	23	49	6	WDCC	2.0		4.0		.3	1.3		1.8	4.2	6.8	2.8	1.2	
912	163	83	67	52	375	146	125	56	38	403	134	WDNC	662	97	83	67	33	290	80	111	45	28	285	87	WDNC	16.9	26.6	19.6	16.3	11.3	17.7	24.5	25.5	10.4	8.3	16.2	17.2	
169		4	29	30	80	16	4	17	52	89		*WETC	34		4		9	13		4	6	11	21		*WETC	.9		.9		3.1	.8		.9	1.4	3.3	1.2		
1521	338	187	92	17	634	268	198	79	52	604	283	WKIX	869	100	119	62	17	298	131	159	70	21	388	183	WKIX	22.2	27.5	28.1	15.1	5.8	18.2	40.1	36.5	16.2	6.2	22.0	36.2	
660	154	56	57	3	277	113	71	45	12	247	136	*WLLE	434	47	56	42	3	155	64	71	22	12	175	104	*WLLE	11.1	12.9	13.2	10.2	1.0	9.5	19.6	16.3	5.1	3.6	9.9	20.6	
2040	80	130	242	270	897	30	71	287	319	952	191	WPTF	1197	40	74	161	152	513	16	47	212	155	555	129	WPTF	30.6	11.0	17.5	39.2	51.9	31.3	4.9	10.8	49.1	46.0	31.5	25.5	
1054	233	132	16	11	392	195	38	35	50	318	344	WQDR	510	95	82	16	11	204	95	38	24	12	169	137	WQDR	13.1	26.1	19.3	3.9	3.8	12.4	29.1	8.7	5.6	3.6	9.6	27.1	
2609	361	449	179	126	1118	280	317	227	130	1017	474	WRAL	622	52	106	66	39	266	81	102	43	38	279	77	WRAL	15.9	14.3	25.0	16.1	13.3	16.2	24.8	23.4	10.0	11.3	15.8	15.2	
258	15	31	38	14	109	34	18	20	29	146	3	WRNC	201	15	11	38	14	89	34	6	20	18	109	3	WRNC	5.1	4.1	2.6	9.2	4.8	5.4	10.4	1.4	4.6	5.3	6.2	.6	
306	81	17	42	21	172	22	18	33	19	100	34	*WSRC	280	81	17	27	21	157	22	18	22	19	89	34	*WSRC	7.2	22.3	4.0	6.6	7.2	9.6	6.7	4.1	5.1	5.6	5.0	6.7	
281	51	32	12	2	97	20	22	29	5	79	105	WSSB	281	51	32	12	2	97	20	22	29	5	79	105	WSSB	7.2	14.0	7.5	2.9	.7	5.9	6.1	5.0	6.7	1.5	4.5	20.8	
141	6	5	35	17	71			27	37	70		WTKI	131	6	5	35	17	71			27	27	60		WTKI	3.4	1.6	1.2	8.5	5.8	4.3			6.3	8.0	3.4		
141	15	19	36	16	91		4	17	16	44	6	*WYNA	118	15	19	24	5	68		4	17	16	44	6	*WYNA	3.0	4.1	4.5	5.8	1.7	4.1		.9	3.9	4.7	2.5	1.2	
1417	30	134	145	184	542	36	152	220	278	813	62	WYYD	653	30	76	103	89	298	19	85	129	77	342	13	WYYD	16.7	8.2	17.9	25.1	30.4	18.2	5.8	19.5	29.9	22.8	19.4	2.6	
367	62	23		44	129	52	22	26	22	122	116	*WBAG	17				13	13					4		*WBAG	.4				4.4	.8			.9		.2		
198	33	19			52	14	69	22		105	41	WBAG FM	26										14	12	WBAG FM	.7									.8	2.4		
512	95	41		44	180	65	69	48	22	204	128	TOTAL	43				13	13					18	12	TOTAL	1.1				4.4	.8		3.2	.9		1.0	2.4	
TOTAL LISTENING IN METRO SURVEY AREA													3634	358	406	387	262	1523	327	418	419	273	1637	474														
													93.0	98.4	95.8	94.2	89.4	92.9	99.9	95.9	97.0	81.0	92.9	93.9														

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

DAY PARTS AVG & CUME

AVERAGE QUARTER-HOUR Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
6.00AM-10.00AM

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS												SHARES—METRO SURVEY AREA														
TOTAL PERS. 12+	MEN				WOMEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				WOMEN				TOTAL 18+ %	TEENS 12-17 %				
	18-24	25-34	35-49	50-64	18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64	18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64	18-24	25-34	35-49	50-64			18-24	25-34	35-49	50-64
25	4	3	1	1	9	4	2	7	2	15	1	WCHL	21	4	2	1	1	8	4	2	4	2	12	1	WCHL	2.4	5.8	2.2	1.1	1.6	2.3	5.3	1.9	3.1	2.4	2.6	1.5	
11	1	2			3	2	6			8		WBBS	11	1	2			3	2	6		8		WBBS	1.3	1.4	2.2			.9	2.7	5.8			1.8			
5								1	2	3	2	WDCG	5								1	2	3	2	WDCG	.6							.8	2.4	.7	2.9		
72	12	10	6	4	33	8	12	5	4	33	6	WDNC	60	11	10	6	1	29	1	11	5	4	25	6	WDNC	7.0	15.9	10.9	6.5	1.6	8.5	1.3	10.7	3.9	4.8	5.5	8.8	
18		1	1	4	7		1	3	7	11		WETC	10		1		2	3		1	3	3	7		WETC	1.2		1.1		3.2	.9		1.0	2.3	3.6	1.5		
147	41	23	10	2	76	23	25	6	3	57	14	WKIX	95	13	16	7	2	38	16	24	6	2	48	9	WKIX	11.0	18.8	17.4	7.5	3.2	11.1	21.3	23.3	4.7	2.4	10.6	13.2	
54	3	4	6		13	9	14	6	1	31	10	WLLE	35	1	4	6		11	1	14	2	1	19	5	WLLE	4.1	1.4	4.3	6.5		3.2	1.3	13.6	1.6	1.2	4.2	7.4	
407	13	17	41	37	138	9	10	80	73	252	17	WPTF	254	2	13	31	22	85	4	8	58	41	156	13	WPTF	29.5	2.9	14.1	33.3	34.9	24.9	5.3	7.8	45.0	48.8	34.4	19.1	
92	15	13		1	29	32	4	2	1	39	24	WQDR	57	12	10		1	23	20	4	1		25	9	WQDR	6.6	17.4	10.9		1.6	6.7	26.7	3.9	.8		5.5	13.2	
276	35	68	10	21	135	28	36	25	4	98	43	WRAL	61	1	18	2	5	27	7	13	1	3	26	8	WRAL	7.1	1.4	19.6	2.2	7.9	7.9	9.3	12.6	.8	3.6	5.7	11.8	
23	1	1	6	2	11	6		2	1	12		WRNC	22	1	1	6	2	11	6		2	1	11		WRNC	2.6	1.4	1.1	6.5	3.2	3.2	8.0		1.6	1.2	2.4		
39	9	1	8	1	21	3	3	4	5	15	3	WSRC	39	9	1	8	1	21	3	3	4	5	15	3	WSRC	4.5	13.0	1.1	8.6	1.6	6.2	4.0	2.9	3.1	6.0	3.3	4.4	
15	1	1			2		1	3		4	9	WSSB	15	1	1			2		1	3		4	9	WSSB	1.7	1.4	1.1			.6		1.0	2.3		.9	13.2	
20		1	8	4	13			4	2	7		WTKI	20		1	8	4	13			4	2	7		WTKI	2.3		1.1	8.6	6.3	3.8			3.1	2.4	1.5		
14	5	1		2	8			1	5	6		WYNA	12	5	1			6			1	5	6		WYNA	1.4	7.2	1.1			1.8			.8	6.0	1.3		
190	6	10	18	34	74	1	20	36	54	113	3	WYYD	99	6	7	15	20	48	1	12	24	11	50	1	WYYD	11.5	8.7	7.6	16.1	31.7	14.1	1.3	11.7	18.6	13.1	11.0	1.5	
33		3		3	6	14	8	4	1	27	1	WBAG	-1												WBAG													
25							24			24		WBAG FM	2								1			1	1	WBAG FM	.2							1.0			.2	1.5
58		3		3	6	14	32	4	1	51	1	TOTAL	2								1			1	1	TOTAL	.2							1.0			.2	1.5

TOTAL LISTENING IN METRO SURVEY AREA 862 69 92 93 63 341 75 103 129 84 453 68

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

CUME Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS—METRO SURVEY AREA												
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+		18-24
208	33	40	17	13	103	23	21	30	23	97	8	WCHL	178	33	20	17	13	83	23	21	20	23	87	8	WCHL	4.6	9.1	4.7	4.1	4.4	5.1	7.0	4.8	4.6	6.8	4.9	1.6	
83	6	23			29	16	28	4		48	6	WBDS	83	6	23			29	16	28	4		48	6	WBDS	2.1	1.6	5.4			1.8	4.9	6.4	.9		2.7	1.2	
38				1	5		4	13	10	27	6	WDCG	38				1	5		4	13	10	27	6	WDCG	1.0				.3	.3		.9	3.0	3.0	1.5	1.2	
623	117	73	54	34	283	63	102	40	34	257	83	WONC	462	84	73	54	15	231	14	88	29	24	173	58	WONC	11.8	23.1	17.2	13.1	5.1	14.1	4.3	20.2	6.7	7.1	9.8	11.5	
144		4	14	30	65	16	4	17	42	79		WETC	34		4		9	13		4	6	11	21		WETC	.9		.9		3.1	.8		.9	1.4	3.3	1.2		
1114	272	166	84	17	539	214	143	34	34	425	150	WKIX	656	100	98	54	17	269	110	128	34	14	286	101	WKIX	16.8	27.5	23.1	13.1	5.8	16.4	33.6	29.4	7.9	4.2	16.2	20.0	
434	43	25	37	2	110	100	58	27	9	200	124	WLLE	309	10	25	37	2	77	51	58	16	9	140	92	WLLE	7.9	2.7	5.9	9.0	.7	4.7	15.6	13.3	3.7	2.7	7.9	18.2	
1746	71	87	198	226	721	30	47	270	265	850	175	WPTF	1057	30	43	148	138	438	16	35	205	131	505	114	WPTF	27.1	8.2	10.1	36.0	47.1	26.7	4.9	8.0	47.5	38.9	28.6	22.6	
644	106	100	16	11	233	133	34	32	13	212	199	WQOR	369	75	62	16	11	164	63	34	21	5	123	82	WQOR	9.4	20.6	14.6	3.9	3.8	10.0	19.3	7.8	4.9	1.5	7.0	16.2	
1707	228	390	97	92	810	207	208	160	42	638	259	WRAL	412	18	94	40	38	193	53	81	24	22	184	35	WRAL	10.5	4.9	22.2	9.7	13.0	11.8	16.2	18.6	5.6	6.5	10.4	6.9	
216	6	31	38	8	94	34		17	23	119	3	WRNC	171	6	11	38	8	74	34		17	12	94	3	WRNC	4.4	1.6	2.6	9.2	2.7	4.5	10.4		3.9	3.6	5.3	.6	
207	68	13	27	7	121	6	11	22	17	62	24	WSRC	207	68	13	27	7	121	6	11	22	17	62	24	WSRC	5.3	18.7	3.1	6.6	2.4	7.4	1.8	2.5	5.1	5.0	3.5	4.8	
204	24	32		2	58	8	22	2	57	89		WSSB	204	24	32		2	58	8	22	2	57	89		WSSB	5.2	6.6	7.5		.7	3.5	2.4	5.0	5.1	.6	3.2	17.6	
136	6	5	35	16	70			25	35	66		WTIK	126	6	5	35	16	70			25	25	56		WTIK	3.2	1.6	1.2	8.5	5.5	4.3			5.8	7.4	3.2		
63	9	7	8	11	40			11	12	23		WYNA	52	9	7	8		29			11	12	23		WYNA	1.3	2.5	1.7	1.9		1.8			2.5	3.6	1.3		
925	20	52	101	143	347	8	105	156	226	533	45	WYYO	451	20	33	75	75	203	8	53	100	62	243	5	WYYO	11.5	5.5	7.8	18.2	25.6	12.4	2.4	12.2	23.1	18.4	13.8	1.0	
192		23		44	67	26	22	26	22	96	29	WBAG	17				13	13					4		WBAG	.4										.2		
100		19		44	19	26	22	26	22	69	12	WBAG FM	26										14		WBAG FM	.7										.8		
269		41		44	85	26	22	26	22	143	41	TOTAL	43				13	13					18	12	TOTAL	1.1										1.0	2.4	

DAY PARTS AVG & CUME

TOTAL LISTENING IN METRO SURVEY AREA	3368	335	384	352	252	1425	315	380	409	254	1539	404		86.2	92.0	90.6	85.6	86.0	86.9	96.3	87.2	94.7	75.4	87.3	80.0
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FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
10.00AM-3.00PM

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS											SHARES — METRO SURVEY AREA															
TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				TOTAL 18+ %	WOMEN				TOTAL 18+ %	TEENS 12-17 %
	18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64		
13	3				3	2	2	6		10		7	3				3	2	1	1		4		WCHL	1.3	4.1				1.1	3.3	1.8	1.6		1.5		
9	2	2			4	3	2			5		9	2	2			4	3	2			5		WBBS	1.6	2.7	2.9			1.5	4.3	3.6			1.9		
7		1			1			3	2	5	1	7		1			1		3	2	5	1	WDCG	1.3		1.4			.4			4.8	3.7	1.9	5.6		
45	9	2	6	2	19	13	2	4	1	26		35	9	2	6	2	19	6	2	2	1	16		WDNC	6.3	12.3	2.9	11.8	3.1	6.9	9.8	3.6	3.2	1.9	6.1		
10			1	2	3	1	1			5	7	5				2	2		1		2	3		WETC	.9				3.1	.7		1.8		3.7	1.1		
64	23	4	6	3	36	11	7	3	3	24	4	35	3	3	6	3	15	6	7	3	2	18	2	WKIX	6.3	4.1	4.3	11.8	4.6	5.5	9.8	12.7	4.8	3.7	6.9	11.1	
55	9	4	4		18	14	8	4	1	28	9	25	2	4	3		10	3	8	1	1	14	1	WLLE	4.5	2.7	5.7	5.9		3.6	4.9	14.5	1.6	1.9	5.4	5.6	
138	1	17	10	12	61		1	22	20	76	1	78		14	4	11	35		1	13	13	42	1	WPTF	14.1		20.0	7.8	16.9	12.8		1.8	20.6	24.1	16.1	5.6	
99	34	17		1	52	25	2	1	3	31	16	54	21	11		1	33	13	2	1	2	18	3	WQDR	9.8	28.8	15.7		1.5	12.0	21.3	3.6	1.6	3.7	6.9	16.7	
228	16	65	11	24	117	24	30	16	14	90	21	52	2	10	1	6	20	13	7	3	4	28	4	WRAL	9.4	2.7	14.3	2.0	9.2	7.3	21.3	12.7	4.8	7.4	10.7	22.2	
20		1	8	1	12	4	2			8		18		1	8	1	12	4	1		1	6		WRNC	3.3		1.4	15.7	1.5	4.4	6.6	1.8		1.9	2.3		
24	4	1	3	1	11	1	5	3	2	12	1	19	4	1		1	8	1	5	1	2	10	1	WSRC	3.4	5.5	1.4		1.5	2.9	1.6	9.1	1.6	3.7	3.8	5.6	
6	1				1	1		2		3	2	6	1			1	1	1		2		3	2	WSSB	1.1	1.4			.4	1.6			3.2		1.1	11.1	
15		1	3	9	13					1	2	15		1	3	9	13				1	2		WTIK	2.7		1.4	5.9	13.8	4.7				1.9	.8		
22	7		2	2	11			6	5	11		19	7		1		8			6	5	11		WYNA	3.4	9.6		2.0	2.9				9.5	9.3	4.2		
225	12	31	15	36	97	7	21	30	53	127	1	121	12	14	15	26	67	6	11	23	12	54		WYYD	21.3	16.4	20.0	29.4	40.0	24.5	9.8	20.0	36.5	22.2	20.7		
64	20			2	22	21	8	9	1	39	3	WBAG	-1											WBAG													
30				2	22	21	28			28	2	WBAG FM	1						1					WBAG FM	.2								1.8			.4	
94	20			2	22	21	36	9	1	67	5	TOTAL	1											TOTAL	.2								1.8			.4	

TOTAL LISTENING IN METRO SURVEY AREA 553 73 70 51 65 274 61 55 63 54 261 18

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

CUME Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA														
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12-17 %	MEN					WOMEN					TEENS 12-17 %	
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24 %	25-34 %	35-49 %	50-64 %	TOTAL 18+ %		18-24 %
109	13	5			18	23	33	26	5	87	4	WCML	87	13	5			18	23	21	16	5	65	4	WCML	2.2	3.6	1.2			1.1	7.0	4.8	3.7	1.5	3.7	.8	
89	12	35			47	11	24	4		42		WBBS	89	12	35			47	11	24	4		42		WBBS	2.3	3.3	8.3			2.9	3.4	5.5	.9		2.4		
45	12				1	13		14	12	26	6	WDCG	45	12			1	13			14	12	26	6	WDCG	1.2		2.8		.3	.8			3.2	3.6	1.5	1.2	
415	72	29	29	21	153	116	52	35	20	256	6	WDNC	295	39	29	29	21	120	67	52	24	10	169	6	WDNC	7.6	10.7	6.8	7.1	7.2	7.3	20.5	11.9	5.6	3.0	9.6	1.2	
87	4	14	20	38	16	4			29	49		WETC	26	4			9	13	4		9	13			WETC	.7		.9		3.1	.8		.9		2.7	.7		
746	214	101	64	6	385	85	115	33	34	274	87	WKIX	367	42	52	34	6	134	37	91	33	14	182	51	WKIX	9.4	11.5	12.3	8.3	2.0	8.2	11.3	20.9	7.6	4.2	10.3	10.1	
394	84	56	36	1	184	71	44	33	7	161	49	WLLE	218	10	56	21	1	95	38	44	11	7	106	17	WLLE	5.6	2.7	13.2	5.1	.3	5.8	11.6	10.1	2.5	2.1	6.0	3.4	
1016	41	59	128	121	467	8	14	138	180	528	21	WPTF	551		23	59	85	211	8	14	107	92	319	21	WPTF	14.1		5.4	14.4	29.0	12.9	2.4	3.2	24.8	27.3	18.1	4.2	
593	182	76			11	269	104	23	10	17	154	170	WQDR	251	76	38		11	125	47	23	10	9	69	37	WQDR	6.4	20.9	9.0		3.8	7.6	14.4	5.3	2.3	2.7	5.0	7.3
1394	175	298	68	70	614	147	203	53	83	544	236	WRAL	325	37	63	12	33	148	60	37	14	25	147	30	WRAL	8.3	10.2	14.9	2.9	11.3	9.0	18.3	8.5	3.2	7.4	8.3	5.9	
115	6	11	26	3	57	5	18	6	29	58		WRNC	92	6	11	26	3	57	5	6	6	18	35		WRNC	2.4	1.6	2.6	6.3	1.0	3.5	1.5	1.4	1.4	5.3	2.0		
180	45	17	29	5	107	16	7	15	9	53	20	WSRC	155	45	17	14	5	92	16	7	5	9	43	20	WSRC	4.0	12.4	4.0	3.4	1.7	5.6	4.9	1.6	1.2	2.7	2.4	4.0	
111	32			1	33	12	6	22	5	48	30	WSSB	111	32			1	33	12	6	22	5	48	30	WSSB	2.8	8.8			.3	2.0	3.7	1.4	5.1	1.5	2.7	5.9	
59	6	5	17	14	42			1	10	17		WTIK	59	6	5	17	14	42			1	10	17		WTIK	1.5	1.6	1.2	4.1	4.8	2.6			.2	3.0	1.0		
107	15	7	28	11	61			17	16	40	6	WYNA	84	15	7	16		38			17	16	40	6	WYNA	2.1	4.1	1.7	3.9		2.3			3.9	4.7	2.3	1.2	
938	20	76	49	98	275	25	109	185	212	653	10	WYYD	444	20	57	36	68	181	8	56	111	61	263		WYYD	11.4	5.5	13.4	8.8	23.2	11.0	2.4	12.8	25.7	18.1	14.9		
240	62			31	93	52	22	22	22	118	29	WBAG	-1												WBAG	.5									.8	.8		
102				31	93	52	69	22	22	69	33	WBAG FM	18							14			14	4	WBAG FM	.5								3.2		.8	.8	
291	62			31	93	52	69	22	22	165	33	TOTAL	18							14			14	4	TOTAL	.5								3.2		.8	.8	
TOTAL LISTENING IN METRO SURVEY AREA												2364	258	274	223	191	1014	236	299	279	197	1153	137		60.5	70.9	64.6	54.3	65.2	61.9	72.2	68.6	64.6	58.5	65.4	39.0		

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

CUME Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA																							
TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				TOTAL 18+ %	TEENS 12-17 %																				
	18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64			18-24	25-34	35-49	50-64																
166	14	34	12		60	23	22	26	27	98	8	WCHL	137	14	15	12		41	23	22	16	27	88	8	WCHL	3.5	3.8	3.5	2.9		2.5	7.0	5.0	3.7	8.0	5.0	1.6										
80	32	5	12		49	11	20			31		WDBS	80	32	5	12		49	11	20			31		WDBS	2.0	8.8	1.2	2.9		3.0	3.4	4.6				1.8										
64		10			10		4	27	17	48	6	WDCG	43		10			10		4	6	17	27	6	WDCG	1.1		2.4			.6		.9	1.4	5.0	1.5	1.2										
515	70	49	48	18	192	105	69	21	21	232	91	WDNC	379	36	49	48	8	148	56	69	11	11	163	68	WDNC	9.7	9.9	11.6	11.7	2.7	9.0	17.1	15.8	2.5	3.3	9.2	13.5										
72		4	29	10	43		4			25	29	*WETC	13		4			4					5	9	*WETC	.3		.9			.2		.9			1.5	.5										
1069	217	144	62	5	426	176	128	68	29	401	240	WKIX	643	52	76	62	5	195	85	128	59	11	283	165	WKIX	16.5	14.3	17.9	15.1	1.7	11.9	26.0	29.4	13.7	3.3	16.1	32.7										
365	80	32	37	1	150	52	71	20	6	151	64	*WLLE	289	47	32	37	1	117	52	71	9	6	140	32	*WLLE	7.4	12.9	7.5	9.0	.3	7.1	15.9	16.3	2.1	1.8	7.9	6.3										
1172	61	75	108	146	561	22	46	144	157	553	58	WPTF	656	20	51	134	82	318	8	34	106	79	306	32	WPTF	16.8	5.5	12.0	32.6	28.0	19.4	2.4	7.8	24.5	23.4	17.4	6.3										
736	147	113		11	271	127	25	6	50	208	257	WQDR	388	73	82		11	166	81	25	6	12	124	98	WQDR	9.9	20.1	19.3			3.8	10.1	24.8	5.7	1.4	3.6	7.0	19.4									
1639	108	343	106	96	656	187	208	162	90	653	330	WRAL	473	34	69	38	27	171	76	82	36	29	229	73	WRAL	12.1	9.3	16.3	9.2	9.2	10.4	23.2	18.8	8.3	8.6	13.0	14.5										
117	15	11	26	8	71	10	12	12	9	43	3	WRNC	105	15	11	26	8	71	10		12	9	31	3	WRNC	2.7	4.1	2.6	6.3	2.7	4.3	3.1		2.8	2.7	1.8	4.6										
134	18	5	14	18	61	6	18	8	13	51	22	*WSRC	134	18	5	14	18	61	6	18	8	13	51	22	*WSRC	3.4	4.9	1.2	3.4	6.1	3.7	1.8	4.1	1.9	3.9	2.9	4.4										
157	26	32	12	1	71	8	9	9		26	60	WSSB	157	26	32	12	1	71	8	9	9		26	60	WSSB	4.0	7.1	7.5	2.9	.3	4.3	2.4	2.1	2.1		1.5	11.9										
65		5	11	9	25			19	18	40		WTKI	55		5	11	9	25			19	8	30		WTKI	1.4		1.2	2.7	3.1	1.5			4.4	2.4	1.7											
86	9	4	24	16	53		4	11	12	27	6	*WYNA	75	9	4	24	5	42		4	11	12	27	6	*WYNA	1.9	2.5	.9	5.8	1.7	2.6		.9	2.5	3.6	1.5	1.2										
906	30	68	97	138	351	36	81	174	186	547	8	WYYD	446	30	30	68	79	207	19	38	95	57	231	8	WYYD	11.4	8.2	7.1	16.5	27.0	12.6	5.8	8.7	22.0	16.9	13.1	1.6										
245		23		13	36	52	22	26	22	122	87	*WBAG	17				13	13			4		4		*WBAG	.4					4.4	.8		.9		.2											
108	33			13	33	14	35	22		71	4	WBAG FM	18										14	4	WBAG FM	.5							3.2		.8		.8										
352	33	23		13	69	65	57	48	22	192	91	TOTAL	35				13	13					18	4	TOTAL	.9					4.4	.8		.9		1.0	.8										
TOTAL LISTENING IN METRO SURVEY AREA												2930	308	323	352	211	1250	278	358	316	223	1299	381													75.0	84.6	76.2	85.6	72.0	76.3	85.0	82.1	73.1	66.2	73.7	75.4

