

ARBITRON RADIO

Audience Estimates in the
Arbitron Market of

Richmond

October/November 1978
Oct. 19 - Nov. 15



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 1979 Radio Market Survey Schedule

Market	Jan./ Feb.	April/ May	July/ Aug.	Oct./ Nov.
Akron		*		*
Albany-Schenectady-Troy		*		*
Albuquerque		*		*
Allentown-Bethlehem-Easton		*		*
Altoona		*		*
Amarillo		*		*
Anaheim-Santa Ana-Garden Grove (Orange County, CA)		*		*
Anchorage		*		*
Appleton-Oshkosh		*		*
Asheville		*		*
Atlanta		*		*
Augusta, GA		*		*
Austin, TX		*		*
Bakersfield		*		*
Baltimore	*	*		*
Baton Rouge		*		*
Beaumont-Port Arthur-Orange		*		*
Billings		*		*
Binghamton		*		*
Birmingham		*		*
Bloomington, IL		*		*
Boise		*		*
Boston	*	*		*
Bridgeport		*		*
Buffalo		*		*
Burlington-Plattsburgh ADI		*		*
Canton		*		*
Cedar Rapids		*		*
Charleston-North Charleston, SC		*		*
Charleston, WV		*		*
Charlotte-Gastonia		*		*
Chattanooga		*		*
Chicago	*	*	*	*
Cincinnati		*		*
Cleveland	*	*		*
Colorado Springs		*		*
Columbia, SC		*		*
Columbus, GA		*		*
Columbus, OH		*		*
Corpus Christi		*		*
Dallas-Ft. Worth		*		*
Davenport-Rock Island-Moline		*		*
Dayton		*		*
Daytona Beach		*		*
Denver-Boulder		*		*
Des Moines		*		*
Detroit	*	*	*	*
Duluth-Superior		*		*
El Paso		*		*
Erie		*		*
Eugene-Springfield		*		*
Evansville		*		*
Fargo-Moorhead		*		*
Fayetteville, NC		*		*
Flint		*		*
Ft. Lauderdale-Hollywood		*		*

Market	Jan./ Feb.	April/ May	July/ Aug.	Oct./ Nov.
Ft. Wayne		*		*
Fresno		*		*
Grand Rapids		*		*
Great Falls		*		*
Green Bay		*		*
Greensboro-High Point		*		*
Greenville-New Bern-Washington		*		*
Greenville-Spartanburg, SC		*		*
Harrisburg		*		*
Hartford-New Britain		*		*
Honolulu		*		*
Houston-Galveston		*		*
Huntington-Ashland		*		*
Huntsville, AL		*		*
Indianapolis		*		*
Jackson, MS		*		*
Jacksonville		*		*
Johnson City-Kingsport-Bristol		*		*
Kalamazoo-Portage		*		*
Kansas City		*		*
Knoxville		*		*
Lafayette, LA		*		*
Lakeland-Winter Haven, FL		*		*
Lancaster		*		*
Lansing-East Lansing		*		*
Las Vegas		*		*
Lexington-Fayette		*		*
Lincoln		*		*
Little Rock-North Little Rock		*		*
Los Angeles	*	*	*	*
Louisville		*		*
Lubbock		*		*
Lynchburg, VA		*		*
Macon		*		*
Madison		*		*
Manchester		*		*
McAllen-Brownsville		*		*
Medford		*		*
Melbourne-Titusville-Cocoa, FL		*		*
Memphis		*		*
Miami		*		*
Milwaukee		*		*
Minneapolis-St. Paul		*		*
Mobile		*		*
Modesto		*		*
Montgomery		*		*
Nashville-Davidson		*		*
Nassau-Suffolk (Long Island, NY)		*		*
New Bedford-Fall River, MA		*		*
New Haven-West Haven		*		*
New Orleans		*		*
New York	*	*	*	*
Norfolk-Portsmouth-Newport News-Hampton		*		*
Northeast Pennsylvania (Wilkes Barre-Scranton)		*		*

Market	Jan./ Feb.	April/ May	July/ Aug.	Oct./ Nov.
Oklahoma City		*		*
Omaha-Council Bluffs		*		*
Orlando		*		*
Pensacola		*		*
Peoria		*		*
Philadelphia	*	*	*	*
Phoenix		*		*
Pittsburgh		*		*
Portland, ME		*		*
Portland, OR		*		*
Providence-Warwick-Pawtucket		*		*
Pueblo		*		*
Raleigh-Durham		*		*
Reading		*		*
Reno		*		*
Richmond		*		*
Roanoke		*		*
Rochester, NY		*		*
Rockford		*		*
Sacramento		*		*
Saginaw		*		*
St. Louis		*		*
Salinas-Seaside-Monterey		*		*
Salt Lake City-Ogden		*		*
San Antonio		*		*
San Diego		*		*
San Francisco	*	*	*	*
San Jose	*	*	*	*
Savannah		*		*
Seattle-Everett-Tacoma		*		*
Shreveport		*		*
Sioux Falls, SD		*		*
South Bend		*		*
Spokane		*		*
Springfield-Chicopee-Holyoke		*		*
Stockton		*		*
Syracuse		*		*
Tallahassee		*		*
Tampa-St. Petersburg		*		*
Terre Haute		*		*
Toledo		*		*
Topeka		*		*
Tucson		*		*
Tulsa		*		*
Utica-Rome		*		*
Waco		*		*
Washington, DC	*	*	*	*
Waterloo-Cedar Falls		*		*
West Palm Beach-Boca Raton		*		*
Wheeling		*		*
Wichita, KS		*		*
Wichita Falls, TX		*		*
Wilmington, DE		*		*
Winston-Salem		*		*
Worcester		*		*
Yakima		*		*
York		*		*
Youngstown-Warren		*		*

ARBITRON RADIO

Audience Estimates in the
Arbitron Market of

Richmond

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.

Restrictions 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. The data and estimates contained in this report are for the exclusive use of Arbitron clients and their authorized representatives and may be disclosed only to advertisers and/or their agencies who have a bona fide business interest in the data contained herein. For an Arbitron client to divulge the contents of this report to a non-subscribing station, or to lend and/or give a copy to any non-subscriber, including advertisers and/or their agencies constitutes a breach of the license agreement between Arbitron and each of its clients. Quotation by clients of the estimates contained in this report as allowed by the preceding sentence for purposes of advertising or promotion, must identify Arbitron as the source.

Arbitron recommends that the appropriate market, survey period, survey area, time period, and kind of audience estimate (e.g., Boston, April/May 1978 Total Survey Area, Monday-Friday 8PM-9PM, 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: Oct. 19-Nov. 15, 1978

**Number of Times Per Year
This Market is Surveyed: 2**

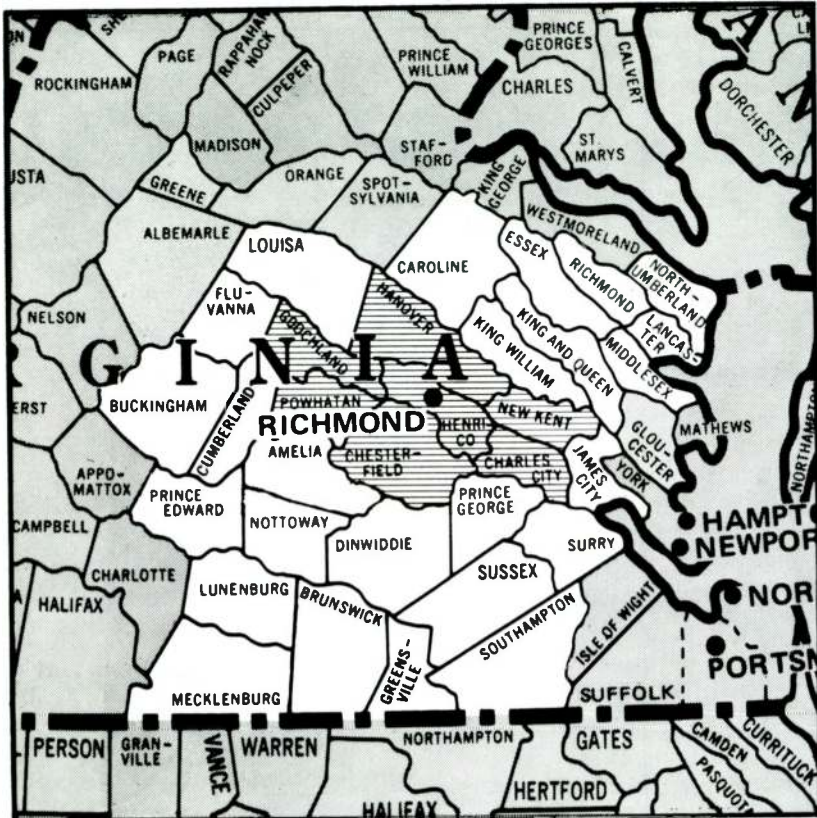
1978-79 Schedule of Arbitron Radio Surveys

October/November	Oct. 19 - Nov. 15, 1978
January 1979	Jan. 4 - Jan. 31, 1979
April/May	April 19 - May 16, 1979
July/August	July 5 - Aug. 1, 1979

WARNING

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Tabulated Diaries by Sampling Unit



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	In-Tab	Counties in Sampling Unit
(HDBA) MT	359	HENRICO, VA
MT	53	CHARLES CITY, VA HANOVER, VA NEW KENT, VA
MT	39	GOODCHLAND, VA POWHATAN, VA
MT	139	CHESTERFIELD, VA
T	30	AMELIA, VA BUCKINGHAM, VA CUMBERLAND, VA FLUVANNA, VA LOUISA, VA LUNENBURG, VA NOTTOWAY, VA PRINCE EDWARD, VA
T	55	CAROLINE, VA ESSEX, VA KING + QUEEN, VA KING WILLIAM, VA LANCASTER, VA MIDDLESEX, VA NORTHUMBERLAND, VA RICHMOND, VA
T	54	DINWIDDIE, VA SUSSEX, VA
T	71	JAMES CITY, VA PRINCE GEORGE, VA SOUTHAMPTON, VA SURRY, VA
T	46	BRUNSWICK, VA GREENSVILLE, VA HECKLENBURG, VA
	846	TOTAL
	133	TOTAL IN-TAB IN METRO "HDBA" AREA

SPECIAL INTERVIEWING TECHNIQUES WERE USED IN THIS MARKET AND IN ADDITION, ETHNIC WEIGHTING HAS BEEN APPLIED IN THE METRO SURVEY AREA TO PROPORTIONATELY PROJECT THE SAMPLE TO REPRESENT THE BLACK POPULATION AT 23.5%.

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 and Ethnic Weighting Techniques — Special interviewing techniques are applied in certain sampling units in some markets. Unless otherwise noted on this page, these procedures were not used in this market. 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

		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	75,800	8.6	3.7	8.6
Men	25-34	82,400	9.3	9.0	9.3
Men	35-44	57,400	6.5	5.9	6.5
Men	45-49	28,500	3.2	2.8	3.2
Men	50-54	29,400	3.3	4.6	3.3
Men	55-64	48,300	5.5	6.5	5.5
Men	65 +	42,200	4.8	4.7	4.8
Women	18-24	76,900	8.7	6.7	8.7
Women	25-34	82,800	9.4	8.0	9.4
Women	35-44	61,900	7.0	7.2	7.0
Women	45-49	29,900	3.4	4.8	3.4
Women	50-54	30,600	3.5	5.8	3.5
Women	55-64	53,600	6.1	8.3	6.1
Women	65 +	66,300	7.5	9.0	7.5
Teens	12-17	115,400	13.1	12.9	13.1
Total Persons	12 +	881,400			
Men	18 +	364,000			
Women	18 +	402,000			
Adults	18 +	766,000			

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
Men	18-24	40,900	7.9	3.6	7.9
Men	25-34	52,000	10.1	9.3	10.1
Men	35-44	35,700	6.9	5.1	6.9
Men	45-49	17,200	3.3	2.7	3.3
Men	50-54	16,700	3.2	4.9	3.2
Men	55-64	26,700	5.2	5.8	5.2
Men	65 +	21,500	4.2	4.7	4.2
Women	18-24	45,900	8.9	8.0	8.9
Women	25-34	52,700	10.2	9.0	10.2
Women	35-44	38,000	7.4	6.8	7.4
Women	45-49	18,100	3.5	5.1	3.5
Women	50-54	17,900	3.5	5.9	3.5
Women	55-64	30,800	6.0	8.3	6.0
Women	65 +	36,500	7.1	9.3	7.1
Teens	12-17	65,400	12.7	11.5	12.7
Total Persons	12 +	516,000			
Men	18 +	210,700			
Women	18 +	239,900			
Adults	18 +	450,600			

These population estimates are based upon 1970 U.S. Bureau of the Census estimates updated and projected to January 1, 1979 by Market Statistics, Inc. based on data from Sales Management's 1978 "Survey of Buying Power".

Diary Placement and Return Information

	Metro	TSA
Residential Listings in Designated Sample	502	801
Total Contacts (homes in which telephone was answered).....	492	768
Homes in Which Diaries Were Placed.....	408	640
Individuals Who Were Sent a Diary	948	1,497
Individuals Who Returned a Usable Diary (In-Tab)	590	846
	Total Tabulated Diaries	Effective Sample Bases
Total Survey Area	846	617
Metro Survey Area	590	488

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							
WANT	1,000		990	NBN	RICHMOND	HENRICO	VA
WEET	5,000		1320	ABC E	RICHMOND	HENRICO	VA
WENZ	1,000	250	1450	MBS MBN	HIGHLAND SPRINGS	HENRICO	VA
(S) WEZS-FM	74,000	74,000	103.7	IND	RICHMOND	HENRICO	VA
WGDE	5,000		1590	IND	RICHMOND	HENRICO	VA
WKIE	10,000		1540	MBS	RICHMOND	HENRICO	VA
(S) WLEE	5,000	5,000	1480	ABC C	RICHMOND	HENRICO	VA
(S) WRNL	5,000	5,000	910	ABC I	RICHMOND	HENRICO	VA
(S) WRVA	50,000	50,000	1140	NBC	RICHMOND	HENRICO	VA
(S) WRVQ-FM	200,000	200,000	94.5	IND	RICHMOND	HENRICO	VA
(S) WRXL-FM	140,000	140,000	102.1	IND	RICHMOND	HENRICO	VA
(S) WTVR	5,000	5,000	1380	CBS	RICHMOND	HENRICO	VA
(S) WTVR-FM	50,000	50,000	98.1	IND	RICHMOND	HENRICO	VA
WXGI	5,000		950	IND	RICHMOND	HENRICO	VA

OUTSIDE ARBITRON RADIO METRO AREA							
WBCI-FM	50,000	50,000	96.5	MBS	WILLIAMSBURG	JAMES CITY	VA
WPVA-FM	3,000	3,000	95.3	IND	PETERSBURG	DINWIDDIE	VA

Footnote Symbols:

(S) Subscribing stations; Deadline - two days prior to market report publication.

Note: This report is furnished for the exclusive use of network, advertiser, and advertising agency clients, plus subscribing stations.

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

Station National Representatives

Stations listed below have indicated to Arbitron that they are nationally represented by the firms reported in this section. All references to representatives herein are provided by the stations together with station facilities information and are the most current data available to Arbitron as of this survey period. Stations which provided no in-

formation are indicated below by "N/A". Stations which reported having no national representative are indicated below by "none". For further information about individual station relationships, users of this report should contact the station or its representative.

Station	National Representative
WANT	JACK MASLA AND COMPANY, INC
WEET	NONE
WENZ	BERNARD HOWARD AND COMPANY, I
WEZS-FM	MCGAVREN-GUILD
WGDE	N/A
WKIF	SAVALLI/GATES, INC
WLEF	BLAIR RADIO
WRNL	TORBET/LASKER, INC
WRVA	EASTMAN RADIO, INC
WRVO-FM	EASTMAN RADIO, INC
WRXL-FM	TORBET/LASKER, INC
WTVR	THE CRISTAL COMPANY
WTVR-FM	THE CRISTAL COMPANY
WXGI	N/A

WBCI-FM	DDME AND ASSOCIATES
WPVA-FM	N/A

Special Notices

The information appearing on this page related to Technical Difficulties, Contests, Diary Reference and Station Research Activity is furnished solely for the use of Arbitron clients in making their own evaluations of the audience estimates reported. Such activities or occurrences may have had an affect on listening or the recording thereof and Arbitron makes no attempt to assess their impact.

The information appearing on this page related to Rating Distortion Activities is based upon Arbitron's policy statement dated May 20, 1977.

Technical Difficulties — Time period(s) of five or more consecutive minutes in reported day-parts in which a reported station notified Arbitron of technical difficulties.

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.

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 Radio Report calling attention to the station activity.

c. Station Research Activity — "Station Research Activity" refers to any special 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.

Rating Distortion — ARBITRON MAY DELETE FROM ITS PUBLISHED REPORTS THE AUDIENCE ESTIMATES FOR STATIONS THAT HAVE ENGAGED IN RATING DISTORTION ACTIVITIES. Rating Distortion is defined as: station activity which may affect the way in which diarykeepers record their listening without causing corresponding changes in actual listening. This includes activities which confuse

diarykeepers and which Arbitron believes are likely to cause diarykeepers to:

- a. Use their diary as an "entry form" for a contest; or
- b. Record radio listening in their diary which exceeds their actual listening.

THIS POLICY OF DELETION OF STATION AUDIENCE ESTIMATES IS IN EFFECT IF RATING DISTORTION OCCURS DURING THE SURVEY PERIOD OR IN THE FOUR WEEKS IMMEDIATELY PRECEDING THE SURVEY PERIOD. When a station's audience estimates are to be deleted for Rating Distortion activities, a sticker will appear on the cover of the Arbitron Radio Report, and the station's activities will be noted on Page 5 of that report.

WITH RESPECT TO CONTESTS, DIARY REFERENCES, STATION RESEARCH ACTIVITIES, AND RATING DISTORTION:

- a. 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;
- b. Arbitron will accept information on these activities up to one week after the final date of the survey and such information must be in writing;
- c. 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.

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 SURVEY PERIOD. Such variation from normal practices is known as **'HYPOING'.**"

It is the opinion of Arbitron that while many stations may engage in promotional activities during a survey period and are not attempting to hypo audiences, some stations may conduct their promotional activity for the specific purpose of increasing audiences artificially during the rating period. This activity 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 hypoing might have been conducted during the survey period by one or more stations in the market.

Due to a power failure, station WANT was off the air on Wednesday, October 25, 1978 from 7:15 AM to 7:38 AM.

- - - - -

Due to a power failure, station WEET was off the air from 6:00 AM to 6:32 AM on Wednesday, November 8, 1978.

- - - - -

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.

WANT	WLEE	WRVQ
WEET	WRNL	WRXL
WENZ	WRVA	WTVR
WEZS		WTVR-FM

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

WKIE
WXGI

Notations

Average Share Trends—Metro Survey Area

TOTAL PERSONS 12+

STATION CALL LETTERS	MON-SUN 6:00 AM-MID					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-MID				
	D/N 76	A/M 77	D/N 77	A/M 78	D/N 78		D/N 76	A/M 77	D/N 77	A/M 78	D/N 78		D/N 76	A/M 77	D/N 77	A/M 78	D/N 78		D/N 76	A/M 77	D/N 77	A/M 78	D/N 78		D/N 76	A/M 77	D/N 77	A/M 78	D/N 78
*WANT	4.1	7.3	5.8	6.0	3.5	WANT	2.0	4.9	3.3	3.6	1.5	WANT	4.7	7.2	4.9	5.9	3.9	WANT	2.9	7.1	4.6	5.9	3.2	WANT					
*WEET	2.8	1.9	3.5	3.1	4.0	WEET	1.9	1.4	2.8	3.1	2.9	WEET	2.9	2.1	4.0	2.8	3.7	WEET	2.1	1.7	2.7	2.4	3.7	WEET					
WENZ	6.5	2.5	6.1	4.5	8.2	WENZ	4.6	1.3	4.7	3.3	7.5	WENZ	4.8	3.3	6.7	2.6	6.5	WENZ	6.8	2.7	7.6	6.2	8.2	WENZ	5.0	3.0	7.1	1.5	13.5
WEZS	7.8	8.8	10.0	7.6	7.6	WEZS	7.4	6.5	7.9	6.6	4.0	WEZS	11.6	11.1	15.9	12.9	11.0	WEZS	7.6	8.4	10.0	8.3	9.1	WEZS	7.1	8.7	11.3	6.3	5.3
*WGDE	3.7	4.5	1.1	2.4	.4	WGDE	2.5	2.6	.5	1.7	.7	WGDE	4.3	5.5	1.5	2.5	.1	WGDE	3.7	5.0	1.1	2.8	.2	WGDE					
*WKIE	**	**	1.6	1.1	.5	WKIE	**	**	1.0	.8	.3	WKIE	**	**	1.3	2.0	.2	WKIE	**	**	1.1	.6	.6	WKIE	**	**			
WLEE	10.0	9.7	6.9	7.6	7.2	WLEE	11.1	10.8	7.7	8.7	8.7	WLEE	7.1	7.0	6.8	5.4	6.8	WLEE	14.1	11.5	8.3	7.3	9.1	WLEE	17.1	12.0	7.8	9.0	6.0
WRNL	5.2	2.1	2.6	4.2	4.5	WRNL	7.6	2.2	3.6	3.8	5.5	WRNL	4.8	2.6	2.2	7.1	4.6	WRNL	4.3	2.0	2.4	4.2	4.1	WRNL	3.9	3.6	3.4	2.7	2.6
WRVA	19.2	24.8	19.4	18.9	19.7	WRVA	31.4	39.4	34.2	34.5	33.9	WRVA	15.7	24.3	14.9	14.0	15.4	WRVA	15.6	23.6	16.2	15.8	15.9	WRVA	15.7	18.3	11.5	15.6	21.9
WRVO	14.6	15.8	16.9	19.3	16.4	WRVO	12.0	15.0	15.9	15.9	13.2	WRVO	11.8	8.8	11.6	14.9	15.4	WRVO	15.5	15.9	17.8	20.0	15.6	WRVO	24.3	24.0	25.5	31.7	23.3
WRXL	5.5	3.6	7.0	6.1	7.3	WRXL	4.8	2.1	4.0	4.1	5.2	WRXL	7.0	5.2	6.5	6.0	7.7	WRXL	6.2	5.0	9.5	7.3	9.2	WRXL	10.0	6.3	13.2	10.2	10.3
WTVR	3.2	2.1	2.2	1.8	1.6	WTVR	3.1	2.4	2.2	1.1	1.4	WTVR	5.0	2.9	2.7	2.6	2.0	WTVR	3.5	2.8	2.2	2.3	1.5	WTVR	2.5	3.0	1.7	3.9	2.9
WTVR FM	4.3	3.3	3.1	3.3	7.2	WTVR FM	2.5	2.4	3.2	2.2	5.2	WTVR FM	7.0	5.4	4.0	6.5	10.9	WTVR FM	5.9	3.1	2.7	3.8	7.2	WTVR FM	2.5	3.0	2.9	4.2	5.3
*WXGI	4.5	4.2	3.9	6.1	4.3	WXGI	2.5	3.3	2.7	5.6	2.9	WXGI	4.0	4.9	4.6	7.1	5.1	WXGI	3.5	3.0	3.5	4.0	5.8	WXGI					
WBCI	.5	.7	.8	.4	.6	WBCI	.3	.6	.5	.1	.8	WBCI	.2	.5	.6	.2	.4	WBCI	.7	.9	.5	.1		WBCI	1.1	.9	2.2	.9	.7
WPVA FM	**	.3	1.1	.7	.6	WPVA FM	**	.5	.9	1.0	.3	WPVA FM	**	.2	1.6	.6		WPVA FM	**	.4	1.5	1.0	.5	WPVA FM	**		1.2	1.2	.7
METRO TOTALS	13.5	13.9	14.7	14.3	15.3	METRO TOTALS	21.3	21.1	21.0	20.9	22.2	METRO TOTALS	13.3	12.7	13.4	12.9	16.6	METRO TOTALS	14.9	14.6	16.3	15.8	17.1	METRO TOTALS	5.8	6.9	8.1	6.7	8.1

MEN 18+

*WANT	1.3	8.0	6.6	4.8	2.0	WANT	1.0	5.1	4.7	2.6	.4	WANT	1.6	8.1	5.7	3.3	1.2	WANT	1.1	7.7	5.0	4.0	1.5	WANT					
*WEET	3.8	3.0	3.8	2.2	4.3	WEET	2.6	2.1	3.6	1.7	3.3	WEET	3.7	4.2	4.4	.8	4.0	WEET	3.0	2.6	2.6	1.3	3.7	WEET					
WENZ	2.9	2.7	6.9	1.9	7.7	WENZ	1.8	1.9	5.8	1.7	7.2	WENZ	.8	3.8	11.1	1.7	9.2	WENZ	3.0	2.6	7.4	1.7	6.4	WENZ	4.1	3.5	3.6	.9	10.8
WEZS	8.8	4.9	10.7	9.3	8.8	WEZS	9.0	3.7	8.1	9.7	5.5	WEZS	9.8	3.8	15.6	16.3	10.9	WEZS	8.4	5.5	11.2	10.9	10.5	WEZS	8.2	8.7	13.8	5.3	6.0
*WGDE	5.5	7.6	1.6	3.7	.6	WGDE	3.4	3.7	.9	3.1	1.4	WGDE	6.6	10.4	2.2	4.2	.2	WGDE	6.1	8.4	1.5	4.0	.2	WGDE					
*WKIE	**	**	2.2	1.9	.6	WKIE	**	**	1.3	1.7	.4	WKIE	**	**	2.5	2.5	.2	WKIE	**	**	2.1	.3	1.0	WKIE	**	**			
WLEE	9.7	9.5	6.0	6.7	6.8	WLEE	10.3	12.5	7.2	6.6	8.8	WLEE	6.1	6.2	5.4	2.5	5.2	WLEE	14.8	9.3	7.9	6.6	8.8	WLEE	17.3	12.2	6.0	8.0	5.4
WRNL	5.9	3.8	3.2	3.7	3.4	WRNL	9.0	3.7	4.5	3.3	2.7	WRNL	4.1	4.2	2.5	8.3	3.1	WRNL	6.1	3.2	2.4	3.6	3.9	WRNL	3.1	6.1	4.2	3.5	1.2
WRVA	19.7	23.1	18.6	20.1	18.5	WRVA	30.7	41.0	31.6	34.0	34.8	WRVA	16.0	21.5	9.5	15.0	13.5	WRVA	16.3	22.5	17.4	20.1	14.7	WRVA	18.4	19.1	15.0	15.9	21.1
WRVO	11.8	10.2	12.3	14.9	12.8	WRVO	10.3	9.0	14.3	12.0	10.2	WRVO	13.1	5.8	11.7	10.8	12.3	WRVO	10.6	9.6	13.2	14.9	11.0	WRVO	13.3	13.0	11.4	28.3	24.1
WRXL	5.9	5.7	7.9	6.7	10.5	WRXL	5.4	2.4	3.8	5.0	6.8	WRXL	6.1	9.6	5.4	5.8	9.5	WRXL	5.7	8.0	9.1	9.6	11.7	WRXL	13.3	13.0	18.0	13.3	16.3
WTVR	3.8	2.7	2.2	1.9	1.7	WTVR	4.9	2.7	2.2	1.9	1.6	WTVR	5.7	3.1	3.2	1.7	2.4	WTVR	2.7	4.2	2.1	2.3	1.5	WTVR	3.1	2.6	1.2	2.7	3.0
WTVR FM	7.6	3.8	2.8	4.1	7.7	WTVR FM	3.4	1.9	2.2	2.8	5.7	WTVR FM	13.5	3.8	2.9	7.9	11.8	WTVR FM	11.0	3.2	2.4	4.6	9.0	WTVR FM	4.1	5.2	4.8	6.2	3.6
*WXGI	5.0	6.8	6.3	10.8	7.7	WXGI	1.5	5.3	4.5	9.2	5.7	WXGI	4.1	6.2	7.3	14.6	9.0	WXGI	3.4	5.1	6.8	7.3	10.0	WXGI					
WBCI	.4	.4	.6	.4	.6	WBCI	.5	1.1				WBCI	.8					WBCI	.4	.9	.3	.2		WBCI			4.2		1.8
WPVA FM	**	.4	.7	.6		WPVA FM	**	.5	1.2	.2		WPVA FM	**					WPVA FM	**	.6	.7	.2		WPVA FM	**		1.8		.6
METRO TOTALS	12.2	13.6	15.7	13.3	16.7	METRO TOTALS	19.9	19.3	22.0	20.9	23.2	METRO TOTALS	12.5	13.4	15.6	11.9	20.1	METRO TOTALS	13.5	16.0	16.8	15.0	19.4	METRO TOTALS	5.0	5.9	8.3	5.6	7.9

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule (**) Station not reported or reported under different call letters this survey

Average Share Trends—Metro Survey Area

WOMEN 18+

Trends

STATION CALL LETTERS	MON-SUN 6:00 AM-MID					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-MID				
	D/N 76	A/R 77	D/N 77	A/R 78	D/N 78		D/N 76	A/R 77	D/N 77	A/R 78	D/N 78		D/N 76	A/R 77	D/N 77	A/R 78	D/N 78		D/N 76	A/R 77	D/N 77	A/R 78	D/N 78		D/N 76	A/R 77	D/N 77	A/R 78	D/N 78
*WANT	5.9	6.8	4.5	5.4	5.9	*WANT	2.9	5.0	1.7	2.6	2.5	*WANT	6.7	6.1	3.4	5.0	7.2	*WANT	3.9	4.7	2.2	6.4	5.9	*WANT					
*WEET	2.7	1.5	4.2	4.3	4.5	*WEET	1.8	1.1	2.4	4.4	3.1	*WEET	2.7	.3	4.0	4.4	3.4	*WEET	2.0	1.3	3.3	3.1	4.5	*WEET					
WENZ	7.4	2.2	5.0	4.0	5.6	WENZ	5.5	.9	3.7	3.0	5.2	WENZ	6.9	2.6	2.2	2.2	3.4	WENZ	7.0	2.0	7.8	6.1	4.8	WENZ	6.0	2.1	9.9	.7	10.9
WEZS	8.9	13.2	11.6	8.3	8.1	WEZS	7.5	9.2	8.8	5.5	3.4	WEZS	13.6	16.7	18.0	12.1	12.4	WEZS	9.3	12.8	12.0	8.4	10.1	WEZS	10.3	13.2	14.5	10.2	6.9
*WGDE	2.4	2.5	.9	1.7		*WGDE	1.8	1.6	.2	.8		*WGDE	2.1	1.6	.9	1.7		*WGDE	2.0	2.7	1.1	2.5		*WGDE					
*WKIE	**	**	1.2	.6	.3	*WKIE	**	**	.7	.2	.4	*WKIE	**	**		1.4		*WKIE	**	**	.3	.6		*WKIE	**	**			
WLEE	8.6	7.7	5.6	8.9	7.9	WLEE	9.8	8.3	7.9	10.6	8.3	WLEE	7.7	7.1	6.2	7.7	8.5	WLEE	12.4	11.8	6.4	8.9	10.4	WLEE	15.4	6.3	4.6	9.5	7.5
WRNL	5.6	.9	2.7	4.3	5.6	WRNL	7.5	1.4	3.4	3.8	7.4	WRNL	5.6	1.6	2.2	6.1	6.7	WRNL	3.9	1.3	3.3	4.5	4.5	WRNL	6.8	.7	4.6	2.0	2.9
WRVA	21.7	31.7	23.7	22.1	25.6	WRVA	34.9	43.6	39.0	40.5	39.1	WRVA	16.0	29.8	21.7	14.9	19.3	WRVA	18.6	31.6	18.9	17.9	22.2	WRVA	20.5	25.0	13.8	21.8	31.6
WRVO	10.4	11.4	12.8	14.6	12.9	WRVO	9.1	11.5	11.6	12.8	10.6	WRVO	8.8	7.1	8.7	15.4	13.4	WRVO	12.1	11.1	12.3	15.9	11.8	WRVO	12.8	18.1	21.7	16.3	14.9
WRXL	5.6	2.2	6.2	5.2	3.4	WRXL	4.9	2.2	3.7	3.4	3.2	WRXL	7.7	1.6	7.4	5.8	5.7	WRXL	7.3	2.7	10.6	4.2	5.9	WRXL	11.1	2.1	9.9	9.5	2.3
WTVR	3.6	2.2	2.7	2.3	1.7	WTVR	2.4	2.5	2.4	.4	1.4	WTVR	4.8	3.2	2.5	3.6	1.8	WTVR	4.2	2.4	3.1	3.1	1.7	WTVR	3.4	4.9	3.3	6.8	3.4
WTVR FM	3.0	3.7	4.2	3.7	8.4	WTVR FM	2.4	3.1	4.5	2.0	5.8	WTVR FM	3.2	7.4	5.6	6.3	11.1	WTVR FM	3.7	4.0	3.9	4.2	7.6	WTVR FM	2.6	2.8	2.6	4.1	9.2
*WXGI	4.7	3.1	2.4	4.3	2.0	*WXGI	3.5	2.5	1.5	4.0	.9	*WXGI	4.3	4.5	2.5	3.0	1.5	*WXGI	4.2	1.7	1.4	2.8	2.5	*WXGI					
WBCI	.6	.9	1.2	.6	.8	WBCI	.2	.4	.9	.2	1.6	WBCI	.3	.3	1.2	.3	.8	WBCI	1.1		1.1	.3		WBCI	2.6	1.4	1.3	1.4	
WPVA FM	**	.3	2.4	.9	.6	WPVA FM	**	.5	1.7	1.2	.5	WPVA FM	**	.3	3.4	1.1		WPVA FM	**	.3	3.3	1.4	.6	WPVA FM	**		3.3	1.4	.6
METRO TOTALS	15.1	14.6	14.6	15.1	14.8	METRO TOTALS	24.7	24.9	23.1	21.7	23.1	METRO TOTALS	16.8	14.0	14.0	15.7	16.2	METRO TOTALS	15.9	13.3	15.5	15.5	14.8	METRO TOTALS	5.3	6.5	6.6	6.4	7.3

TEENS 12-17

*WANT	5.3	7.4	8.2	10.9		*WANT	1.1	3.4	7.0	11.4	1.0	*WANT	3.8	9.8	11.4	28.6		*WANT	3.8	12.5	10.7	9.0	.8	*WANT					
*WEET				1.0	1.2	*WEET				2.4		*WEET				4.5		*WEET			.8	3.0	1.7	*WEET					
WENZ	13.2	3.7	7.1	12.9	21.4	WENZ	10.6	1.1	4.2	10.6	22.0	WENZ	11.5	4.9	8.6	11.9	9.1	WENZ	15.2	5.2	7.4	16.4	24.6	WENZ	4.6	4.0	9.0	4.1	25.0
WEZS		3.7	1.2	1.0		WEZS		1.1				WEZS		14.6				WEZS		4.2	.8	2.2	.8	WEZS				1.1	
*WGDE	3.9	2.5		1.0	1.2	*WGDE	3.2	3.4		.8	1.0	*WGDE	15.4	4.9				*WGDE	3.8	1.0		.7	.8	*WGDE					
*WKIE	**	**	1.2	1.0	1.2	*WKIE	**	**				*WKIE	**	**	2.9	4.8	2.3	*WKIE	**	**	.8	1.5	.8	*WKIE	**	**			
WLEE	17.1	18.5	15.3	5.9	6.0	WLEE	22.3	19.3	9.9	8.1	11.0	WLEE	7.7	12.2	25.7	2.4	6.8	WLEE	18.1	17.7	14.9	4.5	5.9	WLEE	20.0	22.7	16.9	9.5	3.9
WRNL	1.3	1.2		5.0	4.8	WRNL	2.1			5.7	9.0	WRNL				9.5		WRNL	1.0			4.5	3.4	WRNL		5.3		2.7	5.3
WRVA	6.6	2.5	4.7	5.0		WRVA	13.8	5.7	14.1	12.2	1.0	WRVA	7.7					WRVA	3.8	2.1	5.0	.7	.8	WRVA	3.1	4.0	1.1	2.7	1.3
WRVO	42.1	51.9	50.6	47.5	46.4	WRVO	36.2	62.5	57.7	42.3	42.0	WRVO	42.3	41.5	37.1	33.3	63.6	WRVO	39.0	51.0	47.1	42.5	43.2	WRVO	61.5	52.0	58.4	67.6	40.8
WRXL	3.9	2.5	7.1	7.9	10.7	WRXL	2.1		7.0	4.1	9.0	WRXL	3.8	4.9	8.6	9.5	9.1	WRXL	3.8	2.1	7.4	10.4	10.2	WRXL	3.1	4.0	10.1	6.8	15.8
WTVR						WTVR				1.6		WTVR						WTVR	2.9				.8	WTVR					1.3
WTVR FM					1.2	WTVR FM				.8		WTVR FM						WTVR FM	1.0			.7		WTVR FM					1.4
*WXGI	1.3		1.2			*WXGI	1.1					*WXGI						*WXGI	1.0		.8		.8	*WXGI					
WBCI		1.2				WBCI						WBCI						WBCI				1.5		WBCI		1.3		1.4	
WPVA FM	**				1.2	WPVA FM	**					WPVA FM	**					WPVA FM	**			.7	.8	WPVA FM	**				1.3
METRO TOTALS	11.5	12.2	12.5	14.9	12.8	METRO TOTALS	14.2	13.3	10.5	18.1	15.3	METRO TOTALS	3.9	6.2	5.2	6.2	6.7	METRO TOTALS	15.8	14.5	17.8	19.8	18.0	METRO TOTALS	9.8	11.3	13.1	10.9	11.6

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule (**) Station not reported or reported under different call letters this survey

Notations

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	MEN 18 +						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-54						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. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WANT	17	307	7	145	.3	2.0	11	210	2	67	.2	1.1	14	248	5	105	.3	1.9	*WANT	7	143	4	58	.4	2.1	8	160	5	75	.4	2.3	4	67	4	67	.4	2.8
*WEET	16	136	15	109	.7	4.3	7	28	7	28	.8	3.8	11	87	11	80	.8	4.2	*WEET	11	87	11	80	1.0	5.7	12	97	12	90	1.0	5.6	8	84	8	77	.8	5.6
WENZ	27	256	27	256	1.3	7.7	19	124	19	124	2.0	10.3	24	197	24	197	1.6	9.1	WENZ	9	133	9	133	.9	4.7	9	141	9	141	.7	4.2	6	112	6	112	.6	4.2
WEZS	42	481	31	417	1.5	8.8	7	80	7	80	.8	3.8	16	274	16	249	1.1	6.1	WEZS	16	255	16	230	1.5	8.3	19	306	19	281	1.6	8.9	25	332	21	299	2.2	14.7
*WGDE	2	70	2	70	.1	.6	2	46	2	46	.2	1.1	2	61	2	61	.1	.8	*WGDE	2	61	2	61	.2	1.0	2	61	2	61	.2	.9				15		15
*WKIE	2	65	2	46	.1	.6	2	46	2	46	.2	1.1	2	46	2	46	.1	.8	*WKIE	2	46	2	46	.2	1.0	2	46	2	46	.2	.9						
WLEE	24	520	24	496	1.1	6.8	17	352	17	328	1.8	9.2	23	451	23	427	1.6	8.7	WLEE	17	318	17	294	1.6	8.8	17	326	17	302	1.4	7.9	7	148	7	148	.7	4.9
WRNL	14	342	12	256	.6	3.4	7	110	6	81	.6	3.3	12	264	10	189	.7	3.8	WRNL	10	225	9	179	.9	4.7	10	235	9	189	.7	4.2	6	194	5	137	.5	3.5
WRVA	83	1195	65	941	3.1	18.5	16	236	14	180	1.5	7.6	34	561	31	475	2.1	11.8	WRVA	33	511	31	454	3.0	16.1	43	661	41	580	3.4	19.2	42	693	38	588	3.9	26.6
WRVO	95	958	45	571	2.1	12.8	83	688	37	413	4.0	20.1	94	903	45	548	3.1	17.1	WRVO	35	553	24	330	2.3	12.4	36	579	24	343	2.0	11.2	12	251	8	158	.8	5.6
WRXL	39	451	37	377	1.8	10.5	34	396	32	322	3.4	17.4	39	437	37	363	2.5	14.1	WRXL	31	259	30	232	2.9	15.5	31	264	30	237	2.5	14.0	5	55	5	55	.5	3.5
WTVR	8	216	6	197	.3	1.7		10		10			2	68	1	60	.1	.4	WTVR	2	68	1	60	.1	.5	3	85	2	77	.2	.9	5	133	4	125	.4	2.8
WTVR FM	33	370	27	289	1.3	7.7	8	115	8	105	.9	4.3	17	225	12	181	.8	4.6	WTVR FM	16	187	11	143	1.0	5.7	17	231	12	179	1.0	5.6	24	223	18	172	1.9	12.6
*WXGI	29	257	27	225	1.3	7.7	19	105	19	105	2.0	10.3	23	169	23	169	1.6	8.7	*WXGI	8	106	8	106	.8	4.1	10	135	9	122	.7	4.2	8	143	6	111	.6	4.2
WBCI	12	194	2	32	.1	.6	11	124	2	32	.2	1.1	12	145	2	32	.1	.8	WBCI	8	97	1	22	.1	.5	8	107	1	22	.1	.5	1	39				
WPVA FM	4	63	2	44	.1	.6	1	10	1	10	.1	.5	2	41	2	41	.1	.8	WPVA FM	2	41	2	41	.2	1.0	2	44	2	44	.2	.9	3	53	1	34	.1	.7
METRO TOTALS		352	2052	16.7	METRO TOTALS		184	923	19.8	METRO TOTALS		263	1426	18.0	METRO TOTALS		193	1017	18.4	METRO TOTALS		214	1179	17.6	METRO TOTALS		143	927	14.8								

Men

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

RICHMOND
OCT/NOV 1978

MONDAY-FRIDAY
6.00AM-10.00AM

STATION CALL LETTERS	MEN 18 +						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-54						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. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		
*WANT	11	112	2	61	.1	.4	8	66	1	34	.1	.5	9	85	2	53	.1	.6	*WANT	8	61	1	29	.1	.4	8	69	1	37	.1	.3	1	27	1	27	.1	.4		
WEET	19	100	16	73	.8	3.3	8	22	8	22	.9	3.7	14	60	12	52	.8	3.6	WEET	14	60	12	52	1.1	4.4	14	66	12	58	1.0	3.8	10	59	8	51	.8	3.5		
WENZ	35	185	35	185	1.7	7.2	24	114	24	114	2.6	11.0	32	156	32	156	2.2	9.6	WENZ	17	92	17	92	1.6	6.2	17	100	17	100	1.4	5.4	9	60	9	60	.9	3.9		
WEZS	40	242	27	215	1.3	5.5	5	49	5	49	.5	2.3	18	125	18	125	1.2	5.4	WEZS	17	106	17	106	1.6	6.2	19	135	19	135	1.6	6.1	27	166	22	158	2.3	9.6		
WGDE	7	41	7	41	.3	1.4	6	34	6	34	.6	2.7	7	41	7	41	.5	2.1	WGDE	7	41	7	41	.7	2.6	7	41	7	41	.6	2.2	1	7	1	7	.1	.4		
WKIE	3	55	2	36	.1	.4	2	36	2	36	.2	.9	2	36	2	36	.1	.6	WKIE	2	36	2	36	.2	.7	2	36	2	36	.2	.6								
WLEE	43	328	43	328	2.0	8.8	29	219	29	219	3.1	13.2	38	299	38	299	2.6	11.4	WLEE	26	206	26	206	2.5	9.5	27	214	27	214	2.2	8.6	14	109	14	109	1.5	6.1		
WRNL	14	139	13	119	.6	2.7	6	59	6	59	.6	2.7	11	111	10	91	.7	3.0	WRNL	10	101	9	81	.9	3.3	11	111	10	91	.8	3.2	8	72	7	52	.7	3.1		
WRVA	217	1015	170	800	8.1	34.8	33	181	31	138	3.3	14.2	82	460	76	396	5.2	22.8	WRVA	80	421	76	386	7.2	27.7	106	564	101	506	8.3	32.2	123	607	108	528	11.2	47.2		
WRVO	106	600	50	314	2.4	10.2	88	471	41	260	4.4	18.7	104	581	50	308	3.4	15.0	WRVO	55	343	37	202	3.5	13.5	57	362	37	208	3.0	11.8	18	129	9	54	.9	3.9		
WRXL	35	191	33	180	1.6	6.8	31	141	29	130	3.1	13.2	35	182	33	171	2.3	9.9	WRXL	34	149	32	138	3.1	11.7	34	149	32	138	2.6	10.2	4	50	4	50	.4	1.7		
WTVR	8	80	8	80	.4	1.6		10		10			1	32	1	32	.1	.3	WTVR	1	32	1	32	.1	.4	1	35	1	35	.1	.3	3	51	3	51	.3	1.3		
WTVR FM	33	186	28	153	1.3	5.7	8	46	8	46	.9	3.7	14	99	11	74	.8	3.3	WTVR FM	14	99	11	74	1.0	4.0	16	122	13	97	1.1	4.1	24	136	19	103	2.0	8.3		
TOTAL	41	252	36	219	1.7	7.3	8	46	8	46	.9	3.7	15	120	12	95	.8	3.6	TOTAL	15	120	12	95	1.1	4.4	17	143	14	118	1.2	4.4	27	183	22	150	2.3	9.6		
WXGI	28	154	28	154	1.3	5.7	19	70	19	70	2.0	8.7	26	126	26	126	1.8	7.8	WXGI	10	74	10	74	1.0	3.6	11	84	11	84	.9	3.5	9	75	9	75	.9	3.9		
WBCI	18	89					16	78					18	89					WBCI	9	52					9	52					2	11						
WPVA FM	9	22	1	3		.2													WPVA FM			1	3		.1	.3	9	22	1	3	.1	.4							
METRO TOTALS	488	1789	23.2				219	774	23.6				334	1246	22.9			METRO TOTALS	274	929	26.1				314	1085	25.8					229	866	23.8					

