

HOOPER *RADIO* TREND REPORT

IN-HOME AUDIENCE

RICHMOND, VA.

OCTOBER, 1973

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	MONDAY THRU FRIDAY 7.00 AM TO 10.00 AM	MONDAY THRU FRIDAY 10.00 AM TO 3.00 PM	MONDAY THRU FRIDAY 3.00 PM TO 7.00 PM	MONDAY THRU FRIDAY 7.00 PM TO 10.00 PM	TOTAL RATED TIME PERIODS
HOMES USING RADIO					
	16.4	8.2	13.7	11.5	11.8
SHARE OF RADIO AUDIENCE					
WANT	12.6*	13.3	15.8*		13.8*
WEET	3.3	**	0.6*		1.3*
WENZ	6.9	13.9	13.0	30.7	15.1
WEZS	4.3	6.7	6.5	4.4	5.6
WGOE	0.8*	3.8	6.6*		4.1*
WIVE	**	1.2	2.5*		1.3*
WLEE	14.8	8.0	13.7	15.9	13.0
WRGM	**	2.3	2.7*		1.8*
WRNL	3.8	4.6	3.4	4.1	3.9
WRVA	38.7	24.1	15.2	15.9	23.2
WRVQ	4.5	3.8	11.8	13.0	8.3
WRXL	2.2	6.1	**	5.4	3.0
WTVR	5.3	3.4	2.4	2.2	3.3
WTVR-FM	**	1.5	0.7	2.5	1.1
WXGI	3.3	1.7	3.2*		2.8*
OTHER	4.8	5.7	7.0	6.0	5.9
SAMPLE SIZE					
	1,168	2,724	2,062	1,539	7,493

* ADJUSTED FOR BROADCAST TIME.

** LESS THAN 0.05.

© STATION SHARES IN THIS INDEX IN THE 5.0 RANGE AND BELOW HAVE RELATIVE STATISTICAL INSTABILITY.

'HOMES USING RADIO' IS THE AVERAGE PERCENTAGE OF HOMES LISTENING TO A RADIO AT ANY TIME IN A QUARTER-HOUR. A STATION'S 'SHARE OF RADIO AUDIENCE' IS THE PERCENTAGE OF THE HOMES USING RADIO IN WHICH SETS WERE TUNED TO THAT STATION. A HOME WITH TWO SETS IN USE, TUNED TO DIFFERENT STATIONS, IS INCLUDED IN BOTH STATIONS' SHARES. RACE WEIGHTING HAS BEEN APPLIED IN THIS CITY. BECAUSE OF PROGRAM DUPLICATION, CERTAIN AM STATIONS' SHARES INCLUDE ALL LISTENING TO THEIR FM AFFILIATES DURING THE HOURS OF AM BROADCASTING. THE C.E. HOOPER CODE OF PRACTICE GOVERNS THIS REPORT.

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HOOPER *RADIO* TREND REPORT

RICHMOND, VA.

APRIL, 1974

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	MONDAY THRU FRIDAY 7.00 AM TO 10.00 AM	MONDAY THRU FRIDAY 10.00 AM TO 3.00 PM	MONDAY THRU FRIDAY 3.00 PM TO 7.00 PM	MONDAY THRU FRIDAY 7.00 PM TO 10.00 PM	TOTAL RATED TIME PERIODS
HOMES USING RADIO					
	24.1	15.3	15.2	16.2	17.4
SHARE OF RADIO AUDIENCE					
WANT	6.0	7.1	3.6	***	5.6*
WDYL	1.9	0.9	**	2.1	1.1
WEET	1.0	**	3.0	***	1.2*
WENZ	1.4	7.5	7.9	13.4	7.0
WEZS	5.9	6.2	6.1	7.3	6.2
WGUE	2.6	2.6	5.6	***	3.6*
WLEE	14.7	8.8	17.1	19.4	14.5
WRFK	3.3	1.8	1.8	0.7	2.0
WRNL	7.8	4.2	0.4	1.8	3.9
WRVA	32.1	29.5	27.3	17.8	27.6
WRVQ	7.4	3.2	8.2	11.8	7.2
WRXL	6.9	5.4	6.2	11.5	7.2
WTVR	8.4	11.2	2.7	11.8	8.3
WTVR-FM	1.8	4.8	3.7	5.6	3.7
WXGI	2.2	3.3	4.0	***	3.0*
OTHER	1.2	3.5	4.7	4.0	2.9
SAMPLE SIZE					
	1,406	2,471	2,033	1,605	7,515

* ADJUSTED FOR BROADCAST TIME.

** LESS THAN 0.05.

*** SAMPLE FROM STATION'S BROADCAST TIME IS INSUFFICIENT FOR REPORTING OF ADJUSTED SHARE. STATION INCLUDED IN 'OTHER' FOR THIS DAY-PART.
RACE WEIGHTING HAS BEEN APPLIED IN THIS CITY.