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
7.00PM-MIDNIGHT

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS												SHARES — METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+	
6	1	1			2	1	1	1		3	1	WCML	5	1	1			2	1		2	1	WCML	1.5	2.9	3.1			1.7	2.6			4.0	1.4	1.6		
5	3		1		4		1			1		WBBS	5	3		1		4		1	1		WBBS	1.5	8.8		3.7		3.3		2.9			.7			
7		2			2			1	1	2	3	WDCCG	7		2			2		1	1	2	3	WDCCG	2.1		6.3			1.7			4.0	3.7	1.4	4.8	
25	2	5			7	6	4	2		12	6	WDNC	21	2	5			7	4	4	1	9	5	WDNC	6.4	5.9	15.6			5.8	10.5	11.4	4.0		6.2	7.9	
47	18	2	2	1	23	4	4	1	2	11	13	WKIX	24	2	1	2		5	1	4	1	2	8	11	WKIX	7.3	5.9	3.1	7.4		4.2	2.6	11.4	4.0	7.4	5.5	17.5
128	7	5	10	18	59	3	1	17	18	67	2	WPTF	79	4	5	8	9	34	3	1	9	16	43	2	WPTF	24.1	11.8	15.6	29.6	52.9	28.3	7.9	2.9	36.0	59.3	29.7	3.2
86	18	9			27	21	2	1	1	25	34	WQDR	36	4	6			10	6	2	1		9	17	WQDR	11.0	11.8	18.8			8.3	15.8	5.7	4.0		6.2	27.0
181	23	25	12	6	66	31	17	7	2	57	58	WRAL	53	4	7	6	1	18	13	8	4	1	26	9	WRAL	16.2	11.8	21.9	22.2	5.9	15.0	34.2	22.9	16.0	3.7	17.9	14.3
1					1							WRNC	1					1							WRNC	.3					.8						
10											10	WSSB	10											10	WSSB	3.0											15.9
2			1		1				1	1		WTIK	2			1		1			1	1			WTIK	.6			3.7		.8				3.7	.7	
86		7	5	25	42	1	5	10	21	44		WYYD	29		2	4	6	12		1	3	5	4	17		WYYD	8.8		6.3	14.8	35.3	10.0	2.6	8.6	20.0	14.8	11.7
7							1	2		3	4	WBAG FM	2								1		1	1	WBAG FM	.6							2.9			.7	1.6
TOTAL LISTENING IN METRO SURVEY AREA												328	34	32	27	17	120	38	35	25	27	145	63														

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

CUME Listening Estimates

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS — METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS — METRO SURVEY AREA													
TOTAL PERS. 12 -	MEN				TOTAL 18 +	WOMEN				TOTAL 18 +	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 -	MEN				TOTAL 18 +	WOMEN				TOTAL 18 +	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 -	MEN				TOTAL 18 +	WOMEN				TOTAL 18 +	TEENS 12-17
	18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64					18-24	25-34	35-49	50-64		18-24	25-34	35-49	50-64		
107	13	25	6		44	18	21	4		43	20	74	13	5	6		24	18	8	4		30	20	1.9	3.6	1.2	1.5		1.5	5.5	1.8	.9		1.7	4.0		
47	19	7	12		38		9			9		47	19	7	12		38		9			9		1.2	5.2	1.7	2.9		2.3		2.1			.5			
47		11	8	1	20		4	11	6	21	6	47		11	8	1	20		4	11	6	21	6	1.2		2.6	1.9	.3	1.2		.9	2.5	1.8	1.2	1.2		
341	28	40	11	5	93	81	77	17	6	186	62	285	28	40	11	5	93	48	77	6	6	142	50	7.3	7.7	9.4	2.7	1.7	5.7	14.7	17.7	1.4	1.8	8.1	9.9		
674	168	68	39	14	289	90	83	28	12	213	172	402	28	26	39	5	98	42	83	28	12	165	139	10.3	7.7	6.1	9.5	1.7	6.0	12.8	19.0	6.5	3.6	9.4	27.5		
879	42	43	144	130	433	16	4	116	126	413	33	572	9	43	106	70	273	16	4	77	95	266	33	14.6	2.5	10.1	25.8	23.9	16.7	4.9	.9	17.8	28.2	15.1	6.5		
658	177	77			254	127	27	9	16	179	225	293	71	46			117	53	27	9		89	87	7.5	19.5	10.8			7.1	16.2	6.2	2.1		5.0	17.2		
1434	188	223	111	80	602	185	173	74	32	468	364	367	43	38	29	26	136	46	67	25	12	154	77	9.4	11.8	9.0	7.1	8.9	8.3	14.1	15.4	5.8	3.6	8.7	15.2		
53	6	7		8	32			3	5	8	13	53	6	7		8	32			3	5	8	13	1.4	1.6	1.7		2.7	2.0		.7	1.5	.5	2.6			
74			12	1	13			3	2	5	56	74			12	1	13			3	2	5	56	1.9			2.9	.3	.8		.7	.6	.3	11.1			
56	6	5	12	4	27			4	10	20	9	56	6	5	12	4	27			4	10	20	9	1.4	1.6	1.2	2.9	1.4	1.6		.9	3.0	1.1	1.8			
635		56	91	115	280	14	50	92	134	340	15	327		36	63	42	141	14	36	54	47	171	15	8.4		8.5	15.3	14.3	8.6	4.3	8.3	12.5	13.9	9.7	3.0		
89							4	44		48	41	16							4			4	12	.4						.9			.2	2.4			
TOTAL LISTENING IN METRO SURVEY AREA												2236	241	248	219	151	921	220	270	194	163	948	367	57.2	66.2	58.5	53.3	51.5	56.2	67.3	61.9	44.9	48.4	53.8	72.7		

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

DAY PARTS AVG & CUME

AVERAGE QUARTER-HOUR Listening Estimates

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS													AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS													SHARES — METRO SURVEY AREA												
TOTAL PERS. 12+	MEN					WOMEN					STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TOTAL PERS. 12+ %			
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+			TEENS 12-17	18-24	25-34	35-49	50-64	TOTAL 18+	TEENS 12-17	18-24	25-34	35-49			50-64	TOTAL 18+	TEENS 12-17	18-24	25-34	35-49	50-64	TOTAL 18+	TEENS 12-17					
20	4	2	1	1	8	3	2	5	2	12	WCML	17	4	1	1	7	3	2	3	2	10	WCML	2.3	5.6	1.3	1.3	1.9	2.3	4.3	2.3	3.2	3.0	2.8					
10	3	1			4	2	4			6	WBDS	10	3	1		4	2	4		6	WBDS	1.4	4.2	1.3			1.3	2.9	4.6			1.7						
7							2	2	2	4	3	WDCG	7					2	2	4	3	WDCG	1.0							2.1	3.0	1.1	4.0					
66	7	6	5	3	22	16	8	4	3	34	10	WDNC	45	7	6	5	1	20	3	8	3	2	19	6	WDNC	6.2	9.9	7.7	6.3	1.9	6.7	4.3	9.2	3.2	3.0	5.3	8.0	
13		1	2	2	5		1	2	5	8		*WETC	6		1		1	2		1	2	4		*WETC	.8		1.3		1.9	.7		1.1	1.1	3.0	1.1			
132	35	17	8	2	62	22	18	6	4	50	20	WKIX	79	8	11	7	2	28	13	17	6	2	38	13	WKIX	10.8	11.3	14.1	8.9	3.8	9.4	18.6	19.5	6.3	3.0	10.7	17.3	
46	5	2	5		12	7	12	4	1	24	10	*MLLE	33	2	2	5		9	3	12	2	1	18	6	*MLLE	4.5	2.8	2.6	6.3		3.0	4.3	13.8	2.1	1.5	5.1	8.0	
285	8	16	31	26	105	6	6	49	48	169	11	WPTF	170	1	13	23	16	63	3	5	34	29	98	9	WPTF	23.3	1.4	16.7	29.1	30.2	21.1	4.3	5.7	35.8	43.9	27.5	12.0	
102	19	16		1	36	25	4	1	4	34	32	WQDR	61	14	12		1	27	15	4	1	1	21	13	WQDR	6.4	19.7	15.4		1.9	9.1	21.4	4.6	1.1	1.5	5.9	17.3	
256	21	64	9	22	116	35	32	20	8	98	42	WRAL	59	1	14	2	5	22	11	11	3	3	29	8	WRAL	8.1	1.4	17.9	2.5	9.4	7.4	15.7	12.6	3.2	4.5	8.1	10.7	
19	1	1	6	1	11	5		1	1	8		WRNC	18	1	1	6	1	11	5		1		7		WRNC	2.5	1.4	1.3	7.6	1.9	3.7	7.1		1.1		2.0		
31	5	1	7	1	16	2	4	3	3	12	3	*WSRC	31	5	1	7	1	16	2	4	3	3	12	3	*WSRC	4.3	7.0	1.3	8.9	1.9	5.4	2.9	4.6	3.2	4.5	3.4	4.0	
17	2	1	1		4		1	2		3	10	WSSB	17	2	1	1		4		1	2		3	10	WSSB	2.3	2.8	1.3	1.3		1.3		1.1	2.1		.8	13.3	
17		1	5	5	11			3	3	6		WTKI	16		1	5	5	11			3	2	5		WTKI	2.2		1.3	6.3	9.4	3.7		3.2	3.0	1.4			
15	6		1	1	8			3	4	7		*MYNA	14	6		1		7			3	4	7		*MYNA	1.9	8.5		1.3		2.3		3.2	6.1	2.0			
187	7	18	16	28	75	3	17	35	46	110	2	WYYD	92	7	7	14	17	45	2	11	22	10	47		WYYD	12.6	9.9	9.0	17.7	32.1	15.1	2.9	12.6	23.2	15.2	13.2		
34		2		2	4	15	4	6	1	26	4	*WBAG	-1													*WBAG												
21				2	4	15	19	1		20	1	WBAG FM	3													WBAG FM	.4							2.3		.6	1.3	
55		2		2	4	15	23	7	1	46	5	TOTAL	3												TOTAL	.4							2.3		.6	1.3		
TOTAL LISTENING IN METRO SURVEY AREA													729	71	78	79	53	298	70	87	95	66	356	75														

CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
6.00AM-10.00AM + 3.00PM-7.00PM

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA																							
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TOTAL PERS. 12+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TOTAL PERS. 12+ %	TEENS 12-17 %								
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+					18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+			18-24	25-34	35-49	50-64	TOTAL 18+			
227	33	40	17	13	103	23	26	30	29	108	16	WCML	197	33	20	17	13	83	23	26	20	29	98	16	WCML	5.0	9.1	4.7	4.1	4.4	5.1	7.0	6.0	4.6	8.6	5.6	3.2										
127	32	23	12		67	22	28	4		54	6	WBBS	127	32	23	12		67	22	28	4		54	6	WBBS	3.3	8.8	5.4	2.9		4.1	6.7	6.4	.9		3.1	1.2										
92		10		1	15		8	40	23	71	6	WDCG	70		10		1	15		8	18	23	49	6	WDCG	1.8		2.4		.3	.9		1.8	4.2	6.8	2.8	1.2										
776	117	83	67	35	312	121	112	40	36	330	134	WDNC	578	84	83	67	17	261	56	98	29	26	230	87	WDNC	14.8	23.1	19.6	16.3	5.8	15.9	17.1	22.5	6.7	7.7	13.0	17.2										
169		4	29	30	80	16	4	17	52	89		*WETC	34		4		9	13		4	6	11	21		*WETC	.9		.9		3.1	.8		.9	1.4	3.3	1.2											
1443	338	180	92	17	627	268	162	74	49	553	263	WKIX	826	100	112	62	17	291	131	147	65	18	361	174	WKIX	21.1	27.5	26.4	15.1	5.8	17.8	40.1	33.7	15.0	5.3	20.5	34.5										
581	113	56	37	3	212	113	71	31	12	233	136	*WLLE	423	47	56	37	3	146	64	71	20	12	173	104	*WLLE	10.8	12.9	13.2	9.0	1.0	8.9	19.6	16.3	4.6	3.6	9.8	20.6										
1962	80	118	222	270	844	30	71	277	304	927	191	WPTF	1178	40	74	155	152	500	16	47	212	149	549	129	WPTF	30.2	11.0	17.5	37.7	51.9	30.5	4.9	10.8	49.1	44.2	31.1	25.5										
983	193	132	16	11	352	195	38	35	50	318	313	WQDR	495	88	82	16	11	197	95	38	24	12	169	129	WQDR	12.7	24.2	19.3	3.9	3.8	12.0	29.1	8.7	5.6	3.6	9.6	25.5										
2357	286	442	163	125	1019	266	289	227	111	919	419	WRAL	590	43	99	66	38	249	81	98	43	38	268	73	WRAL	15.1	11.8	23.3	16.1	13.0	15.2	24.8	22.5	10.0	11.3	15.2	14.5										
246	15	31	38	14	109	34	12	20	23	134	3	WRNC	189	15	11	38	14	89	34		20	12	97	3	WRNC	4.8	4.1	2.6	9.2	4.8	5.4	10.4		4.6	3.6	5.5	.6										
257	81	17	27	21	152	6	18	22	19	71	34	*WSRC	257	81	17	27	21	152	6	18	22	19	71	34	*WSRC	6.6	22.3	4.0	6.6	7.2	9.3	1.8	4.1	5.1	5.6	4.0	6.7										
263	51	32	12	2	97	8	22	26	2	61	105	WSSB	263	51	32	12	2	97	8	22	26	2	61	105	WSSB	6.7	14.0	7.5	2.9	.7	5.9	2.4	5.0	6.0	.6	3.5	20.8										
140	6	5	35	16	70			27	37	70		WTKI	130	6	5	35	16	70			27	27	60		WTKI	3.3	1.6	1.2	8.5	5.5	4.3			6.3	8.0	3.4											
98	9	11	24	16	65		4	11	12	27	6	*WYNA	87	9	11	24	5	54		4	11	12	27	6	*WYNA	2.2	2.5	2.6	5.8	1.7	3.3		.9	2.5	3.6	1.5	1.2										
1291	30	102	145	184	510	36	129	216	268	729	52	WYYD	596	30	45	103	89	267	19	63	125	77	316	13	WYYD	15.3	8.2	10.6	25.1	30.4	16.3	5.8	14.4	28.9	22.8	17.9	2.6										
305		23		44	67	52	22	26	22	122	116	*WBAG	17				13	13			4		4		*WBAG	.4				4.4	.8			.9		.2											
169	33	19			52	14	63	22		105	12	WBAG FM	26							14			14	12	WBAG FM	.7						3.2			.8	2.4											
450	33	41		44	118	65	69	48	22	204	128	TOTAL	43				13	13		14			18	12	TOTAL	1.1				4.4	.8		3.2	.9		1.0	2.4										
TOTAL LISTENING IN METRO SURVEY AREA												3578	351	406	387	262	1508	327	392	419	265	1596	474													31.6	96.4	95.8	94.2	89.4	92.0	99.9	89.9	97.0	78.6	90.5	93.9

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

DAY PARTS AVG & CUME

AVERAGE QUARTER-HOUR Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SATURDAY
6.00AM-10.00AM

AVERAGE PERSONS -- TOTAL SURVEY AREA, IN HUNDREDS										AVERAGE PERSONS -- METRO SURVEY AREA, IN HUNDREDS										SHARES -- METRO SURVEY AREA															
TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				WOMEN				TEENS 12-17 %				
	18-34	35-49	50+	TOTAL 18+	18-34	35-49	50+	TOTAL 18+				18-34	35-49	50+	TOTAL 18+	18-34	35-49	50+	TOTAL 18+				18-34 %	35-49 %	50+ %	TOTAL 18+ %	18-34 %	35-49 %	50+ %	TOTAL 18+ %					
9	4			4	4	1		5	4	WCHL	5					4	1		5	4	WCHL	.8					3.8	1.7		1.6					
8					4			4	4	WBDS	8					4			4	4	WBDS	1.4					3.8			1.3	6.0				
8		3		3			2	2	3	WDCG	8		3		3			2	2	3	WDCG	1.4		4.3		1.4		1.4	.7	4.5					
42	13	14	1	28	5	1	7	13	1	WDNC	41	13	14	1	28	5	1	6	12	1	WDNC	6.9	22.8	20.0	1.1	12.8	4.8	1.7	4.3	3.9	1.5				
28		3	12	15	1	5	7	13		WETC	11			4	4			5	2	7	WETC	1.9			4.3	1.8		8.3	1.4	2.3					
90	45	8		53	15	2	1	18	19	WKIX	46	21			21	13	2	1	16	9	WKIX	7.8	36.8			9.6	12.4	3.3	.7	5.3	13.4				
67	21	1		22	21	1		22	23	WLLE	28		1		1	21	1		22	5	WLLE	4.7			1.4	.5	20.0	1.7		7.2	7.5				
286		27	68	95	5	29	154	188	3	WPTF	184		18	48	66	5	24	86	115	3	WPTF	31.2		25.7	52.2	30.1	4.8	40.0	61.9	37.8	4.5				
114	35		16	51	26	1	13	40	23	WQDR	33	11			11	12	1		13	9	WQDR	5.6	19.3			5.0	11.4	1.7		4.3	13.4				
211	77	4	17	98	45	19	5	69	44	WRAL	51	6	4	11	21	17	3	2	22	8	WRAL	8.6	10.5	5.7	12.0	9.6	16.2	5.0	1.4	7.2	11.9				
17		2	1	3	5	1	2	8	6	WRNC	17		2	1	3	5	1	2	8	6	WRNC	2.9		2.9	1.1	1.4	4.8	1.7	1.4	2.6	9.0				
21			7	7		1	4	5	9	WSRC	21			7	7		1	4	5	9	WSRC	3.6			7.6	3.2		1.7	2.9	1.6	13.4				
7	3			3					4	WSSB	7	3			3					4	WSSB	1.2	5.3			1.4					6.0				
11	1	6	1	8			3	3		WTIK	11	1	6	1	8			3	3		WTIK	1.9	1.8	8.6	1.1	3.7		2.2	1.0						
-1										WYNA	-1										WYNA														
130		20	37	57	16	16	41	73		WYYD	72		19	15	34	10	13	15	38		WYYD	12.2		27.1	16.3	15.5	9.5	21.7	10.8	12.5					
29	29			29					1	WBAG	-1									1	WBAG	1.4		4.3		1.4	3.8		1.3	1.5					
8		3		3	4			4	1	WBAG FM	8		3		3	4			4	1	WBAG FM	1.4		4.3		1.4	3.8		1.3	1.5					
37	29	3		32	4			4	1	WBAG FM TOTAL	8		3		3	4			4	1	WBAG FM TOTAL	1.4		4.3		1.4	3.8		1.3	1.5					
TOTAL LISTENING IN METRO SURVEY AREA										530	57	70	92	219	105	60	139	304	67																

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SATURDAY
6.00AM-10.00AM

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS										CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS										CUME RATINGS—METRO SURVEY AREA												
TOTAL PERS. 12+	MEN			TOTAL 18+	WOMEN			TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN			TOTAL 18+	WOMEN			TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12- %	MEN			TOTAL 18+	WOMEN			TOTAL 18+	TEENS 12-17 %	
	18-34	35-49	50+		18-34	35-49	50+					18-34	35-49	50+		18-34	35-49	50+					18-34	35-49	50+		18-34	35-49	50+			18-34
37	20		1	21	6	8	2	16		6	17			1	1	6	8	2	16		6	17	.4			.2	.1	.8	1.9	.4	.9	
26					20			20	6	6	26		20			20			20	6	6	26	.7				2.6			1.1	1.2	
17		8		8				3	3	6	17		8		8			3	3	6	17	.4		1.9		.5		.5	.2	1.2		
112	13	19	15	47	19	6	36	61	4	4	102	13	19	15	47	19	6	26	51	4	4	102	2.6	1.6	4.6	3.4	2.9	2.5	1.4	4.6	2.9	.8
98		28	26	54	16	11	17	44			27			9	9		11	7	18			27	.7			2.0	.5	2.5	1.2	1.0		
330	155	16		171	76	16	2	94	65	65	180	71		71	62	16	2	80	29	29	180	4.6	9.0		4.3	8.1	3.7	.4	4.5	5.7		
140	33	10		43	56	5	5	66	31	31	84		10	10	56	5	5	66	8	8	84	2.1		2.4		.6	7.3	1.2	.9	3.7	1.6	
751	4	97	195	296	26	104	319	449	6	6	449	4	60	112	176	26	75	166	267	6	6	449	11.5	.5	14.6	25.5	10.7	3.4	17.4	29.2	15.1	1.2
293	84		31	115	80	3	30	113	65	65	134	53		53	42	3		45	36	36	134	3.4	6.7		3.2	5.5	.7		2.6	7.1		
563	160	20	35	215	139	63	24	226	122	122	139	26	20	17	63	30	17	6	53	23	23	139	3.6	3.3	4.9	3.9	3.8	3.9	3.9	1.1	3.0	4.6
55		12	5	17	12	3	14	29	9	9	55		12	5	17	12	3	14	29	9	9	55	1.4		2.9	1.1	1.0	1.6	.7	2.5	1.6	1.8
39		9	9		8		4	12	18	18	39		9	9		8		4	12	18	18	39	1.0			2.0	.5		1.9	.7	.7	3.6
28	5		1	6	8		4	12	10	10	28	5		1	6	8		4	12	10	10	28	.7	.6		.2	.4	1.0		.7	.7	2.0
30	5	12	4	21				9	9	9	30	5	12	4	21			9	9	9	9	30	.8	.6	2.9	.9	1.3		1.6	.5		
-1											-1											-1										
394		72	99	171	41	51	125	217	6	6	216		60	37	97	29	40	44	113	6	6	216	5.5		14.6	8.4	5.9	3.8	9.3	7.7	6.4	1.2
85	85			85							-1											-1										
14		6		6	4			4	4	4	14		6	6	4			4	4	4	4	14	.4		1.5		.4	.5		.2	.8	
99	85	6		91	4			4	4	4	99		6	6	4			4	4	4	4	99	.4		1.5		.4	.5		.2	.8	
TOTAL LISTENING IN METRO SURVEY AREA										1488	168	179	202	549	305	198	274	777	162			38.1	21.3	43.6	45.9	33.5	40.0	45.8	48.2	44.1	32.1	

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SATURDAY
10.00AM-3.00PM

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS										AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS										SHARES—METRO SURVEY AREA											
TOTAL PERS. 12+	MEN			TOTAL 18+	WOMEN			TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN			TOTAL 18+	WOMEN			TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN			TOTAL 18+	WOMEN			TOTAL 18+	TEENS 12-17
	18-34	35-49	50+		18-34	35-49	50+					18-34	35-49	50+		18-34	35-49	50+					18-34	35-49	50+		18-34	35-49	50+		
17	4	1		5	12			12		WCFL	15	4	1		5	10			10		WCFL	2.3	3.0	1.5		2.0	6.1			3.0	
14	6			6	4			4	4	WBBS	14	6			6	4			4	4	WBBS	2.1	4.5			2.4	2.5			1.2	4.8
1	1			1						WDCG	1	1			1						WDCG	.2	.8			.4					
120	62	15	1	78	8	13	16	37	5	WDNC	69	23	15		38	8	3	15	26	5	WDNC	10.5	17.4	22.4		15.3	4.9	4.8	14.4	7.9	6.0
52	1	8	13	22	2	11	17	30		WETC	16	1		3	4	1	11		12		WETC	2.4	.8		6.1	1.6	.6	17.7		3.6	
114	36	2		38	56	6	1	63	13	WKIX	61	11			11	33	4	1	38	12	WKIX	9.2	8.3			4.4	20.2	6.5	1.0	11.6	14.5
106	39	6		45	23	9	2	34	27	WLLE	44	6	6		12	17	1	2	20	12	WLLE	6.7	4.5	9.0		4.8	10.4	1.6	1.9	6.1	14.5
144	1	6	49	56		21	62	83	5	WPTF	81	1	6	26	33		16	28	44	4	WPTF	12.3	.8	9.0	53.1	13.3		25.8	26.9	13.4	4.8
169	40		31	71	38	3	25	66	32	WQDR	71	33			33	19	3		22	16	WQDR	10.8	25.0			13.3	11.7	4.8		6.7	19.3
246	59	4	9	72	89	25	1	115	59	WRAL	64	12	4		16	36	5	1	42	6	WRAL	9.7	9.1	6.0		6.5	22.1	8.1	1.0	12.8	7.2
34	1			1	7			17	24	WRNC	24	1			1	7		7	14	9	WRNC	3.6	.8			.4	4.3		6.7	4.3	10.8
12			2	2	1			5	6	WSRC	12			2	2	1		5	6	4	WSRC	1.8			4.1	.8	.6		4.8	1.8	4.8
12	1	6	1	8	2			1	3	WSSB	12	1	6	1	8	2		1	3	1	WSSB	1.8	.8	9.0	2.0	3.2	1.2		1.0	.9	1.2
2			1	1				1	1	WTIK	2			1	1			1	1		WTIK	.3			2.0	.4			1.0	.3	
11	3	6	2	11						WYNA	9	3	6		9						WYNA	1.4	2.3	9.0		3.6					
219	1	25	49	75	15	27	101	143	1	WYYD	71	1	15	11	27	3	13	27	43	1	WYYD	10.8	.8	22.4	22.4	10.9	1.8	21.0	26.0	13.1	1.2
25	25			25					2	WBAG	-1									2	WBAG	2.0	.8	9.0		2.8	2.5			1.2	2.4
13	1	6		7	4			4	2	WBAG FM	13	1	6		7	4			4	2	WBAG FM	2.0	.8	9.0		2.8	2.5			1.2	2.4
38	26	6		32	4			4	2	TOTAL	13	1	6		7	4			4	2	TOTAL	2.0	.8	9.0		2.8	2.5			1.2	2.4

TOTAL LISTENING IN METRO SURVEY AREA 660 132 67 49 248 163 62 104 329 83

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SATURDAY
10.00AM-3.00PM

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS — METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS — METRO SURVEY AREA																			
TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				WOMEN				TEENS 12-17 %										
	18-34	35-49	50+	TOTAL 18+	18-34	35-49	50+	TOTAL 18+				18-34	35-49	50+	TOTAL 18+	18-34	35-49	50+	TOTAL 18+				18-34 %	35-49 %	50+ %	TOTAL 18+ %	18-34 %	35-49 %	50+ %	TOTAL 18+ %											
66	12	6	1	19	41		2	43	4	WCFL	54	12	6	1	19	29		2	31	4	WCFL	1.4	1.5	1.5	.2	1.2	3.8		.4	1.8	.8										
33	17			17	10			10	6	WBBS	33	17			17	10			10	6	WBBS	.8	2.2			1.0	1.3			.6	1.2										
10	7			7			3	3		WDCG	10	7			7			3	3		WDCG	.3	.9			.4			.5	.2											
256	103	21	14	138	35	29	27	91	27	WDNC	187	64	21	4	89	35	19	17	71	27	WDNC	4.8	8.1	5.1	.9	5.4	4.6	4.4	3.0	4.0	5.3										
115	4	30	20	54	20	11	30	61		WETC	22	4		3	7	4	11		15		WETC	.6	.5		.7	.4	.5	2.5		.9											
361	112	16		128	152	23	1	176	57	WKIX	193	47			47	87	14	1	102	44	WKIX	4.9	6.0			2.9	11.4	3.2	.2	5.8	8.7										
212	68	10	3	81	60	14	14	88	43	WLLS	112	35	10	3	48	27	3	14	44	20	WLLS	2.9	4.4	2.4	.7	2.9	3.5	.7	2.5	2.5	4.0										
492	4	48	151	203		67	196	263	26	WPTF	274	4	48	64	116		49	98	147	11	WPTF	7.0	.5	11.7	14.5	7.1		11.3	17.3	8.3	2.2										
368	96		31	127	115	6	30	151	90	WQDR	181	77			77	47	6		53	51	WQDR	4.6	9.8			4.7	6.2	1.4		3.0	10.1										
625	149	12	9	170	199	46	3	248	207	WRAL	175	35	12		47	83	20	3	106	22	WRAL	4.5	4.4	2.9		2.9	10.9	4.6	.5	6.0	4.4										
64	6		5	11	13	3	24	40	13	WRNC	54	6		5	11	13	3	14	30	13	WRNC	1.4	.8		1.1	.7	1.7	.7	2.5	1.7	2.6										
22			6	6	4		7	11	5	WSRC	22			6	6	4		7	11	5	WSRC	.6			1.4	.4	.5		1.2	.6	1.0										
74	18	26	2	46	12		5	17	11	WSSB	74	18	26	2	46	12		5	17	11	WSSB	1.9	2.3	6.3	.5	2.8	1.6		.9	1.0	2.2										
13	6		4	10			3	3		WTIK	13	6		4	10			3	3		WTIK	.3	.8		.9	.6			.5	.2											
33	9	8	16	33						WYNA	22	9	8	5	22						WYNA	.6	1.1	1.9	1.1	1.3															
407	6	58	76	140	40	40	183	263	4	WYYD	139	6	32	26	64	13	18	40	71	4	WYYD	3.6	.8	7.8	5.9	3.9	1.7	4.2	7.0	4.0	.8										
62	62			62					8	WBAG	.1									8	WBAG	.9	.9	1.5		.8			.8	1.6											
35	7			13	14			14	8	WBAG FM	35	7	6		13	14			14	8	WBAG FM	.9	.9	1.5		.8	1.8		.8	1.6											
97	69	6		75	14			14	8	WBAG FM TOTAL	35	7	6		13	14			14	8	WBAG FM TOTAL	.9	.9	1.5		.8	1.8		.8	1.6											
TOTAL LISTENING IN METRO SURVEY AREA											1556	364	144	114	622	377	139	217	733	201												39.8	46.2	35.0	25.9	37.9	49.4	32.2	38.2	41.6	39.8