MONDAY-FRIDAY 10.00AM-3.00PM																																					
STATION CALL LETTERS	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				STATION CALL LETTERS	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA									
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.						
WANT	17	101	5	40	.2	1.2	13	71	1	10	.1	.4	16	90	4	29	.3	1.3	WANT	6	61	4	29	.4	1.7	6	61	4	29	.3	1.6	3	19	3	19	.3	1.9
WEET	18	67	17	59	.8	4.0	11	22	11	22	1.2	4.7	15	46	14	38	1.0	4.4	WEET	15	46	14	38	1.3	6.1	16	52	15	44	1.2	6.0	7	45	6	37	.6	3.7
WENZ	39	157	39	157	1.9	9.2	29	94	29	94	3.1	12.3	36	136	36	136	2.5	11.3	WENZ	10	72	10	72	1.0	4.4	10	72	10	72	.8	4.0	7	52	7	52	.7	4.3
WEZS	65	190	46	159	2.2	10.9	13	30	13	30	1.4	5.5	22	71	22	71	1.5	6.9	WEZS	22	71	22	71	2.1	9.6	26	100	26	100	2.1	10.4	27	96	27	96	2.8	16.7
WGDE	1	27	1	27		.2	1	12	1	12	.1	.4	1	27	1	27	.1	.3	WGDE	1	27	1	27	.1	.4	1	27	1	27	.1	.4	15	15				
WKIE	1	10	1	10		.2	1	10	1	10	.1	.4	1	10	1	10	.1	.3	WKIE	1	10	1	10	.1	.4	1	10	1	10	.1	.4						
WLEE	22	170	22	170	1.0	5.2	13	128	13	128	1.4	5.5	22	170	22	170	1.5	6.9	WLEE	17	106	17	106	1.6	7.4	17	106	17	106	1.4	6.8	9	42	9	42	.9	5.6
WRNL	13	98	13	85	.6	3.1	11	32	11	32	1.2	4.7	12	81	12	68	.8	3.8	WRNL	11	71	11	58	1.0	4.8	11	71	11	58	.9	4.4	1	49	1	36	.1	.6
WRVA	69	411	57	333	2.7	13.5	25	75	25	62	2.7	10.6	36	155	35	132	2.4	11.0	WRVA	36	145	35	122	3.3	15.3	43	198	42	175	3.5	16.7	23	189	22	179	2.3	13.6
WRVO	131	398	52	224	2.5	12.3	122	335	44	171	4.7	18.6	130	392	51	218	3.5	16.0	WRVO	42	145	25	103	2.4	10.9	43	151	26	109	2.1	10.4	9	63	8	53	.8	4.9
WRXL	41	190	40	180	1.9	9.5	34	163	33	153	3.6	14.0	41	190	40	180	2.7	12.5	WRXL	37	138	36	128	3.4	15.7	37	138	36	128	3.0	14.3	7	27	7	27	.7	4.3
WTVR	10	114	10	114	.5	2.4							3	36	3	36	.2	.9	WTVR	3	36	3	36	.3	1.3	3	43	3	43	.2	1.2	8	78	8	78	.8	4.9
WTVR FM	53	181	50	156	2.4	11.8	13	54	13	54	1.4	5.5	25	107	22	82	1.5	6.9	WTVR FM	20	69	17	44	1.6	7.4	21	79	18	54	1.5	7.2	40	115	37	90	3.8	22.8
WXGI	38	111	38	111	1.8	9.0	31	41	31	41	3.3	13.1	33	70	33	70	2.3	10.3	WXGI	10	47	10	47	1.0	4.4	11	53	11	53	.9	4.4	5	61	5	61	.5	3.1
WBCI	12	74					11	51					12	62					WBCI	11	25					11	25					1	11				
WPVA FM	1	14		3															WPVA FM			3			.3		3		3		1	14		3			
METRO TOTALS	423	1347	20.1				236	607	25.4				319	931	21.9			METRO TOTALS	229	629	21.8				251	731	20.6					162	586	16.8			

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

RICHMOND
OCT/NOV 1978

MONDAY-FRIDAY
3.00PM-7.00PM

STATION CALL LETTERS	MEN 18+					MEN 18-34					MEN 18-49					STATION CALL LETTERS	MEN 25-49					MEN 25-54					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. RTG. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG. SHR.								
*WANT	34	142	6	32	.3	1.5	30	120	2	10	.2	.9	32	131	4	21	.3	1.3	*WANT	12	74	4	21	.4	1.8	12	74	4	21	.3	1.7	2	11	2	11	-.2	1.3		
*WEET	16	49	15	41	.7	3.7	10	10	10	10	1.1	4.3	13	34	12	26	.8	3.8	*WEET	13	34	12	26	1.1	5.5	15	44	14	36	1.2	5.8	6	39	5	31	-.5	3.3		
WENZ	26	156	26	156	1.2	6.4	22	94	22	94	2.4	9.5	24	136	24	136	1.6	7.7	WENZ	4	72	4	72	.4	1.8	4	72	4	72	.3	1.7	2	42	2	42	-.2	1.3		
WEZS	62	251	43	212	2.0	10.5	13	49	13	49	1.4	5.6	27	129	27	129	1.9	8.7	WEZS	26	110	26	110	2.5	11.9	28	138	28	138	2.3	11.6	31	147	24	139	2.5	16.0		
*WGOE	1	12	1	12	.2	1.0	4	26	4	26	.4	1.7	4	26	4	26	.3	1.3	*WGOE	1	12	1	12	.1	.5	1	12	1	12	.1	.4								
*WKIE	4	26	4	26	.2	1.0	4	26	4	26	.4	1.7	4	26	4	26	.3	1.3	*WKIE	4	26	4	26	.4	1.8	4	26	4	26	.3	1.7								
WLEE	36	269	36	258	1.7	8.8	26	185	26	174	2.8	11.3	35	248	35	237	2.4	11.2	WLEE	24	184	24	173	2.3	11.0	24	184	24	173	2.0	9.9	9	73	9	73	-.9	6.0		
WRNL	19	154	16	115	.8	3.9	6	50	6	50	.6	2.6	15	129	12	90	.8	3.8	WRNL	15	129	12	90	1.1	5.5	16	135	13	96	1.1	5.4	13	104	10	65	1.0	6.7		
WRVA	72	507	60	435	2.8	14.7	19	91	19	77	2.0	8.2	37	228	33	190	2.3	10.6	WRVA	36	218	32	180	3.1	14.7	45	286	41	248	3.4	16.9	35	307	30	273	3.1	20.0		
WRVO	86	450	45	300	2.1	11.0	75	315	38	218	4.1	16.5	83	418	45	300	3.1	14.4	WRVO	25	237	23	194	2.2	10.6	27	250	23	194	1.9	9.5	10	116	7	82	-.7	4.7		
WRXL	53	297	48	239	2.3	11.7	46	270	41	212	4.4	17.7	53	297	48	239	3.3	15.4	WRXL	36	149	34	138	3.2	15.6	36	149	34	138	2.8	14.0	7	27	7	27	-.7	4.7		
WTVR	6	116	6	116	.3	1.5							2	43	2	43	.1	.5	WTVR	2	43	2	43	.2	.9	3	54	3	54	.2	1.2	5	89	5	89	-.5	3.3		
WTVR FM	49	238	37	205	1.8	9.0	10	76	10	76	1.1	4.3	24	143	14	118	1.0	4.5	WTVR FM	23	124	13	99	1.2	6.0	25	147	15	122	1.2	6.2	38	150	26	117	2.7	17.3		
*WXGI	41	108	41	108	1.9	10.0	28	53	28	53	3.0	12.1	31	67	31	67	2.1	9.9	*WXGI	8	44	8	44	.8	3.7	10	54	10	54	.8	4.1	9	46	9	46	-.9	6.0		
WBCI	15	83	1	10	.2	1.4	62	1	10	-.1	-.4	15	73	1	10	-.1	-.3	WBCI	11	25					11	35					1	21							
WPVA FM	3	37	1	18	.2	1.4							1	15	1	15	-.1	-.3	WPVA FM	1	15	1	15	-.1	-.5	1	18	1	18	-.1	-.4	3	37	1	18	-.1	-.7		
METRO TOTALS		409	1575	19.4	METRO TOTALS		231	725	24.9	METRO TOTALS		312	1098	21.4	METRO TOTALS		218	796	20.8	METRO TOTALS		242	924	19.9	METRO TOTALS		150	706	15.6										

Men

MONDAY-FRIDAY 7.00PM-MIDNIGHT																																						
STATION CALL LETTERS	MEN 18+					MEN 18-34					MEN 18-49					STATION CALL LETTERS	MEN 25-49					MEN 25-54					MEN 35-64											
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG. SHR.							
WENZ	18	85	18	85	.9	10.8	17	74	17	74	1.8	17.0	18	85	18	85	1.2	13.7	WENZ	1	21	1	21	.1	1.4	1	21	1	21	-.1	1.3	1	11	1	11	-.1	1.9	
WEZS	14	158	10	150	.5	6.0	2	20	2	20	.2	2.0	5	86	5	86	.3	3.8	WEZS	5	86	5	86	.5	7.1	6	102	6	102	.5	7.5	12	134	8	126	-.8	15.4	
WLEE	12	162	9	148	.4	5.4	11	118	8	104	.9	8.0	12	154	9	140	.6	6.9	WLEE	9	114	6	100	.6	8.6	9	122	6	108	.5	7.5	1	44	1	44	-.1	1.9	
WRNL	6	74	2	34	-.1	1.2	5	49	1	20	-.1	1.0	6	63	2	34	-.1	1.5	WRNL	2	34	2	34	.2	7.9	2	34	2	34	.2	2.5	1	25	1	14	-.1	1.9	
WRVA	40	327	35	277	1.7	21.1	3	42	3	42	.3	3.0	15	134	15	134	1.0	11.5	WRVA	15	134	15	134	1.4	21.4	20	168	20	168	1.6	25.0	24	182	22	163	2.3	42.3	
WRVO	49	281	40	213	1.9	24.1	42	227	33	166	3.6	33.0	49	281	40	213	2.7	30.5	WRVO	12	129	12	98	1.1	17.1	12	129	12	98	1.0	15.0	7	54	7	47	-.7	13.5	
WRXL	28	250	27	193	1.3	16.3	26	223	25	166	2.7	25.0	28	250	27	193	1.9	20.6	WRXL	18	151	18	141	1.7	25.7	18	151	18	141	1.5	22.5	2	27	2	27	-.2	3.8	
WTVR	5	32	5	32	.2	3.0							5	53	4	28	.3	3.1	WTVR	2	14	2	14	.2	2.5	2	14	2	14	.2	2.5	2	24	2	24	-.2	3.8	
WTVR FM	7	96	6	71	.3	3.6	3	6	3	6	.3	3.0	5	53	4	28	.3	3.1	WTVR FM	5	53	4	28	.4	5.7	6	66	5	41	.4	6.3	4	86	3	61	-.3	5.0	
WBCI	8	106	3	22	-.1	1.8	7	87	3	22	-.3	3.0	7	87	3	22	.2	2.3	WBCI	4	39	1	12	-.1	1.4	4	39	1	12	-.1	1.3							
WPVA FM	1	10	1	10	.6	1.8							1	7	1	7	-.1	-.8	WPVA FM	1	7	1	7	-.1	1.4	1	10	1	10	-.1	1.3	1	10	1	10	-.1	1.9	
METRO TOTALS		166	1121	7.9	METRO TOTALS		100	567	10.8	METRO TOTALS		131	848	9.0	METRO TOTALS		70	587	6.7	METRO TOTALS		80	662	6.6	METRO TOTALS		52	460	5.4									

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

World Radio History

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	MEN 18 +						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-54						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. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.							
*WANT																																						
*WEET	5	10	5	10	.2	1.8																										5	10	5	10	.5	4.2	
WENZ	5	20	5	20	.2	1.8	5	20	5	20	.5	3.8	5	20	5	20	.3	2.4	WENZ	5	20	5	20	.5	2.7	5	20	5	20	.4	2.6							
WEZS	30	70	22	61	1.0	8.0	6	20	6	20	.6	4.5	9	34	9	34	.6	4.4	WEZS	9	34	9	34	.9	4.9	11	44	11	44	.9	5.7	24	50	16	41	1.7	13.6	
*WGOE																																						
*WKIE																																						
WLEE	38	74	38	74	1.8	13.8	19	55	19	55	2.0	14.4	38	74	38	74	2.6	18.5	WLEE	36	55	36	55	3.4	19.7	36	55	36	55	3.0	18.7	19	19	19	19	2.0	16.1	
WRNL	30	78	30	78	1.4	10.9	10	10	10	10	1.1	7.6	20	48	20	48	1.4	9.8	WRNL	20	48	20	48	1.9	10.9	20	48	20	48	1.6	10.4	15	48	15	48	1.6	12.7	
WRVA	38	129	27	96	1.3	9.8	8	26	8	26	.9	6.1	18	65	13	55	.9	6.3	WRVA	17	55	12	45	1.1	6.6	21	79	16	69	1.3	8.3	17	74	9	53	.9	7.6	
WRVO	108	166	30	45	1.4	10.9	95	141	30	45	3.2	22.7	108	166	30	45	2.1	14.6	WRVO	40	72	23	26	2.2	12.6	40	72	23	26	1.9	11.9	13	25					
WRXL	50	111	50	111	2.4	18.1	38	92	38	92	4.1	28.8	50	111	50	111	3.4	24.4	WRXL	43	69	43	69	4.1	23.5	43	69	43	69	3.5	22.3	12	19	12	19	1.2	10.2	
WTVR	14	28	3	8	.1	1.1							8	8					WTVR	8	8					8	8					8	8					
WTVR FM	52	98	33	65	1.6	12.0	5	20	5	20	.5	3.8	35	81	16	48	1.1	7.8	WTVR FM	35	81	16	48	1.5	8.7	35	81	16	48	1.3	8.3	39	70	20	37	2.1	16.9	
*WXGI	17	38	1	5		.4													*WXGI							8	13					17	38	1	5	.1	.8	
WBCI	11	46	4	22	.2	1.4	8	36	4	22	.4	3.0	11	46	4	22	.3	2.0	WBCI	11	46	4	22	.4	2.2	11	46	4	22	.3	2.1	3	10					
WPVA FM	3	13	3	13	.1	1.1	1	10	1	10	.1	.8	1	10	1	10	.1	.5	WPVA FM	1	10	1	10	.1	.5	3	13	3	13	.2	1.6	2	3	2	3	.2	1.7	
METRO TOTALS			276	665	13.1		METRO TOTALS	132	343	14.2		METRO TOTALS	205	512	14.1		METRO TOTALS	183	402	17.4		METRO TOTALS	193	445	15.9		METRO TOTALS	118	268	12.3								

Men

SATURDAY 7.00PM-MIDNIGHT																																						
STATION CALL LETTERS	MEN 18 +						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-54						MEN 35-64						
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.									
WENZ																			WENZ																			
WEZS	12	17	7	9	.3	3.9													WEZS													12	17	7	9	.7	10.4	
WLEE	7	58	7	58	.3	3.9	2	22	2	22	.2	1.9	7	58	7	58	.5	4.7	WLEE	7	58	7	58	.7	7.3	7	58	7	58	.6	6.5	5	36	5	36	.5	7.5	
WRNL	2	10	2	10	.1	1.1	2	10	2	10	.2	1.9	2	10	2	10	.1	1.3	WRNL	2	10	2	10	.2	2.1	2	10	2	10	.2	1.9							
WRVA	12	79	10	69	.5	5.6							4	24	2	14	.1	1.3	WRVA	4	24	2	14	.2	2.1	8	44	6	34	.5	5.6	10	63	8	53	.8	11.9	
WRVO	101	239	77	146	3.7	43.0	77	181	63	113	6.8	59.4	101	239	77	146	5.3	51.3	WRVO	45	125	32	69	3.1	33.3	45	125	32	69	2.6	29.9	24	58	14	33	1.5	20.9	
WRXL	23	78	23	78	1.1	12.8	23	78	23	78	2.5	21.7	23	78	23	78	1.6	15.3	WRXL	18	55	18	55	1.7	18.8	18	55	18	55	1.5	16.8							
WTVR	12	32	6	24	.3	3.4							6	8					WTVR	6	8					7	15	1	7	.1	.9	10	24	4	16	.4	6.0	
WTVR FM	18	53	13	38	.6	7.3	6	10	6	10	.6	5.7	9	31	7	24	.5	4.7	WTVR FM	9	31	7	24	.7	7.3	16	45	11	30	.9	10.3	10	35	5	20	.5	7.5	
WBCI	6	22	5	12	.2	2.8	5	12	5	12	.5	4.7	6	22	5	12	.3	3.3	WBCI	6	22	5	12	.5	5.2	6	22	5	12	.4	4.7	1	10					
WPVA FM																			WPVA FM																			
METRO TOTALS			179	457	8.5		METRO TOTALS	106	241	11.4		METRO TOTALS	150	353	10.3		METRO TOTALS	96	235	9.2		METRO TOTALS	107	271	8.8		METRO TOTALS	67	184	7.0								

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	MEN 18+						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-54						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. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		
*WANT	14	40	10	21	.5	3.8							4	7	4	7	.3	2.5	*WANT	4	7	4	7	.4	3.0	7	15	7	15	.6	4.7	10	21	10	21	1.0	6.9		
WEET	14	42	8	22	.4	3.0	1	6	1	6	.1	1.3	4	13	4	13	.3	2.5	WEET	4	13	4	13	.4	3.0	4	13	4	13	.3	2.7	6	12	6	12	.6	4.1		
WENZ	41	69	41	69	1.9	15.6	5	10	5	10	.5	6.3	23	29	23	29	1.5	14.5	WENZ	23	29	23	29	2.2	17.4	25	37	25	37	2.1	16.8	31	48	31	48	3.2	21.4		
WEZS	51	152	36	119	1.7	13.7	9	20	9	20	1.0	11.3	32	103	21	78	1.4	13.2	WEZS	32	103	21	78	2.0	15.9	34	109	23	84	1.9	15.4	38	123	23	90	2.4	15.9		
WGOE																			WGOE																				
WKIE																			WKIE																				
WLEE	9	33	9	33	.4	3.4	5	19	5	19	.5	6.3	9	33	9	33	.6	5.7	WLEE	4	14	4	14	.4	3.0	4	14	4	14	.3	2.7	4	14	4	14	.4	2.8		
WRNL	14	27	14	27	.7	5.3							14	27	14	27	1.0	8.8	WRNL	14	27	14	27	1.3	10.6	14	27	14	27	1.2	9.4	14	27	14	27	1.5	9.7		
WRVA	75	311	66	244	3.1	25.1	8	61	7	32	.8	8.8	24	124	23	95	1.6	14.5	WRVA	20	85	20	85	1.9	15.2	30	110	30	110	2.5	20.1	39	148	37	134	3.8	25.5		
WRVQ	56	174	19	63	.9	7.2	56	174	19	63	2.0	23.8	56	174	19	63	1.3	11.9	WRVQ	23	89	12	44	1.1	9.1	23	89	12	44	1.0	8.1								
WRXL	18	50	18	50	.9	6.8	18	50	18	50	1.9	22.5	18	50	18	50	1.2	11.3	WRXL	16	40	16	40	1.5	12.1	16	40	16	40	1.3	10.7								
WTVR	4	19	4	19	.2	1.5													WTVR																				
WTVR FM	14	59	12	34	.6	4.6	5	10	5	10	.5	6.3	7	35	5	10	.3	3.1	WTVR FM	7	35	5	10	.5	3.8	7	38	5	13	.4	3.4	8	45	6	20	.6	4.1		
*WXGI																			*WXGI																				
WBCI	20	43	10	10	.5	3.8	13	24	10	10	1.1	12.5	18	35	10	10	.7	6.3	WBCI	8	25					8	25					7	19						
WPVA FM	5	11																	WPVA FM																				
METRO TOTALS			263	691	12.5		METRO TOTALS	80	206	8.6		METRO TOTALS	159	405	10.9		METRO TOTALS	132	346	12.6		METRO TOTALS	149	398	12.3		METRO TOTALS	145	359	15.1									

SUNDAY 10.00AM-3.00PM																																							
STATION CALL LETTERS	MEN 18+						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-54						MEN 35-64							
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		
WANT	29	104	24	85	1.1	5.6	7	47	7	47	.8	3.4	13	65	13	65	.9	4.0	WANT	6	18	6	18	.6	2.4	13	26	13	26	1.1	4.7	17	38	17	38	1.8	8.3		
WEET	11	51	11	51	.5	2.6	1	6	1	6	.1	.5	6	36	6	36	.4	1.9	WEET	6	36	6	36	.6	2.4	6	36	6	36	.5	2.2	10	45	10	45	1.0	4.9		
WENZ	58	108	58	108	2.8	13.6	27	60	27	60	2.9	13.0	39	79	39	79	2.7	12.1	WENZ	27	39	27	39	2.6	11.0	30	47	30	47	2.5	10.8	21	37	21	37	2.2	10.2		
WEZS	53	107	51	98	2.4	11.9	16	20	16	20	1.7	7.7	28	63	28	63	1.9	8.7	WEZS	28	63	28	63	2.7	11.4	35	73	35	73	2.9	12.6	36	79	34	70	3.5	16.5		
WGOE																			WGOE																				
WKIE	2	6	2	6	.1	.5	2	6	2	6	.2	1.0	2	6	2	6	.1	.6	WKIE	2	6	2	6	.2	.8	2	6	2	6	.2	.7								
WLEE	25	75	25	75	1.2	5.8	24	66	24	66	2.6	11.6	24	66	24	66	1.6	7.5	WLEE	11	28	11	28	1.0	4.5	11	28	11	28	.9	4.0								
WRNL	10	48	10	48	.5	2.3	1	10	1	10	.1	.5	9	37	9	37	.6	2.8	WRNL	9	37	9	37	.9	3.7	9	37	9	37	.7	3.2	8	27	8	27	.8	3.9		
WRVA	52	176	39	117	1.9	9.1	9	29	6	16	.6	2.9	23	78	20	65	1.4	6.2	WRVA	23	78	20	65	1.9	8.1	31	97	28	84	2.3	10.1	33	102	33	92	3.4	16.0		
WRVQ	135	279	72	162	3.4	16.8	117	231	54	114	5.8	26.1	131	269	68	152	4.7	21.1	WRVQ	81	202	55	122	5.2	22.4	81	202	55	122	4.5	19.8	18	48	18	48	1.9	8.7		
WRXL	55	99	55	99	2.6	12.9	44	75	44	75	4.7	21.3	52	94	52	94	3.6	16.1	WRXL	33	52	33	52	3.1	13.4	36	57	36	57	3.0	12.9	11	24	11	24	1.1	5.3		
WTVR	2	17	2	17	.1	.5													WTVR																				
WTVR FM	42	87	31	58	1.5	7.2	3	20	3	20	.3	1.4	17	34	17	34	1.2	5.3	WTVR FM	17	34	17	34	1.6	6.9	17	37	17	37	1.4	6.1	32	43	28	34	2.9	13.6		
WXGI	8	34	8	34	.4	1.9	1	10	1	10	.1	.5	4	24	4	24	.3	1.2	WXGI	3	14	3	14	.3	1.2	7	24	7	24	.6	2.5	7	24	7	24	.7	3.4		
WBCI	2	12																	WBCI																				
WPVA FM	16	16	16	16	.8	3.7							16	16	16	16	1.1	5.0	WPVA FM	16	16	16	16	1.5	6.5	16	16	16	16	1.3	5.8	16	16	16	16	1.7	7.8		
METRO TOTALS			428	997	20.3		METRO TOTALS	207	483	22.3		METRO TOTALS	322	773	22.1		METRO TOTALS	246	546	23.5		METRO TOTALS	278	613	22.9		METRO TOTALS	206	463	21.4									

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	MEN 18 +						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-54						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. RTG.	AVG. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG.	AVG. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG.	AVG. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG.	AVG. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG.	AVG. SHR.							
*WANT	21	48					14	29					14	29					*WANT																			
*WEET	25	44	25	44	1.2	9.7	3	6	3	6	.3	2.5	20	34	20	34	1.4	10.0	*WEET	20	34	20	34	1.9	11.8	20	34	20	34	1.6	10.9	22	38	22	38	2.3	17.5	
WENZ	19	19	19	19	.9	7.3							19	19	19	19	1.3	9.5	WENZ	19	19	19	19	1.8	11.2	19	19	19	19	1.6	10.4	19	19	19	19	2.0	15.1	
WEZS	34	87	26	78	1.2	10.0	1	10	1	10	.1	.8	10	47	10	47	.7	5.0	WEZS	10	47	10	47	1.0	5.9	12	53	12	53	1.0	6.6	32	69	24	60	2.5	19.0	
*WGDE	3	22	3	22	.1	1.2	3	22	3	22	.3	2.5	3	22	3	22	.2	1.5	*WGDE	3	22	3	22	.3	1.8	3	22	3	22	.2	1.6							
*WKIE	5	10	5	10	.2	1.9	5	10	5	10	.5	4.1	5	10	5	10	.3	2.5	*WKIE	5	10	5	10	.5	3.0	5	10	5	10	.4	2.7							
WLEE	27	104	27	104	1.3	10.4	27	104	27	104	2.9	22.1	27	104	27	104	1.9	13.5	WLEE	12	26	12	26	1.1	7.1	12	26	12	26	1.0	6.6							
WRNL	7	39	3	10	.1	1.2	7	39	3	10	.3	2.5	7	39	3	10	.2	1.5	WRNL	3	10	3	10	.3	1.8	3	10	3	10	.2	1.6							
WRVA	21	74	10	38	.5	3.9	2	12	2	12	.2	1.6	2	12	2	12	.1	1.0	WRVA	2	12	2	12	.2	1.2	7	25	2	12	.2	1.1	10	18	5	5	.5	4.0	
WRVQ	73	140	36	90	1.7	13.9	70	129	33	79	3.6	27.0	73	140	36	90	2.5	18.0	WRVQ	21	42	21	29	2.0	12.4	21	42	21	29	1.7	11.5	3	11	3	11	.3	2.4	
WRXL	78	178	55	114	2.6	21.2	64	154	41	90	4.4	33.6	74	173	51	109	3.5	25.5	WRXL	55	103	50	86	4.8	29.6	59	108	54	91	4.4	29.5	14	24	14	24	1.5	11.1	
WTVR	12	19	12	19	.6	4.6							5	8	5	8	.3	2.5	WTVR	5	8	5	8	.5	3.0	5	8	5	8	.4	2.7	5	8	5	8	.5	4.0	
WTVR FM	36	64	26	47	1.2	10.0	4	10	4	10	.4	3.3	19	32	14	24	1.0	7.0	WTVR FM	19	32	14	24	1.3	8.3	20	38	15	30	1.2	8.2	32	54	22	37	2.3	17.5	
*WXGI	6	10	6	10	.3	2.3													*WXGI							6	10	6	10	.5	3.3	6	10	6	10	.6	4.8	
WBCI	5	12																	WBCI																			
WPVA FM	5	16	5	16	.2	1.9							5	16	5	16	.3	2.5	WPVA FM	5	16	5	16	.5	3.0	5	16	5	16	.4	2.7	5	16	5	16	.5	4.0	
METRO TOTALS		259	563	12.3			122	291	13.1				200	443	13.7				METRO TOTALS		169	323	16.1			METRO TOTALS		183	354	15.0			METRO TOTALS		126	233	13.1	

Men

SUNDAY 7.00PM-MIDNIGHT																																		
STATION CALL LETTERS	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG.	AVG. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG.	AVG. SHR.	STATION CALL LETTERS	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG.	AVG. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG.	AVG. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG.	AVG. SHR.			
WENZ	12	19	12	19	.6	10.5							WENZ	12	19	12	19	1.1	19.7	12	19	12	19	1.0	19.4	12	19	12	19	1.2	36.4			
WEZS	11	51	7	43	.3	6.1							WEZS	3	21	3	21	.3	4.9	3	21	3	21	.2	4.8	11	51	7	43	.7	21.2			
WLEE													WLEE																					
WRNL	1	17	1	17	.9		1	10	1	10	.1	1.4	WRNL	1	17	1	17	.1	1.6	1	17	1	17	.1	1.6		7		7					
WRVA	26	90	24	79	1.1	21.1							WRVA	5	28	5	28	.5	8.2	6	34	6	34	.5	9.7	15	60	13	49	1.3	39.4			
WRVQ	48	131	25	80	1.2	21.9	39	104	24	66	2.6	34.3	WRVQ	13	55	5	42	.5	8.2	13	55	5	42	.4	8.1	9	27	1	14	.1	3.0			
WRXL	20	53	20	53	.9	17.5	20	53	20	53	2.2	28.6	WRXL	20	53	20	53	1.9	32.8	20	53	20	53	1.6	32.3									
WTVR													WTVR																					
WTVR FM	11	21	7	10	.3	6.1	11	21	7	10	.8	10.0	WTVR FM	11	21	7	10	.7	11.5	11	21	7	10	.6	11.3									
WBCI	6	10	6	10	.3	5.3	6	10	6	10	.6	8.6	WBCI																					
WPVA FM													WPVA FM																					
METRO TOTALS		114	342	5.4			70	179	7.5				METRO TOTALS		61	201	5.8			METRO TOTALS		62	207	5.1		METRO TOTALS		33	133	3.4				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates—Men 18 +

STATION CALL LETTERS	MON-FRI 6:00 AM-MID						MON-FRI 6:00 AM-7:00 PM						MON-FRI 6-10 AM + 3-7 PM						WEEKEND 6:00 AM-MID						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. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.					
WANT	* 18	* 255	* 4	* 94	* .2	1.1	* 18	* 255	* 4	* 94	* .2	* .9	* 19	* 255	* 4	* 94	* .2	* .9	* 14	* 152	* 10	* 104	* .5	3.3	WANT		
WEET	* 18	* 104	* 17	* 77	* .8	4.5	* 18	* 104	* 17	* 77	* .8	3.9	* 19	* 104	* 17	* 77	* .8	3.8	* 11	* 97	* 10	* 77	* .5	3.3	WEET		
WENZ	29	236	29	236	1.4	7.7	34	236	34	236	1.6	7.8	30	194	30	194	1.4	6.7	20	174	20	174	.9	6.6	WENZ		
WEZS	45	399	31	360	1.5	8.2	57	340	39	300	1.9	8.9	51	328	36	288	1.7	8.0	34	280	29	246	1.4	9.6	WEZS		
WGDE	* 3	* 49	* 3	* 49	* .1	* .8	* 3	* 49	* 3	* 49	* .1	* .7	* 4	* 41	* 4	* 41	* .2	* .9	* 2	* 31	* 2	* 31	* .1	* .7	WGDE		
WKIE	* 2	* 55	* 2	* 36	* .1	* .5	* 2	* 55	* 2	* 36	* .1	* .5	* 3	* 55	* 3	* 36	* .1	* .7	* 2	* 36	* 2	* 36	* .1	* .7	WKIE		
WLEE	27	416	27	392	1.3	7.2	32	403	32	392	1.5	7.3	39	383	39	372	1.9	8.7	23	281	23	281	1.1	7.6	WLEE		
WRNL	13	302	10	216	.5	2.7	16	238	14	192	.7	3.2	17	201	15	156	.7	3.3	15	162	15	133	.7	5.0	WRNL		
WRVA	95	1150	76	903	3.6	20.2	116	1116	92	877	4.4	21.1	144	1068	114	828	5.4	25.4	52	719	39	546	1.9	13.0	WRVA		
WRVQ	91	769	46	424	2.2	12.2	108	769	48	424	2.3	11.0	95	733	48	398	2.3	10.7	100	702	47	387	2.2	15.6	WRVQ		
WRXL	39	388	37	331	1.8	9.8	42	362	40	304	1.9	9.2	43	362	40	304	1.9	8.9	40	302	38	238	1.8	12.6	WRXL		
WTVR	7	167	7	167	.3	1.9	9	151	9	151	.4	2.1	7	126	7	126	.3	1.6	7	121	4	101	.2	1.3	WTVR		
WTVR FM	34	294	29	260	1.4	7.7	46	286	40	252	1.9	9.2	41	267	33	233	1.6	7.3	34	240	24	162	1.1	8.0	WTVR FM		
WXGI	* 35	* 196	* 35	* 196	1.7	9.3	* 35	* 196	* 35	* 196	1.7	8.0	* 32	* 179	* 32	* 179	1.5	7.1	* 9	* 140	* 9	* 107	* .4	3.0	WXGI		
WBCI	13	153	1	22		.3	14	122		10			17	110	1	10		.2	12	138	4	32	.2	1.3	WBCI		
WPVA FM	2	37		18			3	37		18			6	37	1	18		.2	6	40	5	29	.2	1.7	WPVA FM		
METRO TOTALS		376	1986	17.8			METRO TOTALS		436	1986	20.7			METRO TOTALS		449	1971	21.3			METRO TOTALS		301	1752	14.3		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	WOMEN 18 +						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-54						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. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WANT	28	441	21	217	.9	5.9	15	231	12	95	1.2	8.3	22	315	18	144	1.2	7.7	*WANT	11	159	9	95	.8	5.6	13	191	10	118	.8	5.3	10	150	8	106	.8	4.9
*WEET	16	164	16	156	.7	4.5	8	88	8	88	.8	5.5	13	141	13	141	.8	5.6	*WEET	8	86	8	86	.7	4.9	8	86	8	86	.6	4.2	8	71	8	63	.8	4.9
WENZ	20	281	20	266	.8	5.6	12	167	12	152	1.2	8.3	17	224	17	209	1.1	7.3	WENZ	9	130	9	115	.8	5.6	12	144	12	129	.9	6.3	8	91	8	91	.8	4.9
WEZS	36	453	29	377	1.2	8.1	6	45	6	45	.6	4.1	12	168	12	168	.8	5.1	WEZS	12	160	12	160	1.1	7.4	16	216	16	216	1.3	8.4	21	284	18	260	1.7	11.0
*WGOE		19		19				19		19				19		19			*WGOE		11		11				11		11								
*WKIE	2	85	1	70		.3	1	61	1	61	.1	.7	1	70	1	70	.1	.4	*WKIE	1	37	1	37	.1	.6	1	37	1	37	.1	.5		9		9		
WLEE	28	649	28	638	1.2	7.9	19	429	19	429	1.9	13.1	26	578	26	567	1.7	11.1	WLEE	15	378	15	367	1.4	9.3	15	388	15	377	1.2	7.9	8	188	8	177	.8	4.9
WRNL	20	476	20	428	.8	5.6	9	243	9	243	.9	6.2	15	339	15	339	1.0	6.4	WRNL	10	167	10	167	.9	6.2	11	181	11	173	.9	5.8	9	160	9	140	.9	5.5
WRVA	123	1476	91	1085	3.8	25.6	20	341	11	249	1.1	7.6	50	687	37	535	2.4	15.8	WRVA	37	503	33	443	3.0	20.4	48	662	43	541	3.4	22.6	72	777	55	580	5.2	33.7
WRVQ	83	1283	46	755	1.9	12.9	64	873	38	552	3.9	26.2	79	1135	46	709	3.0	19.7	WRVQ	46	647	28	439	2.6	17.3	47	666	28	449	2.2	14.7	17	331	8	193	.8	4.9
WRXL	15	353	12	284	.5	3.4	14	273	11	214	1.1	7.6	15	333	12	274	.8	5.1	WRXL	5	151	5	151	.5	3.1	5	171	5	161	.4	2.6	1	80	1	70	.1	.6
WTVR	6	155	6	148	.3	1.7							30		30				WTVR		30		30				40		40			4	98	4	91	.4	2.5
WTVR FM	40	511	30	383	1.3	8.4	12	129	9	106	.9	6.2	21	265	18	226	1.2	7.7	WTVR FM	18	220	18	204	1.7	11.1	25	289	22	243	1.7	11.6	23	275	18	217	1.7	11.0
*WXGI	19	147	7	114	.3	2.0							4	65	3	54	.2	1.3	*WXGI	4	65	3	54	.3	1.9	5	71	4	60	.3	2.1	17	113	5	80	.5	3.1
WBCI	3	187	3	95	.1	.8	3	89	3	71	.3	2.1	3	124	3	95	.2	1.3	WBCI	1	88	1	59	.1	.6	1	105	1	59	.1	.5		73		24		
WPVA FM	10	86	2	52	.1	.6	1	27	1	27	.1	.7	9	71	2	49	.1	.9	WPVA FM	9	57	2	35	.2	1.2	9	60	2	38	.2	1.1	9	59	1	25	.1	.6
METRO TOTALS		356	2339	14.8	METRO TOTALS		145	986	14.7	METRO TOTALS		234	1542	15.1	METRO TOTALS		162	1083	14.9	METRO TOTALS		190	1256	15.0	METRO TOTALS		163	1010	15.6								

Women

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	WOMEN 18 +						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-54						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. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		
*WANT	23	202	14	103	.6	2.5	16	144	10	60	1.0	4.9	19	168	13	84	.8	3.6	*WANT	7	61	5	46	.5	1.8	7	65	5	50	.4	1.5	4	38	4	38	.4	1.4		
WEET	17	101	17	101	.7	3.1	7	66	7	66	.7	3.4	13	94	13	94	.8	3.6	WEET	10	61	10	61	.9	3.6	10	61	10	61	.8	3.1	10	35	10	35	1.0	3.5		
WENZ	29	171	29	171	1.2	5.2	19	125	19	125	1.9	9.3	25	142	25	142	1.6	6.9	WENZ	13	63	13	63	1.2	4.7	16	77	16	77	1.3	4.9	9	41	9	41	.9	3.2		
WEZS	34	209	19	160	.8	3.4	5	19	5	19	.5	2.5	8	48	8	48	.5	2.2	WEZS	8	48	8	48	.7	2.9	11	78	11	78	.9	3.4	22	132	11	108	1.0	3.9		
WGOE	19		19				19		19			19		19					WGOE	11		11			11		11												
WKIE	2	37	2	37	.1	.4	2	28	2	28	.2	1.0	2	37	2	37	.1	.5	WKIE	2	37	2	37	.2	.7	2	37	2	37	.2	.6	9		9					
WLEE	46	393	46	393	1.9	8.3	30	268	30	268	3.0	14.7	45	360	45	360	2.9	12.4	WLEE	35	261	35	261	3.2	12.7	35	261	35	261	2.8	10.8	15	102	15	102	1.4	5.3		
WRNL	43	286	41	252	1.7	7.4	19	142	19	142	1.9	9.3	36	222	36	222	2.3	9.9	WRNL	30	143	30	143	2.8	10.9	30	150	30	143	2.4	9.3	20	103	20	96	1.9	7.0		
WRVA	315	1264	217	900	9.0	39.1	62	289	30	197	3.0	14.7	140	561	93	409	6.0	25.5	WRVA	100	390	85	330	7.8	30.8	135	525	113	422	8.9	34.9	185	654	136	474	13.0	47.9		
WRVO	115	760	59	438	2.5	10.6	86	571	44	349	4.5	21.6	111	708	59	432	3.8	16.2	WRVO	76	420	42	263	3.9	15.2	77	429	42	263	3.3	13.0	27	164	15	89	1.4	5.3		
WRXL	19	170	18	148	.8	3.2	18	137	17	115	1.7	8.3	19	170	18	148	1.2	4.9	WRXL	7	102	7	102	.6	2.5	7	102	7	102	.6	2.2	1	33	1	33	.1	.4		
WTVR	8	65	8	65	.3	1.4							4		4				WTVR		4		4			7		7			7	39	7	39	.7	2.9			
WTVR FM	44	260	32	175	1.3	5.8	9	74	7	51	.7	3.4	21	126	18	95	1.2	4.9	WTVR FM	19	103	18	95	1.7	6.5	29	146	22	115	1.7	6.8	32	146	23	103	2.2	8.1		
TOTAL	52	311	40	226	1.7	7.2	9	74	7	51	.7	3.4	21	130	18	99	1.2	4.9	TOTAL	19	107	18	99	1.7	6.5	29	153	22	122	1.7	6.8	39	179	30	136	2.9	10.6		
WXGI	9	94	5	62	.2	.9							3	26	3	26	.2	.8	WXGI	3	26	3	26	.3	1.1	3	26	3	26	.2	.9	8	58	4	36	.4	1.4		
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WBCI	9	61	9	61	.4	1.6	8	53	8	53	.8	3.9	9	61	9	61	.6	2.5	WBCI	1	25	1	25	.1	.4	1	25	1	25	.1	.3	1	8	1	8	.1	.4		
WPVA FM	16	47	3	13	.1	.5							12	35	3	13	.2	.8	WPVA FM	12	35	3	13	.3	1.1	12	35	3	13	.2	.9	16	47	3	13	.3	1.1		
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METRO TOTALS		555	2039	23.1	METRO TOTALS		204	889	20.7	METRO TOTALS		364	1373	23.5	METRO TOTALS		276	987	25.4	METRO TOTALS		324	1131	25.6	METRO TOTALS		284	865	27.1										

MONDAY-FRIDAY 10.00AM-3.00PM																																							
STATION CALL LETTERS	WOMEN 18 +						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-54						WOMEN 35-64							
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.								
WANT	32	179	28	141	1.2	7.2	17	85	16	71	1.6	9.4	25	115	24	101	1.6	9.5	WANT	13	83	12	69	1.1	6.6	15	99	13	76	1.0	6.1	11	65	10	56	1.0	6.2		
WEET	13	75	13	75	.5	3.4	6	39	6	39	.6	3.5	11	63	11	63	.7	4.3	WEET	5	30	5	30	.5	2.7	5	30	5	30	.4	2.3	7	31	7	31	.7	4.3		
WENZ	13	131	13	131	.5	3.4	8	98	8	98	.8	4.7	10	105	10	105	.6	4.0	WENZ	5	32	5	32	.5	2.7	8	39	8	39	.6	3.7	5	24	5	24	.5	3.1		
WEZS	55	234	48	185	2.0	12.4	13	19	13	19	1.3	7.6	20	64	20	64	1.3	7.9	WEZS	20	64	20	64	1.8	10.9	26	100	26	100	2.1	12.1	30	135	28	123	2.7	17.4		
WGOE																			WGOE																				
WKIE	2	37		22				17		17				22		22			WKIE		12		12				12		12				5		5				
WLEE	34	276	33	265	1.4	8.5	21	155	21	155	2.1	12.3	31	242	30	231	1.9	11.9	WLEE	21	158	20	147	1.8	10.9	21	158	20	147	1.6	9.3	11	107	10	96	1.0	6.2		
WRNL	26	232	26	220	1.1	6.7	12	118	12	118	1.2	7.0	19	175	19	175	1.2	7.5	WRNL	13	87	13	87	1.2	7.1	13	87	13	87	1.0	6.1	9	70	9	70	.9	5.6		
WRVA	94	653	75	486	3.1	19.3	8	60	8	60	.8	4.7	33	211	31	196	2.0	12.3	WRVA	31	174	29	159	2.7	15.8	38	229	36	204	2.8	16.8	57	377	42	287	4.0	26.1		
WRVO	93	551	52	329	2.2	13.4	77	399	48	266	4.9	28.1	91	501	50	309	3.2	19.8	WRVO	57	284	35	181	3.2	19.1	58	303	36	191	2.8	16.8	15	133	3	53	.3	1.9		
WRXL	28	161	22	128	.9	5.7	24	121	19	98	1.9	11.1	27	145	22	122	1.4	8.7	WRXL	10	35	10	35	.9	5.5	11	51	10	41	.8	4.7	4	40	3	30	.3	1.9		
WTVR	7	77	7	77	.3	1.8							9		9				WTVR		9		9				12		12			4	41	4	41	.4	2.5		
WTVR FM	66	255	43	183	1.8	11.1	30	45	16	22	1.6	9.4	39	128	24	96	1.6	9.5	WTVR FM	25	105	24	96	2.2	13.1	35	142	32	126	2.5	15.0	28	158	23	130	2.2	14.3		
WXGI	24	91	6	68	.3	1.5							2	29	2	29	.1	.8	WXGI	2	29	2	29	.2	1.1	2	29	2	29	.2	.9	21	65	3	42	.3	1.9		
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WBCI	5	72	3	30	.1	.8	2	22	2	22	.2	1.2	4	41	3	30	.2	1.2	WBCI	4	41	3	30	.3	1.6	4	41	3	30	.2	1.4	3	40	1	8	.1	.6		
WPVA FM	15	35		13									15	35		13			WPVA FM	15	35		13			15	35		13			15	35		13				
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METRO TOTALS		388	1637	16.2	METRO TOTALS		171	648	17.3	METRO TOTALS		253	1057	16.4	METRO TOTALS		183	704	16.8	METRO TOTALS		214	819	16.9	METRO TOTALS		161	753	15.4										

