

This Report is based on sampling telephone homes in the metropolitan area of this city using the Duplex - Coincidental method of interviewing. Possession of this report or of extracts therefrom renders any non-subscriber liable for full subscription costs.

# Radio

## CONTINUING MEASUREMENT of BROADCAST AUDIENCES

For the confidential use of:

Mr. Burton Levine  
President & General Manager  
Radio Station WROV  
15th & Cleveland Avenue  
Roanoke, Virginia

WROV

ROANOKE, VA.

July - August, 1961



C. E. HOOPER, INC.

BROADCAST AUDIENCE MEASUREMENTS

NEW YORK

WILTON