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

DAY PARTS AVG & CUME

AVERAGE QUARTER-HOUR Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SATURDAY
3.00PM-7.00PM

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS										AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS										SHARES — METRO SURVEY AREA										
TOTAL PERS. 12+	MEN			WOMEN			TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN			WOMEN			TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN			WOMEN			TEENS 12-17 %					
	18-34	35-49	50+	TOTAL 18+	18-34	35-49				50+	TOTAL 18+	18-34	35-49	50+	TOTAL 18+				18-34	35-49	50+	TOTAL 18+	18-34 %	35-49 %		50+ %	TOTAL 18+ %	18-34 %	35-49 %	50+ %
8	1			1	4	3	7		8	1			1	4	3	7		WCHL	1.8	1.2			.6	3.1	7.9		3.2			
10	2			2	7	1	8		10	2			2	7	1	8		WDBS	2.3	2.4			1.3	5.5	2.6		3.7			
6	4			4		2	2		6	4			4		2	2		WDCG	1.4	4.9			2.5		5.3		.9			
73	22	2	2	26	36	3	2	41	6	12	2	2	16	20		2	22	6	WDNC	10.0	14.6	4.9	5.9	10.2	15.6		3.8	10.0	9.5	
3		2	1	3					*WETC	1			1	1				*WETC	.2			2.9	.6							
81	26	3		29	23	3	4	30	22	39	4		4	16	2	3	21	14	WKIX	8.9	4.9			2.5	12.5	5.3	5.7	9.6	22.2	
101	27	8		35	52	1		53	13	40	5	8	13	19	1	20	7	*WLLE	9.1	6.1	19.5		8.3	14.8	2.6		9.1	11.1		
86	1	6	24	31	4	10	41	55		WPTF	45	1	6	14	21	4	10	10	24	WPTF	10.3	1.2	14.6	41.2	13.4	3.1	26.3	18.9	11.0	
108	9	5	31	45	10	1	22	33	30	WQDR	36	9		9	10	1		11	16	WQDR	8.2	11.0			5.7	7.8	2.6		5.0	25.4
150	48	3	9	60	48	7	3	58	32	WRAL	32	9		9	18	2		20	3	WRAL	7.3	11.0			5.7	14.1	5.3		9.1	4.8
18					3		8	11	7	WRNC	14				3		4	7	7	WRNC	3.2					2.3		7.5	3.2	11.1
6					1	2	2	5	1	*WSRC	6				1	2	2	5	1	*WSRC	1.4					.8	5.3	3.8	2.3	1.6
6						1	2	3	3	WSSB	6					1	2	3	3	WSSB	1.4						2.6	3.8	1.4	4.8
4	1			1		2	1	3		WTKI	4	1		1		2	1	3		WTKI	.9	1.2			.6		5.3	1.9	1.4	
2							1	1	1	*WYNA	2						1	1	1	*WYNA	.5							1.9	.5	1.6
150	5	12	38	55	8	9	78	95		WYYD	54	5	12	11	28	1	6	19	26	WYYD	12.3	6.1	29.3	32.4	17.8	.8	15.8	35.8	11.9	
27	17			17	10			10		*WBAG	-1									*WBAG										
35		3		3	3			3	29	WBAG FM	6		3	3	3		3	3	3	WBAG FM	1.4		7.3		1.9	2.3			1.4	
62	17	3		20	13			13	29	TOTAL	6		3	3	3		3	3	3	TOTAL	1.4		7.3		1.9	2.3			1.4	
TOTAL LISTENING IN METRO SURVEY AREA										439	82	41	34	157	128	38	53	219	63											

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

ARBITRON

World Radio History

CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SATURDAY
3.00PM-7.00PM

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS										CUME PERSONS — METRO SURVEY AREA, IN HUNDREDS										CUME RATINGS — METRO SURVEY AREA																			
TOTAL PERS 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				WOMEN				TEENS 12-17 %								
	18-34	35-49	50+	TOTAL 18+	18-34	35-49	50+	TOTAL 18+				18-34	35-49	50+	TOTAL 18+	18-34	35-49	50+	TOTAL 18+				18-34 %	35-49 %	50+ %	TOTAL 18+ %	18-34 %	35-49 %	50+ %	TOTAL 18+ %									
42	5			5	25	12		37		42	5			5	25	12		37		42	5			5	25	12		37		42	1.1	.6			.3	3.3	2.8		2.1
28	5			5	14	9		23		28	5			5	14	9		23		28	5			5	14	9		23		28	.7	.6			.3	1.8	2.1		1.3
11	5			5		6		6		11	5			5		6		6		11	5			5		6		6		11	.3	.6			.3		1.4		.3
220	92	21	8	121	59	11	8	78	21	155	54	21	8	83	43		8	51	21	155	54	21	8	83	43		8	51	4.0	6.9	5.1	1.8	5.1	5.6		1.4	2.9	4.2	
19		16	3	19						3			3	3						3				3					3	.1			.7	.2					
408	176	16		192	106	15	18	139	77	161	45			45	61	6	8	75	41	161	45			45	61	6	8	75	4.1	5.7			2.7	8.0	1.4	1.4	4.3	8.1	
179	56	10		66	68	17		85	28	91	23	10		33	35	6		41	17	91	23	10		33	35	6		41	2.3	2.9	2.4		2.0	4.6	1.4		2.3	3.4	
238	7	28	84	119	8	31	74	113	6	129	7	28	22	57	8	31	27	66	6	129	7	28	22	57	8	31	27	66	3.3	.9	6.8	5.0	3.5	1.0	7.2	4.8	3.7	1.2	
234	27	12	31	70	31	3	22	56	108	105	27			27	31	3		34	44	105	27			27	31	3		34	2.7	3.4			1.6	4.1	.7		1.9	8.7	
426	117	12	9	138	122	35	10	167	121	95	32			32	53	6		59	4	95	32			32	53	6		59	2.4	4.1			2.0	6.9	1.4		3.3	.8	
51		8		8	8			17	18	41		8		8	8		7	15	18	41		8		8	8		7	15	1.0		1.9		.5	1.0		1.2	.9	3.6	
19					4	3	7	14	5	19					4	3	7	14	5	19					4	3	7	14	.5				.5	.7	1.2	.8	1.0		
16						3	3	6	10	16						3	3	6	10	16						3	3	6	.4					.7	.5	.3	2.0		
20	5			5		9	6	15		20	5			5		9	6	15		20	5			5		9	6	15	.5	.6			.3		2.1	1.1	.9		
9							3	3	6	9							3	3	6	6	9							3	3	.2					.5	.2	1.2		1.2
333	20	12	85	117	24	29	163	216		134	20	12	34	66	10	18	40	68		134	20	12	34	66	10	18	40	68	3.4	2.5	2.9	7.7	4.0	1.3	4.2	7.0	3.9		
88	62			62	26			26		-1										-1																			
49		6		6	14			14	29	20		6		6	14			14		20		6		6	14			14	.5		1.5		.4	1.8		.8			
137	62	6		68	40			40	29	20		6		6	14			14		20		6		6	14			14	.5		1.5		.4	1.8		.8			
TOTAL LISTENING IN METRO SURVEY AREA										1120	210	117	82	403	299	129	117	545	166	TOTAL LISTENING IN METRO SURVEY AREA										28.7	26.6	28.5	18.6	25.0	39.2	29.9	20.6	30.9	32.9

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (-) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS										AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS										SHARES — METRO SURVEY AREA																				
TOTAL PERS. 12 +	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 + %	MEN				WOMEN				TEENS 12-17 %									
	18-34	35-49	50 +	TOTAL 18 +	18-34	35-49	50 +	TOTAL 18 +				18-34	35-49	50 +	TOTAL 18 +	18-34	35-49	50 +	TOTAL 18 +				18-34 %	35-49 %	50 + %	TOTAL %	18-34 %	35-49 %	50 + %	TOTAL %										
6	1			1	2	2		4	1	WCFL	6	1			1	2	2		4	1	WCFL	2.2	1.3			.8	2.8	15.4		3.3	2.6									
-1										WDBS	-1										WDBS																			
1							1	1		WDCG	1							1	1		WDCG	.4						2.7	.8											
39	5			5	28	3		31	3	WDNC	26	5			5	15	3		18	3	WDNC	9.4	6.5			4.2	20.8	23.1		14.8	7.9									
23	7	1		8	3			3	12	WKIX	17	5	1		6	2			2	9	WKIX	6.1	6.5	3.2		5.1	2.8		1.6	23.7										
80	6	3	30	39	8	4	29	41		WPTF	42	6	3	3	12	8	4	18	30		WPTF	15.1	7.8	9.7	30.0	10.2	11.1	30.8	48.6	24.6										
105	16	2	19	37	11		13	24	44	WQDR	25	9			9	3			3	13	WQDR	9.0	11.7			7.6	4.2		2.5	34.2										
118	53	5	5	63	21	8	1	30	25	WRAL	27	10			10	16			16	1	WRAL	9.7	13.0			8.5	22.2		13.1	2.6										
2	1			1	1			1		WRNC	2	1			1	1			1		WRNC	.7	1.3			.8	1.4		.8											
9									9	WSSB	9									9	WSSB	3.2								23.7										
1	1			1						WTIK	1	1			1						WTIK	.4	1.3			.8														
76	4	22	15	41	5	3	27	35		WYYD	51	4	22	6	32	5	3	11	19		WYYD	18.3	5.2	71.0	60.0	27.1	6.9	23.1	29.7	15.6										
3					1			1	2	WBAG FM	3					1			1	2	WBAG FM	1.1					1.4		.8	5.3										
TOTAL LISTENING IN METRO SURVEY AREA											278	77	31	10	118	72	13	37	122	38																				

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SATURDAY
7.00PM-MIDNIGHT

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS										CUME PERSONS — METRO SURVEY AREA, IN HUNDREDS										CUME RATINGS — METRO SURVEY AREA																								
TOTAL PERS. 12+	MEN			TOTAL 18+	WOMEN			TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN			TOTAL 18+	WOMEN			TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12-17 %	MEN			WOMEN			TOTAL 18+ %	TEENS 12-17 %														
	18-34	35-49	50+		18-34	35-49	50+					18-34	35-49	50+		18-34	35-49	50+					18-34	35-49	50+	18-34 %	35-49 %	50+ %			18-34 %	35-49 %	50+ %											
41	6			6	12	12	3	27	8	WCML	41	6			6	12	12	3	27	8	WCML	1.0	.8			.4	1.6	2.8	.5	1.5	1.6													
-1										WDBS	-1										WDBS																							
6			1	1			5	5		WDCCG	6			1	1			5	5		WDCCG	.2			.2	.1			.9	.3														
103	17			17	61	3	5	69	17	WDNC	87	17			17	45	3	5	53	17	WDNC	2.2	2.2			1.0	5.9	.7	.9	3.0	3.4													
190	66	8	1	75	33	3		36	79	WKIX	108	25	8	1	34	16	3		19	55	WKIX	2.8	3.2	1.9	.2	2.1	2.1	.7		1.1	10.9													
273	7	34	107	148	14	26	79	119	6	WPTF	130	7	34	10	51	14	17	42	73	6	WPTF	3.3	.9	8.3	2.3	3.1	1.8	3.9	7.4	4.1	1.2													
251	46	12	31	89	39		22	61	101	WQDR	79	27			27	12			12	40	WQDR	2.0	3.4			1.6	1.6			.7	7.9													
451	153	26	17	196	88	49	9	146	109	WRAL	104	37			37	57			57	10	WRAL	2.7	4.7			2.3	7.5			3.2	2.0													
9	4			4	5			5		WRNC	9	4			4	5			5		WRNC	.2	.5			.2	.7			.3														
17			1	1			2	2	14	WSSB	17			1	1			2	2	14	WSSB	.4			.2	.1			.4	.1	2.8													
9	6		1	7			2	2		WTIK	9	6		1	7			2	2		WTIK	.2	.8		.2	.4			.4	.1														
220	11	43	38	92	19	21	88	128		WYYD	137	11	43	12	66	19	21	31	71		WYYD	3.5	1.4	10.5	2.7	4.0	2.5	4.9	5.5	4.0														
12					4			4	8	NBAG FM	12					4			4	8	NBAG FM	.3					.5			.2	1.6													
TOTAL LISTENING IN METRO SURVEY AREA											788	187	91	25	303	203	57	83	343	142																								

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SUNDAY
6.00AM-10.00AM

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS										AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS										SHARES—METRO SURVEY AREA																				
TOTAL PERS. 12+	MEN			WOMEN			TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN			WOMEN			TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN			WOMEN			TEENS 12-17 %															
	18-34	35-49	50+	TOTAL 18+	18-34	35-49				50+	TOTAL 18+	18-34	35-49	50+	TOTAL 18+				18-34 %	35-49 %	50+ %	TOTAL 18+ %	18-34 %	35-49 %		50+ %	TOTAL 18+ %													
4	3			3		1		1		4	3			3		1		1		4	3			3		1		1		4		9	7.0			1.8		1.6		.4
-1										*WBBS	-1										*WBBS	-1																		
5			1	1		2	2	4		WDCG	5			1	1		2	2	4		WDCG	5			1	1		2	2	4		1.1			1.7	.6	3.3	1.9	1.6	
19	1		3	4	4	5	6	15		WDNC	19	1		3	4	4	5	6	15		WDNC	19	1		3	4	4	5	6	15	4.2	2.3		5.0	2.4	4.9	8.2	5.6	6.0	
25			7	7		4	14	18		*WETC	18			7	7		4	7	11		*WETC	18			7	7		4	7	11	4.0			11.7	4.1	6.6	6.5	4.4		
32	23	1		24	2	2		4	4	WKIX	7	1	1		2	1	2		3	2	WKIX	7	1	1		2	1	2		1.5	2.3	1.5		1.2	1.2	3.3		1.2	5.7	
89	21	13	4	38	41	4	6	51		WLLE	63	12	13	4	29	24	4	6	34		WLLE	63	12	13	4	29	24	4	6	34	13.8	27.9	19.4	6.7	17.1	29.3	6.6	5.6	13.6	
169	1	20	36	57	11	16	83	110	2	WPTF	94	1	11	16	28	11	8	47	66		WPTF	94	1	11	16	28	11	8	47	66	20.7	2.3	16.4	26.7	16.5	13.4	13.1	43.9	26.4	
59	6		6	12	10		8	18	29	WQDR	15	2		2	7		7		7	6	WQDR	15	2		2	7		7		7	3.3	4.7		1.2	8.5		3.7	2.8	17.1	
166	65	7	8	80	32	11	4	47	39	WRAL	46	10	4	4	18	12	4	4	20	8	WRAL	46	10	4	4	18	12	4	4	20	10.1	23.3	6.0	6.7	10.6	14.6	6.6	3.7	8.0	22.9
22	1		1	2	8		12	20		WRNC	22	1		1	2	8		12	20		WRNC	22	1		1	2	8		12	20	4.8	2.3		1.7	1.2	9.8		11.2	8.0	
68		27	4	31	4	16	9	29	8	WSRC	61		26	4	30		14	9	23	8	WSRC	61		26	4	30		14	9	23	13.4		38.8	6.7	17.6		23.0	8.4	9.2	22.9
17	9			9		2		2	6	WSSB	17	9		9		2		2	6	6	WSSB	17	9		9		2		2	6	3.7	20.9		5.3		3.3		.8	17.1	
-1										WTKI	-1										WTKI	-1																		
5			5	5						*WYNA	-1										*WYNA	-1																		
91		5	42	47		9	35	44		WYYD	43		5	19	24		8	11	19		WYYD	43		5	19	24		8	11	19	9.5		7.5	31.7	14.1		13.1	10.3	7.6	
21			21	21						*WBAG	-1										*WBAG	-1																		
-1										*WBAG FM	-1										*WBAG FM	-1																		
21			21	21						TOTAL	-1										TOTAL	-1																		
TOTAL LISTENING IN METRO SURVEY AREA										455	43	67	60	170	82	61	107	250	35																					

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS										AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS										SHARES — METRO SURVEY AREA											
TOTAL PERS. 12+	MEN			TOTAL 18+	WOMEN			TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN			TOTAL 18+	WOMEN			TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN			TOTAL 18+ %	WOMEN			TOTAL 18+ %	TEENS 12-17 %
	18-34	35-49	50+		18-34	35-49	50+					18-34	35-49	50+		18-34	35-49	50+					18-34	35-49	50+		18-34	35-49	50+		
6	4			4	2		2			WCHL	6	4			4	2		2			WCHL	1.1	4.3			2.0	2.3		.7		
17	5			5	10	1	11	1		WBBS	14	4			4	10		10			WBBS	2.5	4.3			2.0	8.5		3.4		
5					3	2	5			WDCG	5					3	2	5			WDCG	.9					3.4	2.2	1.7		
85	44	1	1	46	20	10	8	38	1	WDNC	51	29	1		30	7	5	8	20	1	WDNC	8.9	31.2	2.3		14.7	6.0	5.7	9.0	6.8	1.4
3					1	2	3			WETC	2					1	1	2			WETC	.4					.9	1.1	.7		
71	26	1		27	14	1	1	16	28	WKIX	28	6	1		7	6	1	7	14		WKIX	4.9	6.5	2.3		3.4	5.1	1.1	2.4	19.4	
71	40	6	4	50	9	2	8	19	2	WLLE	30	5	6	4	15	3	2	8	13	2	WLLE	5.3	5.4	14.0	5.9	7.4	2.6	2.3	9.0	4.4	2.8
91	1	5	22	28		11	50	61	2	WPTF	55	1	4	15	20		7	26	33	2	WPTF	9.6	1.1	9.3	22.1	9.8		8.0	29.2	11.2	2.8
151	16	2	12	30	41	2	13	56	65	WQDR	57	12			12	22	1	23	22		WQDR	10.0	12.9			5.9	18.8	1.1	7.8	30.6	
247	83	23	7	113	49	9	10	68	66	WRAL	64	19	6	5	30	20	4	3	27	7	WRAL	11.2	20.4	14.0	7.4	14.7	17.1	4.5	3.4	9.2	9.7
11					2		9	11		WRNC	11					2		9	11		WRNC	1.9					1.7	10.1	3.7		
69		22	6	28	3	28	5	36	5	WSRC	43		7	6	13	3	17	5	25	5	WSRC	7.5		16.3	8.8	6.4	2.6	19.3	5.6	8.5	6.9
21			2	2			9	9	10	WSSB	21			2	2			9	9	10	WSSB	3.7			2.9	1.0		10.2	3.1	13.9	
3			1	1	1		1	2		WTIK	3			1	1	1		1	2		WTIK	.5			1.5	.5	.9	1.1	.7		
5		3		3			2	2		WYNA	5		3		3			2	2		WYNA	.9		7.0		1.5		2.3	.7		
191	8	7	54	69	8	40	74	122		WYYD	83	8	7	23	38	6	26	13	45		WYYD	14.6	8.6	16.3	33.8	18.6	5.1	29.5	14.6	15.3	
-1										WBAG	-1										WBAG										
4					3			3	1	WBAG FM	4					3			3	1	WBAG FM	.7					2.6		1.0	1.4	
4					3			3	1	WBAG FM TOTAL	4					3			3	1	WBAG FM TOTAL	.7					2.6		1.0	1.4	
TOTAL LISTENING IN METRO SURVEY AREA											570	93	43	68	204	117	88	89	294	72											

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SUNDAY
10.00AM-3.00PM

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS										CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS										CUME RATINGS—METRO SURVEY AREA											
TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				WOMEN				TEENS 12-17 %
	18-34	35-49	50+	TOTAL 18+	18-34	35-49	50+	TOTAL 18+				18-34	35-49	50+	TOTAL 18+	18-34	35-49	50+	TOTAL 18+				18-34 %	35-49 %	50+ %	TOTAL 18+ %	18-34 %	35-49 %	50+ %	TOTAL 18+ %	
47	29			29	10	8	18		WCML	47	29			29	10	8	18		WCML	1.2	3.7			1.8	1.3	1.9		1.0			
86	44			44	15		12	15	WDBS	26	11			11	15		15		WDBS	.7	1.4			.7	2.0		.9				
12			1	1		6	5	11	WDCG	12			1	1		6	5	11		WDCG	.3			.2	.1		1.4	.9	.6		
254	107	5	11	123	68	32	20	120	11	WDNC	134	68	5	1	74	19	10	20	49	11	WDNC	3.4	8.6	1.2	.2	4.5	2.5	2.3	3.5	2.8	2.2
20			3	3	4		13	17		WETC	10			3	3	4		3	7		WETC	.3			.7	.2	.5		.5	.4	
374	161	8		169	91	9	7	107	98	WKIX	141	29	8		37	48		7	55	49	WKIX	3.6	3.7	1.9		2.3	6.3		1.2	3.1	9.7
239	125	21	14	160	46	8	13	67	12	WLLE	135	53	21	14	88	14	8	13	35	12	WLLE	3.5	6.7	5.1	3.2	5.4	1.8	1.9	2.3	2.0	2.4
319	4	40	67	111		59	138	197	11	WPTF	177	4	28	34	66		28	72	100	11	WPTF	4.5	.5	6.8	7.7	4.0		6.5	12.7	5.7	2.2
399	67	16	31	114	112	20	22	154	131	WQDR	140	26			26	54	9		63	51	WQDR	3.6	3.3			1.6	7.1	2.1		3.6	10.1
837	287	58	14	359	158	35	51	244	234	WRAL	193	56	22	5	83	61	9	9	79	31	WRAL	4.9	7.1	5.4	1.1	5.1	8.0	2.1	1.6	4.5	6.1
49	7			7	5	3	31	39	3	WRNC	49	7			7	5	3	31	39	3	WRNC	1.3	.9			.4	.7	.7	5.5	2.2	.6
155		29	26	55	15	51	14	80	20	WSRC	130		14	26	40	15	41	14	70	20	WSRC	3.3		3.4	5.9	2.4	2.0	9.5	2.5	4.0	4.0
51			4	4		17		17	30	WSSB	51			4	4		17		17	30	WSSB	1.3			.9	.2		3.9		1.0	5.9
26	6		4	10	9		7	16		WTIK	26	6		4	10	9		7	16		WTIK	.7	.8		.9	.6	1.2		1.2	.9	
14		8		8		6		6		WYNA	14		8		8		6		6		WYNA	.4		1.9		.5		1.4		.3	
368	18	20	89	127	29	83	129	241		WYYD	164	18	20	31	69	15	60	20	95		WYYD	4.2	2.3	4.9	7.0	4.2	2.0	13.9	3.5	5.4	
-1										WBAG	-1										WBAG										
18					14			14	4	WBAG FM	18					14			14	4	WBAG FM	.5					1.8		.8	.8	
18					14			14	4	TOTAL	18					14			14	4	TOTAL	.5					1.8		.8	.8	
TOTAL LISTENING IN METRO SURVEY AREA										1513	282	137	142	561	325	199	207	731	221		38.7	35.8	33.3	32.3	34.2	42.6	46.1	36.4	41.5	43.8	

FOOTNOTE SYMBOLS: (-) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

DAY PARTS AVG & CUME

AVERAGE QUARTER-HOUR Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SUNDAY
3:00PM-7:00PM

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS										AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS										SHARES—METRO SURVEY AREA									
TOTAL PERS. 12+	MEN			WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN			WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				WOMEN				TEENS 12-17 %
	18-34	35-49	50+	TOTAL 18+	18-34	35-49	50+				TOTAL 18+	18-34	35-49	50+	TOTAL 18+	18-34	35-49				50+	TOTAL 18+	18-34 %	35-49 %	50+ %	TOTAL 18+ %	18-34 %	35-49 %	
5	3			3	2			2	1	5	3			3	2			2	1	1.4	4.5			2.2	1.9			1.1	
6					5			5	1	6				5				5	1	1.6					4.8			2.7	
10			2	2	1	6		7	1	6			1	4			5	1	1.6					1.0	8.9			2.7	
97	23		1	24	64	4	2	70	3	34	9	1	10	18	1	2	21	3	9.3	13.4		3.0	7.5	17.1	2.2	5.7	11.4		
6			4	4	2			2		2				2			2		.5					1.9			1.1		
92	39			39	25		14	39	14	28	5		5	8		5	13	10	7.7	7.5			3.7	7.6		14.3	7.0		
12	4		3	7		2	2	4	1	8		3	3		2	2	4	1	2.2			9.1	2.2		4.4	5.7	2.2		
88	1	8	23	32	1	5	49	55	1	43	1	8	15	24	1	5	12	18	11.7	1.5	23.5	45.5	17.9	1.0	11.1	34.3	9.7		
98	40	1		41	23	1	4	28	29	29	10		10	6			6	13	7.9	14.9			7.5	5.7			3.2		
160	62	4	10	76	35	7	3	45	39	37	7	4		11	15	3	3	5	10.1	10.4	11.8		8.2	14.3	6.7	8.6	11.4		
-1										-1																			
52		23	3	26	13	4	2	25	1	29		11	3	14	12		2	14	1	7.9		32.4	9.1	10.4	11.4		5.7	7.6	
10								3	7	10						3	3	7	2.7							6.7	1.6		
5								5	5	5						5	5		1.4							14.3	2.7		
1		1		1						1		1		1					.3		2.9		.7						
87	5	5	30	40	3	18	26	47		41	5	5	10	20	3	15	3	21	11.2	7.5	14.7	30.3	14.9	2.9	33.3	8.6	11.4		
-1										-1																			
6					5			5	1	6					5		5	1	1.6					4.8			2.7		
6					5			5	1	6					5		5	1	1.6					4.8			2.7		
TOTAL LISTENING IN METRO SURVEY AREA										366	67	34	33	134	105	45	35	185	47										