Average Quarter-Hour and Cume Listening Estimates

RICHMOND
OCT/NOV 1978

MONDAY-FRIDAY
3.00PM-7.00PM

STATION CALL LETTERS	WOMEN 18 +						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-54						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. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.							
*WANT	23	125	21	96	.9	5.9	18	80	17	66	1.7	11.2	22	95	21	81	1.4	8.8	*WANT	8	57	7	43	.6	4.6	8	61	7	47	.6	4.0	4	25	4	25	.4	2.5	
*WEET	17	82	16	75	.7	4.5	7	43	7	43	.7	4.6	13	63	13	63	.8	5.4	*WEET	8	39	8	39	.7	5.3	8	39	8	39	.6	4.6	10	34	9	27	.9	5.6	
WENZ	17	131	17	131	.7	4.8	10	98	10	98	1.0	6.6	13	110	13	110	.8	5.4	WENZ	5	37	5	37	.5	3.3	8	44	8	44	.6	4.6	6	19	6	19	.6	3.7	
WEZS	37	265	36	255	1.5	10.1	6	19	6	19	.6	3.9	13	107	13	107	.8	5.4	WEZS	13	107	13	107	1.2	8.6	16	150	16	150	1.3	9.1	24	177	24	177	2.3	14.9	
*WGOE																			*WGOE																			
*WKIE	1	19		4															*WKIE																			
WLEE	37	337	37	337	1.5	10.4	27	235	27	235	2.7	17.8	34	304	34	304	2.2	14.2	WLEE	15	171	15	171	1.4	9.9	15	174	15	174	1.2	8.6	9	88	9	88	.9	5.6	
WRNL	17	237	16	215	.7	4.5	8	137	8	137	.8	5.3	13	185	13	185	.8	5.4	WRNL	8	106	8	106	.7	5.3	8	113	8	106	.6	4.6	7	80	7	73	.7	4.3	
WRVA	106	671	79	503	3.3	22.2	25	206	10	114	1.0	6.6	53	363	35	250	2.3	14.6	WRVA	33	229	30	208	2.8	19.9	43	279	39	251	3.1	22.3	61	335	49	269	4.7	30.4	
WRVQ	81	666	42	376	1.8	11.8	63	491	33	321	3.3	21.7	78	607	42	370	2.7	17.6	WRVQ	43	347	27	221	2.5	17.9	44	360	27	224	2.1	15.4	16	144	9	55	.9	5.6	
WRXL	26	159	21	136	.9	5.9	22	131	17	108	1.7	11.2	25	155	20	132	1.3	8.4	WRXL	10	69	10	69	.9	6.6	11	73	11	73	.9	6.3	4	28	4	28	.4	2.5	
WTVR	6	42	6	42	.3	1.7													WTVR																			
WTVR FM	31	256	27	216	1.1	7.6	10	82	9	59	.9	5.9	16	141	15	118	1.0	6.3	WTVR FM	15	110	15	110	1.4	9.9	20	141	18	134	1.4	10.3	17	129	15	122	1.4	9.3	
*WXGI	23	84	9	62	.4	2.5													*WXGI	5	21	5	21	.5	3.3	5	21	5	21	.4	2.9	20	63	6	41	.6	3.7	
WBCI	2	62		22			1	25					1	41		22			WBCI	1	41		22			1	50		22			1	37		16			
WPVA FM	7	34	2	21	.1	.6							7	31	2	18	.1	.8	WPVA FM	7	31	2	18	.2	1.3	7	34	2	21	.2	1.1	7	34	2	21	.2	1.2	
METRO TOTALS			356	1750	14.8		METRO TOTALS	152	777	15.4		METRO TOTALS	239	1169	15.4		METRO TOTALS	151	775	13.9		METRO TOTALS	175	899	13.8		METRO TOTALS	161	738	15.4								

Women

MONDAY-FRIDAY 7.00PM-MIDNIGHT																																						
STATION CALL LETTERS	WOMEN 18 +						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-54						WOMEN 35-64						
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.							
WENZ	19	103	19	103	.8	10.9	9	72	9	72	.9	14.1	16	89	16	89	1.0	14.4	WENZ	8	30	8	30	.7	11.0	11	44	11	44	.9	13.4	10	31	10	31	1.0	13.7	
WEZS	16	158	12	115	.5	6.9	3	13	3	13	.3	4.7	6	62	6	62	.4	5.4	WEZS	6	62	6	62	.6	8.2	7	82	7	82	.6	8.5	7	101	7	89	.7	9.6	
WLEE	13	193	13	193	.5	7.5	9	129	9	129	.9	14.1	12	175	12	175	.8	10.8	WLEE	5	104	5	104	.5	6.8	5	110	5	110	.4	6.1	3	55	3	55	.3	4.1	
WRNL	7	175	5	144	.2	2.9	4	106	4	106	.4	6.3	4	126	4	126	.3	3.6	WRNL	1	48	1	48	.1	1.4	1	55	1	48	.1	1.2	2	52	1	33	.1	1.4	
WRVA	63	495	55	360	2.3	31.6	2	114	1	45	.1	1.6	24	218	23	149	1.5	20.7	WRVA	23	127	23	127	2.1	31.5	25	174	25	166	2.0	30.5	39	244	35	203	3.3	47.9	
WRVQ	31	427	26	294	1.1	14.9	23	344	20	238	2.0	31.3	31	424	26	291	1.7	23.4	WRVQ	14	191	12	150	1.1	16.4	14	191	12	150	.9	14.6	8	83	6	56	.6	8.2	
WRXL	4	44	4	44	.2	2.3	4	44	4	44	.4	6.3	4	44	4	44	.3	3.6	WRXL	2	22	2	22	.2	2.7	2	22	2	22	.2	2.4							
WTVR	6	39	6	39	.3	3.4							2	8	2	8	.1	1.8	WTVR	2	8	2	8	.2	2.7	2	8	2	8	.2	2.4	3	18	3	18	.3	4.1	
WTVR FM	18	102	16	152	.7	9.2	8	54	8	54	.8	12.5	10	88	10	88	.6	9.0	WTVR FM	9	74	9	74	.8	12.3	11	89	11	84	.9	13.4	5	74	5	69	.5	6.8	
WBCI	1	23		8															WBCI																			
WPVA FM	1	18	1	18		.6							1	18	1	18	.1	.9	WPVA FM	1	18	1	18	.1	1.4	1	18	1	18	.1	1.2	1	18	1	18	.1	1.4	
METRO TOTALS			174	1209	7.3		METRO TOTALS	64	519	6.5		METRO TOTALS	111	821	7.2		METRO TOTALS	73	535	6.7		METRO TOTALS	82	617	6.5		METRO TOTALS	73	509	7.0								

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

World Radio History

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	WOMEN 18 +						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-54						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. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.											
*WANT	8	22	8	22	.3	2.3							5	12	5	12	.3	2.6	*WANT	5	12	5	12	.5	3.9	5	12	5	12	.4	3.1	8	22	8	22	.8	4.4											
WEET	19	55	19	55	.8	5.5	10	44	10	44	1.0	9.9	17	52	17	52	1.1	9.0	WEET	9	21	9	21	.8	7.0	9	21	9	21	.7	5.7	9	11	9	11	.9	5.0											
WENZ	13	37	13	37	.5	3.8	4	19	4	19	.4	4.0	8	23	8	23	.5	4.2	WENZ	4	4	4	4	.4	3.1	9	18	9	18	.7	5.7	9	18	9	18	.9	5.0											
WEZS	39	95	28	59	1.2	8.1	15	19	15	19	1.5	14.9	17	28	17	28	1.1	9.0	WEZS	17	28	17	28	1.6	13.2	21	41	21	41	1.7	13.2	16	46	6	22	.6	3.3											
WGDE																			WGDE																													
WKIE																			WKIE																													
WLEE	15	54	15	54	.6	4.4	9	31	9	31	.9	8.9	15	51	15	51	1.0	7.9	WLEE	11	37	11	37	1.0	8.5	11	37	11	37	.9	6.9	6	23	6	23	.6	3.3											
WRNL	9	42	9	42	.4	2.6	6	36	6	36	.6	5.9	6	36	6	36	.4	3.2	WRNL																													
WRVA	214	435	132	315	5.5	38.4	47	83	4	14	.4	4.0	80	146	37	77	2.4	19.6	WRVA	33	63	33	63	3.0	25.6	47	104	47	104	3.7	29.6	109	216	88	190	8.4	48.6											
WRVO	79	294	38	135	1.6	11.0	65	257	30	124	3.0	29.7	76	282	38	135	2.5	20.1	WRVO	37	135	22	62	2.0	17.1	37	135	22	62	1.7	13.8	14	37	8	11	.8	4.4											
WRXL	2	14	2	14	.1	.6	2	14	2	14	.2	2.0	2	14	2	14	.1	1.1	WRXL																													
WTVR	1	3	1	3		.3													WTVR																													
WTVR FM	48	130	40	100	1.7	11.9	4	17	4	17	.4	4.0	23	57	23	57	1.5	12.2	WTVR FM	23	57	23	57	2.1	17.8	30	69	25	63	2.0	15.7	42	96	34	78	3.2	16.8											
TOTAL	49	133	41	103	1.7	11.9	4	17	4	17	.4	4.0	23	57	23	57	1.5	12.2	TOTAL	23	57	23	57	2.1	17.8	30	69	25	63	2.0	15.7	43	99	35	81	3.3	19.4											
WXGI	8	31	2	9	.1	.6							2	9	2	9	.1	1.1	WXGI	2	9	2	9	.2	1.6	2	9	2	9	.2	1.3	8	31	2	9	.2	1.1											
WBCI	6	22	6	22	.3	1.7	6	22	6	22	.6	5.9	6	22	6	22	.4	3.2	WBCI																													
WPVA FM	8	26	4	14	.2	1.2	4	14	4	14	.4	4.0	4	14	4	14	.3	2.1	WPVA FM																													
METRO TOTALS	344		835				14.3		METRO TOTALS		101		291				10.2		METRO TOTALS		129		288				11.9		METRO TOTALS		159		356				12.5		METRO TOTALS		181		381				17.3	

SATURDAY 10.00AM-3.00PM

WANT	46	127	31	63	1.3	6.4	31	93	18	42	1.8	9.0	40	118	25	54	1.6	7.8	WANT	19	54	15	27	1.4	7.0	23	58	19	31	1.5	7.3	13	29	11	16	1.0	4.9																					
WEET	31	76	31	76	1.3	6.4	20	45	20	45	2.0	10.1	31	73	31	73	2.0	9.7	WEET	23	42	23	42	2.1	10.7	23	42	23	42	1.8	8.9	11	31	11	31	1.0	4.9																					
WENZ	17	39	17	39	.7	3.5	9	28	9	28	.9	4.5	10	32	10	32	.6	3.1	WENZ	6	17	6	17	.6	2.8	13	24	13	24	1.0	5.0	8	11	8	11	.8	3.5																					
WEZS	72	115	60	103	2.5	12.4	11	19	11	19	1.1	5.5	28	51	28	51	1.8	8.8	WEZS	28	51	28	51	2.6	13.0	39	71	39	71	3.1	15.1	36	66	36	66	3.4	15.9																					
WGDE	1	8	1	8		.2	1	8	1	8	.1	.5	1	8	1	8	.1	.3	WGDE																																							
WKIE	3	15	3	15	.1	.6	2	10	2	10	.2	1.0	3	15	3	15	.2	.9	WKIE	1	5	1	5	.1	.5	1	5	1	5	.1	.4	1	5	1	5	.1	.4																					
WLEE	46	131	46	131	1.9	9.5	32	103	32	103	3.2	16.1	43	115	43	115	2.8	13.5	WLEE	15	42	15	42	1.4	7.0	15	42	15	42	1.2	5.8	14	28	14	28	1.3	6.2																					
WRNL	16	40	16	40	.7	3.3	3	13	3	13	.3	1.5	15	34	15	34	1.0	4.7	WRNL	12	21	12	21	1.1	5.6	12	21	12	21	.9	4.6	13	27	13	27	1.2	5.8																					
WRVA	87	293	70	242	2.9	14.5	10	22	10	22	1.0	5.0	22	91	22	91	1.4	6.9	WRVA	18	83	18	83	1.7	8.4	34	138	29	113	2.3	11.2	62	203	50	162	4.8	22.1																					
WRVO	168	389	84	250	3.5	17.4	86	260	67	200	6.8	33.7	125	338	81	240	5.2	25.4	WRVO	74	186	49	148	4.5	22.8	74	186	49	148	3.9	18.9	53	100	17	50	1.6	7.5																					
WRXL	21	61	12	38	.5	2.5	21	61	12	38	1.2	6.0	21	61	12	38	.8	3.9	WRXL	8	24	8	24	.7	3.7	8	24	8	24	.6	3.1																											
WTVR	8	24	4	16	.2	.8													WTVR																																							
WTVR FM	60	146	42	108	1.8	8.7	2	11	2	11	.2	1.0	19	69	14	52	.9	4.4	WTVR FM	19	69	14	52	1.3	6.5	25	75	20	58	1.6	7.7	46	108	29	79	2.8	12.8																					
WXGI	40	82	18	60	.8	3.7							10	33	10	33	.6	3.1	WXGI	10	33	10	33	.9	4.7	10	33	10	33	.8	3.9	33	65	11	43	1.0	4.9																					
WBCI	12	34	9	19	.4	1.9	9	19	9	19	.9	4.5	9	19	9	19	.6	2.8	WBCI	2	11	2	11	.2	.9	2	11	2	11	.2	.8																											
WPVA FM	1	9	1	9		.2							1	9	1	9	.1	.3	WPVA FM	1	9	1	9	.1	.5	1	9	1	9	.1	.4	1	9	1	9	.1	.4																					
METRO TOTALS	483		1159				20.1		METRO TOTALS		199		526				20.2		METRO TOTALS		319		777				20.6		METRO TOTALS		215		510				19.8		METRO TOTALS		259		586				20.4		METRO TOTALS		226		484				21.6	

Average Quarter-Hour and Cume Listening Estimates

RICHMOND
OCT/NOV 1978

SATURDAY
3.00PM-7.00PM

STATION CALL LETTERS	WOMEN 18 +						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-54						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. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.								
*WANT	9	23	9	23	.4	3.2	7	15	7	15	.7	6.1	8	19	8	19	.5	4.1	*WANT	8	19	8	19	.7	5.7	9	23	9	23	.7	5.5	2	8	2	8	.2	1.5		
*WEET	7	9	7	9	.3	2.5	4	6	4	6	.4	3.5	4	6	4	6	.3	2.1	*WEET	4	6	4	6	.4	2.9	4	6	4	6	.3	2.5	3	3	3	3	.3	2.3		
WENZ	40	64	40	64	1.7	14.3	20	35	20	35	2.0	17.4	24	47	24	47	1.6	12.4	WENZ	14	37	14	37	1.3	10.0	21	44	21	44	1.7	12.9	20	29	20	29	1.9	15.4		
WEZS	18	84	17	72	.7	6.1	3	12	3	12	.3	2.6	9	27	9	27	.6	4.6	WEZS	9	27	9	27	.8	6.4	9	27	9	27	.7	5.5	8	25	8	25	.8	6.2		
*WGOE																			*WGOE																				
*WKIE	2	14	2	14	.1	.7	2	14	2	14	.2	1.7	2	14	2	14	.1	1.0	*WKIE																				
WLEE	33	128	33	128	1.4	11.8	23	99	23	99	2.3	20.0	33	128	33	128	2.1	17.0	WLEE	15	77	15	77	1.4	10.7	15	77	15	77	1.2	9.2	10	29	10	29	1.0	7.7		
WRNL	11	43	11	43	.5	3.9	4	22	4	22	.4	3.5	11	43	11	43	.7	5.7	WRNL	7	21	7	21	.6	5.0	7	21	7	21	.6	4.3	7	21	7	21	.7	5.4		
WRVA	57	185	43	127	1.8	15.4	6	28	6	28	.6	5.2	19	74	19	74	1.2	9.8	WRVA	18	66	18	66	1.7	12.9	21	76	21	76	1.7	12.9	38	111	28	82	2.7	21.5		
WRVQ	126	308	46	157	1.9	16.4	81	187	35	127	3.5	30.4	117	258	46	157	3.0	23.7	WRVQ	55	122	30	81	2.8	21.4	57	131	30	81	2.4	18.4	41	92	11	30	1.0	8.5		
WRXL	8	36	8	36	.3	2.9	8	36	8	36	.8	7.0	8	36	8	36	.5	4.1	WRXL	6	22	6	22	.6	4.3	6	22	6	22	.5	3.7								
WTVR	5	15	3	8	.1	1.1													WTVR																				
WTVR FM	35	61	19	41	.8	6.8							16	33	11	25	.7	5.7	WTVR FM	16	33	11	25	1.0	7.9	22	39	17	31	1.3	10.4	33	51	17	31	1.6	13.1		
*WXGI	35	50	11	17	.5	3.9							18	28	11	17	.7	5.7	*WXGI	18	28	11	17	1.0	7.9	18	28	11	17	.9	6.7	35	50	11	17	1.0	8.5		
WBCI	2	9																	WBCI							2	9												
WPVA FM	6	12																	WPVA FM																				
METRO TOTALS			280	789	11.7		METRO TOTALS	115	384	11.7		METRO TOTALS	194	589	12.5		METRO TOTALS	140	404	12.9		METRO TOTALS	163	444	12.9		METRO TOTALS	130	301	12.4									

SATURDAY 7.00PM-MIDNIGHT																																						
STATION CALL LETTERS	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				STATION CALL LETTERS	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA										
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.							
WENZ	18	44	18	44	.8	12.0	3	15	3	15	.3	5.7	15	27	15	27	1.0	15.6	WENZ	12	12	12	12	1.1	16.9	13	19	13	19	1.0	16.0	15	29	15	29	1.4	22.1	
WEZS	38	69	31	54	1.3	20.7	6	6	6	6	.6	11.3	11	14	11	14	.7	11.5	WEZS	11	14	11	14	1.0	15.5	13	17	13	17	1.0	16.0	16	31	16	31	1.5	23.5	
WLEE	15	75	15	75	.6	10.0	13	63	13	63	1.3	24.5	15	75	15	75	1.0	15.6	WLEE	6	46	6	46	.6	8.5	6	46	6	46	.5	7.4	2	12	2	12	.2	2.9	
WRNL	4	22	4	22	.2	2.7	4	22	4	22	.4	7.5	4	22	4	22	.3	4.2	WRNL																			
WRVA	22	95	19	85	.8	12.7							5	33	5	33	.3	5.2	WRVA	5	33	5	33	.5	7.0	5	33	5	33	.4	6.2	9	49	6	39	.6	8.8	
WRVQ	32	175	15	97	.6	10.0	25	150	11	90	1.1	20.8	32	175	15	97	1.0	15.6	WRVQ	12	54	9	36	.8	12.7	12	54	9	36	.7	11.1	7	25	4	7	.4	5.9	
WRXL	12	37	3	14	.1	2.0	12	37	3	14	.3	5.7	12	37	3	14	.2	3.1	WRXL																			
WTVR	4	20	4	20	.2	2.7							2	9	2	9	.1	2.1	WTVR	2	9	2	9	.2	2.8	2	9	2	9	.2	2.5	3	12	3	12	.3	4.4	
WTVR FM	28	76	21	53	.9	14.0	13	22	13	22	1.3	24.5	19	55	16	47	1.0	16.7	WTVR FM	19	55	16	47	1.5	22.5	24	61	21	53	1.7	25.9	11	39	8	31	.8	11.8	
WBCI																			WBCI																			
WPVA FM																			WPVA FM																			
METRO TOTALS			150	492	6.3		METRO TOTALS	53	232	5.4		METRO TOTALS	96	347	6.2		METRO TOTALS	71	206	6.5		METRO TOTALS	81	229	6.4		METRO TOTALS	68	177	6.5								

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

World Radio History

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	WOMEN 18 +						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-54						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. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WANT	24	48	18	33	.8	6.1	3	6	3	6	.3	4.0	10	15	10	15	.6	5.8	*WANT	7	9	7	9	.6	5.4	10	16	10	16	.8	6.6	13	22	13	22	1.2	7.9
WEET	4	18	4	18	.2	1.4	2	6	2	6	.2	2.7	3	15	3	15	.2	1.8	WEET	3	15	3	15	.3	2.3	3	15	3	15	.2	2.0	2	12	2	12	.2	1.2
WENZ	45	86	45	86	1.9	15.3	23	44	23	44	2.3	30.7	39	74	39	74	2.5	22.8	WENZ	30	55	30	55	2.8	23.3	34	62	34	62	2.7	22.4	20	37	20	37	1.9	12.2
WEZS	41	109	22	63	.9	7.5							5	9	5	9	.3	2.9	WEZS	5	9	5	9	.5	3.9	7	19	7	19	.6	4.6	28	69	16	45	1.5	9.8
WGDE																			WGDE																		
WKIE																			WKIE																		
WLEE	8	28	8	28	.3	2.7	7	25	7	25	.7	9.3	7	25	7	25	.5	4.1	WLEE	3	11	3	11	.3	2.3	3	11	3	11	.2	2.0	1	3	1	3	.1	.6
WRNL	6	22	6	22	.3	2.0							4	16	4	16	.3	2.3	WRNL	4	16	4	16	.4	3.1	4	16	4	16	.3	2.6	6	22	6	22	.6	3.7
WRVA	125	424	102	320	4.3	34.6	13	74	10	51	1.0	13.3	41	161	37	131	2.4	21.6	WRVA	31	101	30	94	2.8	23.3	38	120	37	113	2.9	24.3	68	199	51	156	4.9	31.1
WRVQ	52	166	27	84	1.1	9.2	45	139	20	57	2.0	26.7	52	166	27	84	1.7	15.8	WRVQ	31	108	14	49	1.3	10.9	31	108	14	49	1.1	9.2	7	27	7	27	.7	4.3
WRXL	1	8	1	8	.3		1	8	1	8	.1	1.3	1	8	1	8	.1	.6	WRXL																		
WTVR	7	27	7	27	.3	2.4													WTVR							3		3				6	19	6	19	.6	3.7
WTVR FM	27	72	22	59	.9	7.5	3	11	3	11	.3	4.0	19	41	19	41	1.2	11.1	WTVR FM	19	41	19	41	1.7	14.7	24	54	19	41	1.5	12.5	23	56	18	43	1.7	11.0
*WXGI	9	29	9	29	.4	3.1							1	9	1	9	.1	.6	*WXGI	1	9	1	9	.1	.8	7	15	7	15	.6	4.6	8	21	8	21	.8	4.9
WBCI	6	43	5	36	.2	1.7	5	36	5	36	.5	6.7	5	36	5	36	.3	2.9	WBCI							1	7					1	7				
WPVA FM	12	34	2	9	.1	.7							5	22	2	9	.1	1.2	WPVA FM	5	22	2	9	.2	1.6	5	22	2	9	.2	1.3	12	34	2	9	.2	1.2
METRO TOTALS			295	792	12.3			75	223	7.6			171	454	11.1			129	329	11.9			152	385	12.0			164	412	15.6							

SUNDAY 10.00AM-3.00PM																																					
STATION CALL LETTERS	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	STATION CALL LETTERS	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.						
WANT	47	183	25	64	1.0	5.8	12	81	1	11	.1	.5	30	123	12	33	.8	3.9	WANT	18	42	11	22	1.0	5.6	28	60	21	40	1.7	9.0	30	66	23	46	2.2	12.6
WEET	9	41	9	41	.4	2.1	7	30	7	30	.7	3.3	8	38	8	38	.5	2.6	WEET	2	14	2	14	.2	1.0	2	14	2	14	.2	.9	2	11	2	11	.2	1.1
WENZ	35	109	32	94	1.3	7.5	26	65	23	50	2.3	10.7	35	104	32	89	2.1	10.5	WENZ	32	79	29	64	2.7	14.9	32	79	29	64	2.3	12.4	9	39	9	39	.9	4.9
WEZS	32	81	28	59	1.2	6.5	3	8	3	8	.3	1.4	9	25	9	25	.6	3.0	WEZS	6	17	6	17	.6	3.1	15	29	15	29	1.2	6.4	24	43	24	43	2.3	13.1
WGDE	6	19	6	19	.3	1.4	6	19	6	19	.6	2.8	6	19	6	19	.4	2.0	WGDE	4	11	4	11	.4	2.1	4	11	4	11	.3	1.7						
WKIE																			WKIE																		
WLEE	11	55	11	55	.5	2.6	9	42	9	42	.9	4.2	9	42	9	42	.6	3.0	WLEE	5	28	5	28	.5	2.6	5	28	5	28	.4	2.1	1	3	1	3	.1	.5
WRNL	10	47	10	47	.4	2.3	2	14	2	14	.2	.9	4	30	4	30	.3	1.3	WRNL	2	16	2	16	.2	1.0	7	22	7	22	.6	3.0	8	28	8	28	.8	4.4
WRVA	100	275	86	237	3.6	20.0	28	63	28	63	2.8	13.1	43	116	43	116	2.8	14.1	WRVA	24	72	24	72	2.2	12.3	30	85	30	85	2.4	12.8	56	145	42	107	4.0	23.0
WRVQ	175	422	133	325	5.5	31.0	142	328	106	246	10.8	49.5	165	397	129	315	8.3	42.3	WRVQ	96	191	69	146	6.3	35.4	96	191	69	146	5.4	29.5	27	79	27	79	2.6	14.8
WRXL	3	8	3	8	.1	.7							4		4				WRXL							3	8	3	8	.2	1.3	3	8	3	8	.3	1.6
WTVR	5	28	5	28	.2	1.2													WTVR							3	10	3	10	.3	1.6						
WTVR FM	55	143	37	110	1.5	8.6	3	22	3	22	.3	1.4	27	77	25	68	1.6	8.2	WTVR FM	27	77	25	68	2.3	12.8	38	92	25	68	2.0	10.7	41	89	28	65	2.7	15.3
WXGI	10	28	10	28	.4	2.3							1	8	1	8	.1	.3	WXGI	1	8	1	8	.1	.5	7	14	7	14	.6	3.0	8	20	8	20	.8	4.4
WBCI	2	10																	WBCI																		
WPVA FM	31	49	18	36	.8	4.2	17	27	17	27	1.7	7.9	31	49	18	36	1.2	5.9	WPVA FM	27	35	14	22	1.3	7.2	27	35	14	22	1.1	6.0	14	22	1	9	.1	.5
METRO TOTALS			429	1077	17.9			214	486	21.7			305	755	19.7			195	468	17.9			234	528	18.5			183	460	17.5							

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

RICHMOND
OCT/NOV 1978

SUNDAY
3.00PM-7.00PM

STATION CALL LETTERS	WOMEN 18 +								WOMEN 18-34								WOMEN 18-49								STATION CALL LETTERS	WOMEN 25-49								WOMEN 25-54								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. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.												
*WANT	21	19	21	19	.9	7.8						16	14	16	14	1.0	8.2	*WANT	16	14	16	14	1.5	12.1	16	14	16	14	1.3	10.5	16	14	16	14	1.5	12.8													
*WEET	24	37	24	37	1.0	8.9	3	6	3	6	.3	2.4	21	30	21	30	1.4	10.8	*WEET	21	30	21	30	1.9	15.9	21	30	21	30	1.7	13.8	21	31	21	31	2.0	16.8												
WENZ	26	45	21	31	.9	7.8	17	33	12	19	1.2	9.7	26	45	21	31	1.4	10.8	WENZ	14	26	9	12	.8	6.8	14	26	9	12	.7	5.9	9	12	9	12	.9	7.2												
WEZS	22	63	22	63	.9	8.1						10	17	10	17	.6	5.1	WEZS	10	17	10	17	.9	7.6	11	20	11	20	.9	7.2	18	37	18	37	1.7	14.4													
*WGDE																		*WGDE																															
*WKIE																		*WKIE																															
WLEE	7	37	7	37	.3	2.6	6	31	6	31	.6	4.8	6	31	6	31	.4	3.1	WLEE	4	17	4	17	.4	3.0	4	17	4	17	.3	2.6	1	6	1	6	.1	.8												
WRNL	17	34	17	34	.7	6.3	11	25	11	25	1.1	8.9	11	25	11	25	.7	5.6	WRNL	4	11	4	11	.4	3.0	10	17	10	17	.8	6.6	6	9	6	9	.6	4.8												
WRVA	50	121	37	95	1.5	13.7	12	35	12	35	1.2	9.7	13	47	13	47	.8	6.7	WRVA	11	39	11	39	1.0	8.3	16	46	16	46	1.3	10.5	26	53	16	36	1.5	12.8												
WRVO	100	253	56	150	2.3	20.7	93	205	52	124	5.3	41.9	97	234	55	140	3.6	28.2	WRVO	57	126	22	68	2.0	16.7	59	135	22	68	1.7	14.5	7	48	4	26	.4	3.2												
WRXL	15	49	5	12	.2	1.9	12	45	2	8	.2	1.6	12	45	2	8	.1	1.0	WRXL							3	4	3	4	.2	2.0	3	4	3	4	.3	2.4												
WTVR	6	13	6	13	.3	2.2												WTVR								3		3			6	13	6	13	.6	4.8													
WTVR FM	23	57	17	47	.7	6.3	8	11	8	11	.8	6.5	15	36	15	36	1.0	7.7	WTVR FM	15	36	15	36	1.4	11.4	21	51	15	36	1.2	9.9	15	46	9	31	.9	7.2												
*WXGI	5	6	5	6	.2	1.9												*WXGI								5	6	5	6	.4	3.3	5	6	5	6	.5	4.0												
WBCI	11	33	5	14	.2	1.9	5	14	5	14	.5	4.0	5	14	5	14	.3	2.6	WBCI							2	9					2	9																
WPVA FM	23	35	9	22	.4	3.3	4	13	4	13	.4	3.2	23	35	9	22	.6	4.6	WPVA FM	23	35	9	22	.8	6.8	23	35	9	22	.7	5.9	19	22	5	9	.5	4.0												
METRO TOTALS		270	580	11.3			METRO TOTALS	124	272	12.6			METRO TOTALS	195	408	12.6			METRO TOTALS	132	274	12.1			METRO TOTALS	152	304	12.0			METRO TOTALS	125	239	11.9															

Women

SUNDAY 7.00PM-MIDNIGHT																																							
STATION CALL LETTERS	TOTAL AREA				METRO SURVEY AREA				TOTAL AREA				METRO SURVEY AREA				STATION CALL LETTERS	TOTAL AREA				METRO SURVEY AREA				TOTAL AREA				METRO SURVEY AREA									
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)		AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.				
WENZ	20	38	20	38	.8	14.6	11	19	11	19	1.1	18.6	20	38	20	38	1.3	23.8	WENZ	9	19	9	19	.8	18.4	9	19	9	19	.7	14.3	9	19	9	19	.9	17.0		
WEZS	13	45	3	30	.1	2.2	1	11	1	11	.1	1.7	1	11	1	11	.1	1.2	WEZS	1	11	1	11	.1	2.0	2	14	2	14	.2	3.2	2	19	2	19	.2	3.8		
WLEE	6	30	6	30	.3	4.4	2	19	2	19	.2	3.4	4	24	4	24	.3	4.8	WLEE	3	16	3	16	.3	6.1	5	22	5	22	.4	7.9	4	11	4	11	.4	7.5		
WRNL	8	20	8	20	.3	5.8	2	14	2	14	.2	3.4	2	14	2	14	.1	2.4	WRNL							6	6	6	6	.5	9.5	6	6	6	6	.6	11.3		
WRVA	56	166	44	128	1.8	32.1	4	7	4	7	.4	6.8	13	52	13	52	.8	15.5	WRVA	13	52	13	52	1.2	26.5	18	62	18	62	1.4	28.6	32	103	27	81	2.6	50.9		
WRVO	46	192	29	98	1.2	21.2	45	176	29	95	2.9	49.2	46	189	29	95	1.9	34.5	WRVO	14	81	8	24	.7	16.3	14	81	8	24	.6	12.7	1	16		3				
WRXL																			WRXL																				
WTVR																			WTVR																				
WTVR FM	13	54	9	47	.4	6.6	6	22	6	22	.6	10.2	9	47	9	47	.6	10.7	WTVR FM	9	47	9	47	.8	18.4	13	54	9	47	.7	14.3	7	32	3	25	.3	5.7		
WBCI	1	6	1	6	.7		1	6	1	6	.1	1.7	1	6	1	6	.1	1.2	WBCI	1	6	1	6	.1	2.0	1	6	1	6	.1	1.6								
WPVA FM																			WPVA FM																				
METRO TOTALS		137	444	5.7			METRO TOTALS	59	205	6.0			METRO TOTALS	84	308	5.4			METRO TOTALS	49	196	4.5			METRO TOTALS	63	221	5.0			METRO TOTALS	53	174	5.1					

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

World Radio History

Average Quarter-Hour and Cume Listening Estimates—Women 18 +

STATION CALL LETTERS	MON-FRI 6:00 AM-MID						MON-FRI 6:00 AM-7:00 PM						MON-FRI 6-10 AM + 3-7 PM						WEEKEND 6:00 AM-MID						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. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		
WANT	* 27	* 303	* 22	* 179	* .9*	5.9	* 27	* 303	* 22	* 179	* .9*	5.1	* 25	* 244	* 17	* 131	* .7*	3.7	* 30	* 320	* 21	* 121	* .9*	6.7	WANT	
WEET	* 15	* 121	* 15	* 114	* .6*	4.1	* 15	* 121	* 15	* 114	* .6*	3.5	* 16	* 121	* 16	* 114	* .7*	3.5	* 16	* 128	* 16	* 128	* .7*	5.1	WEET	
WENZ	19	223	19	223	.8	5.1	20	217	20	217	.8	4.6	23	213	23	213	1.0	5.0	26	203	25	188	1.0	8.0	WENZ	
WEZS	35	394	29	318	1.2	7.8	43	354	36	293	1.5	8.3	35	331	27	282	1.1	5.9	34	300	27	239	1.1	8.7	WEZS	
WGDE		* 19		* 19				* 19		* 19				* 19		* 19			* 2	* 19	* 2	* 19	* .1	* .6	WGDE	
WKIE	* 2	* 62	* 1	* 47		* .3	* 2	* 62	* 1	* 47		* .2	* 2	* 52	* 2	* 37	* .1	* .4	* 1	* 29	* 1	* 29		* .3	WKIE	
WLEE	31	607	31	596	1.3	8.4	39	544	38	534	1.6	8.8	42	510	42	510	1.8	9.2	18	284	18	284	.8	5.8	WLEE	
WRNL	23	432	22	386	.9	5.9	30	394	29	359	1.2	6.7	31	341	29	307	1.2	6.4	10	146	10	146	.4	3.2	WRNL	
WRVA	138	1380	103	1016	4.3	27.8	165	1366	119	1001	5.0	27.5	211	1332	149	967	6.2	32.7	87	951	65	707	2.7	20.8	WRVA	
WRVQ	78	1154	43	668	1.8	11.6	97	1040	51	622	2.1	11.8	98	958	50	539	2.1	11.0	97	846	55	519	2.3	17.6	WRVQ	
WRXL	17	294	15	261	.6	4.1	26	294	21	261	.9	4.8	22	242	20	220	.8	4.4	8	161	5	101	.2	1.6	WRXL	
WTVR	6	122	6	122	.3	1.6	7	102	7	102	.3	1.6	7	83	7	83	.3	1.5	4	84	3	77	.1	1.0	WTVR	
WTVR FM	40	437	29	323	1.2	7.8	47	388	34	290	1.4	7.9	38	370	30	284	1.3	6.6	36	303	26	217	1.1	8.3	WTVR FM	
WXGI	* 18	* 114	* 6	* 92	* .3*	1.6	* 18	* 114	* 6	* 92	* .3*	1.4	* 14	* 114	* 6	* 92	* .3*	1.3	* 18	* 107	* 9	* 74	* .4*	2.9	WXGI	
WBCI	4	179	3	95	.1	.8	6	164	5	95	.2	1.2	5	123	4	83	.2	.9	5	95	3	53	.1	1.0	WBCI	
WPVA FM	10	59	1	25		.3	13	59	2	25	.1	.5	12	59	3	25	.1	.7	10	61	4	36	.2	1.3	WPVA FM	
METRO TOTALS		370	2300	15.4			METRO TOTALS		433	2293	18.0			METRO TOTALS		456	2263	19.0			METRO TOTALS		312	2043	13.0	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

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 25-54						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. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.						
*WANT	45	748	28	362	.6	4.0	26	441	14	162	.7	4.3	36	563	23	249	.8	4.6	*WANT	18	302	13	153	.6	3.7	21	351	15	193	.6	3.7	14	217	12	173	.6	3.9
*WEET	32	300	31	265	.7	4.4	15	116	15	116	.8	4.6	24	228	24	221	.8	4.8	*WEET	19	173	19	166	.9	5.4	20	183	20	176	.8	5.0	16	155	16	140	.8	5.2
WENZ	47	537	47	522	1.0	6.6	31	291	31	276	1.6	9.4	41	421	41	406	1.4	8.2	WENZ	18	263	18	248	.8	5.1	21	285	21	270	.8	5.2	14	203	14	203	.7	4.6
WEZS	78	934	60	794	1.3	8.5	13	125	13	125	.7	4.0	28	442	28	417	.9	5.6	WEZS	28	415	28	390	1.3	7.9	35	522	35	497	1.4	8.7	46	616	39	559	1.9	12.7
*WGDE	2	89	2	89		.3	2	65	2	65	.1	.6	2	80	2	80	.1	.4	*WGDE	2	72	2	72	.1	.6	2	72	2	72	.1	.5		15		15		
*WKIE	4	150	3	116	.1	.4	3	107	3	107	.2	.9	3	116	3	116	.1	.6	*WKIE	3	83	3	83	.1	.8	3	83	3	83	.1	.7		9		9		
WLEE	52	1169	52	1134	1.2	7.3	36	781	36	757	1.9	10.9	49	1029	49	994	1.6	9.9	WLEE	32	696	32	661	1.5	9.0	32	714	32	679	1.3	7.9	15	336	15	325	.7	4.9
WRNL	34	818	32	684	.7	4.5	16	353	15	324	.8	4.6	27	603	25	528	.8	5.0	WRNL	20	392	19	346	.9	5.4	21	416	20	362	.8	5.0	15	354	14	277	.7	4.6
WRVA	206	2671	156	2026	3.5	22.0	36	577	25	429	1.3	7.6	84	1248	68	1010	2.3	13.7	WRVA	70	1014	64	897	3.0	18.0	91	1323	84	1121	3.4	20.8	114	1470	93	1168	4.6	30.4
WRVO	178	2241	91	1326	2.0	12.9	147	1561	75	965	3.9	22.8	173	2038	91	1257	3.0	18.3	WRVO	81	1200	52	769	2.4	14.6	83	1245	52	792	2.1	12.9	29	582	16	351	.8	5.2
WRXL	54	804	49	661	1.1	6.9	48	669	43	536	2.2	13.1	54	770	49	637	1.6	9.9	WRXL	36	410	35	383	1.6	9.9	36	435	35	398	1.4	8.7	6	135	6	125	.3	2.0
WTVR	14	371	12	345	.3	1.7		10		10			2	98	1	90		.2	WTVR	2	98	1	90		.3	3	125	2	117	.1	.5	9	231	8	216	.4	2.6
WTVR FM	73	881	57	672	1.3	8.1	20	244	17	211	.9	5.2	38	490	30	407	1.0	6.0	WTVR FM	34	407	29	347	1.4	8.2	42	520	34	422	1.4	8.4	47	498	36	389	1.8	11.8
*WXGI	48	404	34	339	.8	4.8	19	105	19	105	1.0	5.8	27	234	26	223	.9	5.2	*WXGI	12	171	11	160	.5	3.1	15	206	13	182	.5	3.2	25	256	11	191	.5	3.6
WBCI	15	381	5	127	.1	.7	14	213	5	103	.3	1.5	15	269	5	127	.2	1.0	WBCI	9	185	2	81	.1	.6	9	212	2	81	.1	.5	1	112		24		
WPVA FM	14	149	4	96	.1	.6	2	37	2	37	.1	.6	11	112	4	90	.1	.8	WPVA FM	11	98	4	76	.2	1.1	11	104	4	82	.2	1.0	12	112	2	59	.1	.7
METRO TOTALS		708	4391	15.7	METRO TOTALS		329	1909	17.2	METRO TOTALS		497	2968	16.5	METRO TOTALS		355	2100	16.6	METRO TOTALS		404	2435	16.3	METRO TOTALS		306	1937	15.2								

Adults

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

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 25-54						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. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.								
*WANT	34	314	16	164	.4	1.5	24	210	11	94	.6	2.6	28	253	15	137	.5	2.1	*WANT	15	122	6	75	.3	1.1	15	134	6	87	.2	.9	5	65	5	65	.2	1.0		
WEET	36	201	33	174	.7	3.2	15	88	15	88	.8	3.5	27	154	25	146	.8	3.6	WEET	24	121	22	113	1.0	4.0	24	127	22	119	.9	3.4	20	94	18	86	.9	3.5		
WENZ	64	356	64	356	1.4	6.1	43	239	43	239	2.2	10.2	57	298	57	298	1.9	8.2	WENZ	30	155	30	155	1.4	5.5	33	177	33	177	1.3	5.2	18	101	18	101	.9	3.5		
WEZS	74	451	46	375	1.0	4.4	10	68	10	68	.5	2.4	26	173	26	173	.9	3.7	WEZS	25	154	25	154	1.2	4.5	30	213	30	213	1.2	4.7	49	298	33	266	1.6	6.4		
WGDE	7	60	7	60	.2	.7	6	53	6	53	.3	1.4	7	60	7	60	.2	1.0	WGDE	7	52	7	52	.3	1.3	7	52	7	52	.3	1.1	1	7	1	7	.2	.2		
WKIE	5	92	4	73	.1	.4	4	64	4	64	.2	.9	4	73	4	73	.1	.6	WKIE	4	73	4	73	.2	.7	4	73	4	73	.2	.6			9		9			
WLEE	89	721	89	721	2.0	8.5	59	487	59	487	3.1	13.9	83	659	83	659	2.8	11.9	WLEE	61	467	61	467	2.9	11.1	62	475	62	475	2.5	9.7	29	211	29	211	1.4	5.7		
WRNL	57	425	54	371	1.2	5.2	25	201	25	201	1.3	5.9	47	333	46	313	1.5	6.6	WRNL	40	244	39	224	1.8	7.1	41	261	40	234	1.6	6.3	28	175	27	148	1.3	5.3		
WRVA	532	2279	387	1700	8.6	37.1	95	470	61	335	3.2	14.4	222	1021	169	805	5.6	24.2	WRVA	180	811	161	716	7.5	29.3	241	1089	214	928	8.6	33.5	308	1261	244	1002	12.1	47.6		
WRVO	221	1360	109	752	2.4	10.5	174	1042	85	609	4.4	20.1	215	1289	109	740	3.6	15.6	WRVO	131	763	79	465	3.7	14.4	134	791	79	471	3.2	12.4	45	293	24	143	1.2	4.7		
WRXL	54	361	51	328	1.1	4.9	49	278	46	245	2.4	10.9	54	352	51	319	1.7	7.3	WRXL	41	251	39	240	1.8	7.1	41	251	39	240	1.6	6.1	5	83	5	83	.2	1.0		
WTVR	16	145	16	145	.4	1.5		10		10		1	36	1	36		.1	WTVR	1	36	1	36		.2	1	42	1	42		.2	10	90	10	90	.5	1.9			
WTVR FM	77	446	60	328	1.3	5.8	17	120	15	97	.8	3.5	35	225	29	169	1.0	4.2	WTVR FM	33	202	29	169	1.4	5.3	45	268	35	212	1.4	5.5	56	282	42	206	2.1	8.2		
TOTAL	93	563	76	445	1.7	7.3	17	120	15	97	.8	3.5	36	250	30	194	1.0	4.3	TOTAL	34	227	30	194	1.4	5.5	46	296	36	240	1.4	5.7	66	362	52	286	2.6	10.1		
WXGI	37	238	33	216	.7	3.2	19	70	19	70	1.0	4.5	29	152	29	152	1.0	4.2	WXGI	13	100	13	100	.6	2.4	14	110	14	110	.6	2.2	17	133	13	111	.6	2.5		
WBCI	27	150	9	61	.2	.9	24	131	8	53	.4	1.9	27	150	9	61	.3	1.3	WBCI	10	77	1	25		.2	10	77	1	25		.2	3	19	1	8		.2		
WPVA FM	25	69	4	16	.1	.4							12	35	3	13	.1	.4	WPVA FM	12	35	3	13	.1	.5	13	38	4	16	.2	.6	25	69	4	16	.2	.8		
METRO TOTALS	1043	3828	23.1				METRO TOTALS	423	1663	22.1			METRO TOTALS	698	2619	23.2			METRO TOTALS	550	1916	25.7				METRO TOTALS	638	2216	25.7				METRO TOTALS	513	1731	25.5			

MONDAY-FRIDAY 10.00AM-3.00PM

WANT	49	280	33	181	.7	4.1	30	156	17	81	.9	4.2	41	205	28	130	.9	4.9	WANT	19	144	16	98	.7	3.9	21	160	17	105	.7	3.7	14	84	13	75	.6	4.0		
WEET	31	142	30	134	.7	3.7	17	61	17	61	.9	4.2	26	109	25	101	.8	4.4	WEET	20	76	19	68	.9	4.6	21	82	20	74	.8	4.3	14	76	13	68	.6	4.0		
WENZ	52	288	52	288	1.2	6.4	37	192	37	192	1.9	9.1	46	241	46	241	1.5	8.0	WENZ	15	104	15	104	.7	3.6	18	111	18	111	.7	3.9	12	76	12	76	.6	3.7		
WEZS	120	424	94	344	2.1	11.6	26	49	26	49	1.4	6.4	42	135	42	135	1.4	7.3	WEZS	42	135	42	135	2.0	10.2	52	200	52	200	2.1	11.2	57	231	55	219	2.7	17.0		
WGDE	1	27	1	27		.1	1	12	1	12	.1	.2	1	27	1	27		.2	WGDE	1	27	1	27		.2	1	27	1	27		.2		15		15				
WKIE	3	47	1	32		.1	1	27	1	27	.1	.2	1	32	1	32		.2	WKIE	1	22	1	22		.2	1	22	1	22		.2		5		5				
WLEE	56	446	55	435	1.2	6.8	34	283	34	283	1.8	8.4	53	412	52	401	1.7	9.1	WLEE	38	264	37	253	1.7	9.0	38	264	37	253	1.5	8.0	20	149	19	138	.9	5.9		
WRNL	39	330	39	305	.9	4.8	23	150	23	150	1.2	5.7	31	256	31	243	1.0	5.4	WRNL	24	158	24	145	1.1	5.8	24	158	24	145	1.0	5.2	10	119	10	106	.5	3.1		
WRVA	163	1064	132	819	2.9	16.3	33	135	33	122	1.7	8.1	69	366	66	328	2.2	11.5	WRVA	67	319	64	281	3.0	15.5	81	427	78	379	3.1	16.8	80	566	64	466	3.2	19.8		
WRVO	224	949	104	553	2.3	12.8	199	734	92	437	4.8	22.6	221	893	101	527	3.4	17.7	WRVO	99	429	60	284	2.8	14.6	101	454	62	300	2.5	13.3	24	196	11	106	.5	3.4		
WRXL	69	351	62	308	1.4	7.6	58	284	52	251	2.7	12.8	68	335	62	302	2.1	10.8	WRXL	47	173	46	163	2.2	11.2	48	189	46	169	1.9	9.9	11	67	10	57	.5	3.1		
WTVR	17	191	17	191	.4	2.1							3	45	3	45	.1	.5	WTVR	3	45	3	45	.1	.7	3	55	3	55	.1	.6	12	119	12	119	.6	3.7		
WTVR FM	119	436	93	339	2.1	11.5	43	99	29	76	1.5	7.1	64	235	46	178	1.5	8.0	WTVR FM	45	174	41	140	1.9	10.0	56	221	50	180	2.0	10.8	68	273	60	220	3.0	18.6		
WXGI	62	202	44	179	1.0	5.4	31	41	31	41	1.6	7.6	35	99	35	99	1.2	6.1	WXGI	12	76	12	76	.6	2.9	13	82	13	82	.5	2.8	26	126	8	103	.4	2.5		
WBCI	17	146	3	30	.1	.4	13	73	2	22	.1	.5	16	103	3	30	.1	.5	WBCI	15	66	3	30	.1	.7	15	66	3	30	.1	.6	4	51	1	8		.3		
WPVA FM	16	49		16									15	35		13			WPVA FM	15	35		13			15	38		16			16	49		16				
METRO TOTALS	811	2984	18.0				METRO TOTALS	407	1255	21.3			METRO TOTALS	572	1988	19.0			METRO TOTALS	412	1333	19.3				METRO TOTALS	465	1550	18.7				METRO TOTALS	323	1339	16.1			

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

World Radio History

Average Quarter-Hour and Cume Listening Estimates

RICHMOND
OCT/NOV 1978

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 25-54						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. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WANT	57	267	27	128	.5	3.5	48	200	19	76	1.0	5.0	54	226	25	102	.8	4.5	*WANT	20	131	11	64	.5	3.0	20	135	11	68	.4	2.6	6	36	6	36	.3	1.9
*WEET	33	131	31	116	.7	4.1	17	53	17	53	.9	4.4	26	97	25	89	.8	4.5	*WEET	21	73	20	65	.9	5.4	23	83	22	75	.9	5.3	16	73	14	58	.7	4.5
WENZ	43	287	43	287	1.0	5.6	32	192	32	192	1.7	8.4	37	246	37	246	1.2	6.7	WENZ	9	109	9	109	.4	2.4	12	116	12	116	.5	2.9	8	61	8	61	.4	2.6
WEZS	99	516	79	467	1.8	10.3	19	68	19	68	1.0	5.0	40	236	40	236	1.3	7.3	WEZS	39	217	39	217	1.8	10.6	44	288	44	288	1.8	10.6	55	324	48	316	2.4	15.4
*WGDE	1	12	1	12	.1	.5	1	12	1	12	.1	.3	1	12	1	12	.1	.2	*WGDE	1	12	1	12	.3	1.1	1	12	1	12	.2	1.0						
*WKIE	5	45	4	30	.1	.5	4	26	4	26	.2	1.0	4	30	4	30	.1	.7	*WKIE	4	30	4	30	.2	1.1	4	30	4	30	.2	1.0	4		4			
WLEE	73	606	73	595	1.6	9.5	53	420	53	409	2.8	13.8	69	552	69	541	2.3	12.5	WLEE	39	355	39	344	1.8	10.6	39	358	39	347	1.6	9.4	18	161	18	161	.9	5.8
WRNL	36	391	32	330	.7	4.2	14	187	14	187	.7	3.7	28	314	25	275	.8	4.5	WRNL	23	235	20	196	.9	5.4	24	248	21	202	.8	5.0	20	184	17	138	.8	5.9
WRVA	178	1178	139	938	3.1	18.2	44	297	29	191	1.5	7.6	90	591	68	440	2.3	12.3	WRVA	69	447	62	388	2.9	16.8	88	565	80	499	3.2	19.2	96	642	79	542	3.9	25.4
WRVQ	167	1116	87	676	1.9	11.4	138	806	71	539	3.7	18.5	161	1025	87	670	2.9	15.8	WRVQ	68	584	50	415	2.3	13.6	71	610	50	418	2.0	12.0	26	260	16	137	.8	5.1
WRXL	79	456	69	375	1.5	9.0	68	401	58	320	3.0	15.1	78	452	68	371	2.3	12.3	WRXL	46	218	44	207	2.1	11.9	47	222	45	211	1.8	10.8	11	55	11	55	.5	3.5
WTVR	12	158	12	158	.3	1.6							2	52	2	52	.1	.4	WTVR	2	52	2	52	.1	.5	3	66	3	66	.1	.7	10	123	10	123	.5	3.2
WTVR FM	80	494	64	421	1.4	8.4	20	158	19	135	1.0	5.0	40	284	29	236	1.0	5.3	WTVR FM	38	234	28	209	1.3	7.6	45	288	33	256	1.3	7.9	55	279	41	239	2.0	13.2
*WXGI	64	192	50	170	1.1	6.5	28	53	28	53	1.5	7.3	36	88	36	88	1.2	6.5	*WXGI	13	65	13	65	.6	3.5	15	75	15	75	.6	3.6	29	109	15	87	.7	4.8
WBCI	17	145	1	32	.1	.1	15	87	1	16	.1	.3	16	114	1	32	.1	.2	WBCI	12	66		22			12	85		22			2	58		16		
WPVA FM	10	71	3	39	.1	.4							8	46	3	33	.1	.5	WPVA FM	8	46	3	33	.1	.8	8	52	3	39	.1	.7	10	71	3	39	.1	1.0
METRO TOTALS		765	3325	17.0	METRO TOTALS		383	1502	20.0	METRO TOTALS		551	2267	18.3	METRO TOTALS		369	1571	17.3	METRO TOTALS		417	1823	16.8	METRO TOTALS		311	1444	15.5								

MONDAY-FRIDAY 7.00PM-MIDNIGHT																																					
STATION CALL LETTERS	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				STATION CALL LETTERS	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. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WENZ	37	188	37	188	.8	10.9	26	146	26	146	1.4	15.9	34	174	34	174	1.1	14.0	WENZ	9	51	9	51	.4	6.3	12	65	12	65	.5	7.4	11	42	11	42	.5	6.8
WEZS	30	316	22	265	.5	6.5	5	33	5	33	.3	3.0	11	148	11	148	.4	4.5	WEZS	11	148	11	148	.5	7.7	13	184	13	184	.5	8.0	19	235	15	215	.7	12.0
WLEE	25	355	22	341	.5	6.5	20	247	17	233	.9	10.4	24	329	21	315	.7	8.7	WLEE	14	218	11	204	.5	7.7	14	232	11	218	.4	6.8	4	99	4	99	.2	3.2
WRNL	13	249	7	178	.2	2.1	9	155	5	126	.3	3.0	10	189	6	160	.2	2.5	WRNL	3	82	3	82	.1	2.1	3	89	3	82	.1	1.9	3	77	2	47	.1	1.6
WRVA	103	822	90	637	2.0	26.5	5	156	4	87	.2	2.4	39	352	38	283	1.3	15.7	WRVA	38	261	38	261	1.8	26.6	45	342	45	334	1.8	27.8	63	426	57	366	2.8	45.6
WRVQ	80	708	66	507	1.5	19.4	65	571	53	404	2.8	32.3	80	705	66	504	2.2	27.3	WRVQ	26	320	24	248	1.1	16.8	26	320	24	248	1.0	14.8	15	137	13	103	.6	10.4
WRXL	32	294	31	237	.7	9.1	30	267	29	210	1.5	17.7	32	294	31	237	1.0	12.8	WRXL	20	173	20	163	.9	14.0	20	173	20	163	.8	12.3	2	27	2	27	.1	1.6
WTVR	11	71	11	71	.2	3.2							2	8	2	8	.1	.8	WTVR	2	8	2	8	.1	1.4	4	22	4	22	.2	2.5	5	42	5	42	.2	4.0
WTVR FM	25	278	22	223	.5	6.5	11	60	11	60	.6	6.7	15	141	14	116	.5	5.8	WTVR FM	14	127	13	102	.6	9.1	17	155	16	125	.6	9.9	9	160	8	130	.4	6.4
WBCI	9	129	3	30	.1	.9	7	87	3	22	.2	1.8	7	95	3	30	.1	1.2	WBCI	4	47	1	20	.7		4	47	1	20	.6		8		8			
WPVA FM	2	28	2	28	.6								2	25	2	25	.1	.8	WPVA FM	2	25	2	25	.1	1.4	2	28	2	28	.1	1.2	2	28	2	28	.1	1.6
METRO TOTALS		340	2330	7.5	METRO TOTALS		164	1086	8.6	METRO TOTALS		242	1669	8.1	METRO TOTALS		143	1122	6.7	METRO TOTALS		162	1279	6.5	METRO TOTALS		125	969	6.2								

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

World Radio History

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 25-54						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)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)		AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.								
*WANT	11	41	8	22	.2	1.2				5	12	5	12	.2	1.2	*WANT	5	12	5	12	.2	1.6	5	12	5	12	.2	1.4	8	22	8	22	.4	2.1					
WEET	31	84	31	84	.7	4.6	10	44	10	44	.5	4.9	22	66	22	66	.7	5.5	WEET	14	35	14	35	.7	4.5	14	35	14	35	.6	3.8	21	40	21	40	1.0	5.6		
WENZ	14	47	14	47	.3	2.1	4	19	4	19	.2	2.0	8	23	8	23	.3	2.0	WENZ	4	4	4	4	.2	1.3	9	18	9	18	.4	2.5	10	28	10	28	.5	2.7		
WEZS	69	209	55	165	1.2	8.1	15	19	15	19	.8	7.3	29	79	29	79	1.0	7.2	WEZS	29	79	29	79	1.4	9.4	37	108	37	108	1.5	10.1	41	143	28	111	1.4	7.4		
WGDE	3	19	3	19	.1	.4	1	10	1	10	.1	.5	1	10	1	10			WGDE	1	10	1	10		.3	1	10	1	10		.3								
WKIE																WKIE																							
WLEE	42	153	42	153	.9	6.2	24	96	24	96	1.3	11.7	37	140	37	140	1.2	9.2	WLEE	32	116	32	116	1.5	10.3	32	116	32	116	1.3	8.7	18	57	18	57	.9	4.8		
WRNL	28	95	28	95	.6	4.1	18	62	18	62	.9	8.8	25	89	25	89	.8	6.2	WRNL	9	43	9	43	.4	2.9	9	43	9	43	.4	2.5	10	33	10	33	.5	2.7		
WRVA	358	866	232	647	5.1	34.1	53	119	10	50	.5	4.9	115	283	72	214	2.4	18.0	WRVA	67	190	67	190	3.1	21.6	106	290	101	277	4.1	27.6	192	470	160	407	8.0	42.6		
WRVO	191	570	86	251	1.9	12.6	138	465	43	185	2.2	21.0	188	558	86	251	2.9	21.4	WRVO	92	289	66	159	3.1	21.3	92	289	66	159	2.7	18.0	53	105	43	66	2.1	11.4		
WRXL	25	72	25	72	.6	3.7	25	72	25	72	1.3	12.2	25	72	25	72	.8	6.2	WRXL	23	58	23	58	1.1	7.4	23	58	23	58	.9	6.3								
WTVR	2	11	2	11		.3													WTVR																				
WTVR FM	80	219	69	164	1.5	10.1	10	27	10	27	.5	4.9	35	106	32	81	1.1	8.0	WTVR FM	35	106	32	81	1.5	10.3	44	128	36	97	1.4	9.8	67	171	56	128	2.8	14.9		
TOTAL	82	227	71	172	1.6	10.4	10	27	10	27	.5	4.9	35	106	32	81	1.1	8.0	TOTAL	35	106	32	81	1.5	10.3	44	128	36	97	1.4	9.8	69	179	58	136	2.9	15.4		
WXGI	24	96	18	74	.4	2.6	8	42	8	42	.4	3.9	13	65	13	65	.4	3.2	WXGI	8	35	8	35	.4	2.6	8	35	8	35	.3	2.2	11	45	5	23	.2	1.3		
WBCI	23	46	16	32	.4	2.4	23	46	16	32	.8	7.8	23	46	16	32	.5	4.0	WBCI	7	14					7	14												
MPVA FM	18	50	10	27	.2	1.5	10	24	10	24	.5	4.9	10	24	10	24	.3	2.5	MPVA FM	6	10	6	10	.3	1.9	6	13	6	13	.2	1.6	8	26		3				
METRO TOTALS			680	1699	15.1		METRO TOTALS		205	550	10.7		METRO TOTALS		401	996	13.3		METRO TOTALS		310	754	14.5		METRO TOTALS		366	894	14.7		METRO TOTALS		376	875	18.7				

SATURDAY 10.00AM-3.00PM

WANT	59	156	44	92	1.0	4.6	32	103	19	52	1.0	4.3	50	139	35	75	1.2	5.3	WANT	29	75	25	48	1.2	5.2	36	87	32	60	1.3	5.7	25	48	23	35	1.1	5.4	
WEET	41	108	41	108	.9	4.3	23	51	23	51	1.2	5.3	36	95	36	95	1.2	5.5	WEET	28	64	28	64	1.3	5.8	28	64	28	64	1.1	5.0	18	57	18	57	.9	4.3	
WENZ	40	84	40	84	.9	4.2	27	62	27	62	1.4	6.2	33	77	33	77	1.1	5.0	WENZ	20	38	20	38	.9	4.2	27	45	27	45	1.1	4.8	13	22	13	22	.6	3.1	
WEZS	122	207	108	186	2.4	11.4	19	29	19	29	1.0	4.3	40	83	40	83	1.3	6.1	WEZS	40	83	40	83	1.9	6.3	64	121	64	121	2.6	11.4	72	132	70	123	3.5	16.5	
WGDE	6	17	6	17	.1	.6	1	8	1	8	.1	.2	1	8	1	8			WGDE																			
WKIE	9	45	9	45	.2	.9	8	40	8	40	.4	1.8	9	45	9	45	.3	1.4	WKIE	7	35	7	35	.3	1.5	7	35	7	35	.3	1.3	1	5	1	5		.2	
WLEE	101	246	101	246	2.2	10.7	69	189	69	189	3.6	15.8	95	220	95	220	3.2	14.5	WLEE	61	128	61	128	2.9	12.7	61	128	61	128	2.5	10.9	32	57	32	57	1.6	7.6	
WRNL	60	127	60	127	1.3	6.3	26	43	26	43	1.4	5.9	53	102	53	102	1.8	8.1	WRNL	44	79	44	79	2.1	9.1	44	79	44	79	1.8	7.9	32	75	32	75	1.6	7.6	
WRVA	153	517	121	405	2.7	12.8	21	54	21	54	1.1	4.8	45	158	45	158	1.5	6.9	WRVA	41	150	41	150	1.9	8.5	70	239	65	214	2.6	11.6	94	302	82	255	4.1	19.4	
WRVO	315	727	136	417	3.0	14.3	216	526	107	320	5.6	24.5	272	676	133	407	4.4	20.3	WRVO	107	342	73	237	3.4	15.2	107	342	73	237	2.9	13.1	70	172	29	97	1.4	6.9	
WRXL	76	169	67	146	1.5	7.1	68	150	59	127	3.1	13.5	76	169	67	146	2.2	10.2	WRXL	52	113	52	113	2.4	10.8	52	113	52	113	2.1	9.3	8	19	8	19	.4	1.9	
WTVR	18	75	10	56	.2	1.1							7		7				WTVR																			
WTVR FM	115	283	83	212	1.8	8.8	20	42	20	42	1.0	4.6	54	147	35	97	1.2	5.3	WTVR FM	54	147	35	97	1.6	7.3	63	169	44	119	1.8	7.9	81	206	50	144	2.5	11.8	
WXGI	48	118	26	96	.6	2.7	2	10	2	10	.1	.5	12	43	12	43	.4	1.8	WXGI	10	33	10	33	.5	2.1	10	33	10	33	.4	1.8	35	82	13	60	.6	3.1	
WBCI	39	95	11	29	.2	1.2	36	80	11	29	.6	2.5	36	80	11	29	.4	1.7	WBCI	18	35	4	21	.2	.8	18	35	4	21	.2	.7							
MPVA FM	12	22	12	22	.3	1.3	10	10	10	10	.5	2.3	11	19	11	19	.4	1.7	MPVA FM	11	19	11	19	.5	2.3	12	22	12	22	.5	2.1	2	12	2	12	.1	.5	
METRO TOTALS			948	2139	21.0		METRO TOTALS		437	990	22.8		METRO TOTALS		655	1469	21.8		METRO TOTALS		481	1041	22.5		METRO TOTALS		559	1186	22.5		METRO TOTALS		423	900	21.0			

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

RICHMOND
OCT/NOV 1978

SATURDAY
3.00PM-7.00PM

Adults

STATION CALL LETTERS	ADULTS 18 +						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-54						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. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WANT	9	23	9	23	.2	1.6	7	15	7	15	.4	2.8	8	19	8	19	.3	2.0	*WANT	8	19	8	19	.4	2.5	9	23	9	23	.4	2.5	2	8	2	8	.1	.8
*WEET	12	19	12	19	.3	2.2	4	6	4	6	.2	1.6	4	6	4	6	.1	1.0	*WEET	4	6	4	6	.2	1.2	4	6	4	6	.2	1.1	8	13	8	13	.4	3.2
WENZ	45	84	45	84	1.0	8.1	25	55	25	55	1.3	10.1	29	67	29	67	1.0	7.3	WENZ	19	57	19	57	.9	5.9	26	64	26	64	1.0	7.3	20	29	20	29	1.0	8.1
WEZS	48	154	39	133	.9	7.0	9	32	9	32	.5	3.6	18	61	18	61	.6	4.5	WEZS	18	61	18	61	.8	5.6	20	71	20	71	.8	5.6	32	75	24	66	1.2	9.7
*WGDE																			*WGDE																		
*WKIE	2	14	2	14		.4	2	14	2	14	.1	.8	2	14	2	14	.1	.5	*WKIE																		
WLEE	71	202	71	202	1.6	12.8	42	154	42	154	2.2	17.0	71	202	71	202	2.4	17.8	WLEE	51	132	51	132	2.4	15.8	51	132	51	132	2.1	14.3	29	48	29	48	1.4	11.7
WRNL	41	121	41	121	.9	7.4	14	32	14	32	.7	5.7	31	91	31	91	1.0	7.8	WRNL	27	69	27	69	1.3	8.4	27	69	27	69	1.1	7.6	22	69	22	69	1.1	8.9
WRVA	95	314	70	223	1.6	12.6	14	54	14	54	.7	5.7	37	139	32	129	1.1	8.0	WRVA	35	121	30	111	1.4	9.3	42	155	37	145	1.5	10.4	55	185	37	135	1.8	14.9
WRVQ	234	474	76	202	1.7	13.7	176	328	65	172	3.4	26.3	225	424	76	202	2.5	19.0	WRVQ	95	194	53	107	2.5	16.4	97	203	53	107	2.1	14.9	54	117	11	30	.5	4.4
WRXL	58	147	58	147	1.3	10.4	46	128	46	128	2.4	18.6	58	147	58	147	1.9	14.5	WRXL	49	91	49	91	2.3	15.2	49	91	49	91	2.0	13.8	12	19	12	19	.6	4.8
WTVR	19	43	6	16	.1	1.1							8	8					WTVR	8	8					8	8			10	15						
WTVR FM	87	159	52	106	1.2	9.4	5	20	5	20	.3	2.0	51	114	27	73	.9	6.8	WTVR FM	51	114	27	73	1.3	8.4	57	120	33	79	1.3	9.3	72	121	37	68	1.8	14.9
*WXGI	52	88	12	22	.3	2.2							18	28	11	17	.4	2.8	*WXGI	18	28	11	17	.5	3.4	26	41	11	17	.4	3.1	52	88	12	22	.6	4.8
WBCI	13	55	4	22	.1	.7	8	36	4	22	.2	1.6	11	46	4	22	.1	1.0	WBCI	11	46	4	22	.2	1.2	13	55	4	22	.2	1.1	5	19				
WPVA FM	9	25	3	13	.1	.5	1	10	1	10	.1	.4	1	10	1	10		.3	WPVA FM	1	10	1	10		.3	3	13	3	13	.1	.8	8	15	2	3	.1	.8
METRO TOTALS		556	1454	12.3	METRO TOTALS		247	727	12.9	METRO TOTALS		399	1101	13.3	METRO TOTALS		323	806	15.1	METRO TOTALS		356	889	14.3	METRO TOTALS		248	569	12.3								
SATURDAY 7.00PM-MIDNIGHT																																					
WENZ	18	44	18	44	.4	5.5	3	15	3	15	.2	1.9	15	27	15	27	.5	6.1	WENZ	12	12	12	12	.6	7.2	13	19	13	19	.5	6.9	15	29	15	29	.7	11.1
WEZS	50	86	38	63	.8	11.6	6	6	6	6	.3	3.8	11	14	11	14	.4	4.5	WEZS	11	14	11	14	.5	6.6	13	17	13	17	.5	6.9	28	48	23	40	1.1	17.0
WLEE	22	133	22	133	.5	6.7	15	85	15	85	.8	9.4	22	133	22	133	.7	8.9	WLEE	13	104	13	104	.6	7.8	13	104	13	104	.5	6.9	7	48	7	48	.3	5.2
WRNL	6	32	6	32	.1	1.8	6	32	6	32	.3	3.8	6	32	6	32	.2	2.4	WRNL	2	10	2	10	.1	1.2	2	10	2	10	.1	1.1						
WRVA	34	174	29	154	.6	8.8							9	57	7	47	.2	2.8	WRVA	9	57	7	47	.3	4.2	13	77	11	67	.4	5.9	19	112	14	92	.7	10.4
WRVQ	133	414	92	243	2.0	28.0	102	331	74	203	3.9	46.5	133	414	92	243	3.1	37.4	WRVQ	57	179	41	105	1.9	24.6	57	179	41	105	1.7	21.8	31	83	18	40	.9	13.3
WRXL	35	115	26	92	.6	7.9	35	115	26	92	1.4	16.4	35	115	26	92	.9	10.6	WRXL	18	55	18	55	.8	10.8	18	55	18	55	.7	9.6						
WTVR	16	52	10	44	.2	3.0							8	17	2	9	.1	.8	WTVR	8	17	2	9	.1	1.2	9	24	3	16	.1	1.6	13	36	7	28	.3	5.2
WTVR FM	46	129	34	91	.8	10.3	19	32	19	32	1.0	11.9	28	86	23	71	.8	9.3	WTVR FM	28	86	23	71	1.1	13.8	40	106	32	83	1.3	17.0	21	74	13	51	.6	9.6
WBCI	6	22	5	12	.1	1.5	5	12	5	12	.3	3.1	6	22	5	12	.2	2.0	WBCI	6	22	5	12	.2	3.0	6	22	5	12	.2	2.7	1	10				
WPVA FM																			WPVA FM																		
METRO TOTALS		329	949	7.3	METRO TOTALS		159	473	8.3	METRO TOTALS		246	700	8.2	METRO TOTALS		167	441	7.8	METRO TOTALS		188	500	7.6	METRO TOTALS		135	361	6.7								

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour and Cume Listening Estimates

RICHMOND
OCT/NOV 1978

SUNDAY
6.00AM-10.00AM

STATION CALL LETTERS	ADULTS 18 +						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-54						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. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.									
*WANT	38	88	28	54	.6	5.0	3	6	3	6	.2	1.9	14	22	14	22	.5	4.2	*WANT	11	16	11	16	.5	4.2	17	31	17	31	.7	5.6	23	43	23	43	1.1	7.4			
WEET	18	60	12	40	.3	2.2	3	12	3	12	.2	1.9	7	28	7	28	.2	2.1	WEET	7	28	7	28	.3	2.7	7	28	7	28	.3	2.3	8	24	8	24	.4	2.6			
WENZ	86	155	86	155	1.9	15.4	28	54	28	54	1.5	18.1	62	103	62	103	2.1	18.8	WENZ	53	84	53	84	2.5	20.3	59	99	59	99	2.4	19.6	51	85	51	85	2.5	16.5			
WEZS	92	261	58	182	1.3	10.4	9	20	9	20	.5	5.8	37	112	26	87	.9	7.9	WEZS	37	112	26	87	1.2	10.0	41	128	30	103	1.2	10.0	66	192	39	135	1.9	12.6			
WGDE																			WGDE																					
WKIE																			WKIE																					
WLEE	17	61	17	61	.4	3.0	12	44	12	44	.6	7.7	16	58	16	58	.5	4.8	WLEE	7	25	7	25	.3	2.7	7	25	7	25	.3	2.3	5	17	5	17	.2	1.6			
WRNL	20	49	20	49	.4	3.6							18	43	18	43	.6	5.5	WRNL	18	43	18	43	.8	6.9	18	43	18	43	.7	6.0	20	49	20	49	1.0	6.5			
WRVA	200	735	168	564	3.7	30.1	21	135	17	83	.9	11.0	65	285	60	226	2.0	18.2	WRVA	51	186	50	179	2.3	19.2	68	230	67	223	2.7	22.3	107	347	88	290	4.4	28.5			
WRVQ	108	340	46	147	1.0	8.2	101	313	39	120	2.0	25.2	108	340	46	147	1.5	13.9	WRVQ	54	197	26	93	1.2	10.0	54	197	26	93	1.0	8.6	7	27	7	27	.3	2.3			
WRXL	19	58	19	58	.4	3.4	19	58	19	58	1.0	12.3	19	58	19	58	.6	5.8	WRXL	16	40	16	40	.7	6.1	16	40	16	40	.6	5.3									
WTVR	11	46	11	46	.2	2.0													WTVR																					
WTVR FM	41	131	34	93	.8	6.1	8	21	8	21	.4	5.2	26	76	24	51	.8	7.3	WTVR FM	26	76	24	51	1.1	9.2	31	92	24	54	1.0	8.0	31	101	24	63	1.2	7.8			
*WXGI	9	29	9	29	.2	1.6							1	9	1	9	.3		*WXGI	1	9	1	9	.4		7	15	7	15	.3	2.3	8	21	8	21	.4	2.6			
WBCI	26	86	15	46	.3	2.7	18	60	15	46	.8	9.7	23	71	15	46	.5	4.5	WBCI	8	25					9	32					8	26							
WPVA FM	17	45	2	9		.4							5	22	2	9	.1	.6	WPVA FM	5	22	2	9	.1	.8	5	22	2	9	.1	.7	17	45	2	9	.1	.6			
METRO TOTALS		558	1483	12.4	METRO TOTALS		155	429	8.1	METRO TOTALS		330	859	11.0	METRO TOTALS		261	675	12.2	METRO TOTALS		301	783	12.1	METRO TOTALS		309	771	15.4											

SUNDAY 10.00AM-3.00PM

WANT	76	287	49	149	1.1	5.7	19	128	8	58	.4	1.9	43	188	25	98	.8	4.0	WANT	24	60	17	40	.8	3.9	41	86	34	66	1.4	6.6	47	104	40	84	2.0	10.3	
WEET	20	92	20	92	.4	2.3	8	36	8	36	.4	1.9	14	74	14	74	.5	2.2	WEET	8	50	8	50	.4	1.8	8	50	8	50	.3	1.6	12	56	12	56	.6	3.1	
WENZ	93	217	90	202	2.0	10.5	53	125	50	110	2.6	11.9	74	183	71	168	2.4	11.3	WENZ	59	118	56	103	2.6	12.7	62	126	59	111	2.4	11.5	30	76	30	76	1.5	7.7	
WEZS	85	188	79	157	1.8	9.2	19	28	19	28	1.0	4.5	37	88	37	88	1.2	5.9	WEZS	34	80	34	80	1.6	7.7	50	102	50	102	2.0	9.8	60	122	58	113	2.9	14.9	
WGDE	6	19	6	19	.1	.7	6	19	6	19	.3	1.4	6	19	6	19	.2	1.0	WGDE	4	11	4	11	.2	.9	4	11	4	11	.2	.8							
WKIE	2	6	2	6		.2	2	6	2	6	.1	.5	2	6	2	6	.1	.3	WKIE	2	6	2	6	.1	.5	2	6	2	6	.1	.4							
WLEE	36	130	36	130	.8	4.2	33	108	33	108	1.7	7.8	33	108	33	108	1.1	5.3	WLEE	16	56	16	56	.7	3.6	16	56	16	56	.6	3.1	1	3	1	3			.3
WRNL	20	95	20	95	.4	2.3	3	24	3	24	.2	.7	13	67	13	67	.4	2.1	WRNL	11	53	11	53	.5	2.5	16	59	16	59	.6	3.1	16	55	16	55	.8	4.1	
WRVA	152	451	125	354	2.8	14.6	37	92	34	79	1.8	8.1	66	194	63	181	2.1	10.0	WRVA	47	150	44	137	2.1	10.0	61	182	58	169	2.3	11.3	89	247	75	199	3.7	19.3	
WRVQ	310	701	205	487	4.5	23.9	259	559	160	360	8.4	38.0	296	666	197	467	6.6	31.4	WRVQ	177	393	124	268	5.8	28.1	177	393	124	268	5.0	24.2	45	127	45	127	2.2	11.6	
WRXL	58	107	58	107	1.3	6.8	44	75	44	75	2.3	10.5	52	98	52	98	1.7	8.3	WRXL	33	56	33	56	1.5	7.5	39	65	39	65	1.6	7.6	14	32	14	32	.7	3.6	
WTVR	7	45	7	45	.2	.8													WTVR																			
WTVR FM	97	230	68	168	1.5	7.9	6	42	6	42	.3	1.4	44	111	42	102	1.4	6.7	WTVR FM	44	111	42	102	2.0	9.5	55	129	42	105	1.7	8.2	73	132	56	99	2.8	14.4	
WXGI	18	62	18	62	.4	2.1	1	10	1	10	.1	.2	5	32	5	32	.2	.8	WXGI	4	22	4	22	.2	.9	14	38	14	38	.6	2.7	15	44	15	44	.7	3.9	
WBCI	4	22																	WBCI																			
WPVA FM	47	65	34	52	.8	4.0	17	27	17	27	.9	4.0	47	65	34	52	1.1	5.4	WPVA FM	43	51	30	38	1.4	6.8	43	51	30	38	1.2	5.9	30	38	17	25	.8	4.4	
METRO TOTALS		857	2074	19.0	METRO TOTALS		421	969	22.0	METRO TOTALS		627	1528	20.9	METRO TOTALS		441	1014	20.6	METRO TOTALS		512	1141	20.6	METRO TOTALS		389	923	19.3									

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

RICHMOND
OCT/NOV 1978

SUNDAY
3.00PM-7.00PM

STATION CALL LETTERS	ADULTS 18 +								ADULTS 18-34								ADULTS 18-49								STATION CALL LETTERS	ADULTS 25-49								ADULTS 25-54								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. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.												
*WANT	42	67	21	19	.5	4.0	14	29					30	43	16	14	.5	4.1	*WANT	16	14	16	14	.7	5.3	16	14	16	14	.6	4.8	16	14	16	14	.8	6.4												
*WEET	49	81	49	81	1.1	9.3	6	12	6	12	.3	2.4	41	64	41	64	1.4	10.4	*WEET	41	64	41	64	1.9	13.6	41	64	41	64	1.7	12.2	43	69	43	69	2.1	17.1												
WENZ	45	64	40	50	.9	7.6	17	33	12	19	.6	4.9	45	64	40	50	1.3	10.1	WENZ	33	45	28	31	1.3	9.3	33	45	28	31	1.1	8.4	28	31	28	31	1.4	11.2												
WEZS	56	150	48	141	1.1	9.1	1	10	1	10	.1	.4	20	64	20	64	.7	5.1	WEZS	20	64	20	64	.9	6.6	23	73	23	73	.9	6.9	50	106	42	97	2.1	16.7												
*WGDE	3	22	3	22	.1	.6	3	22	3	22	.2	1.2	3	22	3	22	.1	.8	*WGDE	3	22	3	22	.1	1.0	3	22	3	22	.1	.9																		
*WKIE	5	10	5	10	.1	.9	5	10	5	10	.3	2.0	5	10	5	10	.2	1.3	*WKIE	5	10	5	10	.2	1.7	5	10	5	10	.2	1.5																		
WLEE	34	141	34	141	.8	6.4	33	135	33	135	1.7	13.4	33	135	33	135	1.1	8.4	WLEE	16	43	16	43	.7	5.3	16	43	16	43	.6	4.8	1	6	1	6		.4												
WRNL	24	73	20	44	.4	3.8	18	64	14	35	.7	5.7	18	64	14	35	.5	3.5	WRNL	7	21	7	21	.3	2.3	13	27	13	27	.5	3.9	6	9	6	9	.3	2.4												
WRVA	71	195	47	133	1.0	8.9	14	47	14	47	.7	5.7	15	59	15	59	.5	3.8	WRVA	13	51	13	51	.6	4.3	23	71	18	58	.7	5.4	36	71	21	41	1.0	8.4												
WRVO	173	393	92	240	2.0	17.4	163	334	85	203	4.4	34.6	170	374	91	230	3.0	23.0	WRVO	78	168	43	97	2.0	14.3	80	177	43	97	1.7	12.8	10	59	7	37	.3	2.8												
WRXL	93	227	60	126	1.3	11.3	76	199	43	98	2.2	17.5	86	218	53	117	1.8	13.4	WRXL	55	103	50	86	2.3	16.6	62	112	57	95	2.3	17.0	17	28	17	28	.8	6.8												
WTVR	18	32	18	32	.4	3.4							5	8	5	8	.2	1.3	WTVR	5	8	5	8	.2	1.7	5	11	5	11	.2	1.5	11	21	11	21	.5	4.4												
WTVR FM	59	121	43	89	1.0	8.1	12	21	12	21	.6	4.9	34	68	29	60	1.0	7.3	WTVR FM	34	68	29	60	1.4	9.6	41	89	30	66	1.2	9.0	47	100	31	68	1.5	12.4												
*WXGI	11	16	11	16	.2	2.1													*WXGI							11	16	11	16	.4	3.3	11	16	11	16	.5	4.4												
WBCI	16	45	5	14	.1	.9	5	14	5	14	.3	2.0	5	14	5	14	.2	1.3	WBCI							2	9					2	9																
WPVA FM	28	51	14	38	.3	2.6	4	13	4	13	.2	1.6	28	51	14	38	.5	3.5	WPVA FM	28	51	14	38	.7	4.7	28	51	14	38	.6	4.2	24	38	10	25	.5	4.0												
METRO TOTALS		529	1143	11.7	METRO TOTALS		246	563	12.8	METRO TOTALS		395	851	13.1	METRO TOTALS		301	597	14.1	METRO TOTALS		335	658	13.5	METRO TOTALS		251	472	12.5																				

Adults

SUNDAY 7.00PM-MIDNIGHT																																					
STATION CALL LETTERS	TOTAL AREA				METRO SURVEY AREA				TOTAL AREA				METRO SURVEY AREA				STATION CALL LETTERS	TOTAL AREA				METRO SURVEY AREA				TOTAL AREA				METRO SURVEY AREA							
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.				
WENZ	32	57	32	57	.7	12.7	11	19	11	19	.6	8.5	32	57	32	57	1.1	18.3	WENZ	21	38	21	38	1.0	19.1	21	38	21	38	.8	16.8	21	38	21	38	1.0	24.4
WEZS	24	96	10	73	.2	4.0	1	11	1	11	.1	.8	4	32	4	32	.1	2.3	WEZS	4	32	4	32	.2	3.6	5	35	5	35	.2	4.0	13	70	9	62	.4	10.5
WLEE	6	30	6	30	.1	2.4	2	19	2	19	.1	1.6	4	24	4	24	.1	2.3	WLEE	3	16	3	16	.1	2.7	5	22	5	22	.2	4.0	4	11	4	11	.2	4.7
WRNL	9	37	9	37	.2	3.6	3	24	3	24	.2	2.3	3	31	3	31	.1	1.7	WRNL	1	17	1	17		.9	7	23	7	23	.3	5.6	6	13	6	13	.3	7.0
WRVA	82	256	68	207	1.5	27.1	4	7	4	7	.2	3.1	18	80	18	80	.6	10.3	WRVA	18	80	18	80	.8	16.4	24	96	24	96	1.0	19.2	47	163	40	130	2.0	46.5
WRVO	94	323	54	178	1.2	21.5	84	280	53	161	2.8	41.1	94	320	54	175	1.8	30.9	WRVO	27	136	13	66	.6	11.8	27	136	13	66	.5	10.4	10	43	1	17		1.2
WRXL	20	53	20	53	.4	8.0	20	53	20	53	1.0	15.5	20	53	20	53	.7	11.4	WRXL	20	53	20	53	.9	18.2	20	53	20	53	.8	16.0						
WTVR																			WTVR																		
WTVR FM	24	75	16	57	.4	6.4	17	43	13	32	.7	10.1	20	68	16	57	.5	9.1	WTVR FM	20	68	16	57	.7	14.5	24	75	16	57	.6	12.8	7	32	3	25	.1	3.5
WBCI	7	16	7	16	.2	2.8	7	16	7	16	.4	5.4	7	16	7	16	.2	4.0	WBCI	1	6	1	6		.9	1	6	1	6		.8						
WPVA FM																			WPVA FM																		
METRO TOTALS		251	786	5.6	METRO TOTALS		129	384	6.7	METRO TOTALS		175	577	5.8	METRO TOTALS		110	397	5.1	METRO TOTALS		125	428	5.0	METRO TOTALS		86	307	4.3								

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates—Teens

STATION CALL LETTERS	MONDAY-SUNDAY 6:00 AM - MID.						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-MID.						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. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.			
WANT	* 3	* 85		* 55			* 2	* 40	* 1	* 22	* .2	1.0	2	23		5			* 4	* 26	* 1	* 8	* .2	* .8									WANT
WEET	* 1	* 17	* 1	* 17	* .2	1.2							2	17	2	17	.3	4.5	* 2	* 17	* 2	* 17	* .3	1.7								WEET	
WENZ	18	146	18	146	2.8	21.4	22	117	22	117	3.4	22.0	4	82	4	82	.6	9.1	29	123	29	123	4.4	24.6	19	102	19	102	2.9	25.0	WENZ		
WEZS		15		15										7		7			1	8	1	8	.2	.8							WEZS		
WGOE	* 1	* 15	* 1	* 15	* .2	1.2	1	15	1	15	.2	1.0		7		7			* 1	* 7	* 1	* 7	* .2	* .8								WGOE	
WKIE	* 1	* 15	* 1	* 15	* .2	1.2							1	15	1	15	.2	2.3	* 1	* 15	* 1	* 15	* .2	* .8								WKIE	
WLEE	5	199	5	190	.8	6.0	11	111	11	111	1.7	11.0	3	51	3	51	.5	6.8	7	109	7	109	1.1	5.9	3	68	3	68	.5	3.9	WLEE		
WRNL	4	154	4	143	.6	4.8	9	71	9	71	1.4	9.0		27		15			4	59	4	48	.6	3.4	4	79	4	79	.6	5.3	WRNL		
WRVA	1	130		92			2	47	1	24	.2	1.0							1	17	1	17	.2	.8	1	26	1	17	.2	1.3	WRVA		
WRVQ	56	645	39	428	6.0	46.4	74	438	42	260	6.4	42.0	32	247	28	170	4.3	63.6	69	454	51	318	7.8	43.2	51	388	31	248	4.7	40.8	WRVQ		
WRXL	9	148	9	118	1.4	10.7	10	81	9	63	1.4	9.0	4	56	4	45	.6	9.1	12	82	12	82	1.8	10.2	12	73	12	73	1.8	15.8	WRXL		
WTVR WTVR FM TOTAL	1	15 27	1	15 27	.2	1.2													1	15 27	1	15 27	.2	.8	1	8	1	8	.2	1.3	WTVR WTVR FM TOTAL		
WXGI		* 21		* 21															* 1	* 8	* 1	* 8	* .2	* .8								WXGI	
WBCI	4	104		21			3	23						26		8			5	36					3	57		13			WBCI		
WPVA FM	1	37	1	25	.2	1.2		20		8				8		8			1	17	1	17	.2	.8	1	8	1	8	.2	1.3	WPVA FM		
METRO TOTALS			84	639	12.8		METRO TOTALS	100	534	15.3		METRO TOTALS	44	359	6.7		METRO TOTALS	118	537	18.0		METRO TOTALS	76	484	11.6								

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates—Teens

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. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.			
WANT	* 3	* 5	* 3	* 5	* .5*	5.7	5	16	3	5	.5	2.7	* 2	* 9	* 2	* 9	* .3*	2.2							WANT
WEET																								WEET	
WENZ	11	35	11	35	1.7	20.8	17	47	17	47	2.5	15.3	16	44	16	44	2.4	17.8	18	33	18	33	2.8	25.0	WENZ
WEZS																								WEZS	
WGDE	1	7	1	7	.2	1.9	1	7	1	7	.2	.9	* 2	* 7	* 2	* 7	* .3*	2.2						WGDE	
WKIE													* 4	* 15	* 4	* 15	* .6*	4.4						WKIE	
WLEE	5	21	5	21	.8	9.4	4	28	4	28	.6	3.6	5	7	5	7	.8	5.6	6	33	6	24	.9	8.3	WLEE
WRNL	1	7	1	7	.2	1.9	5	13	5	13	.8	4.5	2	7	2	7	.3	2.2	1	13	1	13	.2	1.4	WRNL
WRVA	3	8	3	8	.5	5.7																		WRVA	
WRVO	36	117	27	87	4.1	50.9	62	170	58	146	8.9	52.3	68	169	47	112	7.2	52.2	36	138	31	112	4.7	43.1	WRVO
WRXL							6	21	6	21	.9	5.4	5	15	5	15	.8	5.6	9	15	9	15	1.4	12.5	WRXL
WTVR WTVR FM TOTAL													5	8	5	8	.8	5.6	5	8	5	8	.8	6.9	WTVR WTVR FM TOTAL
WXGI							3	13	3	13	.5	2.7												WXGI	
WBCI	3	12					5	18					9	18					6	30				WBCI	
WPVA FM																			3	29	2	17	.3	2.8	WPVA FM
METRO TOTALS			53	143	8.1				111	261	17.0			90	234	13.8			72	206	11.0				

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. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.			
WANT	* 5	* 9	* 5	* 9	* .8*	6.3	3	21	1	14	.2	.7	* 7	* 7										WANT	
WEET																								WEET	
WENZ	35	81	35	81	5.4	43.8	24	67	24	67	3.7	15.8	7	21	7	21	1.1	8.2	8	29	8	29	1.2	17.8	WENZ
WEZS																								WEZS	
WGDE																								WGDE	
WKIE							4	15	4	15	.6	2.6												WKIE	
WLEE													1	8	1	8	.2	1.2	4	21	4	21	.6	8.9	WLEE
WRNL	2	13	2	13	.3	2.5	7	28	7	28	1.1	4.6	6	28	6	28	.9	7.1	2	22	2	22	.3	4.4	WRNL
WRVA	3	25	1	7	.2	1.3	3	27	3	27	.6	2.0												WRVA	
WRVO	45	119	28	77	4.3	35.0	120	278	97	234	14.8	63.8	81	179	52	109	8.0	61.7	33	148	18	69	2.8	40.0	WRVO
WRXL	8	15	8	15	1.2	10.0	7	43	7	43	1.1	4.6	9	45	9	45	1.4	10.6	11	35	11	35	1.7	24.4	WRXL
WTVR							5	8	5	8	.8	3.3	8	8	8	8	1.2	9.4						WTVR	
WTVR FM																								WTVR FM	
WXGI																								WXGI	
WBCI	1	12											7	30					6	39				WBCI	
WPVA FM	3	12					2	12											1	8	1	8	.2	2.2	WPVA FM
METRO TOTALS			80	202	12.2				152	391	23.2			85	212	13.0			45	142	6.9				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