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

ARBITRON

World Radio History

CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SUNDAY
3.00PM-7.00PM

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS—METRO SURVEY AREA																
TOTAL PERS. 12+	MEN			TOTAL 18+	WOMEN			TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN			TOTAL 18+	WOMEN			TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN			TOTAL 18+ %	WOMEN			TOTAL 18+ %	TEENS 12-17 %							
	18-34	35-49	50+		18-34	35-49	50+					18-34	35-49	50+		18-34	35-49	50+					18-34	35-49	50+		18-34	35-49	50+									
41	18		4	22	16		3	19		WCML	41	18		4	22	16		3	19		WCML	1.0	2.3		.9	1.3	2.1		.5	1.1								
29	5			5	18			18	6	WDBS	29	5			5	18			18	6	WDBS	.7	.6			.3	2.4			1.0	1.2							
36			10	10	4	16		20	6	WDGG	16				4	6			10	6	WDGG	.4					.5	1.4		.6	1.2							
255	119		1	120	101	17	5	123	12	WDNC	124	47		1	48	52	7	5	64	12	WDNC	3.2	6.0		.2	2.9	6.8	1.6	.9	3.6	2.4							
17			13	13	4			4		*WETC	7			3	3	4			4		*WETC	.2			.7	.2	.5			.2								
313	156			156	86	3	19	108	49	WKIX	112	25			25	41	3	7	51	36	WKIX	2.9	3.2			1.5	5.4	.7	1.2	2.9	7.1							
57	33		4	37		5	7	12	8	*WLLE	24			4	4		5	7	12	8	*WLLE	.6			.9	.2		1.2	1.2	.7	1.6							
276	4	28		72	104	4	32	130	166	6	WPTF	149	4	28	41	73	4	24	42	70	6	WPTF	3.8	.5	6.8	9.3	4.5	.5	5.6	7.4	4.0	1.2						
285	89	16		105	42	11	8	61	119	42	WQDR	98	30			30	26		26	42	WQDR	2.5	3.8			1.8	3.4			1.5	8.3							
564	250	5	17	272	103	21	5	129	163	18	WRAL	121	40	5		45	49	4	5	58	18	WRAL	3.1	5.1	1.2		2.7	6.4	.9	.9	3.3	3.6						
-1											WRNC	-1										WRNC																
86		29	6	35	31	11	7	49	2	*WSRC	44		14	6	20	15		7	22	2	*WSRC	1.1		3.4	1.4	1.2	2.0		1.2	1.2	.4							
35						12		12	23	23	WSSB	35					12		12	23	WSSB	.9						2.8		.7	4.6							
20	6			6			14	14		20	20	6		6				14	14		20	20	6					2.5	.8									
8		8		8						8	8		8	8							8	8		1.9				.5										
212	12	5	68	85	14	49	64	127		114	12	5	31	48	14	38	14	66		114	12	5	31	48	14	38	14	66		2.9	1.5	1.2	7.0	2.9	1.8	8.8	2.5	3.7
-1									4	*WBAG	-1									4	*WBAG	.4								.6	.8							
14					10			10	4	WBAG FM	14					10			10	4	WBAG FM	.4					1.3			.6	.8							
14					10			10	4	TOTAL	14					10			10	4	TOTAL	.4					1.3			.6	.8							

TOTAL LISTENING IN METRO SURVEY AREA 1017 212 65 92 369 269 119 104 492 156 26.0 26.9 15.8 20.9 22.5 35.3 27.5 18.3 27.9 30.9

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

CUME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

SUNDAY
7.00PM-MIDNIGHT

CUME PERSONS — TOTAL SURVEY AREA, IN HUNDREDS										CUME PERSONS — METRO SURVEY AREA, IN HUNDREDS										CUME RATINGS — METRO SURVEY AREA																
TOTAL PERS. 12+	MEN			TOTAL 18+	WOMEN			TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN			TOTAL 18+	WOMEN			TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN			TOTAL 18+	WOMEN			TOTAL 18+	TEENS 12-17					
	18-34	35-49	50+		18-34	35-49	50+					18-34	35-49	50+		18-34	35-49	50+					18-34	35-49	50+		18-34	35-49	50+			18-34	35-49	50+	18-34	35-49
8				4	4		8			WCHL	8			4	4		8			WCHL	.2					.5	.9		.5							
27	13			13	14		14			WDBS	27	13		13	14		14			WDBS	.7	1.6			.8	1.8		.8								
10				4			4		6	WDCG	10			4			4		6	WDCG	.3				.5			.2	1.2							
126	10			10	90		102		14	WDNC	77	10		10	41		53		14	WDNC	2.0	1.3			.6	5.4		2.1	3.0	2.8						
120	58	8		66	24		24		30	WKIX	87	25	8	33	24		24		30	WKIX	2.2	3.2	1.9		2.0	3.1		1.4	5.9							
221	7	24	51	82	4	24	94		17	WPTF	98	7	24	31	4	15	31		17	WPTF	2.5	.9	5.8		1.9	.5	3.5	5.5	2.8	3.4						
188	71			71	45		45		72	WQDR	88	38		38	16		16		34	WQDR	2.3	4.8			2.3	2.1		.9	6.7							
406	184		9	193	104	12	7	123	90	WRAL	137	51		51	62		69		17	WRAL	3.5	6.5			3.1	8.1		1.2	3.9	3.4						
3					3		3			WRNC	3				3		3			WRNC	.1					.7		.2								
26					3		3		23	WSSB	26				3		3		23	WSSB	.7					.7		.2	4.6							
7							7	7		WTIK	7				7		7			WTIK	.2							1.2	.4							
201	12	33	57	102	14	25	46	85	14	WYYD	108	12	20	22	54	14	14	22	50	4	WYYD	2.8	1.5	4.9	5.0	3.3	1.8	3.2	3.9	2.8	.8					
14				10			10		4	WBAG FM	14			10			10		4	WBAG FM	.4				1.3			.6	.8							
TOTAL LISTENING IN METRO SURVEY AREA										740	170	52	40	262	195	50	98	343	135																	
																					18.9	21.6	12.7	9.1	16.0	25.6	11.6	17.3	19.5	26.7						

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

DAY PARTS AVG & CUME

AVERAGE QUARTER-HOUR Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
7.00AM-8.00AM

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS												SHARES — METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-34	25-49	35-49	50+	TOTAL 18+	18-34	25-49	35-49	50+	TOTAL 18+				18-34	25-49	35-49	50+	TOTAL 18+	18-34	25-49	35-49	50+	TOTAL 18+				18-34	25-49	35-49	50+	TOTAL 18+	18-34 %	25-49 %	35-49 %	50+ %	TOTAL 18+ %	
33	13	5	2	1	16	10	8	6		16	1	WCML	30	11	3	2	1	14	10	7	5	15	1	WCML	2.5	5.1	1.1	1.3	1.1	3.1	3.7	2.0	2.9		2.5	.8	
14	2	2			2	12	12			12		WOBS	14	2	2		2	12	12			12		WOBS	1.2	.9	.7		.4	4.5	3.5			2.0			
9						2	2	2		4	5	WOCC	9				2	2	2	2		4	5	WOCC	.8						.6	1.2	1.2	.7	3.8		
93	34	27	5	5	44	21	28	7	3	31	18	WONC	88	34	27	5	2	41	19	26	7	3	29	18	WONC	7.4	15.8	9.5	3.3	2.2	9.0	7.1	7.6	4.0	1.8	4.8	13.7
16	2	3	1	4	7	3	1			6	9	WETC	9	2	2		2	4	1	1		4	5	WETC	.8	.9	.7		2.2	.9	.4	.3		2.5	.8		
240	107	57	17	2	126	65	56	15	2	82	32	WKIX	168	63	49	11	2	76	59	56	15	1	75	17	WKIX	14.1	29.3	17.3	7.3	2.2	16.6	21.9	16.3	8.7	.6	12.4	13.0
54	7	8	8	1	16	25	25	4	1	30	8	WLLE	43	4	8	8	1	13	23	23	2	1	26	4	WLLE	3.6	1.9	2.8	5.3	1.1	2.8	8.6	6.7	1.2	.6	4.3	3.1
557	42	87	70	77	189	34	121	106	187	327	41	WPTF	365	14	72	59	52	125	21	88	75	108	204	36	WPTF	30.6	6.5	25.4	39.1	56.5	27.3	7.8	25.7	43.4	66.3	33.7	27.5
124	26	15		1	27	44	15	4	2	50	47	WQOR	84	26	15		1	27	40	13	2		42	15	WQOR	7.0	12.1	5.3		1.1	5.9	14.9	3.8	1.2		6.9	11.5
356	132	96	10	18	160	82	82	34	8	124	72	WRAL	99	30	34	4	8	42	41	32	2	8	51	6	WRAL	8.3	14.0	12.0	2.6	8.7	9.2	15.2	9.3	1.2	4.9	8.4	4.6
28	3	8	8		11	7	2	2	4	8	17	WRNC	28	3	8	8		11	7	2	2	8	17	WRNC	2.3	1.4	2.8	5.3		2.4	2.6	.6	1.2	4.9	2.8		
51	9	14	14	4	27	8	6	4	5	17	7	WSRC	51	9	14	14	4	27	8	6	4	5	17	7	WSRC	4.3	4.2	4.9	9.3	4.3	5.9	3.0	1.7	2.3	3.1	2.8	5.3
29	6	2			6	2	4	2		4	13	WSSB	29	6	2			6	2	4	2		4	13	WSSB	2.4	2.8	.7		1.3	.7	1.2	1.2		.7	14.5	
33	17	17			17	14	14	2		16		WTKI	32		17	17		17		14	14	1	15		WTKI	2.7		6.0	11.3		3.7		4.1	8.1	.6	2.5	
5	1				1	1	1	3		4		WYNA	5	1				1	1	1	3		4		WYNA	.4	.5				.2	.3	.6	1.8	.7		
197	17	38	21	45	83	17	56	39	50	106	8	WYYO	92	5	23	18	14	37	12	42	30	13	55		WYYO	7.7	2.3	8.1	11.9	15.2	8.1	4.5	12.2	17.3	8.0	9.1	
43	11	11			6	17	25	9		25	1	WBAG	-1						1	1			1	2	WBAG	.3						.4	.3		.2	1.5	
26					6	17	26	26		26	2	WBAG FM	3												WBAG FM	.3						.4	.3		.2	1.5	
71	11	11			6	17	51	35		51	3	TOTAL	3						1	1			1	2	TOTAL	.3						.4	.3		.2	1.5	
TOTAL LISTENING IN METRO SURVEY AREA												1194	215	283	151	92	458	269	343	173	163	605	131														

TOTAL LISTENING IN METRO SURVEY AREA 1194 215 283 151 92 458 269 343 173 163 605 131

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS												SHARES — METRO SURVEY AREA														
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %	
	18-34	25-49	35-49	50+	TOTAL 18+	18-34	25-49	35-49	50+	TOTAL 18+				18-34	25-49	35-49	50+	TOTAL 18+	18-34	25-49	35-49	50+	TOTAL 18+				18-34 %	25-49 %	35-49 %	50+ %	TOTAL 18+ %	18-34 %	25-49 %	35-49 %	50+ %	TOTAL 18+ %		
36	9	10	3		12	10	17	13		23	1	WCHL	26	5	6	3		8	10	11	7		17	1	WCHL	3.0	3.1	3.5	3.6		2.4	5.3	5.1	5.5		3.6	2.2	
12	6	5			6	6	5			6		WBBS	12	6	5			6	6	5			6		WBBS	1.4	3.8	2.9			1.8	3.2	2.3			1.3		
7				1	1		2	2	3	5	1	WDCG	7				1	1		2	2	3	5	1	WDCG	.8				1.1	.3		.9	1.6	1.9	1.1	2.2	
69	14	11	6	10	30	21	24	4	13	38	1	WDNC	58	11	11	6	5	22	20	23	4	11	35	1	WDNC	6.8	6.9	6.4	7.2	5.3	6.5	10.6	10.6	3.1	7.1	7.4	2.2	
29	2	5	3	7	12	2	9	7		8	17	WETC	17	2	2		2	4	2	8	6	5	13		WETC	2.0	1.3	1.2		2.1	1.2	1.1	3.7	4.7	3.2	2.8		
134	57	34	12	3	72	50	17	4	2	56	6	WKIX	86	24	20	9	3	36	41	17	4	2	47	3	WKIX	10.1	15.0	11.6	10.8	3.2	10.7	21.7	7.9	3.1	1.3	10.0	6.5	
38	5	6	1		6	14	6	2		1	17	WLLS	17	5	6	1		6	4	4			1	5	6	WLLS	2.0	3.1	3.5	1.2		1.8	2.1	1.9		.6	1.1	13.0
375	20	36	18	71	109	24	70	59	166	249	17	WPTF	228	15	25	12	37	64	17	49	40	95	152	12	WPTF	26.7	9.4	14.5	14.5	39.4	19.0	9.0	22.7	31.3	61.3	32.2	26.1	
84	30	15	1		31	36	3	1	2	39	14	WQDR	47	20	12	1		21	21	3	1		22	4	WQDR	5.5	12.5	6.9	1.2		6.2	11.1	1.4	.8		4.7	8.7	
248	101	82	11	22	134	54	50	18	13	85	29	WRAL	50	19	20	4	6	29	11	5	1	4	16	5	WRAL	5.8	11.9	11.6	4.8	6.4	8.6	5.8	2.3	.8	2.6	3.4	10.9	
32	3	11	8	1	12	14	3	3	2	19	1	WRNC	31	3	11	8	1	12	14	3	3	1	18	1	WRNC	3.6	1.9	6.4	9.6	1.1	3.6	7.4	1.4	2.3	.6	3.8	2.2	
28	12	1	1	3	16	5	7	2	4	11	1	WSRC	28	12	1	1	3	16	5	7	2	4	11	1	WSRC	3.3	7.5	.6	1.2	3.2	4.7	2.6	3.2	1.6	2.6	2.3	2.2	
13	1	1			1		4	4		4	8	WSSB	13	1	1			1		4	4		4	8	WSSB	1.5	.6	.6			.3		1.9	3.1		.8	17.4	
21	3	7	5	8	16		1	1	4	5		WTKI	21	3	7	5	8	16		1	1	4	5		WTKI	2.5	1.9	4.0	6.0	8.5	4.7		.5	.8	2.6	1.1		
23	12	3		3	15		1	1	7	8		WYNA	20	12	3			12		1	1	7	8		WYNA	2.3	7.5	1.7			3.6		.5	.8	4.5	1.7		
239	16	33	27	49	92	30	80	50	64	144	3	WYYD	130	16	33	27	21	64	16	54	38	11	65	1	WYYD	15.2	10.0	19.1	32.5	22.3	19.0	8.5	25.0	29.7	7.1	13.8	2.2	
32				3	3	22	12	3	4	29	1	WBAG	1						1	1	1		1	1	WBAG	.1							.5	.5	.8		.2	
34					3	33	33			33	1	WBAG FM	2						1	1			1	1	WBAG FM	.2							.5	.5		.2	2.2	
66				3	3	55	45	3	4	62	1	TOTAL	3						1	2	1		2	1	TOTAL	.3						.5	1.0	.8		.4	2.2	

TOTAL LISTENING IN METRO SURVEY AREA 855 160 173 83 94 337 189 216 128 155 472 46

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
9.00AM-10.00AM

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS												SHARES — METRO SURVEY AREA													
TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				TOTAL 18+ %	TEENS 12-17 %										
	18-34	25-49	35-49	50+		18-34	25-49	35-49	50+					18-34	25-49	35-49	50+					18-34	25-49	35-49	50+			18-34 %	25-49 %	35-49 %	50+ %						
20	5	2			5	5	12	9		14	1	WCHL	13	5	2			5	5	2		7	1	WCHL	1.9	3.5	1.6			1.7	4.1	3.2	2.0		1.9	3.6	
13	3	2			3	10	3			10		WBBS	13	3	2			3	10	3		10		WBBS	1.9	2.1	1.6			1.0	8.1	1.9			2.7		
3							2	2	1	3		WDCG	3							2	2	1	3		WDCG	.4						1.3	2.0	.7	.8		
52	9	7	6	4	19	15	6	4	13	32	1	WDNC	36	9	7	6	2	17	5	4	2	12	19	WDNC	5.2	6.3	5.5	11.3	2.1	5.8	4.1	2.5	2.0	8.3	5.2		
25				5	5	2	8	6	12	20		WETC	14			2	2	2	8	6	4	12		WETC	2.0				2.1	.7	1.6	5.1	6.0	2.8	3.3		
64	23	18	9	3	35	22	11	2	4	28	1	WKIX	39	8	10	6	3	17	17	11	2	21	1	WKIX	5.7	5.6	7.9	11.3	3.1	5.8	13.8	7.0	2.0	1.4	5.7	3.6	
57	10	12	2		12	24	9	6	2	32	13	WLLE	24	10	12	2		12	4	3		6	6	WLLE	3.5	7.0	9.4	3.8		4.1	3.3	1.9		1.4	1.6	21.4	
255	18	24	6	45	69	5	53	50	130	185	1	WPTF	172	13	16	3	33	49	5	41	38	79	122	1	WPTF	25.0	9.1	12.6	5.7	34.4	16.8	4.1	25.9	38.0	54.5	33.2	3.6
106	46	16		1	47	44	2		1	45	14	WQDR	54	32	8		1	33	17	2		18	3	WQDR	7.8	22.4	6.3		1.0	11.3	13.8	1.3		.7	4.9	10.7	
231	84	65	4	29	117	62	58	19	11	92	22	WRAL	43	10	11	1	10	21	9	7	4	2	15	7	WRAL	6.3	7.0	8.7	1.9	10.4	7.2	7.3	4.4	4.0	1.4	4.1	25.0
21	2	10	8	3	13	5	1	1	2	8		WRNC	18		8	8	3	11	5	1	1	1	7		WRNC	2.6		6.3	15.1	3.1	3.8	4.1	.6	1.0	.7	1.9	
23	9	5		3	12	5	6	1	4	10	1	WSRC	23	9	5		3	12	5	6	1	4	10	1	WSRC	3.3	6.3	3.9		3.1	4.1	4.1	3.8	1.0	2.8	2.7	3.6
10							4	4	1	5	5	WSSB	10						4	4	1	5	5	5	WSSB	1.5							2.5	4.0	.7	1.4	17.9
21	1	6	5	10	16				5	5		WTIK	21	1	6	5	10	16			5	5		WTIK	3.1	.7	4.7	9.4	10.4	5.5				3.4	1.4		
24	9			5	14		2	2	8	10		WYNA	20	9		1	10		2	2	8	10		WYNA	2.9	6.3			1.0	3.4		1.3	2.0	5.5	2.7		
245	25	27	16	40	81	33	75	48	82	163	1	WYYD	129	25	27	16	23	64	23	43	26	15	64	1	WYYD	18.8	17.5	21.3	30.2	24.0	21.9	18.7	27.2	26.0	10.3	17.4	3.6
48					35	22	13			48	1	WBAG	-1												WBAG												
34					33	33				33	1	WBAG FM	4						3	3				1	WBAG FM	.6									.8	3.6	
82					68	55	13			81	1	TOTAL	4						3	3				1	TOTAL	.6								.8	3.6		
TOTAL LISTENING IN METRO SURVEY AREA												688	143	127	53	96	292	123	158	100	145	368	28														

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS											SHARES—METRO SURVEY AREA																								
TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				WOMEN				TEENS 12-17 %															
	18-34	25-49	35-49	50+	18+	18-34	25-49	35-49				50+	18+	18-34	25-49	35-49	50+	18+	18-34				25-49	35-49	50+	18+	18-34	25-49	35-49	50+		18+	18-34	25-49	35-49	50+										
15	2				2	4	11	8	1	13		7	2				2	4	3		1	5		WCHL	1.1	1.2				.7	3.1	2.2		.8	1.5											
17	4	2			4	12	5		1	13		17	4	2			4	12	5		1	13		WOB3	2.6	2.4	1.7			1.3	9.2	3.6		.8	3.9											
3							2	2	1	3		3						2	2	1	3		WOCG	.5						1.4	2.5		.8	.9												
48	10	6	5	1	16	16	5	5	11	32		32	10	6	5	1	16	6	2	2	8	16		WONC	4.8	6.1	5.0	11.4	1.0	5.2	4.6	1.4	2.5	6.3	4.8											
15				4	4	1	1		10	11		5			2	2	1	1		2	3		WETC	.8				2.1	.7	.8	.7		1.6	.9												
64	29	9	5	2	36	21	13	2	4	27	1	33	6	8	4	2	12	16	11	2	2	20	1	WKIX	5.0	3.6	6.6	9.1	2.1	3.9	12.3	7.9	2.5	1.6	6.0	5.3										
75	27	11	2		29	27	13	9	1	37	9	23	11	11	2		13	8	4		1	9	1	WLLE	3.5	6.7	9.1	4.5		4.3	6.2	2.9		.8	2.7	5.3										
214	18	25	7	34	59	3	47	45	106	154	1	141	13	15	2	25	40	3	33	31	66	100	1	WPTF	21.4	7.9	12.4	4.5	26.0	13.1	2.3	23.7	38.8	52.4	29.8	5.3										
123	55	19		1	56	41	2		2	43	24	66	41	11		1	42	18	2		2	20	4	WQDR	10.0	24.8	9.1		1.0	13.8	13.8	1.4		1.6	6.0	21.1										
224	79	68	4	28	111	59	51	14	20	93	20	50	10	9		9	19	20	9	2	4	26	5	WRAL	7.6	6.1	7.4		9.4	6.2	15.4	6.5	2.5	3.2	7.7	26.3										
16		8	8	3	11	4			1	5		16		8	8	3	11	4			1	5		WRNC	2.4		6.6	18.2	3.1	3.6	3.1			.8	1.5											
27	14	5		3	17	5	6	1	3	9	1	27	14	5		3	17	5	6	1	3	9	1	WSRC	4.1	8.5	4.1		3.1	5.6	3.8	4.3	1.3	2.4	2.7	5.3										
9						1	4	4	1	6	3	9				1	4	4		1	6	3		WSSB	1.4					.8	2.9	5.0		.8	1.8	15.8										
17	2	6	4	9	15				2	2		17	2	6	4	9	15			2	2			WTIK	2.6	1.2	5.0	9.1	9.4	4.9				1.6	.6											
25	9			4	13		6	6	6	12		21	9			9		6	6	6	12			WYNA	3.2	5.5			3.0		4.3	7.5	4.8	3.6												
241	39	41	16	44	99	33	57	29	80	142		138	30	32	16	32	78	21	39	23	16	60		WYYO	20.9	18.2	26.4	36.4	33.3	25.6	16.2	28.1	28.8	12.7	17.9											
62	12				12	35	24	15		50		-1												WBAG																						
32					12	31	31			31	1	2						1	1			1	1	1	WBAG FM	.3									.3	5.3										
94	12				12	66	55	15		81	1	2						1	1			1	1	1	WBAG FM TOTAL	.3					.8	.7			.3	5.3										
TOTAL LISTENING IN METRO SURVEY AREA											660	165	121	44	96	305	130	139	80	126	336	19																								

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
11.00AM-NOON

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS												SHARES — METRO SURVEY AREA																
TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					TOTAL 18+ %	WOMEN					TEENS 12-17 %
	18-34	25-49	35-49	50+	18-34		25-49	35-49	50+	18-34	25-49				35-49	50+	18-34	25-49	35-49		50+	18-34	25-49	35-49	50+				18-34	25-49	35-49	50+	18-34		25-49	35-49	50+	18-34	25-49	
17	3				3	5	11	8	1	14		WCHL	8	3			3	3	2	1	1	5		WCHL	1.4	1.9			1.1	2.3	1.7	1.7	1.1	1.8						
18	5	4			5	12	6		1	13		WBDS	18	5	4		5	12	6		1	13		WBDS	3.2	3.2	3.2		1.8	9.2	5.0		1.1	4.7						
5							3	3	2	5		WDGG	5						3	3	2	5		WDGG	.9					2.5	5.2	2.3	1.8							
46	8	6	6	1	15	20	7	4	7	31		WDNC	35	8	6	6	1	15	11	5	2	7	20	WDNC	6.2	5.1	4.8	13.0	1.3	5.4	8.5	4.2	3.4	8.0	7.2					
13		1	1	2	3	4	2			10		WETC	5				1	1	2	2		4		WETC	.9				1.3	.4	1.5	1.7		2.3	1.4					
81	43	13	5	2	50	24	16	3	3	30	1	WKIX	38	10	10	3	2	15	18	14	3	2	23	WKIX	6.7	6.3	8.0	6.5	2.7	5.4	13.8	11.8	5.2	2.3	8.3					
39	10	11	3		13	15	7	1	1	17	9	WLLE	23	10	11	3		13	8	6		1	9	1	WLLE	4.0	6.3	8.8	6.5		4.7	6.2	5.0		1.1	3.3	7.1			
151	12	23	11	43	66	1	28	27	56	84	1	WPTF	71	12	15	3	16	31	1	10	9	29	39	1	WPTF	12.5	7.6	12.0	6.5	21.3	11.1	.8	8.4	15.5	33.0	14.1	7.1			
111	47	18		2	49	35	2		2	37	25	WQDR	60	36	13		2	38	17	2		2	19	3	WQDR	10.5	22.8	10.4		2.7	13.6	13.1	1.7		2.3	6.9	21.4			
210	66	64	6	25	97	60	53	18	19	97	16	WRAL	56	11	11		8	19	24	11	3	6	33	4	WRAL	9.8	7.0	8.8		10.7	6.8	18.5	9.2	5.2	6.8	12.0	28.6			
21	2	9	8	2	12	6	2		3	9		WRNC	20	2	9	8	2	12	6	2		2	8		WRNC	3.5	1.3	7.2	17.4	2.7	4.3	4.6	1.7		2.3	2.9				
21	5	4	4	2	11	5	7	2	2	9	1	WSRC	17	5	1	1	2	8	5	6	1	2	8	1	WSRC	3.0	3.2	.8	2.2	2.7	2.9	3.8	5.0	1.7	2.3	2.9	7.1			
5	1				1	1	3	3		4		WSSB	5	1			1	1	1	3	3		4		WSSB	.9	.6			.4	.8	2.5	5.2			1.4				
16	2	4	3	9	14				2	2		WTKI	16	2	4	3	9	14			2	2			WTKI	2.8	1.3	3.2	6.5	12.0	5.0			2.3	.7					
19	9			2	11		5	5	3	8		WYNA	17	9			9			5	5	3	8		WYNA	3.0	5.7			3.2		4.2	8.6	3.4	2.9					
276	51	53	16	42	109	36	58	27	103	166	1	WYYD	133	33	35	16	27	76	15	34	24	18	57		WYYD	23.4	20.9	28.0	34.8	36.0	27.2	11.5	28.6	41.4	20.5	20.7				
60	12			6	18	35	16	7		42		WBAG	-1												WBAG										.4	7.1				
37	12			6	18	36	36	7		36	1	WBAG FM	2						1	1					WBAG FM	.4									.4	7.1				
97	12			6	18	71	52	7		78	1	TOTAL	2						1	1					TOTAL	.4									.4	7.1				