World Radio History

Teens

Average Quarter-Hour Listening Estimates

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS												SHARES—METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
48	7	4	3	1		11	4	5	4	1	3	*WANT	28	1	1	3	1		9	3	5	2	1	1	*WANT	3.5	1.4	.9	5.4	2.3		12.5	4.1	8.3	3.5	2.2		
33		7	2	3	3	5	3	4	1	3	1	*WEET	32		7	2	3	3	5	3	4	1	3	1	*WEET	4.0		6.1	3.6	6.8	7.0	6.9	4.1	6.7	1.8	6.5	1.2	
65	15	4	5		1	8	4	5	3		18	WENZ	65	15	4	5		1	8	4	5	3		18	WENZ	8.2	21.4	3.5	8.9		2.3	11.1	5.5	8.3	5.3		21.4	
78		7	5	7	13		6	3	7	11		WEZS	60		7	5	7	9		6	3	7	8		WEZS	7.6		6.1	8.9	15.9	20.9		8.2	5.0	12.3	17.4		
3		2									1	*WGDE	3		2									1	*WGDE	.4		1.8								1.2		
5		2						1			1	*WKIE	4		2						1			1	*WKIE	.5		1.8				1.4				1.2		
57	6	11	6		1	11	8	4	3	1	5	WLEE	57	6	11	6		1	11	8	4	3	1	5	WLEE	7.2	8.6	9.6	10.7		2.3	15.3	11.0	6.7	5.3	2.2	6.0	
38	2	5	3	2	1	5	4	5	2	2	4	WRNL	36	1	5	3	1	1	5	4	5	2	2	4	WRNL	4.5	1.4	4.4	5.4	2.3	2.3	6.9	5.5	8.3	3.5	4.3	4.8	
207	1	15	10	18	14	13	7	17	24	31	1	WRVA	156		14	10	17	11	4	7	15	21	19	1	WRVA	19.7		12.3	17.9	38.6	25.6	5.6	9.6	25.0	36.8	41.3		
234	59	24	8	4		33	31	10	6	1	56	WRVQ	130	21	16	7	1		18	20	7	1		39	WRVQ	16.4	30.0	14.0	12.5	2.3		25.0	27.4	11.7	1.8		46.4	
63	8	26	5			10	4		1		9	WRXL	58	7	25	5			7	4		1		9	WRXL	7.3	10.0	21.9	8.9			9.7	5.5		1.8		10.7	
15			1	2	2						4	WTVR	13				2	2						4	1	WTVR	1.6				4.5	4.7					8.7	1.2
73	1	7	1	9	14	3	9	5	11	7		WTVR FM	57	1	7		5	13		9	5	8	5		WTVR FM	7.2	1.4	6.1		11.4	30.2		12.3	8.3	14.0	10.9		
48	15	4	2	4	2			2	3	12		*WXGI	34	15	4	2	3	1				2	2	1		*WXGI	4.3	21.4	3.5	3.6	6.8	2.3			3.3	3.5	2.2	
19	4	7		1		2	1				4	WBCI	5	1	1				2	1					1	WBCI	.6	1.4	.9				2.8	1.4				
15		1	1		2		1	7	1	1	1	WPVA FM	5		1	1				1	1				1	WPVA FM	.6		.9	1.8				1.4	1.7			1.2

TOTAL LISTENING IN METRO SURVEY AREA 792 70 114 56 44 43 72 73 60 57 46 84

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS												SHARES—METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
48	9	6	2			12	4	5	2	1	3	*WANT	26		1	2			11	3	5	1	1	1		*WANT	3.1		.8	3.6			14.9	3.8	8.1	1.8	2.0	
34		10	3	3	2	5	2	4	1	3	1	*WEET	33		10	2	3	2	5	2	4	1	3	1	*WEET	4.0		8.1	3.6	6.8	4.4	6.8	2.6	6.5	1.8	6.1	1.2	
66	20	3	4			8	3	5	3		18	WENZ	66	20	3	4			8	3	5	3		18	WENZ	8.0	24.7	2.4	7.3			10.8	3.8	8.1	5.4		22.0	
80		8	6	6	12		7	3	5	12		WEZS	60		8	6	6	8		7	3	5	9		WEZS	7.2		6.5	10.9	13.6	17.8		9.0	4.8	8.9	18.4		
3		3										*WGDE	3		3											*WGDE	.4		2.4									
5		2						1			1	*WKIE	4		2						1				1	*WKIE	.5		1.6				1.3				1.2	
64	7	11	7	1	1	11	10	5	3	1	6	WLEE	64	7	11	7	1	1	11	10	5	3	1	6	WLEE	7.7	8.6	8.9	12.7	2.3	2.2	14.9	12.8	8.1	5.4	2.0	7.3	
40	2	6	3	1	1	5	6	6	1	2	4	WRNL	36	1	6	2		1	5	6	6	1	2	4	WRNL	4.3	1.2	4.8	3.6		2.2	6.8	7.7	9.7	1.8	4.1	4.9	
234	1	19	11	21	16	14	8	20	30	32	1	WRVA	179		18	11	19	13	4	8	18	25	20	1	WRVA	21.6		14.5	20.0	43.2	28.9	5.4	10.3	29.0	44.6	40.8		
224	58	23	8	2		30	31	10	6		55	WRVQ	126	23	16	7			15	21	7			37	WRVQ	15.2	28.4	12.9	12.7			20.3	26.9	11.3			45.1	
65	8	26	5			11	5		1		9	WRXL	61	7	25	5			9	5		1		9	WRXL	7.4	8.6	20.2	9.1			12.2	6.4		1.8		11.0	
14				2	2					4	1	WTVR	14				2	2						4	1	WTVR	1.7				4.5	4.4					8.2	1.2
74	1	7		9	16	5	10	4	10	6		WTVR FM	58	1	7		5	15		10	4	7	5		WTVR FM	7.0	1.2	5.6		11.4	33.3		12.8	6.5	12.5	10.2		
53	20	6	2	3	2			1	2	13		*WXGI	41	20	6	2	3	2				1	2	1		*WXGI	5.0	24.7	4.8	3.6	6.8	4.4			1.6	3.6	2.0	
20	4	8		1		2	1			1	3	WBCI	4	1					2	1						WBCI	.5	1.2					2.7	1.3				
13					2			8	1	1	1	WPVA FM	2												1	WPVA FM	.2							1.6				1.2

TOTAL LISTENING IN METRO SURVEY AREA 828 81 124 55 44 45 74 78 62 56 49 82

Cume Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
833	105	105	31	74	12	156	75	49	67	34	85	WANT	417	47	20	31	24	12	49	46	35	37	34	55	WANT	8.1	11.5	3.8	8.7	7.1	4.5	10.7	8.7	9.2	10.3	11.0	8.4
317		28	31	38	15	55	33	45	8	18	17	WEET	282		28	24	38	15	55	33	45	8	10	17	WEET	5.5		5.4	6.7	11.2	5.6	12.0	6.3	11.8	2.2	3.2	2.6
683	64	60	50	31	31	94	73	41	30	20	146	WENZ	668	64	60	50	31	31	94	58	41	30	20	146	WENZ	12.9	15.6	11.5	14.0	9.1	11.6	20.5	11.0	10.8	8.3	6.5	22.3
949	19	61	98	147	87	8	37	84	95	105	15	WEZS	809	19	61	98	122	79	8	37	84	95	81	15	WEZS	15.7	4.6	11.7	27.5	36.0	29.6	1.7	7.0	22.1	26.4	26.3	2.3
104		46	15			8	11				15	WGDE	104		46	15			8	11				15	WGDE	2.0		8.8	4.2			1.7	2.1			2.3	
165		46				33	28	4	5		15	WKIE	131		46				33	28	4	5		15	WKIE	2.5		8.8				7.2	5.3	1.1	1.4	2.3	
1368	133	219	68	39	41	200	229	104	55	29	199	WLEE	1324	133	195	68	39	41	200	229	93	55	29	190	WLEE	25.7	32.5	37.5	19.0	11.5	15.4	43.6	43.5	24.5	15.3	9.4	29.1
972	39	71	82	82	30	172	71	86	24	50	154	WRNL	827	10	71	75	43	19	172	71	86	16	38	143	WRNL	16.0	2.4	13.7	21.0	12.7	7.1	37.5	13.5	22.6	4.4	12.3	21.9
2801	50	186	215	260	218	184	157	229	276	272	130	WRVA	2118	21	159	198	223	167	92	157	205	179	196	92	WRVA	41.0	5.1	30.6	55.5	65.8	62.5	20.0	29.8	53.9	49.7	63.6	14.1
2886	350	338	137	104	10	488	385	186	95	50	645	WRVQ	1754	218	195	95	53	10	270	282	129	38	26	428	WRVQ	34.0	53.3	37.5	26.6	15.6	3.7	58.8	53.5	33.9	10.6	8.4	65.4
952	178	218	41	5	9	182	91	41	39		148	WRXL	779	131	191	41	5	9	123	91	41	29		118	WRXL	15.1	32.0	36.7	11.5	1.5	3.4	26.8	17.3	10.8	8.1	18.0	
386		10	29	46	58			22	18	58	15	WTVR	360		10	21	46	58			22	18	51	15	WTVR	7.0		1.9	5.9	13.6	21.7		5.8	5.0	16.6	2.3	
908	38	77	35	119	69	45	84	90	115	70	27	WTVR FM	699	38	67	27	85	60	22	84	74	85	58	27	WTVR FM	13.5	9.3	12.9	7.6	25.1	22.5	4.8	15.9	19.5	23.6	18.8	4.1
425	63	42	42	51	50			33	38	42	21	WXGI	360	63	42	42	38	31			33	27	20	21	WXGI	7.0	15.4	8.1	11.8	11.2	11.6		8.7	7.5	6.5	3.2	
485	48	76	10	21	8	36	53	27	25	21	104	WBCI	148	10	22				36	35	16	8		21	WBCI	2.9	2.4	4.2				7.8	6.6	4.2	2.2	3.2	
186		10	31	3	19	14	13	22	25	12	37	WPVA FM	121		10	31	3		14	13	9	16		25	WPVA FM	2.3		1.9	8.7	.9		3.1	2.5	2.4	4.4	3.8	
TOTAL LISTENING IN METRO SURVEY AREA												5030	409	514	345	320	262	459	527	375	354	281	639		97.5	99.9	98.8	96.6	94.4	98.1	99.9	99.9	98.7	98.3	91.2	97.7	

																								MONDAY-FRIDAY 6.00 AM-MIDNIGHT														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
610	81	105	31	8		119	75	19	36	25	52	WANT	307	24	20	31	8		49	46	19	26	25	34	WANT	5.9	5.9	3.8	8.7	2.4		10.7	8.7	5.0	7.2	8.1	5.2	
242		22	24	24	15	41	33	20	8	14	17	WEET	208		22	16	24	15	41	33	20	8	7	17	WEET	4.0		4.2	4.5	7.1	5.6	8.9	6.3	5.3	2.2	2.3	2.6	
605	64	50	50	31	21	88	58	19	25	10	146	WENZ	605	64	50	50	31	21	88	58	19	25	10	146	WENZ	11.7	15.6	9.6	14.0	9.1	7.9	19.2	11.0	5.0	6.9	3.2	22.3	
808	19	41	77	115	78			19	75	95	89	WEZS	693	19	41	77	115	70			19	75	95	65	15	WEZS	13.4	4.6	7.9	21.6	33.9	26.2		3.6	19.7	26.4	21.1	2.3
83		34	15			8	11				15	WGDE	83		34	15			8	11				15	WGDE	1.6		6.5	4.2			1.7	2.1			2.3		
132		36				10	28	4	5		15	WKIE	98		36				10	28	4	5		15	WKIE	1.9		6.9				2.2	5.3	1.1	1.4	2.3		
1200	114	160	61	39	31	186	212	104	50	23	177	WLEE	1165	114	136	61	39	31	186	212	93	50	23	177	WLEE	22.6	27.9	26.2	17.1	11.5	11.6	40.5	40.2	24.5	13.9	7.5	27.1	
853	39	71	75	70	30	159	71	70	17	47	119	WRNL	709	10	71	67	32	19	159	71	70	10	35	107	WRNL	13.7	2.4	13.7	18.8	9.4	7.1	34.6	13.5	18.4	2.8	11.4	16.4	
2603	50	166	215	260	202	184	132	213	254	263	73	WRVA	1960	21	139	198	223	158	92	132	189	175	186	41	WRVA	38.0	5.1	26.7	55.5	65.8	59.2	20.0	25.0	49.7	48.6	60.4	6.3	
2529	277	265	129	79		457	374	161	90	22	606	WRVQ	1489	145	164	88	27		239	270	105	34	10	397	WRVQ	28.9	35.5	31.5	24.6	8.0		52.1	51.2	27.6	9.4	3.2	60.7	
822	158	180	41		9	138	80	41	35		140	WRXL	703	111	170	41		9	115	80	41	25		111	WRXL	13.6	27.1	32.7	11.5		3.4	25.1	15.2	10.8	6.9	17.0		
304		10	21	39	53			13	15	45	15	WTVR	304		10	21	39	53			13	15	45	15	WTVR	5.9		1.9	5.9	11.5	19.9		3.4	4.2	14.6	2.3		
758	38	57	27	91	69	45	62	58	108	57	27	WTVR FM	610	38	57	27	66	60	22	62	49	85	45	27	WTVR FM	11.8	9.3	11.0	7.6	19.5	22.5	4.8	11.8	12.9	23.6	14.6	4.1	
318	52	30	42	32	31			17	21	42	8	WXGI	296	52	30	42	32	31			17	21	20	8	WXGI	5.7	12.7	5.8	11.8	9.4	11.6		4.5	5.8	6.5	1.2		
424	48	53		21		36	53	27	17	21	92	WBCI	138	10	12				36	35	16	8		21	WBCI	2.7	2.4	2.3				7.8	6.6	4.2	2.2	3.2		
133		15	3	19				22	25	12	37	WPVA FM	68		15	3					9	16		25	WPVA FM	1.3			4.2	.9			2.4	4.4		3.8		
TOTAL LISTENING IN METRO SURVEY AREA												4925	385	481	345	320	262	453	527	359	354	281	639		95.4	94.1	92.5	96.6	94.4	98.1	98.7	99.9	94.5	98.3	91.2	97.7		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

RICHMOND
OCT/NOV 1978

WEEKEND
6.00AM-MIDNIGHT

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS												SHARES—METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
48	3		3	4	1	8	3	5	9	2	4	*WANT	33	2		3	4	1	3	3	4	7	2	2	*WANT	4.7	4.3		5.7	8.7	2.3	4.4	5.1	7.3	13.7	5.3	2.3										
27		1	1	3	5	5	4	4	2	1		*WEET	26		1	1	3	5	5	4	4	2	1		*WEET	3.7		1.1	1.9	6.5	11.4	7.4	6.8	7.3	3.9	2.6											
63	3	4	7	2	2	7	7	8	3	1	17	WENZ	62	3	4	7	2	2	7	6	8	3	1	17	WENZ	8.8	6.5	4.4	13.2	4.3	4.5	10.3	10.2	14.5	5.9	2.6	19.3										
68		5	3	9	15		5	2	8	8		WEZS	56		5	3	8	11		5	2	8	6		WEZS	8.0		5.6	5.7	17.4	25.0		8.5	3.6	15.7	15.8											
5						1	1				1	*WGDE	5						1	1				1	*WGDE	.7						1.5	1.7			1.1											
4		2				1					1	*WKIE	4		2				1					1	*WKIE	.6		2.2				1.5				1.1											
44	5	11	6		1	9	4	2	2	1	3	WLEE	44	5	11	6		1	9	4	2	2	1	3	WLEE	6.3	10.9	12.2	11.3		2.3	13.2	6.8	3.6	3.9	2.6	3.4										
29	2	5	3	3	1	4		2	3	1	4	WRNL	29	2	5	3	3	1	4		2	3	1	4	WRNL	4.1	4.3	5.6	5.7	6.5	2.3	5.9		3.6	5.9	2.6	4.5										
141	1	5	7	11	10	10	5	10	11	28	2	WRVA	105	1	4	7	10	8	5	5	10	10	17	1	WRVA	15.0	2.2	4.4	13.2	21.7	18.2	7.4	8.5	18.2	19.6	44.7	1.1										
258	59	24	8	8	1	42	31	10	6	3	61	WRVO	147	18	17	8	3	1	25	20	8	1	1	45	WRVO	21.0	39.1	18.9	15.1	6.5	2.3	36.8	33.9	14.5	2.0	2.6	51.1										
55	8	26	5	1		5	2		1		7	WRXL	50	6	26	5	1		2	2		1		7	WRXL	7.1	13.0	28.9	9.4	2.2		2.9	3.4		2.0	8.0											
14			2	1	1						3	WTVR	10				1	1					2	3	WTVR	1.4				2.2	2.3				5.3	3.4											
70		8	2	11	10		5	9	11	7		WTVR FM	50		7		6	9		5	7	7	4		WTVR FM	7.1		7.8		13.0	20.5		8.5	12.7	13.7	10.5											
28	2	1	1	2	1		4	4		8	1	*WXGI	19	2	1	1	2	1			4	3		1	*WXGI	2.7	4.3	1.1	1.9	4.3	2.3			7.3	5.9	1.1											
22	5	5		1		3			1		5	WBCI	7	3	1				3						WBCI	1.0	6.5	1.1				4.4															
17		2	3		1	1	2	5		2	1	WPVA FM	9		2	3			1	2	1				WPVA FM	1.3		2.2	5.7			1.5	3.4	1.8													
TOTAL LISTENING IN METRO SURVEY AREA												701	46	90	53	46	44	68	59	55	51	38	88																								

																								MONDAY-FRIDAY 6.00AM-7.00PM																							
48	9	6	2			12	4	5	2	1	3	*WANT	26		1	2			11	3	5	1	1		*WANT	2.7		.7	2.9			13.3	3.2	7.1	1.4	1.7											
34		10	3	3	2	5	2	4	1	3	1	*WEET	33		10	2	3	2	5	2	4	1	3	1	*WEET	3.5		6.8	2.9	5.8	3.5	6.0	2.1	5.7	1.4	5.1	1.2										
71	21	4	6	1		8	4	4	3		17	WENZ	71	21	4	6	1		8	4	4	3		17	WENZ	7.5	25.9	2.7	8.8	1.9		9.6	4.3	5.7	4.2		20.7										
100	1	10	7	7	14		8	3	7	16		WEZS	75	1	10	7	7	10		8	3	7	12		WEZS	7.9	1.2	6.8	10.3	13.5	17.5		8.5	4.3	9.9	20.3											
3		3										*WGDE	3		3											*WGDE	.3		2.0																		
5		2									1	*WKIE	4		2									1	*WKIE	.4		1.4					1.1			1.2											
78	9	13	8	1	1	13	13	7	4	1	7	WLEE	77	9	13	8	1	1	13	13	6	4	1	7	WLEE	8.1	11.1	8.8	11.8	1.9	1.8	15.7	13.8	8.6	5.6	1.7	8.5										
50	1	8	3	2	1	6	7	9	1	3	4	WRNL	47	1	8	3		1	6	7	9	1	3	4	WRNL	4.9	1.2	5.4	4.4		1.8	7.2	7.4	12.9	1.4	5.1	4.9										
282	1	25	15	23	19	19	10	22	37	39	1	WRVA	211		24	14	21	16	5	10	19	30	23		WRVA	22.2		16.3	20.6	40.4	28.1	6.0	10.6	27.1	42.3	39.0											
262	67	30	9	2		35	41	12	7		57	WRVO	138	21	20	7			16	27	8			39	WRVO	14.5	25.9	13.6	10.3			19.3	28.7	11.4			47.6										
76	7	29	6			15	7	1	3		8	WRXL	69	6	28	6			11	7	1	2		8	WRXL	7.3	7.4	19.0	8.8			13.3	7.4	1.4	2.8		9.8										
16			1	2	3						5	WTVR	16			1	2	3						5	WTVR	1.7			1.5	3.8	5.3					8.5											
93	2	8	1	12	22	6	11	5	12	8		WTVR FM	74	2	8	1	7	21		11	4	9	7		WTVR FM	7.8	2.5	5.4	1.5	13.5	36.8		11.7	5.7	12.7	11.9											
53	20	6	2	3	2			1	2	13		*WXGI	41	20	6	2	3	2			1	2	1		*WXGI	4.3	24.7	4.1	2.9	5.8	3.5			1.4	2.8	1.7											
23	4	9		1		3	1		1	1	3	WBCI	5						3	1		1			WBCI	.5						3.6	1.1		1.4												
17					3			11	1	1	1	WPVA FM	3								2				1	WPVA FM	.3							2.9			1.2										
TOTAL LISTENING IN METRO SURVEY AREA												951	81	147	68	52	57	83	94	70	71	59	82																								

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

World Radio History

Cume Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
517	76	10	11	24	12	139	29	34	52	15	45	WANT	251	47	10	11	24	12	32	15	20	32	15	26	WANT	4.9	11.5	1.9	3.1	7.1	4.5	7.0	2.8	5.3	8.9	4.9	4.0										
225		6	24	28	15	38	27	45	8	10		WEET	205		6	24	28	15	38	27	45	8	10		WEET	4.0		1.2	6.7	8.3	5.6	8.3	5.1	11.8	2.2	3.2											
493	64	30	19	19	31	69	53	41	25	10	116	WENZ	478	64	30	19	19	31	69	38	41	25	10	116	WENZ	9.3	15.6	5.8	5.3	5.6	11.6	15.0	7.2	10.8	6.9	3.2	17.7										
587		41	44	109	61	8	37	17	56	86	7	WEZS	492		41	44	83	53	8	37	17	56	62	7	WEZS	9.5		7.9	12.3	24.5	19.9	1.7	7.0	4.5	15.6	20.1	1.1										
57		22				8	11				7	WGDE	57		22				8	11				7	WGDE	1.1		4.2				1.7	2.1			1.1											
80		36				24			5		15	WKIE	80		36				24			5		15	WKIE	1.6		6.9			5.2			1.4		2.3											
633	89	105	57		21	102	110	16	30	16	68	WLEE	623	89	105	57		21	102	110	16	30	16	68	WLEE	12.1	21.8	20.2	16.0		7.9	22.2	20.9	4.2	8.3	5.2	8.9										
379	39	37	31	25	10	77	11	32	11	10	71	WRNL	350	10	37	31	25	10	77	11	32	11	10	71	WRNL	6.8	2.4	7.1	8.7	7.4	3.7	16.8	2.1	8.4	3.1	3.2	10.9										
1737	39	83	138	140	118	151	56	146	150	172	67	WRVA	1302	10	70	128	127	84	59	56	146	118	125	49	WRVA	25.2	2.4	13.5	35.9	37.5	31.5	12.9	10.6	38.4	32.8	40.6	7.5										
2016	282	292	54	64	10	328	266	119	57	32	468	WRVO	1241	150	148	54	25	10	232	163	84	20	20	335	WRVO	24.1	36.7	28.5	15.1	7.4	3.7	50.5	30.9	22.1	5.6	6.5	51.2										
544	118	160	19	5		117	36		8		81	WRXL	420	71	143	19	5		57	36		8		81	WRXL	8.1	17.4	27.5	5.3	1.5		12.4	6.8		2.2		12.4										
213			15	19	31			9	7	33	8	WTVR	186			7	19	31			9	7	26	8	WTVR	3.6			2.0	5.6	11.6			2.4	1.9	8.4	1.2										
543		51	21	93	43		62	74	55	44		WTVR FM	379		41	14	60	35			62	58	34	32	WTVR FM	7.3		7.9	3.9	17.7	13.1		11.8	15.3	9.4	10.4											
260	40	12	14	23	42			33	25	32	13	WXGI	194	40	12	14	10	22						13	WXGI	3.8	9.8	2.3	3.9	2.9	8.2			8.7	3.9	3.2	2.0										
292	48	49	10	11	8	36	17		17		59	WBCI	85	10	22				36	17				25	WBCI	1.6	2.4	4.2				7.8	3.2														
138		10	16	3	11	14	13	22		12	37	WPVA FM	90		10	16	3		14	13	9			25	WPVA FM	1.7		1.9	4.5	.9		3.1	2.5	2.4			3.8										
TOTAL LISTENING IN METRO SURVEY AREA												4370	318	440	324	266	214	425	428	359	300	229	575													84.7	77.8	84.6	90.8	78.5	80.1	92.6	81.2	94.5	83.3	74.4	87.9

												MONDAY-FRIDAY 6.00AM-7.00PM																																			
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
610	81	105	31	8		119	75	19	36	25	52	WANT	307	24	20	31	8		49	46	19	26	25	34	WANT	5.9	5.9	3.8	8.7	2.4		10.7	8.7	5.0	7.2	8.1	5.2										
242		22	24	15	41	33	20	8	14	17	17	WEET	208		22	16	24	15	41	33	20	8	7	17	WEET	4.0		4.2	4.5	7.1	5.6	8.9	6.3	5.3	2.2	2.3	2.6										
592	64	50	50	31	21	88	58	19	19	10	139	WENZ	592	64	50	50	31	21	88	58	19	19	10	139	WENZ	11.5	15.6	9.6	14.0	9.1	7.9	19.2	11.0	5.0	5.3	3.2	21.3										
709	19	30	70	87	70		19	67	89	83	15	WEZS	608	19	30	70	87	61		19	67	89	59	15	WEZS	11.8	4.6	5.8	19.6	25.7	22.8		3.6	17.6	24.7	19.2	2.3										
83		34	15			8	11				15	WGDE	83		34	15				8	11			15	WGDE	1.6		6.5	4.2			1.7	2.1			2.3											
132		36				10	28	4	5		15	WKIE	98		36				10	28	4	5		15	WKIE	1.9		6.9			2.2	5.3	1.1	1.4		2.3											
1116	114	147	61	39	31	164	190	95	43	20	169	WLEE	1095	114	136	61	39	31	164	190	85	43	20	169	WLEE	21.2	27.9	26.2	17.1	11.5	11.6	35.7	36.1	22.4	11.9	6.5	25.8										
736	10	61	61	70	19	137	71	70	17	35	104	WRNL	643	10	61	53	32	19	137	71	70	10	35	92	WRNL	12.5	2.4	11.7	14.8	9.4	7.1	29.8	13.5	18.4	2.8	11.4	14.1										
2538	50	155	200	260	194	184	126	205	254	263	56	WRVA	1911	21	128	183	223	158	92	126	180	175	186	33	WRVA	37.0	5.1	24.6	51.3	65.8	59.2	20.0	23.9	47.4	48.6	60.4	5.0										
2400	277	265	129	79		366	374	138	90	22	591	WRVO	1427	145	164	88	27		217	270	81	34	10	381	WRVO	27.7	35.5	31.5	24.6	8.0		47.3	51.2	21.3	9.4	3.2	58.3										
796	158	154	41		9	138	80	41	35		140	WRXL	676	111	143	41		9	115	80	41	25		111	WRXL	13.1	27.1	27.5	11.5		3.4	25.1	15.2	10.8	6.9		17.0										
268		10	21	33	43			13	7	38	15	WTVR	268		10	21	33	43			13	7	38	15	WTVR	5.2		1.9	5.9	9.7	16.1			3.4	1.9	12.3	2.3										
701	38	57	27	83	69	31	62	58	97	57	27	WTVR FM	569	38	57	27	58	60	8	62	49	74	45	27	WTVR FM	11.0	9.3	11.0	7.6	17.1	22.5	1.7	11.8	12.9	20.6	14.6	4.1										
318	52	30	42	32	31			17	21	42	8	WXGI	296	52	30	42	32	31			17	21	20	8	WXGI	5.7	12.7	5.8	11.8	9.4	11.6			4.5	5.8	6.5	1.2										
353	48	41		21		36	53	27	17	21	67	WBCI	113	10					36	35	16	8		8	WBCI	2.2	2.4					7.8	6.6	4.2	2.2		1.2										
133		15	3	19			22	25	12	37		WPVA FM	68		15	3					9	16		25	WPVA FM	1.3		4.2	.9				2.4	4.4			3.8										
TOTAL LISTENING IN METRO SURVEY AREA												4918	385	481	345	320	262	453	527	359	347	281	639													95.3	94.1	92.5	96.6	94.4	98.1	98.7	99.9	94.5	96.4	91.2	97.7

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS											SHARES—METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
36	1	7	1			12	4	2	1	1	2	WANT	17	1		1				8	2	2	1	1	1	WANT	1.5	1.7		1.4			9.1	1.7	1.7	1.1	1.3	1.0
36		8	2	4	4	3	4	4	2	4		WEET	33		8		4	4	3	4	4	2	4		WEET	2.9		5.0		4.8	5.4	3.4	3.4	3.3	2.3	5.3		
86	15	9	7	1	1	12	7	6	3		22	WENZ	86	15	9	7	1	1	12	7	6	3		22	WENZ	7.5	25.0	5.7	9.7	1.2	1.4	13.6	6.0	5.0	3.4		22.0	
74	1	4	4	11	12		5	1	5	16		WEZS	46	1	4	4	11	7		5	1	5	5		WEZS	4.0	1.7	2.5	5.6	13.3	9.5		4.3	.8	5.7	6.6		
8		6	1								1	WGOE	8		6	1									1	WGOE	.7		3.8	1.4							1.0	
5		2					2					WKIE	4		2				2							WKIE	.3		1.3				1.7					
100	12	17	8	2	4	10	20	13	2		11	WLEE	100	12	17	8	2	4	10	20	13	2		11	WLEE	8.7	20.0	10.7	11.1	2.4	5.4	11.4	17.2	10.7	2.3		11.0	
66	1	5	5	1	2	6	13	16	1	3	9	WRNL	63	1	5	4	1	2	6	13	16	1	3	9	WRNL	5.5	1.7	3.1	5.6	1.2	2.7	6.8	11.2	13.2	1.1	3.9	9.0	
534	2	31	28	47	48	40	22	49	64	72	2	WRVA	388		31	28	42	38	8	22	43	48	45	1	WRVA	33.9		19.5	38.9	50.6	51.4	9.1	19.0	35.5	55.2	59.2	1.0	
295	49	39	13	5		35	51	23	3	1	74	WRVO	151	13	28	8	1		17	27	15			42	WRVO	13.2	21.7	17.6	11.1	1.2		19.3	23.3	12.4		42.0		
64	1	30	4			12	6	1			10	WRXL	60	1	28	4			11	6	1			9	WRXL	5.2	1.7	17.6	5.6			12.5	5.2	.8		9.0		
16				1	2					7		WTVR	16				1	2					7		WTVR	1.4				1.2	2.7				9.2			
77		8	2	6	16	2	7	6	16	10		WTVR FM	60		8	2	3	14		7	5	10	8		WTVR FM	5.2		5.0	2.8	3.6	18.9		6.0	4.1	11.5	10.5		
93		8	2	7	18	2	7	6	16	17		WTVR TOTAL	76		8	2	4	16		7	5	10	15		WTVR TOTAL	6.6		5.0	2.8	4.8	21.6		6.0	4.1	11.5	19.7		
37	16	3	2	6	1			2	1	5		WXGI	33	16	3	2	6	1			2	1	1		WXGI	2.9	26.7	1.9	2.8	7.2	1.4		1.7	1.1	1.3			
30	9	7		2		8			1		3	WBCI	9						8			1			WBCI	.8						9.1			1.1			
25				1	8			11	1	4		WPVA FM	4			1					3				WPVA FM	.3			1.2				2.5					
TOTAL LISTENING IN METRO SURVEY AREA													1143	60	159	72	83	74	88	116	121	87	76	100														

											MONDAY-FRIDAY 10.00AM-3.00PM																											
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
51	10	3	3			12	5	8	2	1	2	WANT	33		1	3			12	4	8	1	1	1	2	WANT	3.9		.7	4.5			17.1	4.0	17.4	1.5	2.1	
33		11	4	1	2	6		4	1	2	2	WEET	32		11	3	1	2	6		4	1	2	2	WEET	3.7		7.5	4.5	2.6	3.5	8.6		8.7	1.5	4.2	4.5	
56	26	3	7			5	3	2	3		4	WENZ	56	26	3	7			5	3	2	3		4	WENZ	6.5	28.9	2.1	10.4			7.1	3.0	4.3	4.5		9.1	
120		13	8	5	14		13	5	8	17		WEZS	94		13	8	5	14		13	5	8	15		WEZS	11.0		8.9	11.9	13.2	24.6		12.9	10.9	11.9	31.3		
1		1										WGOE	1		1											WGOE	.1		.7									
4		1									1	WKIE	2		1										1	WKIE	.2		.7								2.3	
59	5	8	9			10	11	5	5	1	3	WLEE	58	5	8	9			10	11	4	5	1	3	WLEE	6.8	5.6	5.5	13.4			14.3	10.9	8.7	7.5	2.1	6.8	
39	1	10		1		6	6	7		2		WRNL	39	1	10		1		6	6	7		2		WRNL	4.6	1.1	6.8		2.6		8.6	5.9	15.2		4.2		
163		25	9	9	5	2	6	6	26	25		WRVA	132		25	8	9	5	2	6	6	24	12		WRVA	15.4		17.1	11.9	23.7	8.8	2.9	5.9	13.0	35.8	25.0		
256	88	34	8	1		34	43	4	11		32	WRVO	132	26	18	7	1		15	33	2	1		28	WRVO	15.4	28.9	12.3	10.4	2.6		21.4	32.7	4.3	1.5		63.6	
73	4	30	7			17	7		4		4	WRXL	66	4	29	7			12	7		3		4	WRXL	7.7	4.4	19.9	10.4			17.1	6.9		4.5		9.1	
17			1	2	5					4		WTVR	17			1	2	5					4		WTVR	2.0			1.5	5.3	8.8					8.3		
119	5	8		13	27	14	16	6	13	9		WTVR FM	93	5	8		10	27		16	5	11	7		WTVR FM	10.9	5.6	5.5		26.3	47.4		15.8	10.9	16.4	14.6		
62	23	8	1	2	2			1	1	19		WXGI	44	23	8	1	2	2			1	1	1		WXGI	5.1	25.6	5.5	1.5	5.3	3.5		2.2	1.5	2.1			
17	1	10		1		2	1	1	1			WBCI	3							2			1			WBCI	.4						2.0		1.5			
16					1			14	1			WPVA FM	-1													WPVA FM												
TOTAL LISTENING IN METRO SURVEY AREA													855	90	146	67	38	57	70	101	46	67	48	44														

Cume Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS—METRO SURVEY AREA IN HUNDREDS											CUME RATINGS—METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
354	24	42	19	8		107	37	19	9	10	40	WANT	186	24	10	19	8			38	22	19	9	10	22	WANT	3.6	5.9	1.9	5.3	2.4		8.3	4.2	5.0	2.5	3.2	3.4
201		22	24	20	15	33	33	20	8	7		WEET	174		22	16	20	15		33	33	20	8	7		WEET	3.4		4.2	4.5	5.9	5.6	7.2	6.3	5.3	2.2	2.3	
473	64	50	31	19	10	79	46	12	19	10	117	WENZ	473	64	50	31	19	10		79	46	12	19	10	117	WENZ	9.2	15.6	9.6	8.7	5.6	3.7	17.2	8.7	3.2	5.3	3.2	17.9
451	19	30	33	72	61		19	17	42	73		WEZS	375	19	30	33	72	53			19	17	42	49		WEZS	7.3	4.6	5.8	9.2	21.2	19.9		3.6	4.5	11.7	15.9	
75		34	7			8	11				15	WGDE	75		34	7				8	11				15	WGDE	1.5		6.5	2.0			1.7	2.1			2.3	
92		36					28	4	5			WKIE	73		36						28	4	5			WKIE	1.4		6.9					5.3	1.1	1.4		
832	93	126	61	27	21	99	169	77	15	10	111	WLEE	832	93	126	61	27	21		99	169	77	15	10	111	WLEE	16.1	22.7	24.2	17.1	8.0	7.9	21.6	32.1	20.3	4.2	3.2	17.0
496	10	49	31	31	10	79	63	70	17	16	71	WRNL	442	10	49	24	18	10		79	63	70	10	16	71	WRNL	8.6	2.4	9.4	6.7	5.3	3.7	17.2	12.0	18.4	2.8	5.2	10.9
2326	39	142	177	245	185	171	118	184	223	247	47	WRVA	1724	10	128	169	209	190		79	118	160	144	170	24	WRVA	33.4	2.4	24.6	47.3	61.7	56.2	17.2	22.4	42.1	40.0	55.2	3.7
1798	238	233	65	64		288	283	122	24	18	438	WRVQ	1012	106	154	41	13		169	180	74	9	6	260	WRVQ	19.6	25.9	29.6	11.5	3.8		36.8	34.2	19.5	2.5	1.9	39.8	
442	33	108	41		9	68	69	25	8		81	WRXL	391	33	97	41		9	46	69	25	8		63	WRXL	7.6	8.1	18.7	11.5		3.4	10.0	13.1	6.6	2.2	9.6		
145		10	14	11	26		4	3	32			WTVR	145		10	14	11	26			4	3	32		WTVR	2.8		1.9	3.9	3.2	9.7			1.1	.8	10.4		
446		46	14	62	60	23	51	33	62	51		WTVR FM	328		46	14	37	52		51	25	39	39		WTVR FM	6.4		8.8	3.9	10.9	19.5		9.7	6.6	10.8	12.7		
563		46	27	70	86	23	51	37	65	77		WTVR TOTAL	445		46	27	45	78		51	29	42	65		WTVR TOTAL	8.6		8.8	7.6	13.3	29.2		9.7	7.6	11.7	21.1		
238	52	18	42	24	9		17	9	32			WXGI	216	52	18	42	24	9			17	9	10		WXGI	4.2	12.7	3.5	11.8	7.1	3.4		4.5	2.5	3.2			
173	37	41		11		36	17		8		23	WBCI	61						36	17					WBCI	1.2						7.8	3.2		2.2			
89				3	19		22	13	12		20	MPVA FM	24				3					9	4		8	MPVA FM	.5				.9			2.4	1.1		1.2	
TOTAL LISTENING IN METRO SURVEY AREA												4362	317	457	322	306	238	386	503	359	269	237	534		84.5	77.5	87.9	90.2	90.3	89.1	84.1	95.4	94.5	74.7	76.9	81.7		

																						MONDAY-FRIDAY 10.00AM-3.00PM																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
303	29	42	19			32	53	19	27	19	23	WANT	186		10	19				32	39	19	18	19	5	WANT	3.6		1.9	5.3			7.0	7.4	5.0	5.0	6.2	.8
159		22	24	6	15	33	6	16	8	7	17	WEET	151		22	16	6	15		33	6	16	8	7	17	WEET	2.9		4.2	4.5	1.8	5.6	7.2	1.1	4.2	2.2	2.3	2.6
370	64	30	31	11	10	73	25	7	7	10	82	WENZ	370	64	30	31	11	10		73	25	7	7	10	82	WENZ	7.2	15.6	5.8	8.7	3.2	3.7	15.9	4.7	1.8	1.9	3.2	12.5
431		30	27	43	26		19	26	55	54	7	WEZS	351		30	27	43	26		19	26	55	42	7	WEZS	6.8		5.8	7.6	12.7	9.7		3.6	6.8	15.3	13.6	1.1	
34		12	15								7	WGDE	34		12	15									7	WGDE	.7		2.3	4.2							1.1	
62		10				10	7		5		15	WKIE	47		10					10	7				15	WKIE	.9		1.9				2.2	1.3		1.4	2.3	
497	64	64	31	11		84	71	60	27	20	51	WLEE	486	64	64	31	11			84	71	49	27	20	51	WLEE	9.4	15.6	12.3	8.7	3.2		18.3	13.5	12.9	7.5	6.5	7.8
357	10	22	14	35		88	30	53	4	13	27	WRNL	320	10	22	14	22			88	30	53	4	13	27	WRNL	6.2	2.4	4.2	3.9	6.5		19.2	5.7	13.9	1.1	4.2	2.3
1064	10	65	66	67	56	37	23	83	123	171		WRVA	819	10	52	56	67	56		37	23	83	98	106		WRVA	15.9	2.4	10.0	15.7	19.8	21.0	8.1	4.4	21.8	27.2	34.4	
1196	247	88	57	6		217	187	43	78	12	247	WRVQ	723	115	56	47	6		128	138	32	21		170	WRVQ	14.0	28.1	10.8	13.2	1.8		27.9	26.2	8.4	5.8		26.0	
407	52	111	27			110	11	16	24		56	WRXL	353	52	101	27			87	11	16	14		45	WRXL	6.8	12.7	19.4	7.6			19.0	2.1	4.2	3.9		6.9	
191			14	29	35			9	3	29		WTVR	191			14	29	35				9	3	29		WTVR	3.7			3.9	8.6	13.1			2.4	.8	9.4	
436	38	16		63	52	23	22	58	62	38		WTVR FM	339	38	16		38	52		22	49	55	26		WTVR FM	6.6	9.3	3.1		11.2	19.5		4.2	12.9	15.3	8.4		
202	23	18	21	14	26			17	12	36		WXGI	179	23	18	21	14	26				17	12	13		WXGI	3.5	5.6	3.5	5.9	4.1	9.7		4.5	3.3	4.2		
172	37	14		11		22	11	8	21	26	26	WBCI	38							22			8		8	WBCI	.7							4.2		2.2		1.2
57				3	11		22	13			8	MPVA FM	24				3						9	4		8	MPVA FM	.5				.9			2.4	1.1		1.2
TOTAL LISTENING IN METRO SURVEY AREA												3343	302	305	222	204	160	353	295	271	253	229	359		64.8	73.8	58.7	62.2	60.2	59.9	76.9	56.0	71.3	70.3	74.4	54.9		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Day Parts Avg & Cume

Average Quarter-Hour Listening Estimates

MONDAY-FRIDAY
3.00PM-7.00PM

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS												SHARES—METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
61	20	10	2			14	4	4			4	*WANT	28		2	2				14	3	4			1	*WANT	3.2		1.5	3.1			15.9	4.7	7.5			.8		
35		10	3	2	1	5	2	6		4	2	*WEET	33		10	2	2	1	5	2	6		3	2	*WEET	3.7		7.3	3.1	4.9	2.2	5.7	3.1	11.3		6.0	1.7			
72	20	2	2			8	2	3	3		29	WENZ	72	20	2	2			8	2	3	3		29	WENZ	8.2	21.3	1.5	3.1			9.1	3.1	5.7	5.2		24.6			
100	1	12	9	7	15		6	3	7	14	1	WEZS	80	1	12	9	7	8		6	3	7	14	1	WEZS	9.1	1.1	8.8	14.1	17.1	17.8		9.4	5.7	12.1	28.0		.8		
2		1									1	*WGDE	2		1									1	*WGDE	.2		.7									.8			
6		4									1	*WKIE	5		4									1	*WKIE	.6		2.9									.8			
80	11	15	8	1		19	8	3	4	2	7	WLEE	80	11	15	8	1		19	8	3	4	2	7	WLEE	9.1	11.7	10.9	12.5	2.4		21.6	12.5	5.7	6.9	4.0	5.9			
40		6	6	4	3	5	3	4	1	2	4	WRNL	36		6	6	1	3	5	3	4	1	2	4	WRNL	4.1		4.4	9.4	2.4	6.7	5.7	4.7	7.5	1.7	4.0	3.4			
179	1	18	8	19	8	20	5	15	23	23	1	WRVA	140	1	18	8	15	7	5	5	13	21	15	1	WRVA	15.9	1.1	13.1	12.5	36.6	15.6	5.7	7.8	24.5	36.2	30.0	.8			
236	58	17	7	3		35	28	10	6		69	WRVQ	138	22	16	7			15	18	9			51	WRVQ	15.6	23.4	11.7	10.9			17.0	28.1	17.0			43.2			
91	17	29	7			15	7	1	3		12	WRXL	81	14	27	7			10	7	1	3		12	WRXL	9.2	14.9	19.7	10.9			11.4	10.9	1.9	5.2		10.2			
13			1	2	2					5	1	WTVR	13			1	2	2					5	1	WTVR	1.5			1.6	4.9	4.4				10.0	.8				
80	1	9		16	22	1	9	3	8	6		WTVR FM	64	1	9		6	20		9	3	6	6		WTVR FM	7.2	1.1	6.6		14.6	44.4		14.1	5.7	10.3	12.0				
65	23	5	3	2	4					5	15	*WXGI	51	23	5	3	2	4					5	1	*WXGI	5.8	24.5	3.6	4.7	4.9	8.9			8.6	2.0	.8				
22	4	10		1			1			1	5	WBCI	1	1											1	WBCI	.1	1.1									.8			
11			1		2			7			1	WPVA FM	4			1					2			1	WPVA FM	.5		1.6				3.8				.8				
TOTAL LISTENING IN METRO SURVEY AREA												883	94	137	64	41	45	88	64	53	58	50	118																	

												MONDAY-FRIDAY 7.00PM-MIDNIGHT																												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
56	17		1			8	1	7	3		19	WENZ	56	17		1			8	1	7	3		19	WENZ	13.5	27.9		5.6			21.1	3.8	21.2	13.0		25.0			
30		2	1	3	8		3	3	1	3		WEZS	22		2	1	3	4		3	3	1	3		WEZS	5.3		5.1	5.6	13.0	36.4		11.5	9.1	4.3	17.6				
28	3	8	1			7	2	2	1		3	WLEE	25	3	5	1			7	2	2	1		3	WLEE	6.0	4.9	12.8	5.6			18.4	7.7	6.1	4.3		3.9			
17	4	1	1			3	1				2	WRNL	11		1	1			3	1			1	4	WRNL	2.6		2.6	5.6			7.9	3.8			5.9	5.3			
104		3	2	15	7	1	1	13	11	15	1	WRVA	91		3	2	15	5		1	13	11	11	1	WRVA	21.9		7.7	11.1	65.2	45.5		3.8	39.4	47.8	64.7	1.3			
131	37	5	7			17	6	6	2		51	WRVQ	97	28	5	7			14	6	6			31	WRVQ	23.3	45.9	12.8	38.9			36.8	23.1	18.2			40.8			
44	10	16	2			2	2				12	WRXL	43	9	16	2			2	2				12	WRXL	10.3	14.8	41.0	11.1			5.3	7.7			15.8				
12				2						2	1	WTVR	12				2					2	1	1	WTVR	2.9									8.7	5.9	1.3			
25		3		3	1	1	7	1	3	1		WTVR FM	22		3		2	1	1	7	1	3	1		WTVR FM	5.3		7.7		8.7	9.1	2.6	26.9	3.0	13.0	5.9				
12	3	4									3	WBCI	3	2	1										3	WBCI	.7	3.3	2.6											
3			1								1	WPVA FM	3			1							1		1	WPVA FM	.7		5.6				4.3				1.3			
TOTAL LISTENING IN METRO SURVEY AREA												416	61	39	18	23	11	38	26	33	23	17	76																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS—METRO SURVEY AREA IN HUNDREDS													CUME RATINGS—METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		18-24
293	57	63	11			38	42	15	4	6	26	*WANT	136		10	11				38	28	15	4	6	8	*WANT	2.6		1.9	3.1			8.3	5.3	3.9	1.1	1.9	1.2
148		10	24	10	5	24	19	20		14	17	*WEET	133		10	16	10	5		24	19	20		7	17	*WEET	2.6		1.9	4.5	2.9	1.9	5.2	3.6	5.3		2.3	2.6
410	64	30	31	11		73	25	12	7		123	WENZ	410	64	30	31	11			73	25	12	7		123	WENZ	7.9	15.6	5.8	8.7	3.2		15.9	4.7	3.2	1.9		18.8
524	19	30	51	57	39		19	58	73	46	8	WEZS	475	19	30	51	57	31		19	58	73	46	8	WEZS	9.2	4.6	5.8	14.3	16.8	11.6		3.6	15.3	20.3	14.9		1.2
19		12									7	*WGDE	19		12										7	*WGDE	.4		2.3								1.1	
60		26						4			15	*WKIE	45		26										15	*WKIE	.9		5.0						1.1		2.3	
715	64	121	44	19	10	133	102	48	24	16	109	WLEE	704	64	110	44	19	10		133	102	48	24	16	109	WLEE	13.6	15.6	21.2	12.3	5.6	3.7	29.0	19.4	12.6	6.7	5.2	16.7
450		50	40	45	19	79	58	38	17	25	59	WRNL	378		50	40	6	19		79	58	38	10	25	48	WRNL	7.3		9.6	11.2	1.8	7.1	17.2	11.0	10.0	2.8	8.1	7.3
1195	10	81	74	131	102	134	72	108	99	128	17	WRVA	955	10	67	64	117	92		42	72	94	85	90	17	WRVA	18.5	2.4	12.9	17.9	34.5	34.5	9.2	13.7	24.7	23.6	29.2	2.6
1570	181	134	82	34		260	231	61	68	15	454	WRVO	994	106	112	74	8			149	172	42	10	3	318	WRVO	19.3	25.9	21.5	20.7	2.4		32.5	32.6	11.1	2.8	1.0	48.6
538	148	122	27			86	45	16	12		82	WRXL	457	101	111	27				63	45	16	12		82	WRXL	8.9	24.7	21.3	7.6			13.7	8.5	4.2	3.3		12.5
173			21	33	35			9	3	22	15	WTVR	173			21	33	35				9	3	22	15	WTVR	3.4			5.9	9.7	13.1			2.4	.8	7.1	2.3
521	19	57	14	76	60	31	51	33	57	39	27	WTVR FM	448	19	57	14	51	52		8	51	33	50	39	27	WTVR FM	8.7	4.6	11.0	3.9	15.0	19.5	1.7	9.7	8.7	13.9	12.7	4.1
200	23	30	14	10	22				21	42	8	*WXGI	178	23	30	14	10	22							8	*WXGI	3.4	5.6	5.8	3.9	2.9	8.2				5.8	6.5	1.2
181	48	14		21			25	16	9	12	36	WBCI	32	10												17	WBCI	.6	2.4						1.1	4.2		
88			15	3	19			22	12		17	MPVA FM	56			15	3									17	MPVA FM	1.1			4.2	.9				2.4	3.3	2.6
TOTAL LISTENING IN METRO SURVEY AREA													3862	302	423	268	233	205	394	383	262	254	222	537	74.8	73.8	81.3	75.1	68.7	76.8	85.8	72.7	68.9	70.6	72.1	82.1		

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS—METRO SURVEY AREA IN HUNDREDS													CUME RATINGS—METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		18-24
290	64	10	11			59	13	12	19		102	WENZ	290	64	10	11				59	13	12	19		102	WENZ	5.6	15.6	1.9	3.1			12.9	2.5	3.2	5.3		15.6
316		20	24	58	52		13	41	28	32		WEZS	265		20	24	58	44			13	41	28	20		WEZS	5.1		3.8	6.7	17.1	16.5		2.5	10.8	7.8	6.5	
423	40	78	36	8		71	58	41	11	3	68	WLEE	409	40	64	36	8			71	58	41	11	3	68	WLEE	7.9	9.8	12.3	10.1	2.4		15.5	11.0	10.8	3.1	1.0	10.4
328	29	20	14		11	78	28	16	11	25	79	WRNL	257		20	14				78	28	16	4	13	79	WRNL	5.0		3.8	3.9			17.0	5.3	4.2	1.1	4.2	12.1
848		42	44	82	56	91	23	74	77	93	26	WRVA	654		42	44	82	37		22	23	74	69	60	17	WRVA	12.7		8.1	12.3	24.2	13.9	4.8	4.4	19.5	19.2	19.5	2.6
1096	152	75	54			233	111	50	30	3	388	WRVO	755	115	51	47				141	97	50	3	3	248	WRVO	14.6	28.1	9.8	13.2			30.7	18.4	13.2	.8	1.0	37.9
367	99	124	27			22	22				73	WRXL	310	52	114	27					22	22				73	WRXL	6.0	12.7	21.9	7.6			4.8	4.2			11.2
79				14	10				8	10	8	WTVR	79				14	10					8	10	8	WTVR	1.5				4.1	3.7				2.2	3.2	1.2
278		6		60	26	14	40	17	32	25		WTVR FM	223		6		35	26		14	40	17	27	25		WTVR FM	4.3		1.2		10.3	9.7	3.1	7.6	4.5	7.5	8.1	
186	48	39							8		57	WBCI	43	10	12											13	WBCI	.8	2.4	2.3							2.2	2.0
36			7	3				9	9		8	MPVA FM	36			7	3									8	MPVA FM	.7			2.0	.9				2.4	2.5	1.2
TOTAL LISTENING IN METRO SURVEY AREA													2814	261	306	203	153	104	286	233	212	172	125	484	54.5	63.8	58.8	56.9	45.1	39.0	62.3	44.2	55.8	47.8	40.6	74.0		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS											SHARES—METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %
47	8	8	1			13	4	3	1	1	3	*WANT	21	1	1	1					10	2	3	1	1	1	*WANT	2.1	1.3	.7	1.4			11.4	2.2	3.4	1.4	1.6		
36		9	2	4	3	3	3	5	1	4	1	*WEET	34		9	1	4	3			3	3	5	1	4	1	*WEET	3.4		6.1	1.4	6.3	5.0	3.4	3.4	5.7	1.4	6.3	.9	
78	17	5	5	1		10	4	5	3		25	WENZ	78	17	5	5	1				10	4	5	3		25	WENZ	7.7	22.4	3.4	7.2	1.6		11.4	4.5	5.7	4.2		23.1	
86	1	8	7	9	13			5	2	6	15	WEZS	63	1	8	7	9	8				5	2	6	9		WEZS	6.2	1.3	5.4	10.1	14.3	13.3		5.6	2.3	8.5	14.1		
5		4										*WGDE	5		4											1	*WGDE	.5		2.7									.9	
5		3						2				*WKIE	5		3							2				1	*WKIE	.5		2.0					2.2					
91	11	16	8	1	2	15	14	8	3	1	10	WLEE	91	11	16	8	1	2			15	14	8	3	1	10	WLEE	9.0	14.5	10.8	11.6	1.6	3.3	17.0	15.7	9.1	4.2	1.6	9.3	
54	1	6	5	3	2	6	8	10	1	3	6	WRNL	50	1	6	5	1	2			6	8	10	1	3	6	WRNL	4.9	1.3	4.1	7.2	1.6	3.3	6.8	9.0	11.4	1.4	4.7	5.6	
356	1	25	18	32	28	30	13	32	44	48	1	WRVA	264		24	18	28	23			7	13	28	35	30	1	WRVA	26.1		16.2	26.1	44.4	38.3	8.0	14.6	31.8	49.3	46.9	.9	
264	53	28	10	4		35	40	16	4	1	71	WRVQ	145	18	22	8					16	22	12			47	WRVQ	14.3	23.7	14.9	11.6			18.2	24.7	13.6			43.5	
75	9	29	5			13	7	1	1		10	WRXL	70	8	27	5					11	7	1	1		10	WRXL	6.9	10.5	18.2	7.2			12.5	7.9	1.1	1.4		9.3	
15			1	1	2					6	1	WTVR	15			1	1	2							6	1	WTVR	1.5			1.4	1.6	3.3					9.4	.9	
79		9	1	11	19	2	8	5	12	8		WTVR FM	63		9	1	5	17				8	4	8	7		WTVR FM	6.2		6.1	1.4	7.9	28.3		9.0	4.5	11.3	10.9		
46	18	4	2	5	2			1	2	9		*WXGI	38	18	4	2	5	2					1	2	1		*WXGI	3.8	23.7	2.7	2.9	7.9	3.3			1.1	2.8	1.6		
26	7	9		1		4	1				4	WBCI	5	1							4						WBCI	.5	1.3					4.5						
19			1		5			9	1	2	1	WPVA FM	5			1							3			1	WPVA FM	.5			1.4					3.4			.9	
TOTAL LISTENING IN METRO SURVEY AREA												1013	76	148	69	63	60	88	89	88	71	64	108																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA																							
TOT. PERS. 12*	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12*	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12* %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %											
546	81	105	31	8		113	64	19	13	15	47	WANT	254	24	20	31	8		44	35	19	13	15	29	WANT	4.9	5.9	3.8	8.7	2.4		9.6	6.6	5.0	3.6	4.9	4.4										
242		22	24	24	15	41	33	20	8	14	17	WEET	208		22	16	24	15	41	33	20	8	7	17	WEET	4.0		4.2	4.5	7.1	5.6	8.9	6.3	5.3	2.2	2.3	2.6										
546	64	50	31	19	10	88	58	19	19	10	139	WENZ	546	64	50	31	19	10	88	58	19	19	10	139	WENZ	10.6	15.6	9.6	8.7	5.6	3.7	19.2	11.0	5.0	5.3	3.2	21.3										
667	19	30	70	84	70		19	67	85	76	8	WEZS	578	19	30	70	84	61		19	67	85	52	8	WEZS	11.2	4.6	5.8	19.6	24.8	22.8		3.6	17.6	23.6	16.9	1.2										
75		34	7			8	11				15	WGOE	75		34	7			8	11				15	WGOE	1.5		6.5	2.0			1.7	2.1				2.3										
122		36					28	4	5		15	WKIE	88		36					28	4	5		15	WKIE	1.7		6.9					5.3	1.1	1.4		2.3										
1062	104	137	61	39	31	150	190	85	33	20	169	WLEE	1051	104	126	61	39	31	150	190	85	33	20	169	WLEE	20.4	25.4	24.2	17.1	11.5	11.6	32.7	36.1	22.4	9.2	6.5	25.8										
646	10	61	47	56	19	107	71	70	17	35	104	WRNL	555	10	61	40	18	19	107	71	70	10	35	92	WRNL	10.8	2.4	11.7	11.2	5.3	7.1	23.3	13.5	18.4	2.8	11.4	14.1										
2456	39	155	187	260	194	176	126	205	239	256	56	WRVA	1828	10	128	169	223	158	84	126	180	160	180	33	WRVA	35.4	2.4	24.6	47.3	65.8	59.2	18.3	23.9	47.4	44.4	58.4	5.0										
2274	258	265	119	72		346	335	138	77	22	583	WRVQ	1310	126	164	88	20		197	232	81	19	10	373	WRVQ	25.4	30.8	31.5	24.6	5.9		42.9	44.0	21.3	5.3	3.2	57.0										
717	158	154	41		9	102	80	41	19		113	WRXL	620	111	143	41		9	80	80	41	19		96	WRXL	12.0	27.1	27.5	11.5		3.4	17.4	15.2	10.8	5.3		14.7										
224		10	21	33	35			13	3	32	15	WTVR	224		10	21	33	35			13	3	32	15	WTVR	4.3		1.9	5.9	9.7	13.1		3.4	.8	10.4	2.3											
664	19	57	27	83	69	31	62	58	91	57	27	WTVR FM	544	19	57	27	58	60	8	62	49	68	45	27	WTVR FM	10.5	4.6	11.0	7.6	17.1	22.5	1.7	11.8	12.9	18.9	14.6	4.1										
301	52	30	42	24	22			17	21	42	8	WXGI	279	52	30	42	24	22			17	21	20	8	WXGI	5.4	12.7	5.8	11.8	7.1	8.2		4.5	5.8	6.5	1.2											
292	48	41		21		36	42	16	17	12	59	WBCI	93	10					36	23	16	8		59	WBCI	1.8	2.4					7.8	4.4	4.2	2.2												
133			15	3	19			22	25	12	37	WPVA FM	68			15	3					9	16		37	WPVA FM	1.3			4.2	.9			2.4	4.4		3.8										
TOTAL LISTENING IN METRO SURVEY AREA												4849	385	481	345	314	262	453	515	359	335	275	615													94.0	94.1	92.5	96.6	92.6	98.1	98.7	97.7	94.5	93.1	89.3	94.0

Day Parts Avg & Cume

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

RICHMOND
OCT/NOV 1978

SUNDAY
6.00AM-10.00AM

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS											SHARES—METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
43			7	3	3			10	3	5	*WANT	33			7	3	3			10	3	5	*WANT	5.2			14.9	6.1	7.1			17.2	6.7	6.3			
18		1	3		3		2	1		1	WEET	12		1	3		3		2	1		1	WEET	1.9		1.9	6.1		6.1		6.1	1.6	2.2				
121		5	18	2	11	9	14	14	6	35	WENZ	121		5	18	2	11	9	14	14	6	35	WENZ	19.0		9.4	36.7	4.3	22.4	21.4	42.4	23.0	10.3	43.8			
92		9	6	19	13			5	2	21	WEZS	58		9	6	8	9			5	2	9	WEZS	9.1		17.0	12.2	17.0	18.4		8.2	3.4	20.0				
-1											WGDE	-1											WGDE														
-1											WKIE	-1											WKIE														
17	5		4			4	3			1	WLEE	17	5		4		4	3				1	WLEE	2.7	18.5		8.2		9.5	9.1			2.2				
22			4	10				4		2	WRNL	22			4	10			4			2	WRNL	3.4			8.2	21.3			6.6		4.4	2.5			
203	4	4	9	17	13	10	3	19	16	33	WRVA	169	3	4	9	17	11	7	3	19	15	17	WRVA	26.5	11.1	7.5	18.4	36.2	22.4	16.7	9.1	31.1	25.9	37.8	1.3		
153	33	23				21	24	5	2	45	WRVQ	74	7	12				13	7	5	2	28	WRVQ	11.6	25.9	22.6			31.0	21.2	8.2	3.4		35.0			
27	2	16				1				8	WRXL	27	2	16				1				8	WRXL	4.2	7.4	30.2			2.4					10.0			
11										6	WTVR	11										6	WTVR	1.7										13.3			
41		5		2	6		3	3	18	2	WTVR FM	34		5		6		3	3	13	2	WTVR FM	5.3		9.4		12.2		9.1	4.9	22.4	4.4					
9								1	6	1	*WXGI	9										1	*WXGI	1.4							1.6	10.3	2.2				
27	10	3		5	2	5			1	1	WBCI	15	10					5				1	WBCI	2.4	37.0			11.9									
20					5			5		7	WPVA FM	2								2		3	WPVA FM	.3							3.3						
TOTAL LISTENING IN METRO SURVEY AREA											638	27	53	49	47	49	42	33	61	58	45	80															

SUNDAY 10.00AM-3.00PM

79	7		5	8	4	12		5	23	2	3	WANT	50	7		5	8	4	1		5	16	2	1	WANT	5.0	9.2		5.9	12.9	6.8	.9	8.3	22.9	3.8	.7	
20		1	2	3	5	6	1		1	1	WEET	20		1	2	3	5	6	1		1	1	WEET	2.0		.8	2.4	4.8	8.5	5.5	1.0		1.4	1.9			
117	12	15	17	3	6	3	23	8	1		24	WENZ	114	12	15	12	3	6	3	20	8	1	24	WENZ	11.3	15.8	11.5	14.1	4.8	10.2	2.7	19.2	13.3	1.4	15.8		
85		16	10	9	17	3		3	12	9	WEZS	79		16	10	9	15	3		3	12	9	WEZS	7.8		12.2	11.8	14.5	25.4	2.7		5.0	17.1	17.0			
6						2	4				WGDE	6										2	4	WGDE	.6						1.8	3.8					
6	2										WKIE	6		2									4	WKIE	.6		1.5								2.6		
36	13	11				4	5			1	WLEE	36	13	11				4	5			1	WLEE	3.6	17.1	8.4			3.6	4.8				1.9			
27	1	6	2			2		2	5	1	WRNL	27		1	6	2		2		2	5	1	7	WRNL	2.7		.8	7.1	3.2		1.8	3.3	7.1	1.9	4.6		
155	9	8	14	11	19	9	10	11	35	3	WRVA	128		6	8	14	11	19	9	10	11	21	3	WRVA	12.7		4.6	9.4	22.6	18.6	17.3	8.7	16.7	15.7	39.6	2.0	
430	50	67	12	2	4	69	73	22	1	4	120	WRVQ	302	13	41	12	2	4	60	46	22	1	4	97	WRVQ	29.9	17.1	31.3	14.1	3.2	6.8	54.5	44.2	36.7	1.4	7.5	63.8
65	19	25	8	3						3	7	WRXL	65	19	25	8	3					3	7	WRXL	6.4	25.0	19.1	9.4	4.8				4.3		4.6		
12										3	5	WTVR	12									3	5	WTVR	1.2									5.7	3.3		
97		3		14	18		3	11	24	6	WTVR FM	68		3		14	14		3	9	13	6	WTVR FM	6.7		2.3		22.6	23.7		2.9	15.0	18.6	11.3			
18	1		3	4					7	1	*WXGI	18	1		3	4						7	1	*WXGI	1.8	1.3		3.5	6.5				10.0	1.9			
4											WBCI	-1											WBCI														
49		16				4	13	14			2	WPVA FM	34			16			4	13	1		2	WPVA FM	3.4			18.8		3.6	12.5	1.7					
TOTAL LISTENING IN METRO SURVEY AREA											1009	76	131	85	62	59	110	104	60	70	53	152															

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

World Radio History

Cume Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS—METRO SURVEY AREA IN HUNDREDS											CUME RATINGS—METRO SURVEY AREA															
TOT. PERS. 12*	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12*	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12*	MEN					WOMEN					TNS. 12-17
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
97			15	6	6					9	WANT	63			15	6	6				9	WANT	1.2			4.4	2.2	1.3			4.4	1.9	1.4				
60		6	7		5		6	9		3	WEET	40		6	7		5		6	9	3	WEET	.8		1.2	2.0		1.9		1.1	2.4		1.0				
236		10	19	8	21	19	25	19	18		81	WENZ	236		10	19	8	21	19	25	19	18	81	WENZ	4.6		1.9	5.3	2.4	7.9	4.1	4.7	5.0	5.0	12.4		
261		20	36	53	34			9	10	50	WEZS	182		20	36	28	26			9	10	26	182	WEZS	3.5		3.8	10.1	8.3	9.7		2.4	2.8	8.4			
-1											WGDE	-1											WGDE	-1													
-1											WKIE	-1											WKIE	-1													
61	19		14			14	11			3	WLEE	61	19		14			14	11		3	WLEE	1.2	4.6		3.9		3.1	2.1			1.0					
62			16	11					16	6	13	WRNL	62			16	11				6	13	WRNL	1.2			4.5	3.2			4.2		1.9	2.0			
760	39	22	35	53	60	60	14	49	57	93	25	WRVA	571	10	22	35	53	46	37	14	49	50	57	7	WRVA	11.1	2.4	4.2	9.8	15.6	17.2	8.1	2.7	12.9	13.9	18.5	1.1
459	85	89				58	81	19	8		119	WRVQ	224	19	44			35	22	19	8		77	WRVQ	4.3	4.6	8.5			7.6	4.2	5.0	2.2		11.8		
73	10	40				8					15	WRXL	73	10	40					8			15	WRXL	1.4	2.4	7.7			1.7					2.3		
46									3	16	WTVR	46									3	16	WTVR	.9								.8	5.2				
131		10		28	17		11	17	26	13	WTVR FM	93		10		3	17		11	17	13	13	WTVR FM	1.8		1.9		.9	6.4		2.1	4.5	3.6	4.2			
29								9	6	6	WXGI	29										6	6	WXGI	.6						2.4	1.7	1.9				
98	10	14		11	8	36			7		12	WBCI	46	10				36						12	WBCI	.9	2.4				7.8						
57					11				22		12	WPVA FM	9											12	WPVA FM	.2						2.4					
TOTAL LISTENING IN METRO SURVEY AREA											1685	59	147	132	119	108	125	98	160	127	125	202	32.7	14.4	28.3	37.0	35.1	40.4	27.2	18.6	42.1	35.3	40.6	30.9			

											SUNDAY 10.00AM-3.00PM																										
308	47		11	15	12	81		13	47	6	21	WANT	163	47		11	15	12	11		13	27	6	14	WANT	3.2	11.5		3.1	4.4	4.5	2.4		3.4	7.5	1.9	2.1
92		6	16	14	15	24	6		8	3		WEET	92		6	16	14	15	24	6		8	3		WEET	1.8		1.2	4.5	4.1	5.6	5.2	1.1		2.2	1.0	
284	40	20	19	8	10	25	40	34	5		67	WENZ	269	40	20	19	8	10	25	25	34	5		67	WENZ	5.2	9.8	3.8	5.3	2.4	3.7	5.4	4.7	8.9	1.4		10.2
188		20	29	74	26	8		9	20	14		WEZS	157		20	29	24	17	8		9	20	14		WEZS	3.0		3.8	8.1	7.1	6.4	1.7		2.4	5.6	4.5	
19						8	11				15	WGDE	19						8	11				15	WGDE	.4						1.7	2.1				
21		6										WKIE	21		6									15	WKIE	.4			1.2							2.3	
130	38	28				14	28			3		WLEE	130	38	28				14	28		3		15	WLEE	2.5	9.3	5.4				3.1	5.3			1.0	
123		10	16	11		14			16	6	28	WRNL	123		10	16	11		14		16	6	28	WRNL	2.4			1.9	4.5	3.2		3.1		4.2	1.7	1.9	4.3
478		29	35	33	34	44	19	41	25	79	27	WRVA	381		16	35	33	24	44	19	41	25	41	27	WRVA	7.4		3.1	9.8	9.7	9.0	9.6	3.6	10.8	6.9	13.3	4.1
979	67	164	27	11	10	206	122	64	5	10	278	WRVQ	721	30	84	27	11	10	169	77	64	5	10	234	WRVQ	14.0	7.3	16.2	7.6	3.2	3.7	36.8	14.6	16.8	1.4	3.2	35.8
150	42	33	19	5					8		43	WRXL	150	42	33	19	5						43	WRXL	2.9	10.3	6.3	5.3	1.5					2.2		6.6	
53										10	8	WTVR	53									10	8	WTVR	1.0										3.2	1.2	
230		20		17	26		22	42	28	19		WTVR FM	168		20		17	26		22	33	13	19	WTVR FM	3.3		3.8		5.0	6.4		4.2	8.7	3.6	6.2		
62	10		14	10					14	6		WXGI	62	10		14	10					6		WXGI	1.2	2.4		3.9	2.9					3.9	1.9		
22												WBCI	-1											WBCI													
77			16			14	13	22			12	WPVA FM	52			16			14	13	9			12	WPVA FM	1.0			4.5			3.1	2.5	2.4			
TOTAL LISTENING IN METRO SURVEY AREA											2465	227	256	205	152	106	287	199	202	127	131	391	47.8	55.5	49.2	57.4	44.8	39.7	62.5	37.8	53.2	35.3	42.5	59.8			

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

MONDAY-FRIDAY
5.00AM-6.00AM

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS														AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS														METRO SHARES									
STATION CALL LETTERS	TOT. PERS. 12 +	MEN						WOMEN						TNS. 12- 17	STATION CALL LETTERS	TOT. PERS. 12 +	MEN						WOMEN						TNS. 12- 17	STATION CALL LETTERS	TOT. 12 + %	MEN 18 + %	WM. 18 + %	TNS. 12- 17 %			
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44				45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49							25- 44	35- 44	45- 54
WENZ	33	1	3	3	1		3	8	10	20	10	9	9	5	25		WENZ	33	1	3	3	1		3	8	10	20	10	9	9	5	25		WENZ	10.3	5.2	17.6
WEZS	12		4	4			4	8							4		WEZS	12		4	4			4	8					4		WEZS	3.8	5.2	2.8		
WLEE	29	3	8	8	8	5	1	22	2	6	4	2	2	2	7		WLEE	29	3	8	8	8	5	1	22	2	6	4	2	2	2	7		WLEE	9.1	14.3	4.9
WRNL	2		1	1	1	1		1	1	1	1	1			1		WRNL	2		1	1	1	1		1	1	1	1			1		WRNL	.6	.6	.7	
WRVA	241	29	55	37	28	17	36	121	36	67	47	36	20	38	119	1	WRVA	154	16	40	35	26	15	34	83	17	34	30	21	8	23	71		WRVA	48.3	53.9	50.0
WRVO	91	15	18	7	7	3		18	43	47	31	30	3	1	47	26	WRVO	64	15	18	7	7	3		18	20	23	7	7	3		23	23	WRVO	20.1	11.7	16.2
WRXL	-1																WRXL	-1																WRXL			
WTVR	3		2	2	2	2		2		1	1	1	1		1		WTVR	1									1	1	1	1		1		WTVR	.3		.7
WTVR FM	4														4	4		WTVR FM	-1															WTVR FM			
MBCI	13	9	9	1	1			9	1	1	1	1			1	3	MBCI	9	8	8					8	1	1	1	1		1		MBCI	2.8	5.2	.7	
MPVA FM	6		1	1	1	1		2	2	2	2	2			4		MPVA FM	3		1	1	1	1		1	2	2	2	2		2		MPVA FM	.9	.6	1.4	
TOTAL LISTENING IN METRO SURVEY AREA														319	44	85	61	46	26	42	154	55	90	58	46	23	33	142	23								

														MONDAY-FRIDAY 6.00AM-7.00AM																							
STATION CALL LETTERS	TOT. PERS. 12 +	MEN						WOMEN						TNS. 12- 17	STATION CALL LETTERS	TOT. PERS. 12 +	MEN						WOMEN						TNS. 12- 17	STATION CALL LETTERS	TOT. 12 + %	MEN 18 + %	WM. 18 + %	TNS. 12- 17 %			
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44				45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49							25- 44	35- 44	45- 54
WANT	5							3	1	2	2	1		1	2		WANT	2							1	2	2	1		1	2		WANT	.2		.4	
WEET	29		6	6			6	10	12	16	16	14	2	2	19		WEET	25		6	6			6	6	12	16	16	14	2	2	19		WEET	2.3	1.3	4.0
WENZ	86	9	12	12	11	2	3	15	23	31	17	16	7	2	33	38	WENZ	86	9	12	12	11	2	3	15	23	31	17	16	7	2	33	38	WENZ	8.0	3.2	6.9
WEZS	37		18	18	4	4	15	23		4	4			5	14		WEZS	34		18	18	4	4	15	22		4	4		5	12		WEZS	3.2	4.7	2.5	
WGDE	3	3	3	3	3			3									WGDE	3	3	3	3	3			3									WGDE	.3	.6	
WKIE	4	1	1	1	1			1	3	3	3	3			3		WKIE	4	1	1	1	1			1	3	3	3	3		3		WKIE	.4	.2	.6	
WLEE	115	29	41	15	12	9	6	54	30	41	35	32	8	3	42	19	WLEE	115	29	41	15	12	9	6	54	30	41	35	32	8	3	42	19	WLEE	10.7	11.4	8.7
WRNL	33	1	18	18	18	17		20	2	11	11	9	7	2	13		WRNL	32	1	17	17	17	16		19	2	11	11	9	7	2	13		WRNL	3.0	4.0	2.7
WRVA	679	32	126	119	70	45	97	339	60	161	128	92	65	83	337	3	WRVA	513	27	110	108	70	45	82	263	36	111	102	74	47	65	250		WRVA	47.5	55.7	52.0
WRVO	344	64	87	61	59	21	9	94	118	140	100	98	20	2	142	108	WRVO	144	31	36	35	35	5	1	37	38	45	22	22	7		46	61	WRVO	13.3	7.8	9.6
WRXL	25	14	16	14	14	2		16	3	4	1	1	1		4	5	WRXL	25	14	16	14	14	2		16	3	4	1	1	1		4	5	WRXL	2.3	3.4	.8
WTVR	7							4		1	1	1	1		3		WTVR	7							4		1	1	1	1		3		WTVR	.6	.8	.6
WTVR FM	44	2	7	7	7	5	4	21	1	8	8	1	1	18	23		WTVR FM	28	2	7	7	7	5	4	16	1	8	8	1	1	7	12		WTVR FM	2.6	3.4	2.5
TOTAL	51	2	7	7	7	5	4	25	1	9	9	2	1	18	26		TOTAL	35	2	7	7	7	5	4	20	1	9	9	2	1	7	15		TOTAL	3.2	4.2	3.1
WXGI	10	3	3					3		6	6	2	2	4	7		WXGI	10	3	3					3		6	6	2	2	4	7		WXGI	.9	.6	1.5
MBCI	30	9	9	5	5			9	14	15	2	1		1	15	6	MBCI	15								14	15	2	1		1	15		MBCI	1.4		3.1
MPVA FM	33							1	14		7	7	7		19		MPVA FM	8							1	1		7	7	7		7		MPVA FM	.7	.2	1.5
TOTAL LISTENING IN METRO SURVEY AREA														1079	120	272	238	176	90	126	472	163	308	240	185	90	100	481	126								

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

MONDAY-FRIDAY
7.00AM-8.00AM

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS																	AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS																	METRO SHARES					
STATION CALL LETTERS	TOT. PERS. 12 +	MEN							WOMEN							TNS. 12- 17	STATION CALL LETTERS	TOT. PERS. 12 +	MEN							WOMEN							TNS. 12- 17	STATION CALL LETTERS	TOT. 12 +	MEN 18 +	WM. 18 +	TNS. 12- 17	
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +				18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +							%
WANT	41	11	11	6	6		1	16	16	17	11	10		1	20	5	WANT	19	5	5					1	6	10	11	5	4		1	11	2	WANT	1.3	1.0	1.5	1.2
WEET	44	9	23	23	12	3	11	27	2	13	13	8	6	5	17		WEET	41	9	20	20	9			11	24	2	13	13	8	6	5	17	WEET	2.7	3.8	2.3		
WENZ	141	36	49	29	27	11	2	52	34	41	20	20	7	5	47	42	WENZ	141	36	49	29	27	11	2	52	34	41	20	20	7	5	47	42	WENZ	9.3	8.3	6.5	25.6	
WEZS	55	5	23	19	5	4	17	34							21		WEZS	38	5	23	19	5	4	17	31						7		WEZS	2.5	5.0	1.0			
WGOE	14	10	11	11	11	1		11	1	1					1	2	WGOE	14	10	11	11	11	1		11	1	1				1	2	WGOE	.9	1.8	.1	1.2		
WKIE	10	4	4	4	4		7	3	3	3	3				3		WKIE	7	4	4	4	4			4	3	3	3	3		3		WKIE	.5	.6	.4			
WLEE	140	42	50	35	34	7	1	56	50	66	46	44	14	2	67	17	WLEE	140	42	50	35	34	7	1	56	50	66	46	44	14	2	67	17	WLEE	9.2	9.0	9.2	10.4	
WRNL	102	9	10	8	7		1	15	35	56	35	34	20	2	61	26	WRNL	100	9	9	7	7			14	35	56	35	34	20	1	60	26	WRNL	6.6	2.2	8.2	15.9	
WRVA	766	36	126	126	93	57	66	301	113	236	163	120	80	100	462	3	WRVA	568	35	122	122	92	57	63	239	53	155	142	115	75	76	327	2	WRVA	37.4	38.2	44.9	1.2	
WRVO	327	79	93	63	61	12	3	94	92	121	77	74	26	3	124	109	WRVO	168	45	58	48	47	12	2	59	49	61	44	43	11	1	61	48	WRVO	11.1	9.4	8.4	29.3	
WRXL	84	36	40	38	38	4		40	23	24	16	15		1	24	20	WRXL	80	34	38	36	36	4		38	23	24	16	15		1	24	18	WRXL	5.3	6.1	3.3	11.0	
WTVR	22	1	1	1	1		11								11		WTVR	22	1	1	1	1			11						11		WTVR	1.5	1.8	1.5			
WTVR FM	67	18	23	23	19	1	7	30	9	23	23	14	5	17	37		WTVR FM	52	19	19	19	19	1	3	23	9	23	23	14	5	11	29		WTVR FM	3.4	3.7	4.0		
TOTAL	89	19	24	24	20	1	7	41	9	23	23	14	5	18	48		TOTAL	74	19	20	20	20	1	3	34	9	23	23	14	5	12	40		TOTAL	4.9	5.5	5.5		
WXGI	35	17	30	15	9	7	8	33		1	1	1	1		2		WXGI	35	17	30	15	9	7	8	33		1	1	1	1		2		WXGI	2.3	5.3	.3		
WBCI	30	4	4				4	19	21	2			2	21	5	WBCI	21									19	21	2		2	21		WBCI	1.4		2.9			
WPVA FM	20						11		7	7	5	5	2	9		WPVA FM	2										2	2	2	2	2		WPVA FM	.1		.3			
TOTAL LISTENING IN METRO SURVEY AREA																	1517	285	458	385	316	104	117	625	295	503	370	319	157	118	728	164							

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS																	AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS																	METRO SHARES				
STATION CALL LETTERS	TOT. PERS. 12 +	MEN							WOMEN							TNS. 12- 17	STATION CALL LETTERS	TOT. PERS. 12 +	MEN							WOMEN							TNS. 12- 17	STATION CALL LETTERS	TOT. 12 +	MEN 18 +	WM. 18 +	TNS. 12- 17
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +				18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +						
WANT	45	7	7	7	7		7	27	29	6	5	1	1	38		WANT	14	1	1	1	1				1	10	12	2	1	1	1	13		WANT	1.3	.2	2.4	
WEET	32	10	12	12	12	2		20	3	7	4	4	4	12		WEET	30	10	10	10	10				18	3	7	4	4	4		12		WEET	2.8	3.9	2.2	
WENZ	45	15	23	16	16	8		25	6	11	8	8	5	4	15	5	WENZ	45	15	23	16	16	8		25	6	11	8	8	5	4	15	5	WENZ	4.3	5.4	2.8	8.3
WEZS	82	6	16	16	13	7	6	41	6	10	10	7	1	7	41		WEZS	44	6	16	16	13	7	6	24	6	10	10	7	1	7	20		WEZS	4.2	5.2	3.7	
WGOE	10	8	9	9	9	1		9	1	1	1	1		1		WGOE	10	8	9	9	9	1		9	1	1	1	1		1		WGOE	.9	2.0	.2			
WKIE	7	3	3	3	3		3	3	4	4	4	1		4		WKIE	7	3	3	3	3			3	3	4	4	4	1		4		WKIE	.7	.7	.7		
WLEE	79	25	33	28	28	8		33	23	40	33	31	15	2	41	5	WLEE	79	25	33	28	28	8		33	23	40	33	31	15	2	41	5	WLEE	7.5	7.2	7.6	8.3
WRNL	72	9	10	7	7	1	3	13	23	43	39	38	19	1	53	6	WRNL	70	9	10	7	7	1	3	13	23	43	39	38	19	1	51	6	WRNL	6.6	2.8	9.5	10.0
WRVA	426	36	40	40	39	3	15	128	64	123	73	53	39	43	295	3	WRVA	284	36	40	40	39	3	15	104	23	76	67	53	39	31	179	1	WRVA	26.8	22.7	33.2	1.7
WRVO	268	101	122	62	55	14	7	122	65	92	65	64	26	2	95	51	WRVO	159	43	58	41	40	14	1	58	49	70	50	50	21	70	31	WRVO	15.0	12.6	13.0	51.7	
WRXL	76	40	44	44	44	4		44	20	22	6	6	2		22	10	WRXL	71	37	41	41	41	4		41	20	22	6	6	2	22	8	WRXL	6.7	8.9	4.1	13.3	
WTVR	25		2	2	1	1	1	13						12		WTVR	25		2	2	1	1	1	13						12		WTVR	2.4	2.8	2.2			
WTVR FM	87	5	8	8	5		6	38	6	21	19	13	9	15	49		WTVR FM	72	5	7	7	5		5	37	4	18	18	12	8	10	35		WTVR FM	6.8	8.1	6.5	
TOTAL	112	5	10	10	6	1	7	51	6	21	19	13	9	15	61		TOTAL	97	5	9	9	6	1	6	50	4	18	18	12	8	10	47		TOTAL	9.2	10.9	8.7	
WXGI	51	28	42	19	5		16	46		2	2	2	2		5		WXGI	51	28	42	19	5			16	46		2	2	2	2	5		WXGI	4.8	10.0	.9	
WBCI	28	24	26	15	13		2	26	1	2	1			1	2		WBCI	2								1	2	1			1	2		WBCI	.2		.4	
WPVA FM	22						4		17	17	16	16	1	17	1	WPVA FM	4										4	4	3	3	1	4		WPVA FM	.4		.7	
TOTAL LISTENING IN METRO SURVEY AREA																	1058	240	322	267	235	50	64	459	181	347	269	236	133	76	539	60						

Hour By Hour Avgs

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

MONDAY-FRIDAY
9.00AM-10.00AM

STATION CALL LETTERS	AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS															TNS. 12- 17	STATION CALL LETTERS	AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS															TNS. 12- 17	STATION CALL LETTERS	METRO SHARES			
	TOT. PERS. 12 +	MEN							WOMEN									TOT. PERS. 12 +	MEN							WOMEN									TOT. 12 + %	MEN 18 + %	WM. 18 + %	TNS. 12- 17 %
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +				18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +						
WANT	47	13	17	17	17	4	17	15	24	10	9	8	1	28	2	WANT	32	4	4	4	4	4	4	4	4	15	24	10	9	8	1	28	WANT	3.4	1.0	5.6		
WEET	39	13	15	15	15	2	1	20	8	13	5	3	3	2	19	WEET	39	13	15	15	15	2	1	20	8	13	5	3	3	2	19	WEET	4.1	4.9	3.8			
WENZ	70	34	42	10	10	8	45	11	15	7	7	4	4	20	5	WENZ	70	34	42	10	10	8	45	11	15	7	7	4	4	20	5	WENZ	7.3	10.9	4.0	12.2		
WEZS	119	11	17	17	14	3	6	64	14	17	17	16	2	7	55	WEZS	74	11	17	17	14	3	6	37	14	17	17	16	2	7	37	WEZS	7.7	9.0	7.4			
WGOE	3	2	3	3	3	1	3									WGOE	3	2	3	3	3	1	3								WGOE	.3	.7					
WKIE	1															WKIE	1									1	1			1	1	WKIE	.1	.2				
WLEE	66	17	25	25	25	8	25	21	38	29	26	14	3	40	1	WLEE	66	17	25	25	25	8	25	21	38	29	26	14	3	40	1	WLEE	6.9	6.1	8.0	2.4		
WRNL	59	7	7	7	7		7	18	37	37	37	19		49	3	WRNL	54	7	7	7	7		7	18	37	37	37	19		44	3	WRNL	5.7	1.7	8.7	7.3		
WRVA	267	28	36	36	36	8	9	99	11	40	35	19	13	29	168	WRVA	195	28	36	36	36	8	9	78	8	33	31	19	13	23	117	WRVA	20.4	19.0	23.3			
WRVO	237	107	110	32	32	3	110	69	91	62	60	20	4	98	29	WRVO	137	45	48	24	24	3	48	42	63	53	52	20	1	63	26	WRVO	14.3	11.7	12.5	63.4		
WRXL	69	34	40	40	40	6	40	27	27	7	7			27	2	WRXL	62	32	38	38	38	6	38	22	22	7	7			22	2	WRXL	6.5	9.2	4.4	4.9		
WTVR	16		2	2		2	6							10		WTVR	16		2	2			2	6					10		WTVR	1.7	1.5	2.0				
WTVR FM	119	9	18	18	9	9	48	21	34	29	26	10	15	71		WTVR FM	98	9	12	12	9	3	42	16	27	27	24	8	13	56		WTVR FM	10.3	10.2	11.1			
TOTAL	135	9	20	20	9	11	54	21	34	29	26	10	15	81		TOTAL	114	9	14	14	9	5	48	16	27	27	24	8	13	66		TOTAL	12.0	11.7	13.1			
WXGI	54	28	29	6	6	1	1	30		2	2	2	2	24		WXGI	35	28	29	6	6	1	1	30		2	2	2	2	5		WXGI	3.7	7.3	1.0			
WBCI	35	28	32	15	11	4	32	1	1	1	1			1	2	WBCI	1								1	1	1	1		1		WBCI	.1		.2			
WPVA FM	22					1	5		17	17	15	15	2	17		WPVA FM	3						1	1		2	2	1	1	1	2		WPVA FM	.3	.2	.4		
TOTAL LISTENING IN METRO SURVEY AREA																	955	234	296	217	209	54	30	411	181	311	240	211	101	68	503	41						

MONDAY-FRIDAY 10.00AM-11.00AM

WANT	64	16	20	14	14	4	20	20	29	14	13	8	7	42	2	WANT	41	4	4	4	4	4	4	20	29	14	13	8	2	37	WANT	4.4	.9	7.8			
WEET	39	13	18	18	18	5	19	12	17	5	3	3	2	20		WEET	37	13	16	16	16	3	17	12	17	5	3	3	2	20	WEET	4.0	4.0	4.2			
WENZ	59	31	36	9	9	5	41	6	10	7	7	4	4	15	3	WENZ	59	31	36	9	9	5	41	6	10	7	7	4	4	15	3	WENZ	6.3	9.7	3.2	7.9	
WEZS	118	13	18	18	17	4	6	66	14	20	20	18	4	8	52	WEZS	91	13	18	18	17	4	6	46	14	20	20	18	4	8	45	WEZS	9.7	10.9	9.5		
WGOE	3	2	3	3	3	1	3									WGOE	3	2	3	3	3	1	3								WGOE	.3	.7				
WKIE	3	2	2	2	2		2		1	1				1	1	WKIE	3	2	2	2	2		2		1	1			1	1	WKIE	.3	.5	.2			
WLEE	66	16	24	18	18	8	24	22	33	20	18	9	2	38	4	WLEE	63	16	24	18	18	8	24	22	30	17	15	6	2	35	4	WLEE	6.7	5.7	7.4	10.5	
WRNL	47	10	11	10	10	1	11	17	30	26	26	13		36		WRNL	45	10	11	10	10	1	11	17	30	26	26	13		34		WRNL	4.8	2.6	7.2		
WRVA	223	27	43	43	42	15	9	93	9	36	33	14	8	31	130	WRVA	173	27	43	43	42	15	9	75	9	34	31	14	8	27	98	WRVA	18.5	17.8	20.7		
WRVO	251	113	120	41	41	7	120	89	100	57	49	3	8	102	29	WRVO	134	40	47	28	28	7	47	57	61	41	40	3	1	62	25	WRVO	14.3	11.1	13.1	65.8	
WRXL	68	30	38	36	36	8	38	26	28	9	7			2	28	2	WRXL	62	30	38	36	36	8	38	20	22	9	7		2	22	2	WRXL	6.6	9.0	4.6	5.3
WTVR	20		1	1	1	1	9							11		WTVR	20		1	1	1	1	9							11		WTVR	2.1	2.1	2.3		
WTVR FM	122	12	19	15	8	8	48	30	41	27	24	8	14	74		WTVR FM	94	12	17	13	8	6	46	16	25	25	22	6	13	48		WTVR FM	10.1	10.9	10.1		
WXGI	64	28	28	5	5	1	33		4	4	3	3	1	31		WXGI	46	28	28	5	5	1	33		4	4	3	3	1	13		WXGI	4.9	7.8	2.7		
WBCI	25	15	19	15	11	4	19	5	6	6	6	1		6		WBCI	5								5	5	5	5		5		WBCI	.5		1.1		
WPVA FM	17						2		15	15	13	13	2	15		WPVA FM	-1															WPVA FM					
TOTAL LISTENING IN METRO SURVEY AREA																	934	233	306	224	217	66	29	422	201	298	212	176	61	75	474	38					