TOTAL LISTENING IN METRO SURVEY AREA 569 158 125 46 75 279 130 119 58 88 276 14

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS												SHARES — METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					WOMEN					TEENS 12-17 %
	18-34	25-49	35-49	50+	TOTAL 18+	18-34	25-49	35-49	50+	TOTAL 18+				18-34	25-49	35-49	50+	TOTAL 18+	18-34	25-49	35-49	50+	TOTAL 18+				18-34 %	25-49 %	35-49 %	50+ %	TOTAL 18+ %	18-34 %	25-49 %	35-49 %	50+ %	TOTAL 18+ %	
12	4				4	2	7	6		8		WCHL	6	4				4	2	1			2		WCHL	1.2	3.3				1.6	2.1	.9		.9		
6	5	3			5				1	1		WBBS	6	5	3			5				1	1		WBBS	1.2	4.1	2.6			2.0				1.3	.4	
11	2	2			2		3	3	3	6	3	WDCG	11	2	2			2		3	3	3	6	3	WDCG	2.2	1.6	1.7			.8		2.8	5.5	3.8	2.6	20.0
40	21	15	6		27	8	6	3	10	21		WDNC	40	19	15	6		25	8	4	1	6	15	WDNC	8.0	15.6	12.9	10.3		9.8	8.3	3.8	1.8	7.7	6.6		
16	1	3	2	4	7	3	1			6	9	WETC	10	1	1		4	5	1	1		4	5	WETC	2.0	.8	.9		5.3	2.0	1.0	.9		5.1	2.2		
67	32	6	5	3	40	16	6	3	3	22	5	WKIX	29	6	6	5	3	14	7	6	3	3	13	2	WKIX	5.8	4.9	5.2	8.6	4.0	5.5	7.3	5.7	5.5	3.8	5.7	13.3
52	5	5	5	3	13	24	18	3	5	32	7	WLLE	37	2	5	5	3	10	18	18	3	5	26	1	WLLE	7.4	1.6	4.3	8.6	4.0	3.9	18.8	17.0	5.5	6.4	11.4	6.7
131	14	25	11	41	66		13	13	51	64	1	WPTF	68	12	21	9	20	41		8	8	18	26	1	WPTF	13.6	9.8	18.1	15.5	26.7	16.1		7.5	14.5	23.1	11.4	6.7
72	37	6		1	38	21	2		2	23	11	WQDR	39	22	6		1	23	12	2		2	14	2	WQDR	7.8	18.0	5.2		1.3	9.0	12.5	1.9		2.6	6.1	13.3
208	70	74	17	25	112	41	41	18	19	78	18	WRAL	57	19	12	2	7	28	18	10	2	7	27	2	WRAL	11.4	15.6	10.3	3.4	9.3	11.0	18.8	9.4	3.6	9.0	11.8	13.3
22	3	12	10	2	15	5	2		2	7		WRNC	22	3	12	10	2	15	5	2		2	7		WRNC	4.4	2.5	10.3	17.2	2.7	5.9	5.2	1.9		2.6	3.1	
33	1	11	11	4	16	5	14	9	3	17		WSRC	14	1			4	5	5	6	1	3	9		WSRC	2.8	.8			5.3	2.0	5.2	5.7	1.8	3.8	3.9	
4							3	3		3	1	WSSB	4							3	3		3	1	WSSB	.8							2.8	5.5		1.3	6.7
12	1	2	2	9	12							WTIK	12	1	2	2	9	12							WTIK	2.4	.8	1.7	3.4	12.0	4.7						
15	1	6	5		6		4	4	5	9		WYNA	12	1	3	2		3		4	4	5	9		WYNA	2.4	.8	2.6	3.4		1.2		3.8	7.3	6.4	3.9	
180	31	39	14	32	77	17	36	25	59	101	2	WYYD	91	13	21	14	19	46	11	28	23	11	45	2	WYYD	18.2	10.7	18.1	24.1	25.3	18.0	11.5	26.4	41.8	14.1	19.7	
41	16				16	17	9		2	19	6	WBAG	-1							1	1		1		WBAG												
17					11	11	11			11	6	WBAG FM	1													WBAG FM											
58	16				16	28	20		2	30	12	TOTAL	1							1	1		1		TOTAL	.2							1.0	.9		.4	
TOTAL LISTENING IN METRO SURVEY AREA												499	122	116	58	75	255	96	106	55	78	229	15														

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
1.00PM-2.00PM

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS											SHARES—METRO SURVEY AREA																
TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				TOTAL 18+ %	TEENS 12-17 %											
	18-34	25-49	35-49	50+		18-34	25-49	35-49	50+					18-34	25-49	35-49	50+					18-34	25-49	35-49	50+			18-34 %	25-49 %	35-49 %	50+ %							
12	3				3	3	7	6		9		7	3			3	3	2	1		4		7	3			1.4	2.2			1.1	2.6	1.7	1.8		1.7		1.7
4	3	2			3					1	1	4	3	2		3				1	1						.8	2.2	1.7		1.1					1.6	.4	
6	1	1			1		4	4		1	5	6	1	1		1		4	4		1	5				1.2	.7	.8		.4		3.5	7.1	1.6	2.2			
41	12	7	6	3	21	11	5	4	5	20		32	12	7	6	3	21	4	3	2	5	11				6.2	9.0	5.9	11.8	3.8	8.0	3.5	2.6	3.6	8.1	4.7		
4				1	1	1	1			2	3	4			1	1	1	1			2	3				.4			1.3	.4	.9	.9			3.2	1.3		
50	16	7	6	3	25	14	6	2	3	19	6	27	3	7	6	3	12	8	6	2	2	12	3			5.2	2.2	5.9	11.8	3.8	4.6	7.0	5.2	3.6	3.2	5.2	14.3	
62	9	8	8	3	20	26	20	5	4	35	7	34	2	4	4	3	9	18	17	2	4	24	1			6.6	1.5	3.4	7.8	3.8	3.4	15.8	14.8	3.6	6.5	10.3	4.8	
86	22	35	13	18	53		11	11	22	33		50	17	20	3	13	33		7	7	10	17				9.7	12.7	16.9	5.9	16.7	12.5		6.1	12.5	16.1	7.3		
87	54	17		2	56	20	4	1	3	24	7	53	29	13		2	31	15	4	1	2	18	4			10.3	21.6	11.0		2.6	11.8	13.2	3.5	1.8	3.2	7.8	19.0	
255	100	90	17	24	141	52	39	17	17	86	28	56	11	11	2	6	19	21	9	3	7	31	6			10.9	8.2	9.3	3.9	7.7	7.2	18.4	7.8	5.4	11.3	13.4	28.6	
21	2	10	8	3	13	6	2			2	8	20	2	10	8	3	13	6	2		1	7				3.9	1.5	8.5	15.7	3.8	4.9	5.3	1.7		1.6	3.0		
20	3	1	1	4	8	8	6	1	2	11	1	19	3			4	7	8	6	1	2	11	1			3.7	2.2			5.1	2.7	7.0	5.2	1.8	3.2	4.7	4.8	
3							1	1		1	2	3							1	1		1	2			.6						.9	1.8		.4	9.5		
13		2	2	9	11					2	2	13			2	2	9	11			2	2				2.5		1.7	3.9	11.5	4.2				3.2	.9		
24	7	4	4	1	12		6	6	6	12		21	7	2	2		9		6	6	6	12				4.1	5.2	1.7	3.9	3.4		5.2	10.7	9.7	5.2			
207	51	50	14	39	104	23	49	33	47	103		124	32	31	14	26	72	19	36	23	10	52				24.0	23.9	26.3	27.5	33.3	27.4	16.7	31.3	41.1	16.1	22.4		
74	28				28	31	13	4	2	37	9	WBAG														.2									.4			
35	28				28	32	32	4	2	32	3	WBAG FM						1	1							.2									.4			
109						63	45			69	12	TOTAL																										
TOTAL LISTENING IN METRO SURVEY AREA												516	134	118	51	78	263	114	115	56	62	232	21															

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
2.00PM-3.00PM

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS												SHARES — METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17
	18-34	25-49	35-49	50+	TOTAL 18+	18-34	25-49	35-49	50+	TOTAL 18+				18-34	25-49	35-49	50+	TOTAL 18+	18-34	25-49	35-49	50+	TOTAL 18+				18-34	25-49	35-49	50+	TOTAL 18+	%	%	%	%	%	
13	6	1			6	3	4	4		7	WCHL	10	6	1		6	3	1	1		4	WCHL	2.0	4.2		.9			2.3	3.0	.9	1.6		1.8			
5	3				3	2	2			2	WBBS	5	3			3	2	2			2	WBBS	1.0	2.1				1.1	2.0	1.8			.9				
9	1	1			1		4	4		4	WDCG	9	1	1		1		4	4		4	WDCG	1.8	.7	.9			.4		3.6	6.5		1.8	16.0			
42	5	5	5	3	13	22	6	3	3	28	1	WDNC	27	5	5	5	3	13	9	4	1	3	13	1	WDNC	5.3	3.5	4.3	10.0	4.3	5.0	8.9	3.6	1.6	4.8	5.8	4.0
3						1	1			2	3	WETC	3					1	1		2	3	WETC	.6						1.0	.9		3.2	1.3			
57	13	14	9	3	25	16	11	5	3	24	8	WKIX	40	5	12	9	3	17	12	10	5	2	19	4	WKIX	7.8	3.5	10.3	18.0	4.3	6.5	11.9	9.1	8.1	3.2	8.4	16.0
45	11	4	2		13	17	2	1	1	19	13	WLLE	13	4	4	2		6	4	1		1	5	2	WLLE	2.5	2.8	3.4	4.0		2.3	4.0	.9		1.6	2.2	8.0
97	21	26	9	29	59		11	11	26	37	1	WPTF	53	12	15	3	10	25		11	11	16	27	1	WPTF	10.4	8.4	12.8	6.0	14.5	9.5		10.0	17.7	25.8	12.0	4.0
102	62	25		1	63	19	3	1	7	27	12	WQDR	56	36	14		1	37	13	3	1	2	16	3	WQDR	10.9	25.2	12.0		1.4	14.1	12.9	2.7	1.6	3.2	7.1	12.0
242	91	84	12	23	126	57	47	15	21	93	23	WRAL	42	10	10		5	15	15	8	3	5	23	4	WRAL	8.2	7.0	8.5		7.2	5.7	14.9	7.3	4.8	8.1	10.2	16.0
19		8	8	3	11	8	4			8		WRNC	17		8	8	3	11	6	2			6		WRNC	3.3		6.8	16.0	4.3	4.2	5.9	1.8			2.7	
15	2	1		4	6	5	6	1	1	7	2	WSRC	15	2	1		4	6	5	6	1	1	7	2	WSRC	2.9	1.4	.9		5.8	2.3	5.0	5.5	1.6	1.6	3.1	8.0
8	5				5	1	1	1		2	1	WSSB	8	5				5	1	1	1		2	1	WSSB	1.6	3.5				1.9	1.0	.9	1.6		.9	4.0
12	1	3	2	8	11					1	1	WTIK	12	1	3	2	8	11				1	1		WTIK	2.3	.7	2.6	4.0	11.6	4.2				1.6	.4	
25	10	2	2		12		7	7	5	12	1	WYNA	25	10	2	2		12		7	7	5	12	1	WYNA	4.9	7.0	1.7	4.0		4.6		6.4	11.3	8.1	5.3	4.0
219	44	45	15	39	98	27	50	33	61	121		WYYD	122	26	26	14	26	66	17	34	23	16	56		WYYD	23.8	18.2	22.2	28.0	37.7	25.2	16.8	30.9	37.1	25.8	24.9	
86	31			6	37	33	23	16		49		WBAG	-1													WBAG											
29					29	29	29			29		WBAG FM	3							3	3			3		WBAG FM	.6						3.0	2.7			1.3
115	31			6	37	62	52	16		78		TOTAL	3							3	3			3		TOTAL	.6					3.0	2.7			1.3	

TOTAL LISTENING IN METRO SURVEY AREA 512 143 117 50 69 262 101 110 62 62 225 25

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

HOUR BY HOUR AVG'S

AVERAGE QUARTER-HOUR Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
3.00PM-4.00PM

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS												SHARES—METRO SURVEY AREA																
TOTAL PERS. 12+	MEN					TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					TOTAL 18+ %	TEENS 12-17 %															
	18-34	25-49	35-49	50+	18-34					25-49	35-49	50+	18-34	25-49					35-49	50+	18-34	25-49	35-49			50+	18-34	25-49	35-49	50+										
15	5				5	3	8	6	1	10					11	5				5	3	4	2	1	6	WCHL	1.8	3.5				1.9	2.4	3.2	3.3	1.3	2.3			
6	4				4	2	2			2					6	4				4	2	2		2	WBBS	1.0	2.8				1.5	1.6	1.6			.8				
20	2	2			2		8	8	4	12					16	2	2			2		4	4	4	8	6	WDCG	2.6	1.4	1.7			.7		3.2	6.6	5.1	3.0	8.0	
32	3	7	7	1	11	9	8	3	4	16					26	3	7	7		10	6	6	1	4	11	5	WDNC	4.3	2.1	5.9	12.3		3.7	4.7	4.8	1.6	5.1	4.1	6.7	
7		1	1	1	2	1	1			4					3					1	1			2	3	WETC	.5						.8	.8		2.6	1.1			
128	44	27	9	3	56	31	15	6	4	41					64	1	10	9	3	13	19	15	6	3	28	23	WKIX	10.5	.7	8.4	15.8	4.4	4.9	15.0	12.0	9.8	3.8	10.5	30.7	
35	9	2	2		11	8	5	1		9					20	2	2	2		4	8	4			8	8	WLLE	3.3	1.4	1.7	3.5		1.5	6.3	3.2			3.0	10.7	
148	25	35	18	31	74	7	23	18	44	69					71	12	19	7	11	30	5	12	9	24	38	3	WPTF	11.7	8.4	16.0	12.3	16.2	11.2	3.9	9.6	14.8	30.8	14.3	4.0	
146	68	23		1	69	28	4			9					74	42	16		1	43	16	4		3	19	12	WQDR	12.2	29.4	13.4		1.5	16.0	12.6	3.2			3.8	7.1	16.0
252	93	94	12	25	130	49	41	15	15	79					58	13	10		5	18	24	11	3	4	31	9	WRAL	9.5	9.1	8.4		7.4	6.7	18.9	8.8	4.9	5.1	11.7	12.0	
21		11	11	3	14	6	3	1		7					19		11	11	3	14	4	1	1		5		WRNC	3.1		9.2	19.3	4.4	5.2	3.1	.8	1.6			1.9	
26	5	2	1	7	13	6	7	2	3	11					26	5	2	1	7	13	6	7	2	3	11	2	WSRC	4.3	3.5	1.7	1.8	10.3	4.9	4.7	5.6	3.3	3.8	4.1	2.7	
14	5				5	2	1	1		3					14	5				5	2	1	1		3	6	WSSB	2.3	3.5				1.9	1.6	.8	1.6			1.1	8.0
16	2	4	2	8	12		1	1	3	4					16	2	4	2	8	12		1	1	3	4		WTIK	2.6	1.4	3.4	3.5	11.8	4.5		.8	1.6	3.8	1.5		
26	9	3	3	2	14		7	7	5	12					24	9	3	3		12		7	7	5	12		WYNA	3.9	6.3	2.5	5.3		4.5		5.6	11.5	6.4	4.5		
230	46	48	16	41	103	25	48	31	71	127					112	26	26	14	23	63	18	31	19	12	49		WYYD	18.4	18.2	21.8	24.6	33.8	23.5	14.2	24.8	31.1	15.4	18.4		
46				1	1	27	19	18		45					1				1	1							WBAG	.2				1.5	.4					.8		
27	2				2	25	24			25					2					2		2						WBAG FM	.3						1.6	1.6			.8	
73	2			1	3	52	43	18		70					3				1	1							WBAG FM TOTAL	.5				1.5	.4	1.6	1.6			.8		
TOTAL LISTENING IN METRO SURVEY AREA												609	143	119	57	68	268	127	125	61	78	266	75																	

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
4.00PM-5.00PM

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS												SHARES — METRO SURVEY AREA													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17
	18-34	25-49	35-49	50+	TOTAL 18+	18-34	25-49	35-49	50+	TOTAL 18+				18-34	25-49	35-49	50+	TOTAL 18+	18-34	25-49	35-49	50+	TOTAL 18+				18-34	25-49	35-49	50+	TOTAL 18+	18-34	25-49	35-49	50+	TOTAL 18+	
19	6				6	5	5	3	5	13		WCML	17	6				6	5	3	1	5	11		WCML	2.6	3.8				2.0	3.5	2.4	1.8	5.6	3.8	
8	6				6	2	1			2		WBBS	8	6				6	2	1		2		WBBS	1.2	3.8				2.0	1.4	.8		.7			
11	1	1			1	2	2	2	4	6		WDCG	11	1	1			1	2	2	2	4	6	WDCG	1.7	.6	.7		.3		1.6	3.6	2.2	1.4	7.8		
69	6	8	5	2	13	32	10	3	6	41	15	WDNC	36	6	8	5	1	12	13	8	1	6	20	4	WDNC	5.4	3.8	5.4	6.8	1.5	4.0	9.1	6.4	1.8	6.7	6.9	5.2
13	1	5	4	2	7	1	1			5	6	WETC	3	1	1			1	1	1		2		WETC	.5	.6	.7		.3	.7	.8		1.1	.7			
141	48	18	10	3	61	36	22	10	4	50	30	WKIX	68	3	13	10	3	16	24	19	7	3	34	18	WKIX	10.3	1.9	8.7	13.5	4.5	5.4	16.8	15.2	12.5	3.3	11.8	23.4
49	13	8	6		19	16	10	2		18	12	WLLE	38	7	8	6		13	16	8		16	9	WLLE	5.7	4.5	5.4	8.1		4.4	11.2	6.4		5.5	11.7		
152	16	38	22	29	67	5	19	15	60	80	5	WPTF	98	14	33	19	17	50	5	10	6	32	43	5	WPTF	14.8	9.0	22.1	25.7	25.4	16.8	3.5	8.0	10.7	35.6	14.9	6.5
124	46	16		1	47	28	4			7	35	WQDR	68	35	16		1	36	15	4		3	18	14	WQDR	10.3	22.4	10.7		1.5	12.1	10.5	3.2		3.3	6.2	18.2
238	60	66	11	26	97	69	49	20	13	102	39	WRAL	53	9	10	1	5	15	27	10	2	4	33	5	WRAL	8.0	5.8	6.7	1.4	7.5	5.1	18.9	8.0	3.6	4.4	11.4	6.5
18	1	11	11	3	15	3				3		WRNC	18	1	11	11	3	15	3			3		WRNC	2.7	.6	7.4	14.9	4.5	5.1	2.1			1.0			
17	1	4	3	3	7	4	6	2	2	8	2	WSRC	17	1	4	3	3	7	4	6	2	2	8	2	WSRC	2.6	.6	2.7	4.1	4.5	2.4	2.8	4.8	3.6	2.2	2.8	2.6
16	7	2			7	1	1			1	8	WSSB	16	7	2			7		1	1		1	8	WSSB	2.4	4.5	1.3		2.4		.8	1.8		.3	10.4	
15	2	4	2	8	12	1	1	2	3			WTIK	15	2	4	2	8	12		1	1	2	3		WTIK	2.3	1.3	2.7	2.7	11.9	4.0		.8	1.8	2.2	1.0	
21	9	3	3		12	6	6	3	9			WYNA	21	9	3	3		12		6	6	3	9		WYNA	3.2	5.8	2.0	4.1		4.0		4.8	10.7	3.3	3.1	
215	43	43	14	38	95	19	54	40	60	119	1	WYYD	115	24	24	14	21	59	16	35	24	15	55	1	WYYD	17.3	15.4	16.1	18.9	31.3	19.9	11.2	28.0	42.9	16.7	19.0	1.3
56						31	8	8	3	42	14	WBAG	-1												WBAG												
27	2				2	22	23	2		24	1	WBAG FM	4						3	3			3	1	WBAG FM	.6					2.1	2.4			1.0	1.3	
83	2				2	53	31	10	3	66	15	TOTAL	4						3	3			3	1	TOTAL	.6					2.1	2.4			1.0	1.3	

TOTAL LISTENING IN METRO SURVEY AREA 663 156 149 74 67 297 143 125 56 90 289 77

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

ARBITRON

World Radio History

HOUR BY HOUR AVG'S

AVERAGE QUARTER-HOUR Listening Estimates

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS											SHARES — METRO SURVEY AREA															
TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				TOTAL 18+ %	WOMEN				TOTAL 18+ %	TEENS 12-17 %
	18-34	25-49	35-49	50+		18-34	25-49	35-49	50+					18-34	25-49	35-49	50+		18-34	25-49	35-49	50+					18-34	25-49	35-49	50+		18-34	25-49	35-49	50+		
16	5	5	4		9	5	3	2		7	4	16	5	5	4		9	5	3	2		7	4	16	2.4	3.3	3.2	5.1		3.2	3.1	1.9	2.7		2.3		
9	6				6	3				3	4	9	6				6	3				3	4	9	1.3	4.0				2.1	1.9				1.0		
4											4	4										4	4	4	.6											4.8	
75	5	6	1	8	14	33	9	4	6	43	18	38	5	6	1	3	9	14	7	2	5	21	8	38	5.7	3.3	3.8	1.3	5.7	3.2	8.7	4.4	2.7	7.1	6.9	9.5	
2	1	1			1					1	1	2	1	1			1					1	1	2	.3	.7	.6		.4				1.4	.3			
122	40	21	5		45	39	28	7	4	50	27	75	19	20	5		24	27	20	7	3	37	14	75	11.2	12.7	12.7	6.3		8.5	16.8	12.5	9.5	4.3	12.1	16.7	
40	5	4	4		9	22	17	2		24	7	39	5	4	4		9	22	17	2		24	6	39	5.8	3.3	2.5	5.1		3.2	13.7	10.6	2.7		7.9	7.1	
209	14	40	28	39	81	12	29	28	82	122	6	108	14	35	23	15	52	1	17	16	33	50	6	108	16.1	9.3	22.2	29.1	28.3	18.4	.6	10.6	21.6	47.1	16.4	7.1	
94	26	16		2	28	16	5	1	6	23	43	61	26	16		2	28	12	5	1		13	20	61	9.1	17.3	10.1		3.8	9.9	7.5	3.1	1.4		4.3	23.8	
234	55	54	2	24	81	85	45	11	11	107	46	65	13	14	1	5	19	38	20	1	2	41	5	65	9.7	8.7	8.9	1.3	9.4	6.7	23.6	12.5	1.4	2.9	13.4	6.0	
18	2	4	3	7	12	4	2	2		6	3	18	2	4	3	7	12	4	2	2		6	3	18	2.7	1.3	2.5	3.8	13.2	4.3	2.5	1.3	2.7		2.0		
23		11	11	1	12	3	6	3	2	8	3	23		11	11	1	12	3	6	3	2	8	3	23	3.4		7.0	13.9	1.9	4.3	1.9	3.8	4.1	2.9	2.6	3.6	
22	1	6	5		6	2	5	3		5	11	22	1	6	5		6	2	5	3		5	11	22	3.3	.7	3.8	6.3		2.1	1.2	3.1	4.1		1.6	13.1	
14	3	6	3	5	11		1	1	2	3	3	14	3	6	3	5	11		1	1	2	3	3	14	2.1	2.0	3.8	3.8	9.4	3.9		.6	1.4	2.9	1.0		
18	9	4	4		13	4	4	1		5	3	18	9	4	4		13	4	4	1		5	3	18	2.7	6.0	2.5	5.1		4.6		2.5	5.4	1.4	1.6		
149	22	30	11	9	42	15	56	42	50	107	46	69	4	12	11	7	22	10	34	25	12	47	6	69	10.3	2.7	7.6	13.9	13.2	7.8	6.2	21.3	33.8	17.1	15.4		
21	2	2			2	5	2	2		7	12	21	2	2			2	5	2	2		7	12	21	.7									1.3	1.2		
7					6	6				6	1	7					6					1	1	7	.5										1.3	1.2	
28	2	2			2	11	8	2		13	13	28	2	2			2	11	8	2		13	13	28	.7										1.3	1.2	
TOTAL LISTENING IN METRO SURVEY AREA												671	150	158	79	53	252	161	160	74	70	305	84														