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

World Radio History

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS																	AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS																	METRO SHARES				
STATION CALL LETTERS	TOT. PERS. 12 +	MEN							WOMEN							TNS. 12- 17	STATION CALL LETTERS	TOT. PERS. 12 +	MEN							WOMEN							TNS. 12- 17	STATION CALL LETTERS	TOT. 12 + %	MEN 18 + %	WM. 18 + %	TNS. 12- 17 %
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +				18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +						
WANT	41	6	10	4	4	4	10	16	24	13	13	8	1	29	2	WANT	32	4	4	4	4	4	4	4	16	24	13	13	8	1	28	WANT	3.6	.9	6.8			
WEET	36	13	17	17	17	4	3	21	7	12	5	3	3	2	13	2	WEET	35	13	16	16	16	3	3	20	7	12	5	3	3	2	13	2	WEET	3.9	4.7	3.1	4.5
WENZ	54	29	37	10	10	8	41	6	7	4	4	1	3	11	2	WENZ	54	29	37	10	10	8	41	6	7	4	4	1	3	11	2	WENZ	6.1	9.5	2.7	4.5		
WEZS	128	14	23	23	22	8	6	70	14	21	21	19	5	9	58	WEZS	101	14	23	23	22	8	6	51	14	21	21	19	5	9	50	WEZS	11.4	11.9	12.1			
WGDE	2	2	2	2	2		2									WGDE	2	2	2	2	2											WGDE	.2	.5				
WKIE	2	2	2	2	2		2									WKIE	2	2	2	2	2											WKIE	.2	.5				
WLEE	64	16	24	18	18	8	24	25	34	22	16	3	6	37	3	WLEE	64	16	24	18	18	8	24	25	34	22	16	3	6	37	3	WLEE	7.2	5.6	9.0	6.8		
WRNL	39	13	13	11	11		13	17	23	16	15	5	1	26		WRNL	39	13	13	11	11		13	17	23	16	15	5	1	26		WRNL	4.4	3.0	6.3			
WRVA	188	28	45	45	40	12	10	84	8	34	33	11	4	32	104	WRVA	146	25	42	42	37	12	10	63	8	32	31	11	4	30	83	WRVA	16.5	14.7	20.1			
WRVQ	261	122	129	41	41	7	1	130	83	100	66	56	7	11	103	28	WRVQ	140	43	50	28	28	7	1	51	57	61	44	44	4	1	64	25	WRVQ	15.8	11.9	15.5	56.8
WRXL	71	29	37	37	37	8		37	20	23	10	7		5	25	9	WRXL	63	27	35	35	35	8		35	16	19	10	7		4	20	8	WRXL	7.1	8.1	4.8	18.2
WTVR	20		1	1			1	13						1	7		WTVR	20		1	1			1	13				1	7		WTVR	2.3	3.0	1.7			
WTVR FM	116	11	19	15	7		8	45	30	40	26	24	8	14	71		WTVR FM	92	11	19	15	7		8	45	16	23	23	21	5	12	47		WTVR FM	10.4	10.5	11.4	
WXGI	57	28	30	7	7	2	1	34							23		WXGI	39	28	30	7	7	2	1	34						5		WXGI	4.4	7.9	1.2		
WBCI	16	11	11	11	11		11	3	5	5	5	2		5		WBCI	3							3	3	3	3		3		WBCI	.3		.7				
WPVA FM	19						2		15	15	13	13	2	15	2	WPVA FM	2												2		WPVA FM	.2			4.5			
TOTAL LISTENING IN METRO SURVEY AREA																	887	233	322	238	223	74	37	430	188	267	197	158	40	78	413	44						

																	MONDAY-FRIDAY NOON-1.00PM																					
STATION CALL LETTERS	TOT. PERS. 12 +	MEN							WOMEN							TNS. 12- 17	STATION CALL LETTERS	TOT. PERS. 12 +	MEN							WOMEN							TNS. 12- 17	STATION CALL LETTERS	TOT. 12 + %	MEN 18 + %	WM. 18 + %	TNS. 12- 17 %
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +				18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +						
WANT	42	6	10	4	4	4	10	16	24	13	13	8	1	30	2	WANT	28	4	4	4	4	4	4	13	21	10	10	8	1	24	WANT	3.3	.9	6.5				
WEET	33	10	13	13	13	3	1	18	9	13	4	4	4	13	2	WEET	33	10	13	13	13	3	1	18	9	13	4	4	4	13	2	WEET	3.9	4.0	3.5	5.4		
WENZ	59	31	41	12	10	8	2	44	11	12	4	4	1	3	15	WENZ	59	31	41	12	10	8	2	44	11	12	4	4	1	3	15	WENZ	6.9	9.8	4.0			
WEZS	120	11	20	20	19	8	6	66	14	19	19	18	4	7	54	WEZS	90	11	20	20	19	8	6	46	14	19	19	18	4	7	44	WEZS	10.5	10.2	11.9			
WGDE	-1															WGDE	-1															WGDE						
WKIE	6	1	1	1	1		1	1	1	1	1			4	1	WKIE	3	1	1	1	1			1	1	1	1	1		1	1	WKIE	.4	.2	.3	2.7		
WLEE	42	9	17	11	11	8		17	16	22	17	11		6	24	1	WLEE	42	9	17	11	11	8		17	16	22	17	11		6	24	1	WLEE	4.9	3.8	6.5	2.7
WRNL	58	13	18	16	11		5	24	16	20	12	11	3	1	34		WRNL	57	13	17	15	11		4	23	16	20	12	11	3	1	34		WRNL	6.7	5.1	9.2	
WRVA	159	26	31	29	28	4	10	65	8	28	28	12	4	21	94	WRVA	124	26	31	29	28	4	10	58	8	26	26	12	4	19	70	WRVA	14.9	12.9	18.9			
WRVQ	264	127	134	38	38	7	1	135	79	94	63	53	5	11	96	33	WRVQ	131	44	51	19	19	7	1	52	47	48	36	36	1	1	50	29	WRVQ	15.3	11.6	13.5	78.4
WRXL	76	42	46	42	42	4		46	22	26	11	8	1	4	27	3	WRXL	68	40	44	40	40	4		44	17	21	11	8	1	4	22	2	WRXL	7.9	9.8	5.9	5.4
WTVR	16		6	6			6	12							4		WTVR	16		6	6			6	12						4		WTVR	1.9	2.7	1.1		
WTVR FM	116	11	27	23	7		16	54	30	37	23	20	4	12	62		WTVR FM	90	11	22	18	7		11	49	16	23	23	20	4	10	41		WTVR FM	10.5	10.9	11.1	
WXGI	65	35	40	17	15	3	3	43						2	22		WXGI	47	35	40	17	15	3	3	43			2	2		2	4		WXGI	5.5	9.6	1.1	
WBCI	10	8	8	8	8		8	1	1	1	1			2		WBCI	1							1	1	1	1		1		WBCI	.1		.3				
WPVA FM	15								15	15	13	13	2	15		WPVA FM	-1														WPVA FM							
TOTAL LISTENING IN METRO SURVEY AREA																	857	243	337	235	208	67	50	449	171	237	172	139	33	62	371	37						

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Hour By Hour Avgs

Average Quarter-Hour Listening Estimates

MONDAY-FRIDAY
1.00PM-2.00PM

STATION CALL LETTERS	AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS																	STATION CALL LETTERS	AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS																	STATION CALL LETTERS	METRO SHARES			
	TOT. PERS. 12 +	MEN							WOMEN							TNS. 12- 17	TOT. PERS. 12 +		MEN							WOMEN							TNS. 12- 17	TOT. 12 + %	MEN 18 + %		WM 18 + %	TNS. 12- 17 %		
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +				18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +								
WANT	43	11	15	6	6	4	17	12	19	11	11	7	24	2	WANT	28	2	6	6	6	4	8	11	18	10	10	7	20	2	WANT	3.4	1.9	5.6							
WEET	23	10	13	13	13	3	16	2	5	3	3	3	5	2	WEET	23	10	13	13	13	3	16	2	5	3	3	3	5	2	WEET	2.8	3.9	1.4	4.7						
WENZ	51	28	36	10	10	8	38	7	8	4	4	1	3	11	2	WENZ	51	28	36	10	10	8	38	7	8	4	4	1	3	11	2	WENZ	6.3	9.2	3.1	4.7				
WEZS	120	13	24	24	24	11	2	62	11	21	21	17	6	11	57	1	WEZS	95	13	24	24	24	11	2	43	11	21	21	17	6	11	51	1	WEZS	11.6	10.4	14.2	2.3		
WGDE	-1															WGDE	-1																							
WKIE	10							1	1					7	3	WKIE	4					1	1				1	3	WKIE	.5		.3	7.0							
WLEE	50	8	16	14	14	8	16	22	33	23	17	5	6	33	1	WLEE	50	8	16	14	14	8	16	22	33	23	17	5	6	33	1	WLEE	6.1	3.9	9.2	2.3				
WRNL	38	12	12	11	11		13	11	16	7	6	4	1	25		WRNL	38	12	12	11	11		13	11	16	7	6	4	1	25		WRNL	4.7	3.1	7.0					
WRVA	134	24	32	32	32	8	7	55	8	33	30	14	9	22	79		WRVA	113	24	30	30	30	6	7	46	8	32	29	14	9	21	67		WRVA	13.8	11.1	18.7			
WRVO	257	128	138	46	46	10	1	139	69	81	53	43	2	12	84	34	WRVO	133	44	53	26	26	9	1	54	46	46	32	32		2	48	31	WRVO	16.3	13.0	13.4	72.1		
WRXL	73	33	41	36	36	8	41	26	29	10	7		4	30	2	WRXL	67	33	41	36	36	8		41	21	24	10	7		4	25	1	WRXL	8.2	9.9	7.0	2.3			
WTVR	15		4	4	1	1	4	9		1	1	1	1		6		WTVR	15		4	4	1	1	4	9		1	1	1	1		6		WTVR	1.8	2.2	1.7			
WTVR FM	118	16	27	19	8		11	54	30	38	24	21	5	12	64		WTVR FM	96	16	27	19	8		11	54	16	24	24	21	5	11	42		WTVR FM	11.8	13.0	11.7			
WXGI	64	34	36	13	12	1	2	43		2	2		2	21		WXGI	47	34	36	13	12	1	2	43		2	2		2	4				WXGI	5.8	10.4	1.1			
WBCI	14	8	8	8	8		9		2	2			2	5		WBCI	2							2	2			2	2					WBCI	.2		.6			
WPVA FM	15						1	1		14	14	13	13	1	14		WPVA FM	1						1	1									WPVA FM	.1	.2				
TOTAL LISTENING IN METRO SURVEY AREA																	816	233	320	228	213	72	36	415	158	239	172	132	41	72	358	43								

STATION CALL LETTERS	AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS																	STATION CALL LETTERS	AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS																	STATION CALL LETTERS	MONDAY-FRIDAY 2.00PM-3.00PM			
	TOT. PERS. 12 +	MEN							WOMEN							TNS. 12- 17	TOT. PERS. 12 +		MEN							WOMEN							TNS. 12- 17	TOT. 12 + %	MEN 18 + %		WM 18 + %	TNS. 12- 17 %		
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +				18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +								
WANT	61	25	27	4	4	2	29	17	24	12	12	7		28	4	WANT	31	2	4	4	4	2		6	17	24	12	12	7		25		WANT	3.7	1.5	7.1				
WEET	32	10	13	13	13	3	3	17	2	8	8	8	6	12	3	WEET	32	10	13	13	13	3	3	17	2	8	8	8	6	12	3	WEET	3.9	4.2	3.4	4.2				
WENZ	62	28	33	9	9	5	35	7	8	4	4	1	3	12	15	WENZ	62	28	33	9	9	5	35	7	8	4	4	1	3	12	15	WENZ	7.5	8.6	3.4	20.8				
WEZS	115	14	25	25	25	11	1	60	11	17	17	14	3	10	55		WEZS	94	14	25	25	25	11	1	41	11	17	17	14	3	10	53		WEZS	11.4	10.1	15.1			
WGDE	2	2	2	2	2		2									WGDE	2	2	2	2	2		2																	
WKIE	6													3	3	WKIE	3																							
WLEE	65	12	24	21	19	10	2	24	20	32	23	17	6	6	36	5	WLEE	65	12	24	21	19	10	2	24	20	32	23	17	6	6	36	5	WLEE	7.9	5.9	10.3	6.9		
WRNL	29	10	10	10	10		10	2	10	8	8	8		16	3	WRNL	28	10	10	10	10		10	2	10	8	8	8		16	2	WRNL	3.4	2.5	4.6	2.8				
WRVA	114	23	34	34	31	8	10	54	7	30	25	6	4	23	60		WRVA	101	23	31	31	28	5	10	45	7	29	24	6	4	22	56		WRVA	12.2	11.1	16.0			
WRVO	250	122	130	44	44	8		130	67	80	45	35	3	12	83	37	WRVO	126	46	53	24	24	7		53	37	40	26	25	2	2	41	32	WRVO	15.2	13.1	11.7	44.4		
WRXL	82	34	42	33	33	8	42	27	31	11	8	1	3	31	9	WRXL	77	34	42	33	33	8		42	22	26	11	8	1	3	26	9	WRXL	9.3	10.3	7.4	12.5			
WTVR	15		1	1			1	4		1	1	1	1		11		WTVR	15		1	1			1	4		1	1	1	1		11		WTVR	1.8	1.0	3.1			
WTVR FM	117	14	31	27	10		18	63	30	36	22	19	3	11	54		WTVR FM	92	14	24	20	10		11	56	16	22	22	19	3	9	36		WTVR FM	11.1	13.8	10.3			
WXGI	62	33	35	12	10		3	40		1	1		1	22		WXGI	44	33	35	12	10		3	40		1	1		1	4				WXGI	5.3	9.9	1.1			
WBCI	21	11	11	11	11		11	2	4	4	2		2	8	2	WBCI	5								2	4	4	2		2	4	1	WBCI	.6		1.1	1.4			
WPVA FM	15						1	1		14	14	14	14		14		WPVA FM	1						1	1										WPVA FM	.1	.2			
TOTAL LISTENING IN METRO SURVEY AREA																	828	238	318	226	208	62	39	406	143	229	168	128	46	65	350	72								

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS																	AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS																	METRO SHARES								
STATION CALL LETTERS	TOT. PERS. 12 +	MEN							WOMEN							TNS. 12- 17	STATION CALL LETTERS	TOT. PERS. 12 +	MEN							WOMEN							TNS. 12- 17	STATION CALL LETTERS	TOT. 12 + %	MEN 18 + %	WM. 18 + %	TNS. 12- 17 %				
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +				18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +										
WANT	45	17	17	11	11		19	16	20	7	7	4		22	4	WANT	26	2	2	2	2		4	16	20	7	7	4		21	1	WANT	2.8	1.0	5.5	.8						
WEET	39	10	14	14	14	4	3	18	5	13	11	11	8		18	3	WEET	38	10	13	13	13	3	3	17	5	13	11	11	8		18	3	WEET	4.1	4.0	4.7	2.5				
WENZ	86	26	31	10	10	5	35	13	13	4	4		3	17	34	WENZ	86	26	31	10	10	5	35	13	13	4	4		3	17	34	WENZ	9.3	8.3	4.5	28.1						
WEZS	134	16	34	34	31	15	4	77	11	20	20	15	4	11	57	WEZS	105	16	34	34	31	15	4	50	11	20	20	15	4	11	55	WEZS	11.4	11.9	14.4							
WGDE	1														1	WGDE	1													1	WGDE	.1			.8							
WKIE	9	6	6	6	6		6							2	1	WKIE	7	6	6	6	6		6							1	WKIE	.8	1.4		.8							
WLEE	88	26	41	29	26	12	3	44	20	29	22	17	4	5	35	9	WLEE	86	24	39	27	24	12	3	42	20	29	22	17	4	5	35	9	WLEE	9.3	10.0	9.2	7.4				
WRNL	41	9	22	22	22	13		22	6	15	10	10	9		18	1	WRNL	41	9	22	22	22	13		22	6	15	10	9		18	1	WRNL	4.4	5.2	4.7	.8					
WRVA	106	18	20	18	17	1	5	36	11	37	32	14	8	22	70	WRVA	95	18	20	18	17	1	5	29	11	36	31	14	8	21	66	WRVA	10.3	6.9	17.3							
WRVQ	241	88	95	21	21	7		95	62	77	47	37	5	13	81	65	WRVQ	137	38	45	21	21	7		45	33	38	28	28	5	1	39	53	WRVQ	14.8	10.7	10.2	43.8				
WRXL	81	37	45	35	35	8		45	22	26	11	8	1	4	27	9	WRXL	76	37	45	35	35	8		45	17	21	11	8	1	4	22	9	WRXL	8.2	10.7	5.8	7.4				
WTVR	12		1	1			1	5		1	1	1	1		7		WTVR	12		1	1			1	5		1	1	1	1		7		WTVR	1.3	1.2	1.8					
WTVR FM	104	8	29	29	9	1	21	59	21	28	23	20	4	11	44	1	WTVR FM	85	8	16	16	9	1	8	46	16	23	23	20	4	10	38	1	WTVR FM	9.2	11.0	9.9	.8				
WXGI	74	33	34	11	11	1	2	41		8			8	32	1	WXGI	56	33	34	11	11	1	2	41		8	8		8	14	1	WXGI	6.1	9.8	3.7	.8						
WBCI	22	15	15	11	11		15	3	3	3	3			5	2	WBCI	-1															WBCI										
WPVA FM	18		1	1	1	1	1		14	14	14	14		14	3	WPVA FM	5		1	1	1	1		1		1	1	1	1		3	WPVA FM	.5	.2	.3	2.5						
TOTAL LISTENING IN METRO SURVEY AREA																	923	239	329	237	222	75	34	420	155	252	184	139	52	73	382	121										

																	MONDAY-FRIDAY 4.00PM-5.00PM																									
STATION CALL LETTERS	TOT. PERS. 12 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	TNS. 12- 17	STATION CALL LETTERS	TOT. PERS. 12 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	TNS. 12- 17	STATION CALL LETTERS	TOT. 12 + %	MEN 18 + %	WM. 18 + %	TNS. 12- 17 %											
WANT	79	43	48	14	14	5		50	20	24	9	9	4		25	4	WANT	34	2	7	7	7	5		9	19	23	8	8	4		24	1	WANT	3.7	2.2	6.3	.9				
WEET	28	10	11	11	11	1		11	8	13	6	6	5		16	1	WEET	26	10	10	10	10			10	8	13	6	6	5		15	1	WEET	2.8	2.4	3.9	.9				
WENZ	77	27	30	6	6	3		32	10	10	3	3		3	14	31	WENZ	77	27	30	6	6	3		32	10	10	3	3		3	14	31	WENZ	8.4	7.7	3.7	26.7				
WEZS	117	11	31	31	23	12	12	81	6	10	10	8	2	6	36		WEZS	91	11	31	31	23	12	12	55	6	10	10	8	2	6	36		WEZS	9.9	13.2	9.4					
WGDE	2	1	1	1	1			1							1		WGDE	2	1	1	1	1			1						1		WGDE	.2	.2		.9					
WKIE	4	3	3	3	3			3		1	1	1	1		1		WKIE	4	3	3	3	3			3		1	1	1	1		1		WKIE	.4	.7	.3					
WLEE	80	19	28	18	18	9		31	33	38	14	11	2	3	40	9	WLEE	80	19	28	18	18	9		31	33	38	14	11	2	3	40	9	WLEE	8.7	7.4	10.4	7.8				
WRNL	39	7	12	12	12	5		19	7	9	4	3	1	1	13	7	WRNL	37	7	12	12	12	5		19	7	9	4	3	1	1	13	5	WRNL	4.0	4.5	3.4	4.3				
WRVA	173	28	48	48	34	6	23	83	9	38	32	18	15	25	90		WRVA	129	25	35	35	31	6	13	59	7	31	27	14	11	23	70		WRVA	14.1	14.1	18.3					
WRVQ	242	78	85	22	19	4	4	90	57	81	52	46	18	6	84	68	WRVQ	129	31	35	17	17	4		35	27	45	36	36	18		45	49	WRVQ	14.1	8.4	11.7	42.2				
WRXL	101	43	51	35	35	8		51	35	39	16	13	1	4	40	10	WRXL	96	43	51	35	35	8		51	30	34	16	13	1	4	35	10	WRXL	10.5	12.2	9.1	8.6				
WTVR	18		4	4	2	2	3	7							9	2	WTVR	18		4	4	2	2	3	7						9	2	WTVR	2.0	1.7	2.3	1.7					
WTVR FM	92	14	31	27	10		21	53	16	23	23	19	3	7	39		WTVR FM	76	14	16	12	10		6	38	16	23	23	19	3	6	38		WTVR FM	8.3	9.1	9.9					
WXGI	54	24	28	5	5	4	2	39		3	3			3	15		WXGI	45	24	28	5	5	4	2	39		3	3		3	6		WXGI	4.9	9.3	1.6						
WBCI	18	11	14	14	11		3	14					1	2	2	2	WBCI	-1														WBCI										
WPVA FM	18		1	1	1	1	1	6		9	9	9	9		9	3	WPVA FM	7		1	1	1	1		1		3	3	3	3		3	3	WPVA FM	.8	.2	.8	2.6				
TOTAL LISTENING IN METRO SURVEY AREA																	917	229	314	219	203	69	42	418	176	262	160	127	53	58	383	116										

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Hour By Hour Avgs

Average Quarter-Hour Listening Estimates

MONDAY-FRIDAY
5.00PM-6.00PM

STATION CALL LETTERS	AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS																	STATION CALL LETTERS	AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS																	STATION CALL LETTERS	METRO SHARES			
	TOT. PERS. 12 +	MEN							WOMEN							TNS. 12- 17	TOT. PERS. 12 +		MEN							WOMEN							TNS. 12- 17	TOT. 12 + %	MEN 18 + %		WM. 18 + %	TNS. 12- 17 %		
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +				18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +								
WENZ	50	10	12	2			2	13	5	10	5	5	5	3	15	22	WENZ	50	10	12	2			2	13	5	10	5	5	5	3	15	22	WENZ	6.1	3.5	4.3	20.8		
WEZS	87	17	27	24	17	3	9	59	3	9	9	6	3	4	26	2	WEZS	70	17	27	24	17	3	9	42	3	9	9	6	3	4	26	2	WEZS	8.5	11.3	7.5	1.9		
WLEE	93	28	36	23	22	7	1	37	42	48	16	13	3	4	49	7	WLEE	93	28	36	23	22	7	1	37	42	48	16	13	3	4	49	7	WLEE	11.3	9.9	14.2	6.6		
WRNL	65	6	22	22	9	3	16	30	15	20	10	9	4	1	28	7	WRNL	47	6	9	9	9	3	3	17	15	20	10	9	4	1	23	7	WRNL	5.7	4.6	6.7	6.6		
WRVA	260	21	64	64	39	18	40	120	31	63	43	33	22	22	139	1	WRVA	216	21	56	56	38	17	33	102	22	49	38	28	17	22	113	1	WRVA	26.2	27.3	32.8	.9		
WRVQ	235	71	83	30	29	11	7	89	73	85	41	39	10	2	85	61	WRVQ	138	32	44	28	27	11	1	44	36	47	24	23	10	1	47	47	WRVQ	16.7	11.8	13.6	44.3		
WRXL	89	46	54	37	37	8		54	19	22	9	6		4	23	12	WRXL	78	40	48	34	34	8		48	14	17	9	6		4	18	12	WRXL	9.5	12.9	5.2	11.3		
WTVR	21		6	6	3	3	3	12							1	7	2	WTVR	21		6	6	3	3	3	12					1	7	2	WTVR	2.5	3.2	2.0	1.9		
WTVR FM	70	7	23	23	7		18	47	2	10	10	6	4	9	23		WTVR FM	51	7	13	13	7		8	32	2	10	10	6	4	5	19		WTVR FM	6.2	8.6	5.5			
WBCI	33	23	24	13	12		2	25	1	2	2	2	1		2	6	WBCI	4	2	2					2	1	2	2	2	1		2		WBCI	.5	.5	.6			
WPVA FM	7		1	1	1	1	1	4		2	2	2	2	1	3		WPVA FM	5		1	1	1	1	1	2		2	2	2	2	1	3		WPVA FM	.6	.5	.9			
TOTAL LISTENING IN METRO SURVEY AREA																	824	171	270	212	174	61	66	373	147	224	131	104	50	52	345	106								

STATION CALL LETTERS	AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS																	STATION CALL LETTERS	AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS																	STATION CALL LETTERS	MONDAY-FRIDAY 6.00PM-7.00PM			
	TOT. PERS. 12 +	MEN							WOMEN							TNS. 12- 17	TOT. PERS. 12 +		MEN							WOMEN							TNS. 12- 17	TOT. 12 + %	MEN 18 + %		WM. 18 + %	TNS. 12- 17 %		
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +				18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +								
WENZ	78	26	26	1	1			26	10	18	8	8	8	4	22	30	WENZ	78	26	26	1	1			26	10	18	8	8	8	4	22	30	WENZ	11.9	9.2	8.7	25.4		
WEZS	51	5	10	10	9	4	2	25	2	12	12	7	5	7	26		WEZS	44	5	10	10	9	4	2	18	2	12	12	7	5	7	26		WEZS	6.7	6.4	10.3			
WLEE	66	30	35	27	27	5		35	16	22	7	4	3	3	24	7	WLEE	66	30	35	27	27	5		35	16	22	7	4	3	3	24	7	WLEE	10.1	12.4	9.5	5.9		
WRNL	17	3	5	5	5	2		5	6	8	6	6	2		11	1	WRNL	17	3	5	5	5	2		5	6	8	6	6	2		11	1	WRNL	2.6	1.8	4.4	.8		
WRVA	177	8	16	16	16	8	6	48	51	74	25	16	14	21	127	2	WRVA	117	8	16	16	16	8	6	43	2	25	25	16	14	21	72	2	WRVA	17.9	15.2	28.6	1.7		
WRVQ	222	62	69	27	27	7	3	72	59	65	30	29	5	1	71	79	WRVQ	151	51	57	26	26	6		57	36	39	20	20	3		40	54	WRVQ	23.1	20.1	15.9	45.8		
WRXL	89	56	58	33	33	2		58	13	15	5	4	1	1	15	16	WRXL	71	43	45	29	29	2		45	8	10	5	4	1	1	10	16	WRXL	10.9	15.9	4.0	13.6		
WTVR	6						1	2							2	2	WTVR	6							1	2					2	2	WTVR	.9	.7	.8	1.7			
WTVR FM	59	11	16	16	11		7	37	5	10	9	6	2	6	22		WTVR FM	48	11	11	11	11		2	30	5	10	9	6	2	4	18		WTVR FM	7.4	10.6	7.1			
WBCI	22	10	10	8	8			10	1	1	1	1			1	11	WBCI	3	2	2					2	1	1	1	1		1		WBCI	.5	.7	.4				
WPVA FM	5		1	1	1	1	1	2		3	3	2	2	1	3		WPVA FM	5		1	1	1	1	1	2		3	3	2	2	1	3		WPVA FM	.8	.7	1.2			
TOTAL LISTENING IN METRO SURVEY AREA																	653	188	224	142	140	34	15	283	92	157	99	75	41	47	252	118								

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

STATION CALL LETTERS	AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS																TNS. 12- 17	STATION CALL LETTERS	AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS																TNS. 12- 17	STATION CALL LETTERS	METRO SHARES					
	TOT. PERS. 12 +	MEN								WOMEN									TOT. PERS. 12 +	MEN								WOMEN									TOT. 12 +	MEN 18 +	WM. 18 +	TNS. 12- 17		
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34				18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +										
WENZ	69	22	22	1	1			22	7	16	9	8	8	4	19	28	WENZ	69	22	22	1	1			22	7	16	9	8	8	4	19	28	WENZ	14.3	11.0	10.4	27.5				
WEZS	44	5	7	7	6	1	2	19	3	10	10	10	7	2	25		WEZS	35	5	7	7	6	1	2	12	3	10	10	10	7	2	23		WEZS	7.2	6.0	12.6					
WLEE	38	18	22	18	18	4	1	23	8	10	4	3	1	1	12	3	WLEE	38	18	22	18	18	4	1	23	8	10	4	3	1	1	12	3	WLEE	7.9	11.5	6.6	2.9				
WRNL	23	5	8	5	5	3		8	7	9	6	6	2		11	4	WRNL	20	2	5	5	5	3		5	7	9	6	6	2		11	4	WRNL	4.1	2.5	6.0	3.9				
WRVA	96	5	11	11	5		13	38	4	25	23	14	12	14	56	2	WRVA	86	5	11	11	5		13	33	4	25	23	14	12	14	54	1	WRVA	18.2	16.5	29.7	1.0				
WRVQ	143	54	58	15	15	4		58	32	35	18	18	3		35	50	WRVQ	115	46	50	15	15	4		50	25	28	15	15	3		28	37	WRVQ	23.8	25.0	15.4	36.3				
WRXL	61	39	39	20	20			39	2	2	2	2			2	20	WRXL	57	35	35	18	18			35	2	2	2	2			2	20	WRXL	11.8	17.5	1.1	19.6				
WTVR	2															2	WTVR	2														2	WTVR	.4			2.0					
WTVR FM	28	4	8	8	4		4	9	7	11	11	9	2	2	19		WTVR FM	20	4	4	4	4			5	7	11	11	9	2	2	15		WTVR FM	4.1	2.5	8.2					
MBCI	20	12	12	10	10			14							2	4	MBCI	2	2	2	2	2			2								MBCI	.4	1.0							
WPVA FM	5		1	1	1	1	1	2		3	3	2	2	1	3		WPVA FM	5		1	1	1	1	1	2		3	3	2	2	1	3		WPVA FM	1.0	1.0	1.6					

TOTAL LISTENING IN METRO SURVEY AREA 484 146 169 88 81 16 18 200 69 123 88 73 39 26 182 102

STATION CALL LETTERS	AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS																TNS. 12- 17	STATION CALL LETTERS	AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS																TNS. 12- 17	STATION CALL LETTERS	METRO SHARES					
	TOT. PERS. 12 +	MEN								WOMEN									TOT. PERS. 12 +	MEN								WOMEN									TOT. 12 +	MEN 18 +	WM. 18 +	TNS. 12- 17		
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34				18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +										
WENZ	56	13	13					13	7	16	9	8	8	4	19	24	WENZ	56	13	13					13	7	16	9	8	8	4	19	24	WENZ	12.1	7.3	9.5	28.6				
WEZS	35	2	3	3	3	1	1	14	3	10	10	10	7	1	21		WEZS	26	2	3	3	3	1	1	7	3	10	10	10	7	1	19		WEZS	5.6	3.9	9.5					
WLEE	32	6	9	9	9	3		9	13	18	8	7	4	2	20	3	WLEE	32	6	9	9	9	3		9	13	18	8	7	4	2	20	3	WLEE	6.9	5.0	10.0	3.6				
WRNL	22	6	6					7	7	8	2	1		1	10	5	WRNL	14								7	8	2	1		1	9	5	WRNL	3.0		4.5	6.0				
WRVA	130	5	24	24	9	4	24	53	2	32	32	19	17	14	75	2	WRVA	122	5	24	24	9	4	24	48	2	32	32	19	17	14	72	2	WRVA	26.3	26.8	35.8	2.4				
WRVQ	137	54	59	11	11	5		59	23	30	14	13	6	1	31	47	WRVQ	106	41	46	11	11	5		46	23	29	13	13	6		30	30	WRVQ	22.8	25.7	14.9	35.7				
WRXL	54	37	37	20	20			37	3	3					3	14	WRXL	53	36	36	19	19			36	3	3				3	14	WRXL	11.4	20.1	1.5	16.7					
WTVR	3							1	1							2	WTVR	3							1	1						2	WTVR	.6	.6		2.4					
WTVR FM	22	3	4	4	3		1	6	6	10	10	9	3	1	16		WTVR FM	18	3	4	4	3		1	6	6	10	10	9	3	1	12		WTVR FM	3.9	3.4	6.0					
MBCI	8	8	8	8	8			8									MBCI	2	2	2	2	2			2								MBCI	.4	1.1							
WPVA FM	1		1	1	1	1	1	1									WPVA FM	1		1	1	1	1	1	1									WPVA FM	.2	.6						

TOTAL LISTENING IN METRO SURVEY AREA 464 112 143 78 62 15 28 179 71 133 87 70 45 23 201 84

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Hour By Hour Avgs

Average Quarter-Hour Listening Estimates

STATION CALL LETTERS	AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS																	TNS. 12- 17	AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS																	TNS. 12- 17	METRO SHARES			
	TOT. PERS. 12 +	MEN							WOMEN							TOT. PERS. 12 +	MEN							WOMEN							TOT. 12 + %	MEN 18 + %	WM. 18 + %	TNS. 12- 17 %						
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +		18- 34		18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54					18 +					
WENZ	52	13	14	1	1	1	14	7	15	8	7	7	4	18	20	WENZ	52	13	14	1	1	1	14	7	15	8	7	7	4	18	20	WENZ	11.5	8.2	9.2	23.3				
WEZS	26		3	3	1	1	3	12	3	6	6	6	3	1	14		WEZS	17		3	3	1	1	3	6	3	6	6	3	1	11		WEZS	3.8	3.5	5.6				
WLEE	23	7	7	5	5		7	7	10	3	2	2	1	11	5	WLEE	23	7	7	5	5		7	7	10	3	2	2	1	11	5	WLEE	5.1	4.1	5.6	5.8				
WRNL	18	6	6				6	6	6					1	8	4	WRNL	11							6	6				7	4	WRNL	2.4		3.6	4.7				
WRVA	142	1	19	19	5	4	22	52	5	38	35	19	17	19	90	WRVA	127	1	19	19	5	4	22	47	2	35	35	19	17	18	80	WRVA	28.1	27.5	41.0					
WRVQ	158	45	52	11	11	7	52	29	39	13	10	7	3	39	67	WRVQ	111	38	45	11	11	7		45	19	26	10	10	7		26	40	WRVQ	24.6	26.3	13.3	46.5			
WRXL	42	26	26	18	18		26	7	7	2	2			7	9	WRXL	42	26	26	18	18			26	7	7	2	2		7	9	WRXL	9.3	15.2	3.6	10.5				
WTVR	3						1	1							2	WTVR	3							1	1					2	2	WTVR	.7	.6		2.3				
WTVR FM	25	3	6	6	3		5	9	10	11	11	1		16		WTVR FM	23	3	6	6	3		5	9	10	11	11	1		14		WTVR FM	5.1	5.3	7.2					
WBCI	8	2	2	2	2		4							2	2	WBCI	3	2	2	2	2			2						1		WBCI	.7	1.2		1.2				
WPVA FM	-1															WPVA FM	-1															WPVA FM								

TOTAL LISTENING IN METRO SURVEY AREA 452 98 132 71 52 15 31 171 71 126 81 63 37 24 195 86

MONDAY-FRIDAY 10.00PM-11.00PM

WENZ	55	13	13				13	12	19	10	10	7	4	23	19	WENZ	55	13	13				13	12	19	10	10	7	4	23	19	WENZ	14.1	8.7	13.9	25.7	
WEZS	31	1	5	5	2	1	6	14	4	4	4	4		2	17	WEZS	22	1	5	5	2	1	6	14	4	4	4		2	8		WEZS	5.7	9.3	4.8		
WLEE	28	12	12	8	8		12	12	14	6	6	2		14	2	WLEE	21	5	5	1	1		5	12	14	6	6	2		14	2	WLEE	5.4	3.3	8.5	2.7	
WRNL	16	7	7	1	1		7							1	4	5	WRNL	8	1	1	1	1		1					2	5	WRNL	2.1	.7	1.2	6.8		
WRVA	68		7	7	3	3	5	24		8	8	5	5	6	44	WRVA	58		7	7	3	3	5	24		8	8	5	5	5	34	WRVA	14.9	16.0	20.6		
WRVQ	121	31	42	13	13	11	42	14	23	10	8	7	2	23	56	WRVQ	89	23	34	13	13	11		34	14	21	8	8	7		21	34	WRVQ	22.9	22.7	12.7	45.9
WRXL	42	22	27	22	22	5	27	5	5	2	2			5	10	WRXL	42	22	27	22	22	5		27	5	5	2	2		5	10	WRXL	10.8	18.0	3.0	13.5	
WTVR	39						7	15		8	8			8	24	WTVR	39						7	15		8	8		8	24	WTVR	10.0	10.0	14.5			
WTVR FM	25	4	5	5	4		2	7	10	11	10	10	1	4	18	WTVR FM	24	4	5	5	4		2	7	10	11	10	10	1	3	17	WTVR FM	6.2	4.7	10.3		
WBCI	16	9	9	1	1		9								7	WBCI	4	4	4					4						1		WBCI	1.0	2.7			
WPVA FM	1														1	WPVA FM	1													1		WPVA FM	.3			1.4	

TOTAL LISTENING IN METRO SURVEY AREA 389 78 107 58 50 21 20 150 62 96 60 49 23 24 165 74

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

MONDAY-FRIDAY
11.00PM-MIDNIGHT

STATION CALL LETTERS	AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS																	TNS. 12- 17	STATION CALL LETTERS	AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS																	TNS. 12- 17	STATION CALL LETTERS	METRO SHARES													
	TOT. PERS. 12 +	MEN							WOMEN							18- 34	18- 49			25- 49	25- 44	35- 44	45- 54	18 +	TOT. PERS. 12 +	MEN							WOMEN							18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	TOT. 12 +	MEN 18 +	WM. 18 +	TNS. 12- 17		
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +											18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18 +	18- 34	18- 49	25- 49	25- 44			35- 44												45- 54	18 +
WENZ	54	24	26	2	2	2	26	12	16	4	4	4	4	20	8	WENZ	54	24	26	2	2	2	26	12	16	4	4	4	20	8	WENZ	19.6	24.1	14.9	23.5																	
WEZS	16		3	3		3	7	3	3	3	3			9		WEZS	11		3	3		3	7	3	3	3		4		WEZS	4.0	6.5	3.0																			
WLEE	18	10	10	6	6		10	8	8	1	1			8		WLEE	12	4	4			4	8	8	1	1		8		WLEE	4.3	3.7	6.0																			
WRNL	6							1	1					4	2	WRNL	5							1	1		3	2	WRNL	1.8		2.2	5.9																			
WRVA	89	2	11	11	2		10	35	1	20	20	17	16	4	54	WRVA	57	2	11	11	2		10	19	1	20	20	17	16	4	38	WRVA	20.7	17.6	28.4																	
WRVQ	92	26	32	9	9	6		32	18	28	16	12	6	4	28	32	WRVQ	61	17	23	8	8	6		23	18	24	12	12	6	24	14	WRVQ	22.1	21.3	17.9	41.2															
WRXL	20	6	10	10	10	4		10	3	3	1	1		3	7	WRXL	20	6	10	10	10	4		10	3	3	1	1	3	7	WRXL	7.2	9.3	2.2	20.6																	
WTVR	10						1	7						3		WTVR	10					1	7				3		WTVR	3.6	6.5	2.2																				
WTVR FM	22	2	2	2	2		1	4	3	3	1	1		6	18	WTVR FM	21	2	2	2	2		1	4	3	3	1	1	5	17	WTVR FM	7.6	3.7	12.7																		
WBCI	7	4	4				4							3		WBCI	4	4	4					4						WBCI	1.4	3.7																				
WPVA FM	3									2	2		2	2	1	WPVA FM	3								2	2		2	2	1	WPVA FM	1.1		1.5	2.9																	

TOTAL LISTENING IN METRO SURVEY AREA 276 61 87 40 26 12 17 108 50 81 44 39 26 19 134 34

MONDAY-FRIDAY MIDNIGHT-1.00AM

WENZ	30	18	18				18	7	9	2	2	2	2	11	1	WENZ	30	18	18				18	7	9	2	2	2	2	11	1	WENZ	22.4	32.7	18.3	5.3
WEZS	4						1	3	3	3	3			3		WEZS	4					1	3	3	3		3		WEZS	3.0	1.8	5.0				
WLEE	15						8	5	5					7		WLEE	15					8	5	5		7		WLEE	11.2	14.5	11.7					
WRNL	6	2	2				2	3	3					4		WRNL	6	2	2			2	3	3		4		WRNL	4.5	3.6	6.7					
WRVA	28		1	1			1	16		5	5	3	3	4	12	WRVA	12		1	1		1	1		5	5	3	3	4	11	WRVA	9.0	1.8	18.3		
WRVQ	50	15	15				15	9	18	14	9	4	5	18	17	WRVQ	38	15	15			15	9	13	9	9	4	13	10	WRVQ	28.4	27.3	21.7	52.6		
WRXL	6	1	1	1	1		1							5		WRXL	6	1	1	1	1			1			5		WRXL	4.5	1.8		26.3			
WTVR	2		2	2	2	2	2									WTVR	-1												WTVR							
WTVR FM	5											4	5			WTVR FM	1										1		WTVR FM	.7		1.7				
WBCI	15	12	12	4	4		12							3		WBCI	8	8	8					8						WBCI	6.0	14.5				
WPVA FM	5									2	2		2	2	3	WPVA FM	5								2	2		2	2	3	WPVA FM	3.7		3.3	15.8	

TOTAL LISTENING IN METRO SURVEY AREA 134 44 46 3 2 1 1 55 27 40 21 17 9 10 60 19

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Notations

Cume Listening Estimates for Day-Part Combinations—Metro Survey Area, In (00's)

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					TNS. 12- 17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12- 17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12- 17
	18- 24	25- 34	35- 44	45- 54	55- 64	18- 24	25- 34	35- 44	45- 54	55- 64				18- 24	25- 34	35- 44	45- 54	55- 64	18- 24	25- 34	35- 44	45- 54	55- 64				18- 24	25- 34	35- 44	45- 54	55- 64	18- 24	25- 34	35- 44	45- 54	55- 64	
* 186	* 24	* 10	* 19	* 8	* 38	* 22	* 19	* 9	* 10	* 22	WANT	* 208	* 24	* 10	* 19	* 8	* 38	* 22	* 27	* 9	* 20	* 26	WANT	238			20	31	8			38	39	27	22	19	9
* 174		* 22	* 16	* 20	* 33	* 33	* 20	* 8	* 7		WEET	188			22	16	20	15	47	33	20	8	7	WEET	189			28	16	6	15	47	20	20	8	7	17
492	64	50	31	31	10	79	46	19	19	10	117	WENZ	473	64	50	31	19	10	79	46	12	19	10	117	409	64	30	31	11	10	79	38	12	14	10	90	
384	19	30	33	75	53		19	17	42	55		WEZS	455	19	30	48	78	61		19	26	49	49	WEZS	421		30	27	77	35		19	35	73	42	7	
* 75		* 34	* 7		* 8	* 11					* 15	WGOE	84		34	7			8	11			15	WGOE	51		12	15			8				7		
* 73		* 36			* 28	* 4	* 5					WKIE	73		36					28	4	5		WKIE	76		30				19	7		5	15		
870	93	136	61	27	31	99	169	77	23	20	111	WLEE	890	93	150	68	27	21	113	169	77	21	10	118	634	64	131	31	11	10	119	78	57	27	26	66	
467	10	49	37	18	10	79	75	70	10	16	71	WRNL	469	10	49	24	29	10	87	63	70	10	16	79	421	10	32	37	22	10	101	30	69	10	13	28	
1753	10	128	180	209	150	79	131	165	144	170	24	WRVA	1740	10	128	176	209	150	79	118	160	144	170	33	WRVA	1002	10	78	64	83	71	37	31	108	126	125	
1027	106	154	41	13		184	180	74	9	6	260	WRVQ	1106	106	164	68	27		176	191	81	13	6	274	WRVQ	1058	155	92	60	20		179	182	61	25	10	264
391	33	97	41		9	46	69	25	8		63	WRXL	409	33	115	41		9	46	69	25	8	63	WRXL	442	71	139	27			87	36	16	14		52	
* 145		* 10	* 14	* 11	* 26			* 4	* 3	* 32		WTVR	150		10	14	11	31			4	3	32	WTVR	209			21	29	39			9	7	32		
* 328		* 46	* 14	* 37	* 52		* 51	* 25	* 39	* 39		WTVR FM	352		46	14	37	52		62	25	39	52	WTVR FM	427	38	46		48	60		34	58	55	45		
-1												TOTAL	473		46	27	45	82		62	29	42	78	TOTAL	-1												
* 216	* 52	* 18	* 42	* 24	* 9		* 17	* 9	* 10			WXGI	228	52	30	42	24	9			17	9	10	WXGI	225	33	18	21	14	26			33	12	20	13	
71	10					36	17		8			WBCI	71	10					36	17		8		WBCI	56		10				8	22		8	8		
* 44		* 7	* 3			* 13	* 9	* 4			* 8	WPVA FM	48		10		3		14		9	4		8	WPVA FM	34		10		3			9	4		8	
4419	328	457	322	306	249	401	503	371	277	237	534	METRO TOTALS	4472	328	481	329	306	238	400	503	359	275	253	547	METRO TOTALS	4012	322	423	259	227	198	416	394	316	289	248	493
MONDAY-SATURDAY 3:00 PM-7:00 PM											MONDAY-SATURDAY 7:00 PM-MIDNIGHT											MONDAY-SATURDAY 6:00-10:00 AM + 3:00 PM-7:00 PM															
* 156	* 10	* 11			* 38	* 35	* 19	* 4	* 6	* 17	WANT												WANT	* 286	* 24	* 20	* 31	* 8		* 44	* 35	* 27	* 13	* 25	* 43		
* 150		* 10	* 16	* 10	* 15	* 24	* 26	* 20		* 7	* 17	WEET											WEET	* 222		* 22	* 16	* 24	* 15	* 55	* 33	* 20	* 8	* 7	* 17		
471	64	40	31	11		73	51	12	14	10	131	WENZ	300	64	10	11			59	13	12	19	10	102	WENZ	563	64	50	31	19	10	88	58	19	19	20	146
528	19	41	51	63	39		25	58	73	52	15	WEZS	303		20	24	58	44		19	41	39	33	WEZS	657	19	41	77	90	70		25	75	85	59	15	
* 19		* 12									* 7	WGOE												WGOE	* 84		* 34	* 7			* 8	* 11			* 15		
* 59		* 26				* 14		* 4			* 15	WKIE												WKIE	* 102		* 36				* 14	* 28	* 4	* 5	* 15		
773	64	147	44	19	10	148	119	48	24	16	109	WLEE	456	40	76	36	8		86	69	41	11	3	77	WLEE	1137	104	174	68	39	31	158	207	85	39	20	169
435		50	40	20	19	86	58	54	10	25	48	WRNL	264		20	14			85	28	16	4	13	79	WRNL	631	10	61	40	43	19	122	71	86	10	35	92
1027	10	78	71	117	92	49	84	119	85	90	17	WRVA	686		42	44	96	46	22	23	83	69	60	17	WRVA	1900	10	139	176	223	158	92	138	196	160	180	41
1060	126	133	74	8		163	172	42	21	3	318	WRVQ	821	134	77	47			155	97	50	3	3	255	WRVQ	1405	145	174	95	34		219	243	81	31	10	373
493	120	117	27			63	56	16	12		82	WRXL	333	52	114	27			36	22				82	WRXL	663	131	155	41		9	80	91	41	19	96	
190			21	33	35			9	3	22	15	WTVR	97			14	19				9	8	10	8	WTVR	244		10	21	33	39			13	3	32	15
497	19	67	14	65	52	8	51	58	50	39	27	WTVR FM	299		16	14	35	26	14	62	33	33	25	WTVR FM	617	19	67	27	72	60	8	73	74	68	58	27	
* 187	* 23	* 30	* 14	* 10	* 22		* 9	* 21	* 20	* 8		WXGI												WXGI	* 291	* 52	* 42	* 42	* 24	* 22			* 17	* 21	* 20	* 8	
54	10	22				6	16					WBCI	43	10	12									13	WBCI	115	10	22				36	23	16	8		
66		10	15	3			9	12			17	WPVA FM	53			7	3					9	9	25	WPVA FM	92		10	15	3		14		9	16		25
4048	302	461	276	233	215	400	426	311	272	222	537	METRO TOTALS	2949	261	334	217	163	104	293	255	212	190	141	492	METRO TOTALS	4886	385	504	345	314	262	453	515	359	335	275	615