TOTAL LISTENING IN METRO SURVEY AREA

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
7.00PM-8.00PM

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS												SHARES — METRO SURVEY AREA														
TOTAL PERS. 12 +	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 + %	MEN					WOMEN					TEENS 12-17 %	
	18-34	25-49	35-49	50 +	TOTAL 18 +	18-34	25-49	35-49	50 +	TOTAL 18 +				18-34	25-49	35-49	50 +	TOTAL 18 +	18-34	25-49	35-49	50 +	TOTAL 18 +				18-34 %	25-49 %	35-49 %	50 + %	TOTAL 18 + %	18-34 %	25-49 %	35-49 %	50 + %	TOTAL 18 + %		
7	2	2	1		3	3	3	1		4		MC HL	7	2	2	1		3	3	3	1		4		MC HL	1.8	2.4	2.8	2.4		1.9	3.0	3.9	3.2		2.5		
9	5	3	2		7	2	2			2		WD BS	9	5	3	2		7	2	2			2		WD BS	2.3	5.9	4.2	4.9		4.5	2.0	2.6			1.3		
5	1	1			1					1	3	WD CG	5	1	1			1				1	1	3	WD CG	1.3	1.2	1.4						3.7	.6	4.2		
38	2	2	1	1	4	22	9	3		25	9	WD NC	21	2	2	1	1	4	12	7	1		13	4	WD NC	5.5	2.4	2.8	2.4	3.4	2.6	12.0	9.1	3.2		8.2	5.6	
85	40	7	2	1	43	20	12	3	3	26	16	WK IX	39	5	4	2	1	8	15	12	3	3	21	10	WK IX	10.2	5.9	5.6	4.9	3.4	5.2	15.0	15.6	9.7	11.1	13.3	14.1	
102	14	24	20	26	60	4	9	7	28	39	3	WP TF	61	10	17	13	14	37	4	9	7	10	21	3	WP TF	15.9	11.8	23.6	31.7	48.3	23.9	4.0	11.7	22.6	37.0	13.3	4.2	
98	33	16			33	33	3		3	36	29	WQ DR	50	16	8			16	15	3			15	19	WQ DR	13.0	18.8	11.1			10.3	15.0	3.9			9.5	26.8	
209	42	48	18	17	77	71	24	10	3	84	48	WR AL	60	10	14	9	2	21	20	10	7		27	12	WR AL	15.6	11.8	19.4	22.0	6.9	13.5	20.0	13.0	22.6		17.1	16.9	
5				2	2					1	1	2	WR NC	5			2	2					1	1	2	WR NC	1.3					6.9	1.3			3.7	.6	2.8
15		2	2		2		1	1		1	12	WSS B	15		2	2		2		1	1		1	12	WSS B	3.9		2.8	4.9		1.3		1.3	3.2		.6	16.9	
2							1	1		1	1	1	WT IK	2						1	1		1	1	1	WT IK	.5							1.3	3.2		.6	1.4
132	5	15	10	45	60	7	27	24	41	72		WY YD	42	5	14	9	6	20	6	11	9	7	22		WY YD	10.9	5.9	19.4	22.0	20.7	12.9	6.0	14.3	29.0	25.9	13.9		
16						4	7	3		7	9	WB AG FM	4					4	4				4		WB AG FM	1.0						4.0	5.2			2.5		
TOTAL LISTENING IN METRO SURVEY AREA												384	85	72	41	29	155	100	77	31	27	158	71															

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
8.00PM-9.00PM

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS												SHARES—METRO SURVEY AREA															
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17		
	18-34	25-49	35-49	50+	TOTAL 18+	18-34	25-49	35-49	50+	TOTAL 18+				18-34	25-49	35-49	50+	TOTAL 18+	18-34	25-49	35-49	50+	TOTAL 18+				18-34	25-49	35-49	50+	TOTAL 18+	18-34	25-49	35-49	50+	TOTAL 18+		18-34	25-49
6	3	1			3	2				2	1	WCML	6	3	1					3	2				2	1	WCML	1.8	4.2	1.6			2.4	2.3				1.4	1.4
8	4	2	2		6	2	2			2		WDBS	8	4	2	2				6	2	2			2		WDBS	2.3	5.6	3.3	6.7		4.8	2.3	2.7			1.4	
9	4	4			4	1	1			1	4	WDCG	9	4	4				4	1	1			1	4	WDCG	2.6	5.6	6.6			3.2	1.1	1.4			.7	5.7	
32	11	6		2	13	10	9	3	1	14	5	WDNC	30	11	6		2	13	10	7	1	1	12	5	WDNC	8.8	15.3	9.8		9.1	10.5	11.5	9.6	4.2	2.8	8.2	7.1		
60	27	3	2		29	10	6		3	13	18	WKIX	30	3	3	2		5	7	6		3	10	15	WKIX	8.8	4.2	4.9	6.7		4.0	8.0	8.2		8.3	6.8	21.4		
101	14	14	12	21	47	6	14	13	33	52	2	WPTF	66	8	11	9	11	28	6	12	11	19	36	2	WPTF	19.4	11.1	18.0	30.0	50.0	22.6	6.9	16.4	45.8	52.8	24.5	2.9		
98	33	12			33	31	4	2		33	32	WQDR	39	12	4			12	10	4	2		12	15	WQDR	11.4	16.7	6.6			9.7	11.5	5.5	8.3		8.2	21.4		
166	40	36	18	6	64	48	28	7	1	56	46	WRAL	49	9	15	8		17	18	11	5		23	9	WRAL	14.4	12.5	24.6	26.7		13.7	20.7	15.1	20.8		15.6	12.9		
2				1	1					1	1	WRNC	2				1	1					1	1	WRNC	.6				4.5	.8				2.8	.7			
11											11	WSSB	11											11	WSSB	3.2											15.7		
2									2	2		WTKI	2									2	2	WTKI	.6									5.6	1.4				
89	2	5	3	33	38	8	13	6	37	51		WYYD	27	2	5	3	7	12	6	8	3	6	15		WYYD	7.9	2.8	8.2	10.0	31.8	9.7	6.9	11.0	12.5	16.7	10.2			
15						3	7	4		7	8	WBAG FM	4							3	3		3	1	WBAG FM	1.2						3.4	4.1			2.0	1.4		
TOTAL LISTENING IN METRO SURVEY AREA												341	72	61	30	22	124	87	73	24	36	147	70																

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

ARBITRON

World Radio History

HOUR BY HOUR AVG'S

AVERAGE QUARTER-HOUR Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
9.00PM-10.00PM

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS												SHARES — METRO SURVEY AREA														
TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN				TOTAL 18+	WOMEN				TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN				TOTAL 18+ %	WOMEN				TEENS 12-17 %				
	18-34	25-49	35-49	50+		18-34	25-49	35-49	50+				18-34	25-49	35-49	50+		18-34	25-49	35-49	50+				18-34	25-49	35-49	50+		18-34	25-49	35-49	50+		18-34	25-49	35-49	50+
5	3	3			3					2	WCHL	3	1	1			1				2	WCHL	.8	1.7	1.8			.9								2.6		
2	2				2						WDBS	2	2				2					WDBS	.6	3.3				1.7										
10	4	5	1		5	1	1		1	4	WDCG	10	4	5	1		5		1	1		4	WDCG	2.8	6.7	8.8	4.2		4.3		1.5	4.5		.6	5.2			
33	8	7			8	11	9	3	2	16	9	WDNC	31	8	7		8	11	7	1	2	14	9	WDNC	8.7	13.3	12.3			7.0	13.3	10.8	4.5	3.3	8.5	11.7		
42	11	5	4		15	6	3		3	9	18	WKIX	29	1	5	4		5	3	3		3	6	18	WKIX	8.1	1.7	8.8	16.7		4.3	3.6	4.6		5.0	3.6	23.4	
159	18	14	9	44	71	7	20	20	59	86	2	WPTF	102	11	13	8	21	40	7	9	9	44	60	2	WPTF	28.6	18.3	22.8	33.3	67.7	34.8	8.4	13.8	40.9	73.3	36.4	2.6	
103	32	7			32	32	4	2		34	37	WQDR	37	9	6			9	7	4	2		9	19	WQDR	10.4	15.0	10.5			7.8	8.4	6.2	9.1		5.5	24.7	
170	36	30	13	5	54	44	29	6		50	66	WRAL	60	14	14	7	2	23	24	14	3		27	10	WRAL	16.8	23.3	24.6	29.2	6.5	20.0	28.9	21.5	13.6		16.4	13.0	
2	1	1		1	2							WRNC	2	1	1		1	2							WRNC	.6	1.7	1.8		3.2	1.7							
9											9	WSSB	9												9	WSSB	2.5											11.7
-1												WTIK	-1													WTIK												
64	1	1		23	24	7	13	6	27	40		WYYD	18	1	1		5	6	4	7	3	5	12		WYYD	5.0	1.7	1.8		16.1	5.2	4.8	10.8	13.6	8.3	7.3		
5						4	4		4	1	1	WBAG FM	1											1	WBAG FM	.3												1.3
TOTAL LISTENING IN METRO SURVEY AREA												357	60	57	24	31	115	83	65	22	60	165	77															

TOTAL LISTENING IN METRO SURVEY AREA 357 60 57 24 31 115 83 65 22 60 165 77

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AVERAGE QUARTER-HOUR Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
10.00PM-11.00PM

AVERAGE PERSONS -- TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS -- METRO SURVEY AREA, IN HUNDREDS												SHARES -- METRO SURVEY AREA																								
TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+ %	MEN					TOTAL 18+ %	WOMEN					TEENS 12-17 %								
	18-34	25-49	35-49	50+	18-34		25-49	35-49	50+	18-34	25-49				35-49	50+	18-34	25-49	35-49		50+	18-34	25-49	35-49	50+				18-34	25-49	35-49	50+	18-34		25-49	35-49	50+	18-34	25-49		35-49	50+						
3	1	1			1		1	1		1	1	WCML	3	1	1			1		1	1		1	1	WCML	.8	1.8	1.4			.8		1.7	4.2			.6	1.7										
3	3				3							WBBS	3	3				3						WBBS	.8	5.5				2.3																		
8	3	4	1		4		1	1	1	2	2	WDCC	8	3	4	1		4		1	1	1	2	WDCC	2.2	5.5	5.7	2.9		3.1		1.7	4.2	1.4	1.2	3.4												
17	7	6			7	4	2	1		5	5	WDNC	17	7	6			7	4	2	1		5	WDNC	4.8	12.7	8.6			5.4	5.6	3.3	4.2		3.0	8.5												
26	8	3	3	2	13	4	3			3	7	WKIX	16	1	3	3		4	3	3		3	6	WKIX	4.5	1.8	4.3	8.6		3.1	4.2	5.0		4.1	3.6	10.2												
172	6	15	9	59	74	1	26	26	69	96	2	WPTF	108	6	15	9	29	44	1	11	11	50	62	WPTF	30.3	10.9	21.4	25.7	74.4	34.1	1.4	18.3	45.8	68.5	36.9	3.4												
72	20	6			20	16	2			16	36	WQDR	30	6	6			6	7	2			7	WQDR	8.4	10.9	8.6			4.7	9.9	3.3		4.2	28.8													
232	80	48	10		90	59	33	7	3	69	73	WRAL	66	13	16	6		19	30	19	2	3	35	WRAL	18.5	23.6	22.9	17.1		14.7	42.3	31.7	8.3	4.1	20.8	20.3												
-1												WRNC	-1											WRNC																								
10											10	WSSB	10											10	WSSB	2.8											16.9											
6		5	5		5				1	1		WTIK	6		5	5		5				1	1	WTIK	1.7		7.1	14.3		3.9				1.4	.6													
83	13	17	4	27	44	7	13	6	25	38	1	WYYD	34	1	5	4	8	13	4	10	6	10	20	WYYD	9.6	1.8	7.1	11.4	20.5	10.1	5.6	16.7	25.0	13.7	11.9	1.7												
-1												WBAG FM	-1											WBAG FM																								
TOTAL LISTENING IN METRO SURVEY AREA												356	55	70	35	39	129	71	60	24	73	168	59																									

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

HOUR BY HOUR AVGS

AVERAGE QUARTER-HOUR Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
MIDNIGHT-1.00AM

AVERAGE PERSONS — TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS — METRO SURVEY AREA, IN HUNDREDS											SHARES — METRO SURVEY AREA																
TOTAL PERS. 12 +	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 +	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12 + %	MEN					WOMEN					TEENS 12-17 %	
	18-34	25-49	35-49	50 +	TOTAL 18 +	18-34	25-49	35-49	50 +	TOTAL 18 +				18-34	25-49	35-49	50 +	TOTAL 18 +	18-34	25-49	35-49	50 +	TOTAL 18 +				18-34	25-49	35-49	50 +	TOTAL 18 +	18-34	25-49	35-49	50 +	TOTAL 18 +		
1						1					1	WCHL	1								1					WCHL	1.1						5.6					2.6
-1												WOBS	-1													WOBS												
-1												WDCG	-1													WDCG												
5				3	3						2	WDNC	5			3	3				2	WDNC	5.6			30.0	9.1									10.5		
8	5				5						3	WKIX	4	1			1				3	WKIX	4.4	5.6			3.0								15.8			
29	1	2	1		8	10		9	9	10	19	WPTF	9	1	2	1	1	3		2	2	4	6	WPTF	10.0	5.6	11.8	20.0	10.0	9.1		28.6	50.0	25.0	15.8			
37	21	3			21	3	1				3	WQDR	12	5	3		5	3	1		3	4	WQDR	13.3	27.8	17.6		15.2	16.7	14.3			7.9	21.1				
55	12	3			2	14	9			1	10	WRAL	17	1	1		1	9			1	10	WRAL	18.9	5.6	5.9		3.0	50.0			6.3	26.3	31.6				
2											2	WSSB	2										2	WSSB	2.2										10.5			
2	1	1			1					1	1	WTIK	2	1	1		1				1	1	WTIK	2.2	5.6	5.9		3.0				6.3	2.6					
18	1	5	4		4	9		2	2	7	9	WYYD	14	1	3	2	3	6		2	2	6	8	WYYD	15.6	5.6	17.6	40.0	30.0	18.2		28.6	50.0	37.5	21.1			
TOTAL LISTENING IN METRO SURVEY AREA											90	18	17	5	10	33	18	7	4	16	38	19																

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

H O U R B Y H O U R A V G S

AWAY-FROM-HOME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
6.00AM-10.00AM + 3.00PM-7.00PM

MONDAY-FRIDAY
10.00AM-3.00PM

STATION CALL LETTERS	AVERAGE PERSONS AWAY-FROM-HOME — TOTAL SURVEY AREA								AVERAGE PERSONS AWAY-FROM-HOME — METRO SURVEY AREA								STATION CALL LETTERS	AVERAGE PERSONS AWAY-FROM-HOME — TOTAL SURVEY AREA								AVERAGE PERSONS AWAY-FROM-HOME — METRO SURVEY AREA							
	TOT. PERS. 12-		MEN 18-		WOMEN 18-		TEENS 12-17		TOT. PERS. 12-		MEN 18-		WOMEN 18-		TEENS 12-17			TOT. PERS. 12-		MEN 18-		WOMEN 18-		TEENS 12-17		TOT. PERS. 12-		MEN 18-		WOMEN 18-		TEENS 12-17	
	NUMBER AWAY (00)	% AWAY	NUMBER AWAY (00)	% AWAY	NUMBER AWAY (00)	% AWAY	NUMBER AWAY (00)	% AWAY	NUMBER AWAY (00)	% AWAY	NUMBER AWAY (00)	% AWAY	NUMBER AWAY (00)	% AWAY	NUMBER AWAY (00)	% AWAY		NUMBER AWAY (00)	% AWAY	NUMBER AWAY (00)	% AWAY	NUMBER AWAY (00)	% AWAY	NUMBER AWAY (00)	% AWAY	NUMBER AWAY (00)	% AWAY	NUMBER AWAY (00)	% AWAY	NUMBER AWAY (00)	% AWAY		
WCML	12	60	5	63	7	58			9	53	4	57	5	50			10	77	2	67	8	80			4	57	2	67	2	50			
WBBS	2	20	1	25	1	17			2	20	1	25	1	17			2	22	1	25	1	20			2	22	1	25	1	20			
WDCG	5	71			2	50	3	100	5	71			2	50	3	100	5	71			4	80	1	100	5	71			4	80	1	100	
WDNC	18	27	11	50	5	15	2	20	13	29	8	40	4	21	1	17	18	40	12	63	6	23			14	40	11	58	3	19			
*WETC	4	31	2	40	2	25			2	33	1	50	1	25			4	40	2	67	2	29			-1								
WKIX	79	60	49	79	25	50	5	25	39	49	18	64	17	45	4	31	53	83	30	83	19	79	4	100	29	83	13	87	14	78	2	100	
*WLLE	17	37	6	50	8	33	3	30	10	30	3	33	7	39			19	35	11	61	4	14	4	44	8	32	4	40	4	29			
WPTF	63	22	35	33	25	15	3	27	35	21	22	35	12	12	1	11	32	23	18	30	14	18			17	22	7	20	10	24			
WQDR	28	27	20	56	6	18	2	6	23	38	17	63	5	24	1	8	50	51	32	62	13	42	5	31	39	72	26	79	13	72			
WRAL	82	32	52	45	24	24	6	14	20	34	10	45	10	34			107	47	74	63	28	31	5	24	23	44	12	60	11	39			
WRNC	12	63	8	73	4	50			12	67	8	73	4	57			17	85	10	83	7	88			15	83	10	83	5	83			
*WSRC	6	19	3	19	3	25			6	19	3	19	3	25			8	33	3	27	5	42			8	42	3	38	5	50			
WSSB	1	6	1	25					1	6	1	25					1	17			1	33			1	17			1	33			
WTIK	10	59	8	73	2	33			9	56	8	73	1	20			13	87	13	100					13	87	13	100					
*WYNA	11	73	8	100	3	43			10	71	7	100	3	43			16	73	11	100	5	45			13	68	8	100	5	45			
WYYD	62	33	34	45	27	25	1	50	44	48	30	67	14	30			102	45	66	68	36	28			86	71	59	88	27	50			
*WBAG	17	50			17	65			-1								35	55	3	14	30	77	2	67	-1								
WBAG FM	17	81			17	85			-1								26	87			26	93			-1								
TOTAL	34	62			34	74			-1								61	65	3	14	56	84	2	40	-1								
TOTAL LISTENING IN METRO SURVEY AREA								252	35	148	50	93	26	11	15	TOTAL LISTENING IN METRO SURVEY AREA								300	54	182	66	113	43	5	28		

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

AWAY-FROM-HOME Listening Estimates

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY
7.00PM-MIDNIGHT

STATION CALL LETTERS	AVERAGE PERSONS AWAY-FROM-HOME — TOTAL SURVEY AREA								AVERAGE PERSONS AWAY-FROM-HOME — METRO SURVEY AREA							
	TOT. PERS. 12+		MEN 18+		WOMEN 18+		TEENS 12-17		TOT. PERS. 12+		MEN 18+		WOMEN 18+		TEENS 12-17	
	NUMBER AWAY (00)	% AWAY	NUMBER AWAY (00)	% AWAY	NUMBER AWAY (00)	% AWAY	NUMBER AWAY (00)	% AWAY	NUMBER AWAY (00)	% AWAY	NUMBER AWAY (00)	% AWAY	NUMBER AWAY (00)	% AWAY	NUMBER AWAY (00)	% AWAY
WGHL	2	33	1	50	1	33			1	20	1	50				
WDBS	-1								-1							
WDGG	3	43					3	100	3	43					3	100
WDNC	5	20	1	14	3	25	1	17	4	19	1	14	3	33		
WKIX	22	47	14	61	6	55	2	15	10	42	3	60	5	63	2	18
WPTF	15	12	10	17	4	6	1	50	10	13	6	18	3	7	1	50
WQDR	6	7	4	15			2	6	2	6	1	10			1	6
WRAL	38	21	17	26	12	21	9	16	8	15	4	22	3	12	1	11
WRNC	-1								-1							
WSSB	-1								-1							
WTKI	1	50	1	100					1	50	1	100				
WYYD	6	7	2	5	4	9			4	14	2	17	2	12		
WBAG FM	4	57			1	33	3	75	1	50			1	100		
TOTAL LISTENING IN METRO SURVEY AREA									53	16	25	21	19	13	9	14

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

ARBITRON

World Radio History

AWAY FROM HOME AVGS

CUME Listening Estimates for Day-Part Combinations – Metro Survey Area, In Hundreds

MONDAY-FRIDAY 5:00 AM - 10:00 AM												MONDAY-SATURDAY 6:00 AM - 10:00 AM												MONDAY-SATURDAY 10:00 AM - 3:00 PM													
TOTAL PERS 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS 12+	MEN					WOMEN					TEENS 12-17
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+	
178	33	20	17	13	83	23	21	20	23	87	8	WCHL	179	33	20	17	14	84	23	21	20	23	87	8	WCHL	108	13	10	6	1	30	23	30	16	5	74	4
83	6	23			29	16	28	4		48	6	WBBS	83	6	23			29	16	28	4		48	6	WBBS	99	12	35			47	11	28	4		46	6
44			6	1	11		4	13	10	27	6	WDCC	46			8	1	13		4	13	10	27	6	WDCC	45		12		1	13			14	12	26	6
462	84	73	54	15	231	14	88	29	24	173	58	WDNC	470	84	73	54	17	233	14	88	33	26	179	58	WDNC	380	39	49	50	24	164	67	56	40	10	189	27
* 34		* 4		* 9	* 13		* 4	* 6	* 11	* 21		WETC	39		4		9	13		4	11	11	26		WETC	37		4		9	13		4	11	9	24	
656	100	98	54	17	269	110	128	34	14	286	101	WKIX	714	100	98	54	17	269	122	147	47	14	330	115	WKIX	500	52	66	34	6	158	62	133	46	15	263	79
* 309	* 10	* 25	* 37	* 2	* 77	* 51	* 58	* 16	* 9	* 140	* 92	WLLE	320	10	25	37	2	77	51	58	18	9	142	101	WLLE	267	20	56	32	1	119	38	44	14	7	118	30
1065	30	43	155	139	446	16	35	205	131	505	114	WPTF	1090	30	43	155	147	454	16	35	213	140	522	114	WPTF	645		27	75	112	258	8	14	130	101	360	27
369	75	62	16	11	164	63	34	21	5	123	82	WQDR	393	81	72	16	11	180	63	34	24	5	126	87	WQDR	342	76	65		11	152	59	35	15	9	118	72
* 412	* 18	* 94	* 40	* 38	* 193	* 53	* 81	* 24	* 22	* 184	* 35	WRAL	450	18	94	52	39	206	53	81	35	22	195	49	WRAL	439	37	72	24	33	169	92	62	33	25	223	47
* 171	* 6	* 11	* 38	* 8	* 74	* 34		* 17	* 12	* 94	* 3	WRNC	199	6	11	38	14	80	34		17	12	107	12	WRNC	132	6	11	26	8	62	13	6	6	18	57	13
* 207	* 68	* 13	* 27	* 7	* 121	* 6	* 11	* 22	* 17	* 62	* 24	WSRC	213	68	13	27	8	122	6	11	22	17	62	29	WSRC	164	45	17	14	5	92	16	11	5	9	47	25
204	24	32		2	58	8	22	22	2	57	89	WSSB	206	24	32		2	58	8	22	22	4	59	89	WSSB	167	46	5	26	2	79	12	6	22	5	48	40
126	6	5	35	16	70			25	25	56		WTIK	126	6	5	35	16	70			25	25	56		WTIK	59	6	5	17	14	42		1	10	17		
* 52	* 9	* 7	* 8		* 29			* 11	* 12	* 23		WYNA	52	9	7	8		29			11	12	23		WYNA	89	15	7	16	5	43			17	16	40	6
451	20	33	75	75	203	8	53	100	62	243	5	WYYD	513	20	33	91	75	219	14	66	109	69	283	11	WYYD	485	27	57	48	68	200	8	70	115	61	281	4
* 17				* 13	* 13			* 4		* 4		WBAG	17				13	13			4		4		WBAG	-1											
* 26							* 14	* 4		* 14	* 12	WBAG FM	32			6	6	6		14		14	12	WBAG FM	35	7		6		13		14			14	8	
43				13	13		14	4		18	12	TOTAL	49			6	13	19		14		18	12	TOTAL	35	7		6		13		14			14	8	
3401	335	384	360	252	1433	315	380	409	275	1560	408	METRO TOTALS	3450	335	384	360	252	1433	327	397	411	284	1605	412	METRO TOTALS	2758	268	309	257	202	1104	299	372	316	217	1355	299

CUME Listening Estimates for Day-Part Combinations – Metro Survey Area, In Hundreds

MONDAY-SATURDAY 3:00 PM-7:00 PM												MONDAY-SATURDAY 7:00 PM-MIDNIGHT												MONDAY-SATURDAY 6:00 AM-10:00 AM + 3:00 PM-7:00 PM													
TOTAL PERS. 12+	MEN					TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	WOMEN					TOTAL 18+	TEENS 12-17				
	18-24	25-34	35-49	50-64	18+					18-24	25-34	35-49	50-64	18+					18-24	25-34	35-49	50-64	18+				18-24	25-34	35-49	50-64	18+			18-24	25-34	35-49	50-64
151	14	15	12		41	29	26	20	27	102	8	WCML	95	13	5	6		24	23	8	12		46	25	WCML	213	33	20	17	14	84	29	30	25	29	113	16
98	32	10	12		54	11	24	9		44		WBBS	47	19	7	12		38		9			9		WBBS	146	32	28	12		72	22	33	13		68	6
43		10			10		4	6	17	27	6	WOCG	50		11	8	1	20		4	11	6	24	6	WOCG	78		10	8	1	23		8	16	23	49	6
448	57	61	56	8	197	69	69	11	18	183	68	WDNC	330	46	40	11	5	111	62	77	6	11	161	58	WDNC	652	104	96	75	17	311	69	98	33	33	254	87
* 16		* 4			* 7		* 4			* 9		WETC													WETC	* 39		* 4		* 9	* 13		* 4	* 11	* 11	* 26	
686	52	83	62	5	202	105	131	59	12	314	170	WKIX	439	37	33	39	6	115	42	89	28	12	171	153	WKIX	896	100	112	62	17	291	152	166	68	18	411	194
* 317	* 47	* 44	* 37	* 1	* 129	* 52	* 78	* 12	* 6	* 150	* 38	WLLE													WLLE	* 448	* 47	* 69	* 37	* 3	* 159	* 64	* 78	* 20	* 12	* 180	109
702	20	51	134	95	335	16	34	111	79	329	38	WPTR	581	9	43	106	70	273	22	4	80	95	275	33	WPTR	1212	40	74	155	161	509	24	47	220	158	574	129
411	83	82		11	176	81	31	6	12	130	105	WQDR	297	71	46			117	53	27	9		89	91	WQDR	535	104	92	16	11	223	95	45	27	12	179	133
495	47	69	38	27	184	76	82	41	29	234	77	WRAL	384	43	49	29	26	147	46	73	25	12	160	77	WRAL	619	56	99	66	39	263	81	98	48	38	273	83
146	15	11	34	8	79	18		12	9	46	21	WRNC	62	6	11		8	36	5		3	5	13	13	WRNC	241	15	11	46	19	102	42		20	12	118	21
* 139	* 18	* 5	* 14	* 18	* 61	* 6	* 18	* 8	* 13	* 51	* 27	WSRC													WSRC	* 257	* 81	* 17	* 27	* 21	* 152	* 6	* 18	* 22	* 19	* 71	* 34
160	26	32	12	1	71	8	9	9	3	29	60	WSSB	74			12	1	13			3	2	5	56	WSSB	268	51	32	12	2	97	8	22	26	7	66	105
58		5	11	9	25			19	11	33		WTIK	59	6	5	12	5	28			4	12	22	9	WTIK	130	6	5	35	16	70			27	27	60	
* 75	* 9	* 4	* 24	* 5	* 42	* 4	* 11	* 12	* 27	* 6	* 6	WYNA													WYNA	* 87	* 9	* 11	* 24	* 5	* 54		* 4	* 11	* 12	* 27	* 6
482	36	37	68	82	223	25	42	102	60	251	8	WYYD	374		36	83	46	165	14	51	57	47	134	15	WYYD	644	36	52	103	93	284	25	81	132	77	347	13
* 17				* 13	* 13			* 4		* 4		WBAG													WBAG	* 17				* 13	* 13			* 4		* 4	
24			6		6		14			14	4	WBAG FM	16								4		4	12	WBAG FM	32				6	6		14		14	12	
41			6	13	19		14	4		18	4	TOTAL													TOTAL	49				6	13	19	14	4	18	12	
3049	308	336	366	216	1294	298	363	329	229	1359	336	METRO TOTALS	2327	251	255	244	153	965	220	276	204	168	981	381	METRO TOTALS	3643	351	406	387	262	1508	327	410	422	236	1655	480

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

CUME Listening Estimates for Day-Part Combinations – Metro Survey Area, In Hundreds

MONDAY-FRIDAY 6:00 AM-10:00 AM + 3:00 PM-MIDNIGHT												MONDAY-FRIDAY 6:00 AM-10:00 AM + 7:00 PM-MIDNIGHT												MON.-FRI. 6-10 A.M. + 3-7 P.M. + WKEND. 6 A.M.-MID.													
TOTAL PERS. 12+	MEN					TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	TEENS 12-17												
	18-24	25-34	35-49	50-64	18-24					25-34	35-49	50-64	18-24	25-34					35-49	50-64	18-24	25-34	35-49			50-64	18-24	25-34	35-49	50-64							
206	33	20	17	13	83	23	26	20	29	98	25	WCHL	195	33	20	17	13	83	23	26	20	23	92	20	WCHL	245	33	36	17	14	104	35	30	25	32	125	16
127	32	23	12		67	22	28	4		54	6	WBDS	108	19	23	12		54	16	28	4		48	6	WBDS	* 153	* 32	* 35	* 12		* 79	* 22	* 33	* 13		* 68	* 6
91		17	8	1	30		8	24	23	55	6	WDCG	78		11	8	1	24		8	24	16	48	6	WDCG	92		17	8	1	30		12	18	23	56	6
636	89	96	67	17	283	62	111	29	27	250	103	WDNC	596	89	91	54	16	264	62	107	29	25	241	91	WDNC	794	118	127	83	29	376	90	111	48	39	311	107
* 34		* 4		* 9	* 13		* 4	* 6	* 11	* 21		WETC	* 34		* 4		* 9	* 13		* 4	* 6	* 11	* 21		WETC	* 39		* 4		* 9	* 13		* 4	* 11	* 11	* 26	
893	100	112	70	17	299	131	183	67	20	401	193	WKIX	783	100	102	62	17	281	118	164	42	20	344	158	WKIX	940	116	112	68	18	314	152	172	68	18	417	209
* 423	* 47	* 56	* 37	* 3	* 146	* 64	* 71	* 20	* 12	* 173	104	WLLE	* 309	* 10	* 25	* 37	* 2	* 77	* 51	* 58	* 16	* 9	* 140	* 92	WLLE	* 482	* 47	* 69	* 37	* 3	* 173	* 64	* 78	* 22	* 12	* 196	113
1256	49	83	176	165	557	16	47	214	162	564	135	WPTF	1189	40	70	176	151	521	16	39	210	153	543	125	WPTF	1239	40	74	161	161	515	30	53	226	161	595	129
539	104	82	16	11	213	95	48	32	12	187	139	WQDR	477	97	68	16	11	192	82	48	30	5	165	120	WQDR	585	113	92	16	11	232	107	51	32	12	202	151
692	61	99	78	45	286	89	112	49	43	304	102	WRAL	606	52	94	65	45	259	73	104	44	27	254	93	WRAL	749	81	122	71	40	317	97	116	58	43	322	110
207	15	11	38	19	94	34		20	12	97	16	WRNC	190	6	11	38	14	80	34		17	12	94	16	WRNC	256	15	16	46	24	112	42		20	17	123	21
* 257	* 81	* 17	* 27	* 21	* 152	* 6	* 18	* 22	* 19	* 71	* 34	WSRC	* 207	* 68	* 13	* 27	* 7	* 121	* 6	* 11	* 22	* 17	* 62	* 24	WSRC	* 323	* 81	* 17	* 33	* 21	* 163	* 6	* 33	* 58	* 19	* 124	* 36
265	51	32	12	2	97	8	22	26	2	61	107	WSSB	218	24	32	12	2	70	8	22	22	2	57	91	WSSB	337	64	43	26	2	139	20	22	38	10	93	105
148	6	5	35	16	70			27	34	69	9	WTIK	144	6	5	35	16	70			25	32	65	9	WTIK	147	6	5	35	17	71		9	27	34	76	
* 87	* 9	* 11	* 24	* 5	* 54		* 4	* 11	* 12	* 27	* 6	WYNA	* 52	* 9	* 7	* 8		* 29			* 11	* 12	* 23		WYNA	* 87	* 9	* 11	* 24	* 5	* 54		* 4	* 11	* 12	* 27	* 6
660	30	67	119	89	305	19	76	131	77	335	20	WYYD	597	20	55	119	80	274	14	70	120	72	303	20	WYYD	745	36	68	124	98	330	25	114	146	77	394	21
* 17				* 13	* 13		* 4			* 4	12	WBAG	* 17				* 13	* 13					* 4	12	WBAG	* 17				* 13	* 13		* 4			* 4	* 12
26						14				14	12	WBAG FM	26						14					12	WBAG FM	* 45	* 7			* 13	* 13		* 6	* 14		* 20	* 12
43				13	13	14	4			18	12	TOTAL												12	TOTAL	62	7	6	13	26	6	14	4		24	12	
3624	351	406	387	262	1508	327	398	419	277	1621	495	METRO TOTALS	3534	345	392	366	252	1457	327	394	411	270	1597	480	METRO TOTALS	3688	351	412	387	263	1523	327	422	422	299	1670	435

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

CUME Listening Estimates for Day-Part Combinations – Metro Survey Area, In Hundreds

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY 6:00 AM-3:00 PM												MONDAY-FRIDAY 6:00 AM-3:00 PM + 7:00 PM-MIDNIGHT												MONDAY-FRIDAY 10:00 AM-7:00 PM													
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+	
205	33	20	17	13	83	29	30	25	26	110	12	WGHL	213	33	20	17	13	83	29	30	25	26	110	20	WGHL	168	20	15	12		47	29	30	25	29	113	8
113	12	35			47	16	37	4		60	6	WBBS	132	19	35	12		66	16	37	4		60	6	WBBS	136	32	35	12		79	17	33	4		57	
63		12		1	17		4	18	18	40	6	WDCG	98		24	8	1	37		8	24	23	55	6	WDCG	59		17		1	18		4	14	17	35	6
587	97	73	54	32	261	67	107	45	28	268	58	WDNC	686	102	91	54	32	293	87	121	45	28	302	91	WDNC	486	63	49	54	26	199	80	82	29	12	219	68
34		4		9	13		4	6	11	21		WETC	* 34		* 4		* 9	* 13		* 4	* 6	* 11	* 21		WETC	* 26		* 4		* 9	* 13		* 4		* 9	* 13	
751	100	109	54	17	280	118	156	47	21	349	122	WKIX	850	100	109	62	17	288	118	185	55	23	388	174	WKIX	704	61	90	62	6	219	85	140	65	15	312	173
384	20	56	42	2	127	64	58	19	10	157	100	WLLE	* 384	* 20	* 56	* 42	* 2	* 127	* 64	* 58	* 19	* 10	* 157	100	WLLE	* 346	* 47	* 56	* 42	* 2	* 154	* 52	* 71	* 15	* 10	* 154	* 38
1117	30	50	153	147	466	16	35	205	150	531	120	WPTF	1209	40	70	176	159	531	16	39	210	157	547	131	WPTF	823	20	51	140	112	376	8	34	144	117	405	42
425	88	68	16	11	183	75	38	24	9	146	96	WQDR	507	104	68	16	11	199	95	48	32	9	184	124	WQDR	433	89	82		11	182	81	34	10	12	137	114
502	37	101	40	39	220	73	93	26	34	237	45	WRAL	658	52	101	65	46	267	81	116	46	38	294	97	WRAL	544	52	94	38	33	220	76	86	36	34	247	77
183	6	11	38	8	74	34	6	17	18	106	3	WRNC	202	6	11	38	14	80	34	6	17	18	106	16	WRNC	122	15	11	26	8	71	10	6	14	18	48	3
257	81	17	27	7	143	22	11	22	17	80	34	WSRC	* 257	* 81	* 17	* 27	* 7	* 143	* 22	* 11	* 22	* 17	* 80	* 34	WSRC	* 216	* 50	* 17	* 27	* 19	* 124	* 22	* 18	* 9	* 13	* 70	* 22
249	51	32		2	85	20	22	25	5	75	89	WSSB	263	51	32	12	2	97	20	22	25	5	75	91	WSSB	214	32	32	12	1	77	20	15	29	5	72	65
130	6	5	35	17	71			26	27	59		WTKI	148	6	5	35	17	71			26	34	68	9	WTKI	86	6	5	23	14	48			19	13	38	
96	15	14	16		50			17	16	40	6	WYNA	* 96	* 15	* 14	* 16		* 50			* 17	* 16	* 40	* 6	WYNA	* 105	* 15	* 11	* 24	* 5	* 55		* 4	* 17	* 16	* 44	* 6
561	20	64	75	79	238	8	75	129	74	318	5	WYYD	667	20	87	119	84	310	14	83	134	74	337	20	WYYD	554	30	69	75	79	253	19	66	115	66	293	8
17				13	13			4		4		WBAG	* 17				* 13	* 13			* 4		* 4		WBAG	* 17				* 13	* 13		* 4		* 4		
26						14				14	12	WBAG FM	26							14			14	12	WBAG FM	18						14			14	4	
43				13	13	14		4		18	12	TOTAL													TOTAL	35				13	13	14		4		18	4
3547	351	406	366	252	1485	327	418	419	273	1637	425	METRO TOTALS	3627	351	406	374	252	1493	327	418	419	280	1651	483	METRO TOTALS	3207	329	360	374	231	1377	291	403	345	244	1437	393

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

CUMECOMB

CUME Listening Estimates for Day-Part Combinations – Metro Survey Area, In Hundreds

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-FRIDAY 10:00 AM-MIDNIGHT												MONDAY-FRIDAY 10:00 AM-3:00 PM + 7:00 PM-MIDNIGHT												MONDAY-FRIDAY 3:00 PM-MIDNIGHT																
TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					TOTAL 18+	WOMEN					TEENS 12-17
	18-24	25-34	35-49	50-64	TOTAL 18+		18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+		18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+		18-24	25-34	35-49	50-64	TOTAL 18+	
185	20	15	12		47	29	30	25	29	113	25	WCHL	118	13	10	6		29	23	25	16	5	69	20	WCHL	160	20	15	12		47	23	22	16	27	88	25			
136	32	35	12		79	17	33	4		57		WBDS	117	19	35	12		66	11	33	4		51		WBDS	87	32	12	12		56	11	20			31				
80		24	8	1	33		4	20	17	41	6	WDCG	80		24	8	1	33		4	20	17	41	6	WDCG	64		17	8	1	26		4	11	17	32	6			
576	68	61	54	27	220	87	121	29	14	272	84	WDNC	486	68	47	34	26	185	87	100	24	14	246	55	WDNC	475	42	61	54	8	175	62	107	13	13	216	84			
* 26		* 4		* 9	* 13		* 4		* 9	* 13		WETC	* 26		* 4		* 9	* 13		* 4		* 9	* 13		WETC	* 13		* 4		* 9		* 4		* 5	* 9					
789	70	90	70	11	241	85	175	67	17	351	197	WKIX	614	61	59	50	11	181	50	152	47	17	273	160	WKIX	732	61	76	70	10	217	85	169	61	12	327	188			
* 346	* 47	* 56	* 42	* 2	* 154	* 52	* 71	* 15	* 10	* 154	* 38	WLLE	* 218	* 10	* 56	* 21	* 1	* 95	* 38	* 44	* 11	* 7	* 106	* 17	WLLE	* 289	* 47	* 32	* 37	* 1	* 117	* 52	* 71	* 9	* 6	* 140	* 32			
954	30	64	155	140	451	16	34	147	137	450	53	WPTF	813	9	47	118	124	360	16	17	129	130	404	49	WPTF	838	30	64	155	113	407	16	34	125	113	388	43			
482	105	82		11	198	87	48	18	12	165	119	WQDR	429	99	68		11	178	87	42	18	9	156	95	WQDR	455	99	82		11	192	87	39	14	12	152	111			
653	61	94	55	41	254	84	106	42	43	293	106	WRAL	539	52	75	41	41	212	76	84	34	34	241	86	WRAL	590	52	69	55	35	214	84	102	42	38	274	102			
141	15	11	26	14	77	10	6	14	18	48	16	WRNC	112	6	11	26	8	62	5	6	8	18	37	13	WRNC	124	15	11	26	14	77	10		12	9	31	16			
* 216	* 50	* 17	* 27	* 19	* 124	* 22	* 18	* 9	* 13	* 70	* 22	WSRC	* 155	* 45	* 17	* 14	* 5	* 92	* 16	* 7	* 5	* 9	* 43	* 20	WSRC	* 134	* 18	* 5	* 14	* 18	* 61	* 6	* 18	* 8	* 13	* 51	* 22			
235	32	32	12	2	78	20	15	29	5	72	85	WSSB	162	32		12	2	46	12	6	25	5	51	65	WSSB	185	26	32	12	2	72	8	9	9	2	28	85			
104	6	5	23	14	48			19	20	47	9	WTIK	84	6	5	17	14	42			5	20	33	9	WTIK	98	6	5	23	13	47			19	15	42	9			
* 105	* 15	* 11	* 24	* 5	* 55		* 4	* 17	* 16	* 44	* 6	WYNA	* 84	* 15	* 7	* 16		* 38			* 17	* 16	* 40	* 6	WYNA	* 75	* 9	* 4	* 24	* 5	* 42		* 4	* 11	* 12	* 27	* 6			
626	30	99	91	79	299	19	70	120	71	312	15	WYYD	584	20	87	91	73	271	14	64	120	68	298	15	WYYD	545	30	59	83	79	251	19	57	106	65	279	15			
* 17				* 13	* 13			* 4		* 4		WBAG	-1												WBAG	* 17				* 13	* 13			* 4		* 4				
26							14			14	12	WBAG FM	26							14				14	12	WBAG FM	26						14			14	12			
43				13	13		14	4		18	12	TOTAL													TOTAL	43				13	13		14	4		18	12			
3329	329	367	374	242	1407	311	414	345	260	1497	425	METRO TOTALS	3006	298	320	321	221	1250	290	386	309	226	1370	386	METRO TOTALS	3147	317	343	352	228	1317	298	381	333	247	1408	422			

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

CUME Listening Estimates for Day-Part Combinations – Metro Survey Area, In Hundreds

RALEIGH-DURHAM
APRIL/MAY 1976

MONDAY-SUNDAY 10:00 AM-3:00 PM + 7:00 PM-MIDNIGHT												MONDAY-SUNDAY 3:00 PM-MIDNIGHT												MONDAY-SUNDAY 7:00 PM-MIDNIGHT														
TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	STATION CALL LETTERS	TOTAL PERS. 12+	MEN					WOMEN					TEENS 12-17	
	18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+				18-24	25-34	35-49	50-64	TOTAL 18+	18-24	25-34	35-49	50-64	TOTAL 18+		
171	20	26	12	1	59	29	30	20	5	87	25	WCHL	190	20	15	12		51	35	26	20	30	114	25	WCHL	95	13	5	6		24	23	8	12		46	25	
127	19	35	12		66	11	37	4		55	6	WBBS	118	32	24	12		68	11	24	9		44	6	WBBS	59	19	14	12		45		14			14		
87		24	8	1	33		8	20	17	46	6	WDCG	71		17	8	1	26		8	11	17	39	6	WDCG	54		11	8	1	20		8	11	6	28	6	
635	79	79	56	26	250	100	113	47	21	304	81	WDNC	593	68	69	61	9	225	96	107	17	26	267	101	WDNC	357	46	40	11	5	111	74	77	6	12	176	70	
* 37		* 4		* 9	* 13		* 4	* 11	* 9	* 24		WETC	* 16		* 4		* 3	* 7		* 4		* 5	* 9		WETC													
742	85	81	50	12	228	75	175	52	18	327	187	WKIX	813	85	90	70	11	256	105	173	61	13	359	198	WKIX	472	52	33	39	6	130	55	89	28	12	184	158	
* 305	* 31	* 56	* 42	* 1	* 147	* 38	* 44	* 16	* 10	* 128	* 30	WLLE	* 329	* 47	* 44	* 37	* 2	* 133	* 52	* 78	* 15	* 9	* 158	* 38	WLLE													
906	9	52	134	138	399	22	22	150	143	458	49	WPTF	908	30	64	155	113	415	30	34	142	129	444	49	WPTF	609	9	43	114	70	281	22	8	80	100	289	39	
515	115	72		11	198	99	55	32	9	195	122	WQDR	489	108	82		11	201	87	52	14	12	165	123	WQDR	297	71	46		117	53	27	9		89	91		
650	68	91	46	46	254	92	106	54	34	299	97	WRAL	661	65	103	60	35	266	84	105	51	38	286	109	WRAL	413	43	60	29	26	158	46	88	25	12	175	80	
172	6	11	26	8	62	18	6	8	18	94	16	WRNC	152	15	11	34	14	85	18		12	9	46	21	WRNC	65	6	11		8	36	5	6	5	16	13		
* 239	* 45	* 17	* 14	* 18	* 105	* 16	* 26	* 45	* 12	* 105	* 29	WSRC	* 169	* 18	* 5	* 27	* 18	* 74	* 6	* 33	* 8	* 13	* 66	* 29	WSRC													
224	46	5	26	2	83	12	6	33	5	59	82	WSSB	196	26	32	12	2	72	8	9	17	5	39	85	WSSB	74			12	1	13		3	2	5	56		
107	6	5	17	14	42		9	5	34	56	9	WTIK	118	6	5	23	14	48			19	34	61	9	WTIK	66	6	5	12	5	28		4	19	29	9		
* 89	* 15	* 7	* 16	* 5	* 43			* 17	* 16	* 40	* 6	WYNA	* 75	* 9	* 4	* 24	* 5	* 42		* 4	* 11	* 12	* 27	* 6	WYNA													
704	27	106	108	82	323	19	103	136	68	358	23	WYYD	629	36	72	88	87	287	25	77	121	68	323	19	WYYD	422		49	88	56	193	14	56	61	47	210	19	
-1												WBAG	* 17			* 13	* 13				* 4		* 4		WBAG													
45	7		6		13	6	14			20	12	WBAG FM	38		6	6	6	6	14	14	4		20	12	WBAG FM	22						6	4				10	12
												TOTAL	55		6	13	19	6	6	14	4		24	12	TOTAL													
3323	324	356	329	228	1330	311	414	387	262	1572	421	METRO TOTALS	3277	326	348	366	230	1358	306	395	352	281	1497	422	METRO TOTALS	2410	260	260	244	153	979	233	295	204	194	1044	387	

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

EXCLUSIVE CUME Listening Estimates – Metro Survey Area, In Hundreds

STATION CALL LETTERS	MONDAY - SUNDAY 6:00 AM - MIDNIGHT				STATION CALL LETTERS	MONDAY - FRIDAY 6:00 AM - 10:00 AM				STATION CALL LETTERS	MONDAY - FRIDAY 10:00 AM - 3:00 PM				STATION CALL LETTERS	MONDAY - FRIDAY 3:00 PM - 7:00 PM				STATION CALL LETTERS	MONDAY - FRIDAY 7:00 PM - MIDNIGHT			
	TOTAL PERS. 12 +	MEN 18 +	WOMEN 18 +	TEENS 12-17		TOTAL PERS. 12 +	MEN 18 +	WOMEN 18 +	TEENS 12-17		TOTAL PERS. 12 +	MEN 18 +	WOMEN 18 +	TEENS 12-17		TOTAL PERS. 12 +	MEN 18 +	WOMEN 18 +	TEENS 12-17		TOTAL PERS. 12 +	MEN 18 +	WOMEN 18 +	TEENS 12-17
WCHL	51	26	25		WCHL	82	39	39	4	WCHL	24	7	17		WCHL	61	13	44	4	WCHL	33	13	20	
*WBDS	15	6	9		WBDS	27	6	21		WBDS	31	22	9		WBDS	27	12	15		WBDS	25	25		
WDCG	3		3		WDCG	3		3		WDCG	3		3		WDCG	10	5	5		WDCG	27	12	15	
WDNC	82	46	32	4	WDNC	123	48	54	21	WDNC	78	14	64		WDNC	118	31	65	22	WDNC	114	38	48	28
*WETC	-1				WETC	14	4	10		WETC	17	12	5		*WETC	-1								
WKIX	105	39	46	20	WKIX	246	78	117	51	WKIX	138	31	80	27	WKIX	208	71	104	33	WKIX	205	52	94	59
*WLLE	12	7	5		WLLE	94	38	44	12	WLLE	140	52	75	13	*WLLE	100	25	63	12					
WPTF	211	98	107	6	WPTF	492	200	270	22	WPTF	284	123	140	21	WPTF	334	152	165	17	WPTF	331	161	164	6
WQDR	37	31	6		WQDR	110	57	23	30	WQDR	147	89	36	22	WQDR	112	79	30	3	WQDR	127	61	44	22
WRAL	67	33	28	6	WRAL	104	41	54	9	WRAL	123	63	41	19	WRAL	139	61	67	11	WRAL	165	59	79	27
WRNC	54	18	36		WRNC	60	21	39		WRNC	53	39	14		WRNC	45	35	10		WRNC	16	13	3	
*WSRC	40	22	13	5	WSRC	115	80	26	9	WSRC	62	49	4	9	*WSRC	75	44	17	14					
WSSB	28	11	6	11	WSSB	53	11	10	32	WSSB	27	13	3	11	WSSB	46	11		35	WSSB	37			37
WTIK	15	5	10		WTIK	47	25	22		WTIK	17	17			WTIK	31	13	18		WTIK	19	9	10	
*WYNA	11	8	3		WYNA	23	14	9		WYNA	43	25	18		*WYNA	43	25	18						
WYYD	107	45	62		WYYD	128	47	81		WYYD	178	79	99		WYYD	154	73	75	6	WYYD	132	47	83	2
*WBAG	-1				WBAG	-1				WBAG	-1				*WBAG	-1				WBAG FM	8		4	4
*WBAG FM	-1				WBAG FM	-1				WBAG FM	8	4	4		WBAG FM	4	4	4						
TOTAL	-1				TOTAL	-1				TOTAL	8	4	4		TOTAL	4	4	4						

FOOTNOTE SYMBOLS: (*) means audience estimates adjusted for actual broadcast schedule (+) means AM-FM Combination was not simulcast for complete time period.

NOTATIONS

GLOSSARY OF SELECTED TERMS AS USED IN THIS ARBITRON REPORT

1. **AM-FM Totals**—A figure shown for AM-FM affiliates in time periods when they are predominantly simulcast. (See Pars. 22-25.)
2. **Area of Dominant Influence (ADI)**—Where applicable, Arbitron Television's geographic market design which defines each Television market exclusive of others based on measurable viewing patterns. Every county in the United States (excluding Alaska and Hawaii) is allocated exclusively to one ADI.
3. **Average Quarter-Hour Persons**—The estimated number of persons who listened at home and away to a station for a minimum of five minutes within a given quarter hour. The estimate is based on the average of the reported listening in the total number of quarter hours the station was on the air during a reported time period. This estimate is shown for the MSA, TSA and ADI.
4. **Average Quarter-Hour Rating**—The Average Quarter-Hour Persons estimate expressed as a percentage of the universe. This estimate is shown in the MSA and ADI.
5. **Average Quarter-Hour Share**—The Average Quarter-Hour estimate for a given station expressed as a percentage of the Average Quarter-Hour Persons estimate for the total listening in the MSA within a given time period. This estimate is shown only in the MSA.
6. **Away-From-Home Listening**—Estimates of listening for which the diary keeper indicated listening was done away from home.

7. **Cume Persons**—The estimated number of *different* persons who listened at home and away to a station for a minimum of five minutes within a given day-part. (Cume estimates may also be referred to as "cumulative," "unduplicated" or "reach" estimates.) This estimate is shown in the MSA, TSA and ADI.
8. **Cume Rating**—The estimated number of Cume Persons expressed as a percentage of the universe. This estimate is shown for the MSA only.
9. **Day-Part**—A given part of a day (e.g., 6-10 AM, 7 PM-Midnight.)
10. **Effective Sample Bases (ESB)**—The sample size to be used for assessing the statistical variance of these audience estimates. (See Par. 38.)
11. **Exclusive Cume Listening**—The estimated number of Cume Persons who listened to one and only one station within a given day-part.
12. **In-Tab Sample**—The number of usable diaries returned and actually tabulated in producing the report.
13. **Metro Survey Area (MSA)**—Metro Survey Areas generally correspond to Standard Metropolitan Statistical Areas (SMSA's) as defined by the U.S. government's Office of Management and Budget (OMB) subject to exceptions dictated by historical industry usage and other marketing considerations.

In New England, SMSA's are defined on a "town" rather than a county basis. Where the SMSA represents 65% or more of the SRDS full-county definition for the market, Arbitron uses the SRDS full-county definition to define the Metro Survey Area; where the SMSA represents less than 65% of the population of

the SRDS full-county definition for the market, Arbitron uses the SMSA to define the Metro Survey Area.

14. **Metro Totals and ADI Totals (Totals listening in Metro Survey Area or Total listening in the ADI)**—The Metro Total and ADI Total estimates include estimates of listening to reported stations as well as to stations that did not meet the Minimum Reporting Standards plus estimates of listening to unidentified stations.
15. **Minimum Reporting Standards (MRS)**—Specific Minimum Reporting Standards are applied to determine the stations listed in this report. (See Pars. 26-27.)
16. **Rating**—(See Average Quarter-Hour Rating and Cume Rating.)
17. **Sampling Unit**—A geographic area consisting of a single county, a group of counties or a part of a county. (See Par. 30.)
18. **Share**—(See Average Quarter-Hour Share.)
19. **Simulcast**—The broadcasting of the same program at the same time by AM-FM affiliated stations.
20. **Total Survey Area (TSA)**—Where applicable, a geographic area that includes the Metro Survey Area plus certain counties located outside the MSA. (For explanation of the criteria used in establishing the TSA, see Par. 29.)
21. **Universe**—The estimated number of persons in the sex-age group and geographic area being reported.