Cume Listening Estimates for Day-Part Combinations—Metro Survey Area, In (00's)

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 AM + 3-7 PM + WKEND. 6 AM-MID.													
TOTAL PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
* 254	* 24	* 20	* 31	* 8		* 44	* 35	* 19	* 13	* 15	* 29	WANT	* 186	* 24	* 10	* 19	* 8		* 38	* 22	* 19	* 9	* 10	* 22	WANT	* 390	* 47	* 20	* 31	* 24	* 12	* 49	* 35	* 35	* 32	* 31	* 51
* 208		* 22	* 16	* 24	* 15	* 41	* 33	* 20	* 8	* 7	* 17	WEET	* 174		* 22	* 16	* 20	* 15	* 33	* 33	* 20	* 8	* 7	WEET	* 282		* 28	* 24	* 38	* 15	* 55	* 33	* 45	* 8	* 10	* 17	
559	64	50	31	19	10	88	58	19	25	10	146	WENZ	522	64	50	31	19	10	88	58	19	25	10	132	WENZ	640	64	60	31	31	31	94	58	41	25	20	146
663	19	41	77	112	70		19	75	91	59	8	WEZS	526	19	41	56	103	61		19	58	56	55		WEZS	738	19	51	98	104	70	8	37	75	85	75	15
* 75		* 34	* 7			* 8	* 11				* 15	WGDE	* 75		* 34	* 7			* 8	* 11				* 15	WGDE	* 96		* 46	* 7			* 8	* 11			* 15	
* 88		* 36					* 28	* 4	* 5		* 15	WKIE	* 73		* 36					* 28	* 4	* 5		* 15	WKIE	* 122		* 46				* 24	* 28	* 4	* 5		* 15
1131	114	126	61	39	31	172	212	93	40	23	177	WLEE	988	114	126	61	27	21	135	199	93	21	13	150	WLEE	1243	123	185	68	39	41	172	218	85	51	26	183
618	10	71	53	18	19	128	71	70	10	35	107	WRNL	541	10	59	37	18	10	115	63	70	10	29	94	WRNL	703	10	71	47	43	19	128	71	86	16	38	128
1877	10	139	184	223	158	84	132	189	160	180	41	WRVA	1800	10	139	184	209	150	79	124	169	154	170	41	WRVA	2019	10	149	176	223	167	92	151	196	165	196	83
1371	126	164	88	20		219	232	105	19	10	388	WRVQ	1241	126	154	74	13		219	191	105	9	10	340	WRVQ	1668	218	195	95	46	10	265	256	106	31	26	420
654	111	170	41		9	87	80	41	19		96	WRXL	513	63	158	41		9	53	69	25	8	87	WRXL	710	131	165	41	5	9	101	91	41	23		103	
258		10	21	39	45		13	11	38	15	15	WTVR	204		10	14	25	36			4	11	38	8	WTVR	288		10	21	40	48		22	7	38	15	
585	19	57	27	66	60	22	62	49	79	45	27	WTVR FM	437	19	57	46	62	60	14	62	33	59	45		WTVR FM	634	19	67	27	78	60	8	84	74	68	58	27
* 279	* 52	* 30	* 42	* 24	* 22			* 17	* 21	* 20	* 8	WXGI	* 216	* 52	* 18	* 42	* 24	* 9			* 17	* 9	* 10		WXGI	* 352	* 63	* 42	* 42	* 30	* 31		* 33	* 27	* 20	* 21	
118	10	12				36	23	16	8		13	WBCI	96	10	12				36	17		8	13	WBCI	127	10	22				36	35	16	8			
68			15	3				9	16		25	MPVA FM	40			7	3					9	13	8	MPVA FM	121		10	31	3		14	13	9	16		25
4864	385	481	345	314	262	453	515	359	341	275	615	METRO TOTALS	4580	347	469	338	306	247	431	515	359	295	250	571	METRO TOTALS	4994	409	514	345	320	262	459	515	375	354	281	615

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					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
* 272	* 24	* 20	* 19	* 8		* 44	* 46	* 19	* 22	* 19	* 26	WANT	* 272	* 24	* 20	* 19	* 8		* 44	* 46	* 19	* 22	* 19	* 26	WANT	* 239		* 10	* 31			* 49	* 46	* 19	* 22	* 25	* 12
196		22	16	20	15	33	33	20	8	7	17	WEET	* 196		* 22	* 16	* 20	* 15	* 33	* 33	* 20	* 8	* 7	* 17	WEET	* 180		* 22	* 16	* 10	* 15	* 41	* 19	* 20	* 8	* 7	* 17
553	64	50	50	31	21	88	58	12	19	10	125	WENZ	573	64	50	50	31	21	88	58	19	25	10	132	WENZ	514	64	40	50	23	10	88	25	19	7	10	139
481	19	30	46	75	53		19	26	67	55	7	WEZS	634	19	41	70	107	61		19	67	80	61	7	WEZS	538	19	30	51	73	39		19	67	81	52	15
83		34	15			8	11				15	WGDE	* 83		* 34	* 15			* 8	* 11				* 15	WGDE	* 46		* 24	* 15							* 7	
98		36				10	28	4	5		15	WKIE	* 98		* 36				* 10	* 28	* 4	* 5		* 15	WKIE	* 67		* 26				* 10	* 7	* 4	* 5		* 15
940	114	136	61	39	21	121	176	77	32	20	120	WLEE	1058	114	136	61	39	21	156	199	93	38	23	150	WLEE	820	74	121	44	19	10	156	124	64	38	20	116
559	10	49	37	32	10	132	63	70	10	22	71	WRNL	639	10	59	51	32	10	153	63	70	10	29	94	WRNL	562	10	50	53	28	19	123	71	61	10	25	63
1834	21	128	183	215	170	86	118	160	175	176	24	WRVA	1900	21	139	198	215	150	86	124	169	175	176	41	WRVA	1235	21	98	85	125	109	57	72	103	121	134	17
1232	145	154	60	70		194	230	81	26	6	306	WRVQ	1390	145	154	74	20		239	241	105	26	10	366	WRVQ	1202	145	118	88	14		186	218	51	28	3	341
543	63	133	41		9	87	69	41	21		79	WRXL	623	63	170	41		9	87	69	41	21	103	WRXL	550	101	131	27			115	45	16	18		97	
230		10	14	33	43		13	7	38			WTVR	282		10	14	39	53			13	15	45	8	WTVR	245			21	33	43		9	7	29	15	
453	38	46	14	51	60		51	49	62	39		WTVR FM	531	38	46	14	62	60	14	62	49	82	45		WTVR FM	531	38	57	14	51	60	8	51	49	67	45	27
283	52	30	42	32	26		17	21	20			WXGI	* 283	* 52	* 30	* 42	* 32	* 26			* 17	* 21	* 20		WXGI	* 224	* 23	* 30	* 21	* 18	* 31		* 17	* 21	* 20	* 8	
81						36	29		8		8	WBCI	116	10	12				36	29		8	21	WBCI	71	10					29	16	8		8		
24			3					9	4		8	MPVA FM	40			7	3					9	13	8	MPVA FM	68			15	3			9	16		25	
4755	385	469	329	312	247	423	527	359	335	276	582	METRO TOTALS	4829	385	469	345	312	247	445	527	359	341	276	604	METRO TOTALS	4327	332	443	289	259	233	431	418	310	302	260	591

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Combo

Cume Listening Estimates for Day-Part Combinations—Metro Survey Area, In (00's)

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					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
* 239	* 10	* 31				* 49	* 46	* 19	* 22	* 25	* 12	WANT	* 186	* 10	* 19					* 32	* 39	* 19	* 18	* 19	* 5	WANT	* 136	* 10	* 11				* 38	* 28	* 15	* 4	* 6	* 8	
* 180	* 22	* 16	* 10	* 15		* 41	* 19	* 20	* 8	* 7	* 17	WEET	* 151	* 22	* 16	* 6	* 15			* 33	* 6	* 16	* 8	* 7	* 17	WEET	* 133	* 10	* 16	* 10	* 5	* 24	* 19	* 20		* 7	* 17		
533	64	40	50	23	10	88	25	19	19	10	146	WENZ	439	64	40	31	11	10	88	25	19	19	10	102	WENZ	460	64	30	31	11		88	25	12	19		146		
641	19	41	58	101	61		19	75	91	59	15	WEZS	530		41	51	74	53		19	67	75	49	7	WEZS	585	19	41	58	85	61		19	67	83	52	8		
* 46	* 24	* 15									* 7	WGDE	* 34	* 12	* 15									* 7	WGDE	* 19	* 12									* 7			
* 67	* 26					* 10	* 7	* 4	* 5		* 15	WKIE	* 47	* 10					* 10	* 7		* 5	* 15	WKIE	* 45	* 26									* 4	* 15			
921	74	126	61	27	10	178	147	73	45	23	123	WLEE	691	64	100	47	19		127	105	65	33	23	89	WLEE	822	74	116	61	27	10	154	124	57	31	20	123		
656	10	61	67	28	19	159	71	61	10	25	92	WRNL	464	10	32	27	22		124	41	53	4	19	79	WRNL	499		61	53	6	19	128	58	38	10	25	92		
1406	21	118	100	167	118	71	78	128	131	134	26	WRVA	1132	10	78	92	122	88	51	30	108	125	118	17	WRVA	1177	10	98	86	159	100	56	78	119	94	96	26		
1297	145	128	88	14		221	230	74	28	3	356	WRVQ	1092	134	86	60	6		206	182	74	21	3	310	WRVQ	1126	126	122	88	8		184	183	65	14	3	333		
577	101	158	27			115	45	16	18		97	WRXL	486	71	148	27			87	34	16	14		89	WRXL	502	101	148	27			71	45	16	12	82			
283			21	39	53			9	15	38	15	WTVR	246			14	36	45				9	11	38	8	WTVR	228			21	39	45			9	11	32	15	
582	38	57	14	59	60	22	62	49	77	45	27	WTVR FM	456	38	16		56	60	14	51	49	74	39		WTVR FM	516	19	57	14	59	60	22	62	33	60	39	27		
* 224	* 23	* 30	* 21	* 18	* 31			* 17	* 21	* 20	* 8	WXGI	* 179	* 23	* 18	* 21	* 14	* 26			* 17	* 12	* 13			WXGI	* 178	* 23	* 30	* 14	* 10	* 22				* 21	* 20	* 8	
96	10	12					29	16	8		21	WBCI	73	10	12								22	8	21	WBCI	65	10	12					6	16	8	13		
68			15	3				9	16		25	WPVA FM	40			7	3						9	13	8	WPVA FM	64			15	3				9	12	25		
4479	332	459	304	274	233	445	430	326	337	260	607	METRO TOTALS	4053	322	388	261	235	188	416	368	310	317	241	556	METRO TOTALS	4221	332	449	304	248	224	423	406	278	299	228	583		
MONDAY-SUNDAY 10:00 AM-3:00 PM + 7:00 PM-MIDNIGHT											MONDAY-SUNDAY 3:00 PM-MIDNIGHT											MONDAY-SUNDAY 7:00 PM-MIDNIGHT																	
* 352	* 47	* 20	* 31	* 24	* 12	* 38	* 39	* 35	* 37	* 19	* 23	WANT	* 170	* 10	* 11				* 38	* 35	* 24	* 9	* 6	* 17	WANT														
* 211		* 28	* 16	* 20	* 15	* 55	* 20	* 20	* 8	* 7	* 17	WEET	* 211		* 16	* 16	* 38	* 15		* 24	* 26	* 36	* 8	* 10	* 17	WEET													
578	64	50	50	19	21	94	51	34	25	20	125	WENZ	513	64	40	31	11		88	51	19	19	10	146	WENZ	345	64	10	31			69	13	19	19	10	110		
651		51	80	93	61	8	37	75	83	62	7	WEZS	661	19	51	58	91	70		37	75	83	62	15	WEZS	338		20	31	58	53		31	41	39	40			
* 62	* 12	* 15				* 8	* 11				* 7	WGDE	* 41	* 34										* 7	WGDE														
* 82	* 36					* 19	* 7		* 5		* 15	WKIE	* 59	* 26					* 14		* 4			* 15	WKIE														
859	83	158	47	19	10	149	122	65	38	29	111	WLEE	994	133	162	61	27	10	162	164	57	36	20	137	WLEE	495	40	76	36	8		94	81	41	17	3	90		
643	10	43	58	33	10	151	41	69	16	19	114	WRNL	607		71	61	20	19	136	58	54	16	29	114	WRNL	310		31	21			85	28	16	10	13	101		
1349	10	104	113	138	101	65	48	132	142	131	51	WRVA	1273	10	108	86	159	100	71	104	144	94	99	33	WRVA	701		42	44	96	46	22	31	83	69	60	24		
1514	185	163	74	31	10	261	230	108	30	20	392	WRVQ	1290	167	153	88	19		206	196	65	21	10	365	WRVQ	893	134	99	47			185	109	50	3	3	263		
605	91	191	27	5		101	47	16	22		105	WRXL	567	120	163	27	5		78	56	16	12		90	WRXL	363	52	136	27			36	22			90			
279			21	36	49			17	15	38	8	WTVR	264			21	46	45				17	15	32	15	WTVR	97				14	19			9	8	10	8	
561	38	46	14	62	60	14	84	58	74	52		WTVR FM	604	19	67	27	72	60	22	73	74	60	39	27	WTVR FM	309		26	14	35	26	14	62	33	33	25			
* 241	* 33	* 18	* 21	* 24	* 26			* 33	* 18	* 20	* 13	WXGI	* 199	* 23	* 30	* 14	* 16	* 22			* 9	* 27	* 20	* 8		WXGI													
98	10	22				8	29		8		21	WBCI	95	10	22				14	12	16	8		13	WBCI	49	10	12				6		8		13			
111		10	24	3		14	13	9	13		25	WPVA FM	103		10	31	3						13	9	12	25	WPVA FM	53			7	3				9	9	25	
4584	369	492	290	272	230	451	467	339	339	257	607	METRO TOTALS	4388	332	483	304	273	224	423	450	316	318	231	583	METRO TOTALS	3102	261	388	224	163	112	333	286	212	195	141	500		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Metro Cumes for Day-Part Combinations

STATION CALL LETTERS	MONDAY-SATURDAY					MONDAY-FRIDAY								MON-SUN			STATION CALL LETTERS		
	6 AM- 10 AM	10 AM- 3 PM	3 PM- 7 PM	7 PM- MID	6-10 AM+ 3-7 PM	5 AM- 10 AM	6-10 AM+ 3- MID	6-10 AM+ 7- MID	6-10 AM+ 3-7 PM WKND	6 AM- 3 PM	6 AM- 3 PM+ 7 PM- MID	10 AM- 7 PM	10 AM- MID	10 AM- 3 PM+ 7 PM- MID	3 PM- MID	10 AM- 3 PM+ 7 PM- MID		3 PM- MID	7 PM- MID
WANT	* 61	70	* 32		* 94	* 61	* 94	* 61	* 145	* 82	* 82	* 52	* 52	* 40	* 32	* 145	* 32		WANT
WEET	73	65	* 51		* 77	* 73	* 77	* 73	* 109	73	* 73	* 63	* 63	* 59	* 41	* 79	* 65		WEET
WENZ	185	157	166	85	194	197	194	185	237	227	227	207	207	167	156	215	166	105	WENZ
WEZS	261	202	237	150	330	218	347	292	375	256	336	245	318	257	292	323	317	166	WEZS
WGOE	50	36	* 12		* 50	* 41	* 41	* 41	* 62	49	* 49	* 39	* 39	* 27	* 12	* 36	* 34		WGOE
WKIE	36	30	* 26		* 36	* 36	* 36	* 36	* 46	36	* 36	* 26	* 26	* 10	* 26	* 36	* 26		WKIE
WLEE	359	247	295	160	427	348	382	349	476	371	371	279	309	230	299	326	404	160	WLEE
WRNL	130	138	149	34	201	132	179	142	218	155	179	177	202	108	139	192	191	52	WRNL
WRVA	807	414	463	300	856	811	854	826	884	861	887	567	653	506	554	582	574	300	WRVA
WRVQ	365	327	341	258	448	314	398	367	564	379	393	365	375	286	344	463	427	280	WRVQ
WRXL	198	237	264	193	336	180	331	271	351	246	302	259	286	246	276	314	315	215	WRXL
WTVR WTVR FM TOTAL	85 153 223	125 204	124 229	41 103	138 257	* 80 193	142 241	112 186	163 263	136 221	160 232	141 232	157 240	139 182	132 221	160 232	147 257	41 113	WTVR WTVR FM TOTAL
WXGI	166	121	* 108		* 191	* 154	* 179	* 154	* 217	191	* 191	* 132	* 132	* 111	* 108	* 131	* 114		WXGI
WBCI	10	10	32	22	32	10	22	22	32		22	10	22	22	22	32	32	22	WBCI
WPVA FM	13	13	28	10	28	* 10	18	10	44	3	10	18	18	10	18	37	44	10	WPVA FM
METRO TOTALS	1841	1599	1641	1181	2003	1811	1980	1866	2052	1935	1951	1738	1784	1572	1727	1831	1786	1250	METRO TOTALS

MEN 18-49

WANT	* 53	51	* 21		* 75	* 53	* 75	* 53	* 105	* 63	* 63	* 41	* 41	* 29	* 21	* 105	* 21		WANT
WEET	52	44	* 26		* 52	* 52	* 52	* 52	* 80	52	* 52	* 38	* 38	* 38	* 26	* 58	* 60		WEET
WENZ	156	136	146	85	156	168	156	156	178	187	187	177	177	146	136	175	146	105	WENZ
WEZS	140	93	140	86	180	125	208	187	225	138	201	129	175	134	175	180	185	93	WEZS
WGOE	41	27	* 12		* 41	* 41	* 41	* 41	* 53	49	* 49	* 39	* 39	* 27	* 12	* 27	* 34		WGOE
WKIE	36	30	* 26		* 36	* 36	* 36	* 36	* 46	36	* 36	* 26	* 26	* 10	* 26	* 36	* 26		WKIE
WLEE	330	237	274	152	377	309	332	320	407	342	342	258	280	222	270	299	375	152	WLEE
WRNL	102	101	104	34	144	104	142	114	161	118	142	135	160	91	114	144	146	52	WRNL
WRVA	403	166	208	134	422	407	430	422	432	421	447	253	309	228	264	275	274	134	WRVA
WRVQ	359	321	341	258	442	308	392	361	548	366	380	359	369	280	344	447	427	280	WRVQ
WRXL	189	237	264	193	327	171	322	262	337	237	293	259	286	246	276	309	310	215	WRXL
WTVR WTVR FM TOTAL	32 74 95	43 112	43 142	52	53 155	* 32 74	53 139	32 96	60 155	46 126	46 134	43 137	43 145	36 90	43 126	43 134	50 162	62	WTVR WTVR FM TOTAL
WXGI	138	80	* 67		* 150	* 126	* 138	* 126	* 161	146	* 146	* 82	* 82	* 70	* 67	* 80	* 67		WXGI
WBCI	10	10	32	22	32	10	22	22	32		22	10	22	22	22	32	32	22	WBCI
WPVA FM	10	10	25	7	25	* 7	15	7	41		7	15	15	7	15	34	41	7	WPVA FM
METRO TOTALS	1288	1113	1144	890	1392	1257	1369	1304	1426	1333	1349	1181	1218	1079	1197	1281	1245	951	METRO TOTALS

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

World Radio History

Metro Cume

Metro Cumes for Day-Part Combinations

TOTAL WOMEN 18+

STATION CALL LETTERS	MONDAY-SATURDAY				MONDAY-FRIDAY								MON-SUN			STATION CALL LETTERS		
	6 AM- 10 AM	10 AM- 3 PM	3 PM- 7 PM	7 PM- MID	6-10 AM + 3-7 PM	5 AM- 10 AM	6-10 AM + 3- MID	6-10 AM + 7-MID	6-10 AM + 3-7 PM WKND	6 AM- 3 PM	6 AM- 3 PM + 7 PM-MID	10 AM- 7 PM	10 AM- MID	10 AM- 3 PM + 7 PM-MID	3 PM- MID		10 AM- 3 PM + 7 PM-MID	3 PM- MID
WANT	* 121	159	* 107		* 149	* 103	* 131	* 103	* 194	* 164	* 164	* 175	* 175	* 141	* 96	* 184	* 121	WANT
WEET	115	107	* 82		* 128	* 101	* 114	* 101	* 156	106	* 106	* 100	* 100	* 75	* 75	* 115	* 109	WEET
WENZ	171	162	174	113	223	178	219	205	257	201	214	168	180	170	158	238	201	130
WEZS	194	212	276	153	312	166	308	234	348	218	291	278	308	266	285	321	329	172
WGDE	19	8			* 19	* 19	* 19	* 19	* 19	19	* 19					* 19		WGDE
WKIE	37	31	* 18		* 51	* 37	* 37	* 37	* 61	47	* 47	* 26	* 26	* 22	* 4	* 31	* 18	WKIE
WLEE	413	321	369	219	541	411	572	489	584	449	537	425	489	372	400	422	453	245
WRNL	260	255	238	151	338	264	332	305	357	333	366	322	362	277	268	337	302	157
WRVA	900	588	547	369	1003	918	982	933	1052	949	972	651	727	609	597	716	666	377
WRVQ	467	467	401	308	584	453	585	534	684	547	631	496	566	496	449	659	498	350
WRXL	148	153	147	58	231	148	227	155	256	218	218	194	194	151	144	186	162	58
WTVR WTVR FM TOTAL	65 199 250	84 223	51 241	48 196	91 333	* 65 * 175	101 317	84 251	110 344	94 232	114 299	89 272	111 315	99 274	81 268	111 329	102 320	48 196
WXGI	62	91	* 71		* 92	* 62	* 92	* 62	* 114	92	* 92	* 84	* 84	* 68	* 62	* 97	* 77	WXGI
MBCI	61	38	22	8	83	61	83	61	95	73	73	53	53	30	30	45	50	14
WPVA FM	27	13	21	18	39	* 26	25	22	52	13	22	25	25	22	21	49	34	18
METRO TOTALS	2084	1920	1870	1776	2268	2074	2269	2143	2327	2238	2274	1998	2088	1925	1911	2146	2019	1352

WOMEN 18-49

WANT	* 92	115	* 92		* 111	* 84	* 103	* 84	* 128	* 120	* 120	* 125	* 125	* 101	* 81	* 126	* 102	WANT
WEET	108	95	* 70		* 116	* 94	* 102	* 94	* 141	94	* 94	* 88	* 88	* 63	* 63	* 103	* 94	WEET
WENZ	142	129	136	89	170	149	176	176	204	163	176	132	137	137	130	190	163	106
WEZS	57	81	113	75	135	48	129	89	155	69	110	121	129	105	116	147	142	87
WGDE	19	8			* 19	* 19	* 19	* 19	* 19	19	* 19					* 19		WGDE
WKIE	37	31	* 18		* 51	* 37	* 37	* 37	* 61	47	* 47	* 26	* 26	* 22	* 4	* 31	* 18	WKIE
WLEE	380	281	336	201	486	368	507	442	516	406	480	379	433	324	356	368	409	227
WRNL	230	210	208	133	289	234	279	258	295	275	296	265	301	222	234	271	258	133
WRVA	409	237	294	158	488	427	467	434	506	441	456	288	333	242	295	306	361	166
WRVQ	461	437	395	305	571	447	572	524	655	521	601	473	543	473	443	619	485	347
WRXL	148	147	143	58	227	148	223	155	252	212	212	184	184	145	140	176	158	58
WTVR WTVR FM TOTAL	4 106 110	9 117	9 143	17 126	13 196	* 4 * 95	21 179	12 142	22 207	13 132	21 171	9 142	17 171	17 152	17 147	25 194	25 199	17 126
WXGI	26	45	* 30		* 38	* 26	* 38	* 26	* 54	38	* 38	* 38	* 38	* 29	* 21	* 45	* 30	WXGI
MBCI	61	38	22	8	83	61	83	61	95	73	73	53	53	30	30	45	50	14
WPVA FM	27	13	18	18	36	* 26	22	22	49	13	22	22	22	22	18	49	31	18
METRO TOTALS	1387	1272	1278	858	1502	1408	1502	1450	1530	1482	1504	1317	1365	1247	1253	1423	1348	934

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Exclusive Cume Listening Estimates— Metro Survey Area, In Hundreds

STATION CALL LETTERS	MON.-SUN. 6:00 AM-MID.				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-MID.			
	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
*WANT	90	47	43		*WANT	69	24	36	9	WANT	53		53		*WANT	36		36						
*WEET	49	19	30		WEET	70	19	51		WEET	85	41	36	8	*WEET	38	5	25	8					
WENZ	141	10	76	55	WENZ	186	31	68	87	WENZ	215	71	67	77	WENZ	223	69	87	67	WENZ	258	85	86	87
WEZS	51	9	34	8	WEZS	85	54	31		WEZS	108	53	55		WEZS	183	78	97	8	WEZS	145	75	70	
*WGDE	-1				WGDE	12	12			WGDE	7	7			*WGDE	-1								
*WKIE	-1				WKIE	5		5		WKIE	12		12		*WKIE	14	10	4						
WLEE	70	41	29		WLEE	199	47	101	51	WLEE	136	40	73	23	WLEE	227	94	126	7	WLEE	228	100	98	30
WRNL	56	22	6	28	WRNL	111	38	45	28	WRNL	115	44	56	15	WRNL	131	44	74	13	WRNL	68	14	26	28
WRVA	374	153	221		WRVA	788	361	427		WRVA	420	147	273		WRVA	445	191	245	9	WRVA	430	194	236	
WRVQ	243	85	88	70	WRVQ	445	143	137	165	WRVQ	401	174	117	110	WRVQ	374	125	142	107	WRVQ	415	132	155	128
WRXL	53	27	11	15	WRXL	106	82	11	13	WRXL	131	72	22	37	WRXL	174	112	26	36	WRXL	179	112	22	45
WTVR	36	20	16		WTVR	44	28	16		WTVR	64	27	37		WTVR	38	28	10		WTVR	28	25	3	
WTVR FM	60	31	29		WTVR FM	82	35	47		WTVR FM	133	77	56		WTVR FM	147	73	74		WTVR FM	105	36	69	
	-1				TOTAL	140	63	77			-1					-1					-1			
*WXGI	56	47	9		WXGI	91	57	34		WXGI	62	37	25		*WXGI	57	34	23						
<hr/>																								
WBCI	-1				WBCI	-1				WBCI	-1				WBCI	-1				WBCI	8		8	
WPVA FM	-1				WPVA FM	17		9	8	WPVA FM	-1				WPVA FM	7	7			WPVA FM	19	10	9	

Excl Cume

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Notations

Notations

Notations

Notations

Notations

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 simulcast. (See *Par. 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** — Estimate 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 in a quarter-hour 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., 6-10AM, 7PM-Midnight.)
- 10. Effective Sample Bases (ESB)** — The sample size to be used for estimating 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 Area 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 (Total 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 *Par. 26 - 27*.)
- 16. MSA** — (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.

Description of Methodology

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.
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 8PM and XXXX-FM signs off the air at midnight, the Total line in the 7PM-Midnight day-part will reflect the audience of XXXX from 7PM to 8PM, and the audience of XXXX-FM from 7PM 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 there-

fore 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 a quarter-hour 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 6AM - 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, 6AM - 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, 6AM - 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 criteria 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 (6AM-10AM, 10AM-3PM, 3PM-7PM, 7PM-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, 6AM - 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, if an AM and FM station simulcast programming and one of the two affiliates is licensed to a city outside the Metro Survey Area both will be treated as Home stations.) 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 reported 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 selects 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. 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 and processing procedures are employed in certain markets to improve representation of certain ethnic groups. 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 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 estimated 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 sixteen sex-age groups. The number of strata formed by this procedure equals sixteen 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 overlap 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, 6-10AM and 3-7PM 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 day-parts.)

37. Sampling Error — Arbitron estimates are subject to the statistical variance associated with all surveys using a sample of the universe, and all the factors described in paragraph 39 of this report entitled "Limitations". 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) based on two standard deviations, provided the user of this report keeps in mind that, due to the factors discussed in Paragraph 39 of this report entitled "Limitations", the accuracy of Arbitron measurements, data and reports and their statistical evaluators cannot be determined to any precise mathematical value or definition.

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 reliability 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, and is also subject to all of the factors described in paragraph 39 of this report entitled "Limitations". 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.)

Limitations

39. Limitations — In addition to the sources of possible errors which are described elsewhere in this report the user should be aware of the limitations described below:

- The sample is drawn only from households listed in telephone directories which eliminates non-telephone households and telephone households not listed in the directory. Commercial establishments listed in the directory are specifically excluded from the sample. Households on military installations, as well as students and residents at educational and other institutions, 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 and used as Arbitron's sample frame.
- 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.
- Non-responding persons in the original designated households sample prevent the "in-tab sample" from being a perfect probability sample.
- The sample design and/or response patterns (including those markets where special diary placement and/or listening data retrieval are utilized) may preclude proper representation of certain groups within the population such as ethnic groups and persons in certain low-income or low-education groups, or individuals whose primary language is other than English. Such persons, whose listening habits may differ from other persons, may not be fully represented in the audience estimates because sufficient usable diaries may not be obtained

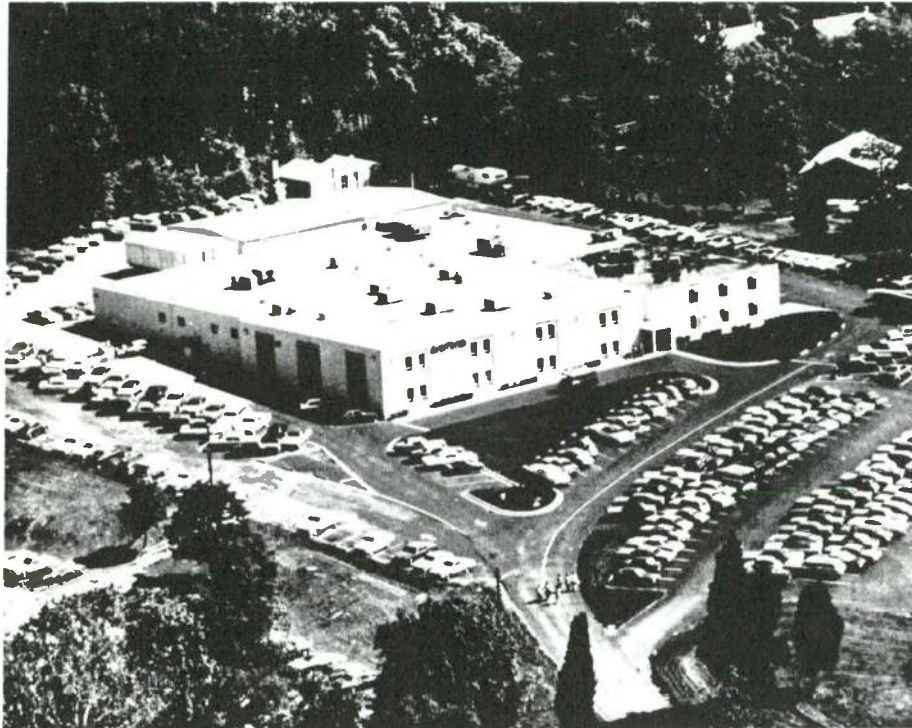
from them. These factors may be significant to the extent that radio listening of these groups differs from those of other groups.

- Population data and estimates from Bureau of the Census and Market Statistics, Inc., which are used in this report, are subject to defects and limitations such as sampling, processing and recording errors. In addition, for those years between decennial census dates, Census data are based upon a sample which is significantly smaller in most regions than that employed by Arbitron; and Market Statistics, Inc. utilizes published government figures in estimating population for individual counties. These defects and limitations in data from Bureau of the Census and Market Statistics, Inc. are inherent in Arbitron estimates based thereon.
- Diaries, or portions thereof, may be completed improperly if the diary instructions are not understood or are not followed. Such diaries may thereby be excluded from the survey. Some diary entries may have been made on the basis of hearsay or recall, the estimates of the diary keeper or could have been influenced by comments made by the interviewer to survey participants.
- Human and computer processing errors may occur after the diaries are received at Arbitron headquarters. Consequently the degree of variance in the data may be greater than that expected from sampling variance alone.
- The data upon which Arbitron has based its Returned Sample Weighting may not be precise.
- Logical analysis and pre-processing preparation of the data may affect some of the diary listening entries before the data are projected. Some diaries, or portions thereof, may be checked by post-survey telephone validation calls to diarykeepers and diaries, or portions thereof, may thereby be modified or excluded from the survey.
- 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, and when so done, may cause the degree of variance in the data to be greater than that expected from sampling variation alone.
- 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 & Data Service's "Spot Radio Rates and Data." These data may not be precise.
- 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.
- To the extent that any provisions contained in this section "Limitations" are inconsistent or conflict with any provisions contained in the "Special Notices" on Page 5 of this report, such special notices should be deemed to supersede and/or amend this section of the report.

Retention of Raw Materials

40. Retention Schedule — In-tab Arbitron listening diaries used for the computation of the audience estimates published in this report will be stored and used for cross-tabulations for one year from the date on which this report was first mailed to subscribers by Arbitron and then destroyed along with all unusable diaries. Subscribers to 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. Upon proper appointment, subscribers to this report may examine the in-tab Arbitron listening diaries (prior to the destruction thereof) at Arbitron's Beltsville offices.

ARBITRON Research and Production Center



Arbitron's Beltsville home in a Maryland suburb of Washington, D.C. It is "the office" to over 700 people during sweep production.

More stations, advertisers and agencies 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.



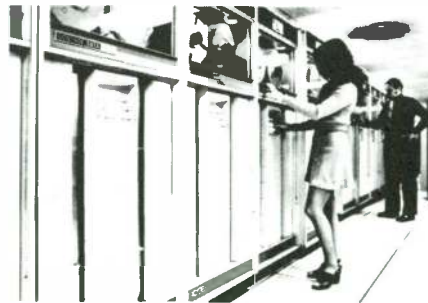
After the diaries are received they are routed to the diary edit section where more than 200 editors check the entries.



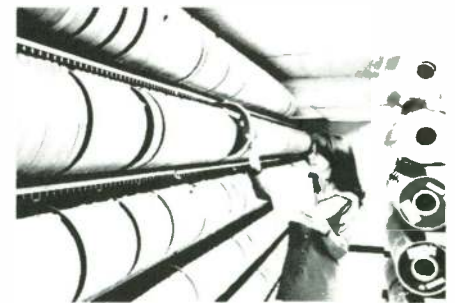
Following the edit phase, the diaries are routed to an adjoining room where 100 key-entry operators prepare the diaries for input to . . .



. . . Arbitron's two 3500 and twin 1700 Control Data computers. This is one of the largest on-premise computer operations in private industry.

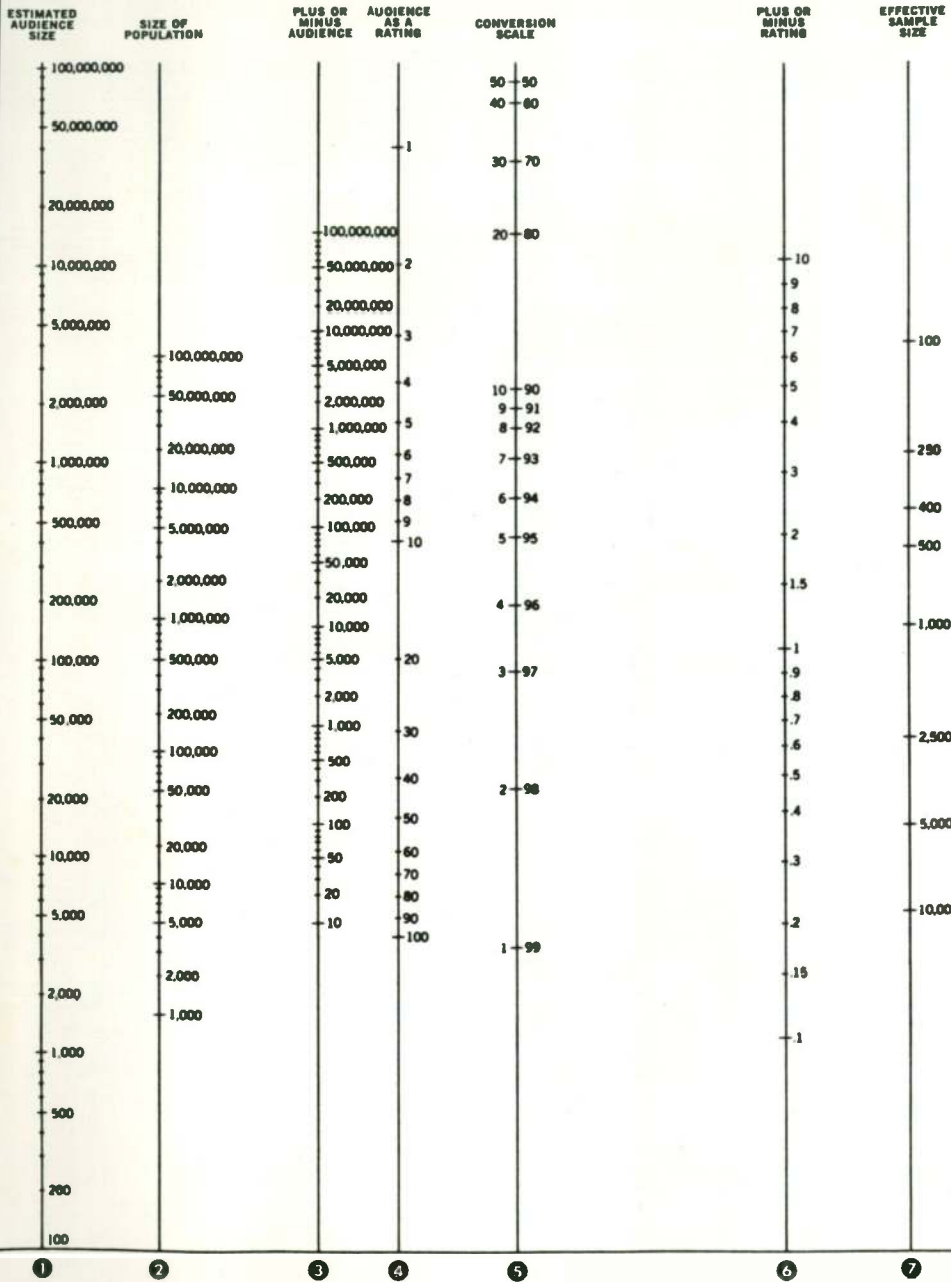


During sweep production over 400,000 program titles are put into these computers to process the reports for Arbitron's television and radio clients.



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 cannot be construed to be perfect probability samples. Therefore, the reader should keep in mind that, due to factors discussed in the "Limitations" paragraphs of this report, the accuracy of Arbitron measurements, data and reports or their statistical evaluators cannot be determined to any precise mathematical value or definition.

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

- A. An audience estimate for Persons can be converted to a rating estimate.
- B. The 95% confidence limits of a rating can be determined.
- C. 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

- A. To determine a rating when the audience is expressed in terms of Persons:
 1. Locate the estimated audience (50,000) on Scale 1.
 2. Locate the size of the population (500,000) on Scale 2.
 3. 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.
 4. 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.)
- B. To determine the confidence limits of a rating:
 1. Locate the rating, which in this example is 10, on the Conversion Scale 5.
 2. Locate the Effective Sample Size (500) on Scale 7.
 3. Lay a ruler or straight edge across the Nomograph so that it touches 10 on Scale 5 and 500 on Scale 7.
 4. 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 1000 that the absolute rating would fall between 7.4 and 12.6 (10, plus or minus 2.6).

- C. To convert confidence limits to a numerical difference in Persons:
 1. Locate the confidence limits on Scale 6 (in this example 2.6).
 2. Locate the Size of Population (500,000) on Scale 2.
 3. Lay a ruler or straight edge across the Nomograph so that it touches 2.6 on Scale 6, and 500,000 on Scale 2.
 4. 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 1000 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.

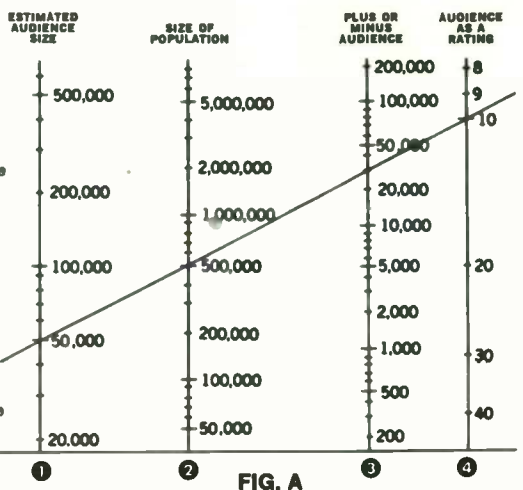


FIG. A

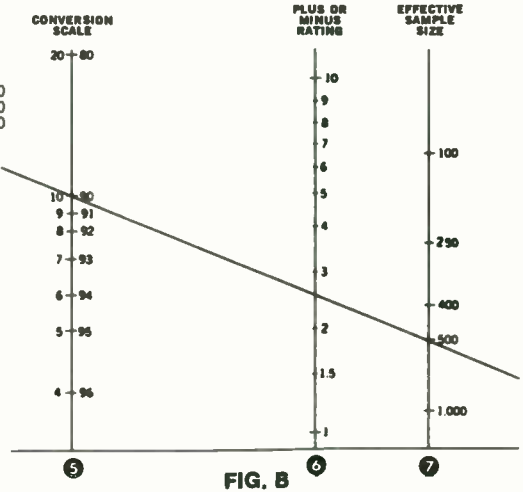


FIG. B

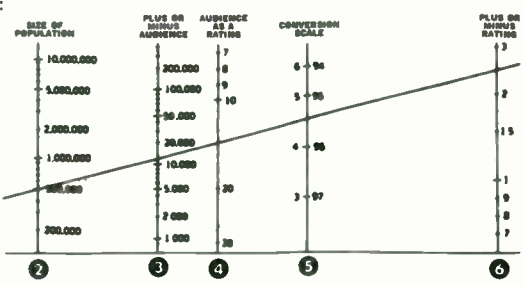


FIG. C

ARBITRON® RADIO

New York

1350 Avenue of the Americas / 10019

Broadcaster Service:

Marvin J. Strauzer (212) 262-5247
Michael B. Levine (212) 262-5151
Richard Greenhut (212) 262-5144
Peter Marcus (212) 262-5228

Advertiser/Agency Service:

Henry Laura (212) 262-5196
Nan D. Heller (212) 262-5267
Simon Salamon (212) 262-5232

Chicago

1408 Tribune Tower / 60611

Broadcaster Service: (312) 467-5750

J. Richard Lamb
Bill Livek
Bill Redmond

Advertiser/Agency Service: (312) 467-5750

Barbara Czachorski
Barbara Ratty

Atlanta

3330 Peachtree Road, N E / 30326

Broadcaster Service: (404) 233-4183

Martin J. Toole
Cindy Janis

Advertiser/Agency Service: (404) 233-4183

Randy R. Briggs

Los Angeles

5670 Wilshire Boulevard / 90036

Broadcaster Service: (213) 937-6420

John A. Fawcett
Sandy Oakman

Advertiser/Agency Service: (213) 937-6420

Max Goldberg

San Francisco

220 Sansome Street / 94104

Broadcaster Service: (415) 393-6925

Marvin Korach

Advertiser/Agency Service: (213) 937-6420

Max Goldberg

Dallas

3131 Turtle Creek Boulevard / 75219

Broadcaster Service: (214) 522-2470

Ray Gardella

Advertiser/Agency Service: (312) 467-5750

Barbara Czachorski
Barbara Ratty