For additional information, the reader is directed to "Standard Definitions of Broadcast Research Terms," published by the National Association of Broadcasters, 1771 N Street, N.W., Washington, D.C. 20036.

AM-FM TOTALS

22. **Criteria**—When AM-FM affiliates are simulcast during an entire given day-part a Total line will appear following the AM and FM lines. When AM-FM affiliates are separately programmed during a given day-part, no Total line will be shown. When the AM-FM affiliates both simulcast and program differently during a given day-part, a Total line will be shown if:

- (1) The amount of separate programming during the day-part does not exceed an average of one hour per day; and
- (2) The amount of simulcasting during the day-part does exceed an average of one hour per day. (e.g. Day-Part: Monday-Sunday, 6 AM-Midnight; Separate Programming—6 AM-7 AM. Simulcast—7 AM-Midnight. A Total line would be shown for the entire day-part.)

There are two exceptions to this rule. In the combined 6AM-10AM and 3PM-7PM day-parts the total line will be shown only if the affiliates have a total line in each of the separate day-parts. If only the Sunday 6AM-10AM day-part is simulcast and no other day-parts qualify for a total line then no total line will be provided for Sunday 6AM-10AM due to the public service nature of programming by most stations in this day-part.

In one-hour time periods, the Total line will be shown only when the stations are entirely simulcast during the time both are on the air.

When the above criteria are met, Total lines will be shown although one or both stations may not have been on the air during the entire given day-part. For example, if stations XXXX and XXXX-FM are simulcast, and station XXXX signs off the air at 8 PM and XXXX-FM signs off the air at midnight, the Total line in the 7 PM-Midnight day-part will reflect the audience of XXXX from 7 PM to 8 PM, and the audience of XXXX-FM from 7 PM to midnight. (Stations broadcasting for less than an entire reported day-part are indicated by an asterisk next to the station call letters.)

23. **Average Quarter-Hour Listening**—The AM-FM Total line is the summation of the estimated number of persons who listened to the AM station plus the estimated number of persons who listened to the FM station during a given time period.

24. **Cume Persons**—The AM-FM Total line represents the estimated number of *different* persons who listened to either the AM station, the FM station or both stations during a given day-part. The Total line provides an estimate of the unduplicated audience to the AM-FM combination during the given day-part. If the Total

line equals the sum of the individual AM and FM estimates, there is no reported duplication of listening between the two stations. If the Total is less than the sum of the individual figures, there is reported duplication (persons listening to both stations in the same time period.)

25. **Exclusive Cume Listening**—The Total line represents the estimated number of different persons who listened to either the AM station only, the FM station only or both stations only during the given day-part. Persons who listened to both the AM and FM stations are reported only in the Total line and are not shown in the estimates for the AM and FM individually. If the Total line equals the sum of the AM and FM estimates, there is no reported duplication of listening between the two stations. If the Total line is more than the sum of the individual figures, there is reported duplication of listening.

CRITERIA FOR REPORTING STATIONS

26. **Minimum Reporting Standards (MRS) for AM-Only and FM-Only Stations**—Non-commercial radio stations are not listed in Arbitron market reports and therefore are not considered in the Minimum Reporting Standard evaluation. A commercial AM-only or FM-only station is included in this report if it has met both of the following Minimum Reporting Standards for Metro or ADI:

- a. The station must have received five or more minutes of listening in at least ten metro diaries or 1% of the metro in-tab diary quota, whichever is greater, during the current survey of the market. (Ten ADI diaries or 1% of the ADI in-tab diary quota for ADI markets.)
- b. The station must have an Average Quarter-Hour MSA rating of at least 0.1%, among persons 12+ for the time the station is on the air during the Monday-Sunday 6 AM-Midnight period. (Average Quarter-Hour ADI rating of 0.1% for ADI markets.)

27. **Minimum Reporting Standards (MRS) for AM-FM Combination Stations**—

- a. AM-FM affiliates which simulcast for less than 10% of the total number of quarter hours when both stations are on the air simultaneously (Monday-Sunday, 6 AM-Midnight) are considered to be separately programmed stations. Thus, each will be treated independently, and each must meet the same criteria used for AM-only or FM-only stations. (See Par. 26.)
- b. AM-FM affiliates which are simulcast from 10% to 90% of the total number of quarter hours when both stations are on the air simultaneously (Monday-Sunday, 6 AM-Midnight) are considered to be simulcast stations. Provided that one of the

two stations meets both MRS criteria described in Paragraph 26 above, the second station is included in the report if (a) it meets the criterion of Paragraph 26a, and (b) it achieves the average quarter-hour requirement described in Paragraph 26b for any one of the four basic Monday-Friday day-parts (6 AM-10 AM, 10 AM-3 PM, 3 PM-7 PM, 7 PM-Midnight).

c. AM-FM affiliates which are simulcast more than 90% of the total number of quarter hours when both stations are on the air simultaneously (Monday-Sunday, 6 AM-Midnight) are regarded as totally simulcast stations and therefore will be treated as a single station in both phases of the MRS criteria described in Paragraph 26. If the combined audience of the two stations is sufficient to meet both criteria of Paragraph 26, then both stations will be listed in the report even though one (or both) stations might not meet the MRS criteria individually.

28. **Home and Outside Stations**—Any station licensed to cities located within the Metro Survey Area of this market is a "home" station. (However, some Canadian and Mexican stations are assigned as home stations to United States markets, even though they are not licensed to a city within the Metro Survey Area.) All other stations are considered "outside" stations. For ADI markets, outside stations are further reclassified into: (a) "outside the Metro Survey Area but home to the ADI", and (b) "outside the Metro and the ADI". The Minimum Reporting Standards for inclusion in this report are the same for all stations.

29. **Total Survey Area**—When a market is surveyed for the first time, the TSA will generally include every county which is covered by the 0.5 MV/M signal of at least two AM stations licensed to the metro area of the market. Where available, diary results are used in lieu of, or in addition to, signal contours. Survey area definitions are reviewed following the market's initial survey. Reviews are conducted at least once a year. (Generally, these are based upon combined diary returns from the Spring and Fall surveys.) Counties are added to or subtracted from a TSA whenever home stations are mentioned in a specified percentage of the total diaries returned from the county. The TSA does not necessarily include all counties in which all home stations have coverage. Neither does the TSA definition indicate that all home stations have equal coverage in all non-metro counties. Further, Arbitron reserves the right to exercise its best professional judgment by modifying and/or waiving certain procedures described above when strict adherence to these procedures would result in a county addition or deletion which would appear unreasonable or illogical in light of known topographic, geographic, or other exceptional conditions.

Total Survey Area audience estimates for stations may be re-

ported in more than one Radio Market. A station may be reported as a "home station" in its own Metro and Total Survey Area and as an "outside station" in the Metro and Total Survey Area of some other market. Due to market definition overlap, Total Survey Area audience estimates for outside stations are not additive to the Total Survey Area audience estimates reported in that station's home market.

SAMPLING AND CALCULATION TECHNIQUES

30. Sampling Methodology.—Surveys for Arbitron Radio Market Reports are accomplished through the use of a geographic unit called an Arbitron sampling unit. A sampling unit can consist of one county, a group of counties or part of a county.

Sample base goals, expressed in terms of Total Persons 12+, are established for the MSA, TSA and the ADI, if applicable. The number of homes required to achieve each sample base goal is determined by dividing the Total Persons 12+ by total homes and applying this ratio to the sample.

Diary return quotas are established for each sampling unit with a probability proportional to population in the survey area. The diary return quota is then converted to a home quota based on the estimated number of persons 12+ in a home.

The actual number of diaries placed in each sampling unit is determined by the quota established for the sample base goals and the rate of return which Arbitron can reasonably expect based on past placement experience. The total sample is divided into approximately equal weekly segments for placement.

For each survey, a complete new sample of households is computer-selected for each sampling unit through the use of a systematic interval selection technique. These samples of households are drawn from lists of subscribers appearing in current telephone directories, supplied by Metro-Mail Advertising Company. This sample selection, like all other processes used in developing Arbitron Radio estimates, is audited by the Broadcast Rating Council.

If a need for additional sample names arises after the original sample has been selected by the computer, that sample may be drawn manually using a technique wherein Arbitron randomly selects the telephone directories from which the sample is to be drawn, then randomly elects from the names listed in those directories.

In High Density Spanish areas in which the personal placement and pick-up technique is used, computer-drawn samples are used to specify the key addresses. The actual sample is drawn by taking the starting household adjacent to the key household number and systematically proceeding according to Arbitron personal interviewing instructions.

31. Arbitron Radio Listening Diary.—Arbitron uses one-week individual diaries to gather listening information. Bilingual (Spanish-English) diaries are printed for placement with persons who indicate a preference for a Spanish-language diary.

32. Data Retrieval.—Initially, Arbitron sends a letter to the sample households, informing them of their selection by the computer, and stating that an interviewer will be calling to request their cooperation in the survey. Arbitron interviewers are instructed to contact selected sample households by telephone to gain acceptance of the diaries and to determine the number of persons 12+ living in the home at the time of the placement call. Explicit instructions are provided to each interviewer, and independent checks are regularly conducted by Arbitron interviewer coordinators and the Arbitron Field Operations Department. Diaries are then mailed directly to the consenting sample households from Arbitron headquarters in Beltsville, Maryland. Cash incentives are included with diaries as a means of stimulating respondent cooperation. Arbitron sends a diary for each person 12+ reported in the sample household.

Interviewers are instructed to make at least five attempts to reach every household selected in the sample so that everyone in the sample has a reasonable chance of being contacted. These attempted calls are made at different hours during the day and evening. After the initial contact, the interviewer's directions are to make two additional contacts with the sample households: (1) the day before the survey begins to make sure the diary has

been received, to assist members of the household in understanding the diary's purpose, and how to keep it; and (2) several days later to make sure that no difficulties have developed, to remind the diary keepers to return their diaries, and to thank them for cooperating in the survey. In cases where sample households are so remotely located that substantial toll charges are incurred, follow-up is made by letter rather than by telephone.

Although explicit instructions are provided each interviewer, and independent checks are regularly conducted by interviewer coordinators and the Arbitron Field Operations Department, there may be instances where such instructions are not followed.

33. Special Interviewing Techniques.—Special Interviewing Techniques are used in Metro sampling units of some markets. These techniques have been developed to aid in obtaining radio listening information from persons who may have language and/or writing problems and who otherwise might not be fully represented in the in-tab sample. Two types of Special Interviewing Techniques are employed. The first consists of daily telephone interviewing for a seven-day period, with the interviewer recording the listening information as received from the respondent. This technique is used in certain geographic areas having a high-density Black population. These areas are identified as "HDBA" (High Density Black Area). In markets where Metro Survey Area data are weighted proportionately for Black and non-Black populations, the daily telephone interviewing technique is also used for all Metro Survey Area Black households, regardless of their location. The second technique, used in certain high-density Spanish-language geographic areas ("HDSA"-High Density Spanish Area), involves three personal visits to place, to sustain interest in, and to pick up the standard seven-day listening diary in either the English or bilingual format. The latter technique allows for the inclusion in this sample of persons who live in non-telephone households or in households with unlisted phone numbers. Listening data gathered in this manner are projected against the estimated number of persons living in geographic areas in which these special interviewing procedures were implemented.

34. Tabulation of Diaries.—All diaries returned to Arbitron are not necessarily tabulated. Only those with seven usable days are processed. Among those not used are diaries which are obviously incomplete or inaccurate and those which arrive after the production cut-off date. The total number of in-tab diaries may or may not reach or exceed the designated in-tab quota.

35. Returned-Sample Weighting.—Returned diaries are weighted to reflect the correct proportion of sex, age, geographic population and race (where ethnic weighting is employed), based on the characteristics of the survey area. Geographic area and sex-age control is maintained for diary returns by partitioning the survey area into sampling units and then subdividing the population of each sampling unit into the reported eleven sex-age groups. The number of strata formed by this procedure equals eleven times the number of sampling units. In computing the results, the value of each diary returned from a stratum is a result of weighting the returned sample in an attempt to compensate for disproportionate returns from any sampling unit or sex-age group. In certain markets with high ethnic population groups, weighting to compensate for disproportionate returns of ethnic diaries is used in addition to those mentioned above. With this value established for each diary, listening is estimated by adding the values of each diary in which listening is recorded to a particular station at a given time. Local time differences within a market that overlaps time zones, and time differences caused by seasonal time changes, are accounted for in the results by adjusting diary entries to the time zone observed by the stations located in the market being measured.

36. Tabulation of Cume Listening Estimates for Day-Part Combinations.—The criterion for tallying listening in those day-parts which have been combined is five or more minutes of listening at any time in any of the day-parts. (e.g., a person who listened in the Monday-Friday, 6-10 AM and 3-7 PM day-parts would be counted only once in the Cume Persons tabulation for the entire eight-hour period. The same procedure would apply if the person listened in only one of the day-parts.)

37. Sampling Error.—Arbitron estimates are subject to the statistical variance associated with all surveys using a sample of the universe. Approximations of the sampling error can be developed by use of the NOMOGRAPH (on the inside rear cover) and the Effective Sample Base (see Par. 38) to provide confidence limits at the 95% level (2 standard deviations).

38. Effective Sample Bases (ESB).—Estimates of Effective Sample Bases indicate the size of simple random samples (in which all diaries have equal value) that would be required to provide the same degree of precision as the samples actually used to produce the estimates in this report. The statistical reliability of such estimates depends on the ESB and only indirectly on the number of diaries tabulated. Bases are reported for the purpose of estimating sampling variation. The Arbitron formula to estimate ESB's takes into account the disproportionate sampling of Metro areas, and differences in return rates among sampling units and among the individual sex-age categories. (Total tabulated diaries and ESB's for this report are listed on Page 3.)

39. Limitations.—In addition to the sources of possible errors which are described elsewhere in this report, the following may or may not have an effect on the accuracy of the data and estimates appearing herein:

- (a) The sample is drawn only from residences listed in telephone directories. This eliminates non-telephone residences and others not listed in the directory. Commercial establishments listed in the directory are specifically excluded from the sample. Residences on military installations may or may not be listed in the local telephone directory. Further, all possible telephone directories may not be available in the lists prepared by Metro-Mail Advertising Corporation and used as Arbitron's sample frame.
- (b) Non-responding persons may have listening habits which differ from those of respondents. Similarly, the listening habits of persons residing in non-telephone households or those not listed in telephone directories may vary from those of persons who own phones and are listed in directories.
- (c) Non-responding households in the original designated sample prevent the "in-tab sample" from being a perfect probability sample.
- (d) The sample design and/or response patterns may preclude proper representation of certain groups within the population such as persons in certain income or education groups. Such persons, whose listening habits may differ from other persons, may not be fully represented in the audience estimates because usable diaries may not be obtained from them.
- (e) Arbitron uses data obtained from the Bureau of the Census, Market Statistics, Inc., and other sources. These data may not be precise.
- (f) Diaries may be completed improperly if the diary instructions are not understood or are not followed. Some diary entries may have been made on the basis of hearsay or recall.
- (g) Human and computer processing errors may occur after the diaries are received at Arbitron headquarters.
- (h) The data upon which Arbitron has based its Returned Sample Weighting may not be precise.
- (i) Arbitron conducts research involving new methods of improving cooperation from diary keepers and/or securing additional information from such persons. Occasionally, a portion of this research may be performed in conjunction with the actual surveys.
- (j) Certain data, such as when the station was on and off the air and time, periods when AM-FM affiliates were simulcast or separately programmed, are based on data supplied by the stations and/or the current issue of Standard Rate and Data Service's "Spot Radio Rates and Data." These data may not be precise.
- (k) Situations in which AM/FM affiliates have the same call letters may result in respondent confusion in correctly identifying the station to which the listening occurred.

RETENTION OF RAW MATERIALS

40. Retention Schedule.—Arbitron listening diaries which were used for the computation of the audience estimates published in this report will be stored and used for cross-tabulation for 12 months from the closing date of the survey and then destroyed. Users of this report are advised that if special cross-tabulations of the reported estimates are desired, they should be ordered before the retention period has expired.

ARBITRON Research and Production Center



Arbitron's Beltsville home in a Maryland suburb of Washington, D. C. It is "the office" to over 650 people during sweep production.

More stations, agencies and advertisers buy and sell with Arbitron than with any other broadcast audience measurement company in the United States.



The mailroom handles over 5 million pieces of mail a year. Arbitron has created such a demand on the Beltsville Post Office that it has been given a "Class A" rating and could serve a city five times its size.



After the diaries are received they are routed to the diary edit section where more than 200 editors check the entries.



Following the edit phase, the diaries are routed to an adjoining room where 96 key-entry operators prepare the diaries for input to . . .



. . . Arbitron's two 3300 and twin 1700 Control Data computers. This is one of the largest on-premise computer operations in private industry.

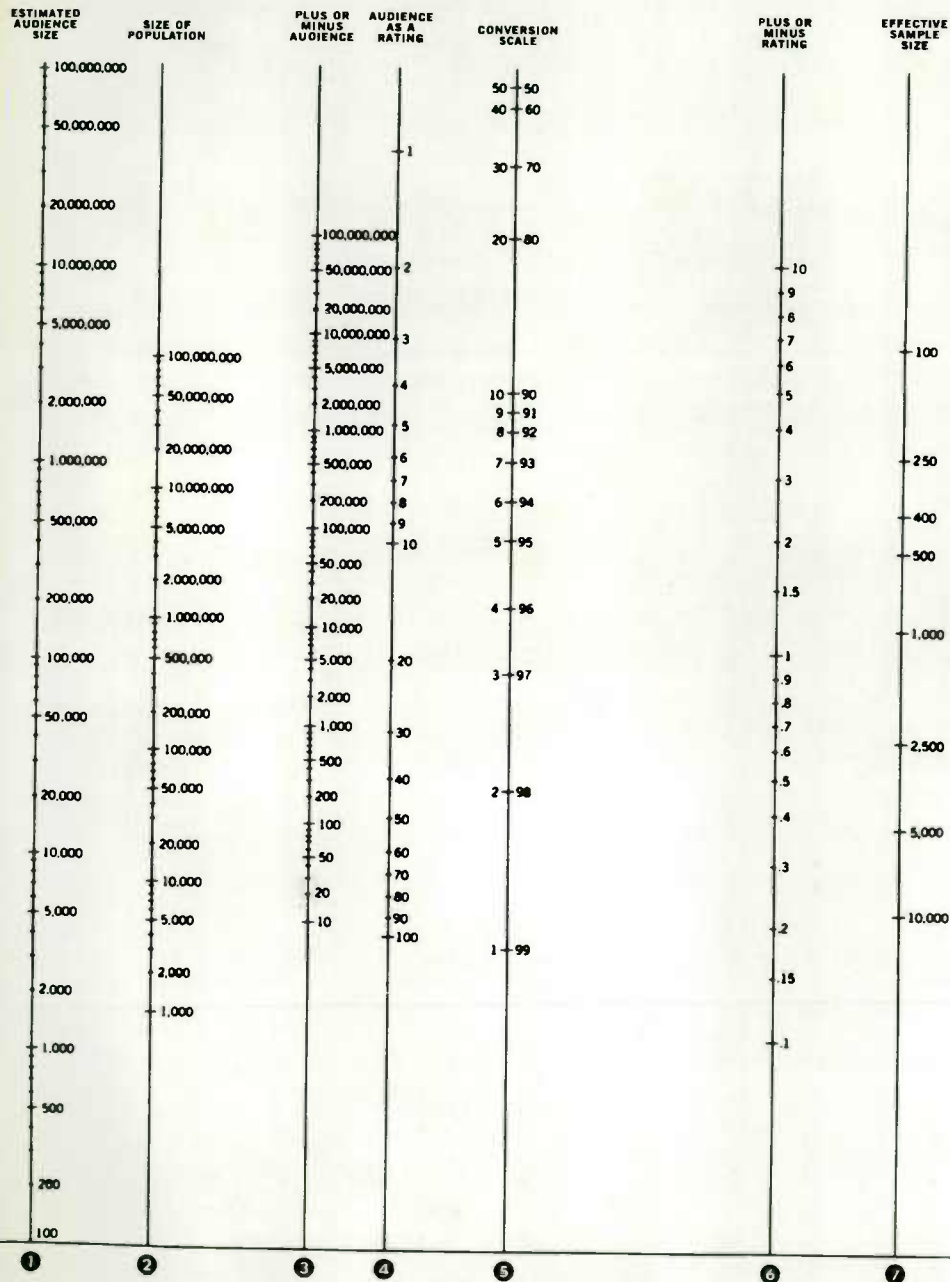


During sweep production over 400,000 program titles are put into these computers to process the reports for Arbitron's television and radio clients.



Here in the computer library are all of the computer programs and market reports on master tapes.

NOMOGRAPH



INSTRUCTIONS FOR USE OF NOMOGRAPH

Figures in the Nomograph are based on two standard deviations (the formula used in computing two standard deviations is: $2\sqrt{\frac{P(1-P)}{N}}$ where P = audience expressed as a proportion and N = effective sample size), and apply only to a theoretically perfect probability sample. In 955 cases out of 1,000, estimates based on such a sample will differ from a complete census by less than two standard deviations. Variation as determined by this Nomograph does not reflect non-sampling errors, recording or processing errors, non-response factors, or other limitations inherent in a less-than-perfect probability sample. Because of these limitations, Arbitron samples can not be construed to be perfect probability samples. Therefore, the actual deviation in audience estimates may be somewhat greater than the ranges shown in the Nomograph.

Using an audience estimate in conjunction with appropriate Effective Sample Bases (see Par. 26 and page 3) the following can be performed:

- An audience estimate for Persons can be converted to a rating estimate.
- The 95% confidence limits of a rating can be determined.
- The 95% confidence limits of an audience estimate can be expressed in terms of Persons (that is, the confidence limits can be converted to an estimated numerical difference in Persons).

Although the Nomograph may appear somewhat complicated, it is actually quite simple to use.

As an example of how to use the Nomograph, assume the following:

Persons Reached (estimated audience)	50,000
Persons in Survey Area (Page 3)	500,000
Effective Sample Base (Page 3)	500

- To determine a rating when the audience is expressed in terms of Persons:
 - Locate the estimated audience (50,000) on Scale 1.
 - Locate the size of the population (500,000) on Scale 2.
 - Lay a ruler (or any straight edge) across the Nomograph so that it touches 50,000 on Scale 1 and 500,000 on Scale 2.
 - Read the audience expressed as a rating where the edge of the ruler intersects Scale 4. In this example, the rating is 10 (see figure A).

(Note: When the audience is already expressed as a rating, then the above steps are not required.)

- To determine the confidence limits of a rating:
 - Locate the rating, which in this example is 10, on the Conversion Scale 5.
 - Locate the Effective Sample Size (500) on Scale 7.
 - Lay a ruler or straight edge across the Nomograph so that it touches 10 on Scale 5 and 500 on Scale 7.
 - Read the "Plus or Minus Rating", or confidence limits, where the edge of the ruler intersects Scale 6. In this example, the confidence limits are ± 2.6 (see figure B). This means that in a theoretically perfect probability sample the chances are 955 out of 1,000 that the absolute perfect rating would fall between 7.4 and 12.6 (10, plus or minus 2.6).

- To convert confidence limits to a numerical difference in Persons:
 - Locate the confidence limits on Scale 6 (in this example, 2.6).
 - Locate the Size of Population (500,000) on Scale 2.
 - Lay a ruler or straight edge across the Nomograph so that it touches 2.6 on Scale 6, and 500,000 on Scale 2.
 - Read the "Plus or Minus Audience" where the edge of the ruler intersects Scale 3. In this example, the audience difference is 13,000 (see figure C). In other words, using the example given, in a theoretically perfect probability sample the chances are 955 out of 1,000 that the absolute audience estimate would fall between 37,000 and 63,000 (50,000, plus or minus 13,000).

One note of caution, since the bar scales are logarithmic, care must be taken when interpolating between points on a scale.

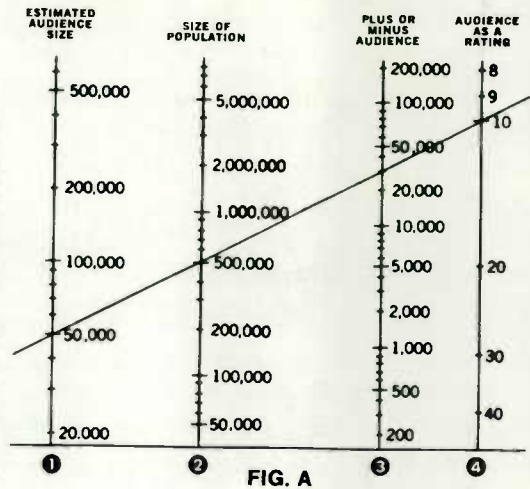


FIG. A

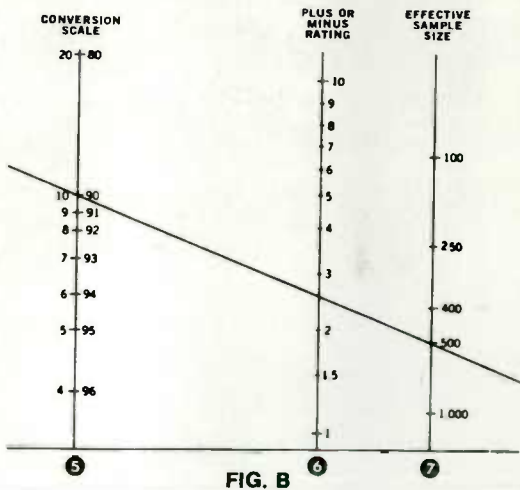


FIG. B

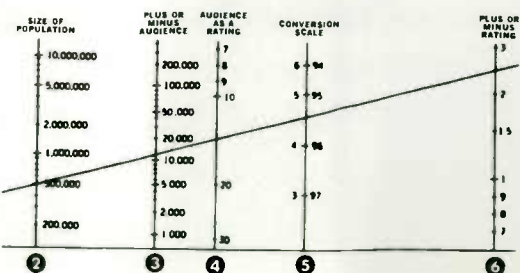


FIG. C

ARBITRON® RADIO

New York

1350 Avenue of the Americas, New York, N.Y. 10019 (212) 262-2600

Chicago

1408 Tribune Tower, Chicago, Ill. 60611 (312) 467-5750

Atlanta

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