



HOOPER *RADIO* AUDIENCE INDEX

CITY: ROANOKE, VA.

MONTHS: JULY - AUGUST, 1961

SHARE OF *RADIO* AUDIENCE

TIME	RADIO SETS-IN-USE	WBLU	WDBJ	WHYE	WRIS	WROV	WSLS					OTHER AM & FM	SAMPLE SIZE
MONDAY THRU FRIDAY 7:00 A.M.-12:00 NOON	14.2	7.7	28.5	5.4	6.0	41.5	9.5					1.5	6,343
MONDAY THRU FRIDAY 12:00 NOON-6:00 P.M.	11.1	11.3	14.4	5.4	4.3	55.7	6.6					2.2	7,653

"Radio Sets-in-Use" is the percentage of Total Homes which are listening to the radio. Where listening to a second program over a second radio set is reported in a home, that fact is reflected in both the "Radio Sets-in-Use" and in the individual station "Shares." "Share of Radio Audience" represents the proportion of the total radio audience listening to a particular station.

Where an FM station duplicates its corresponding AM station's program schedule in its entirety, the FM station mentions are combined with the AM station's mentions.

The Code of Practice governing the use of "RADIO HOOPERATINGS" applies to this "RADIO AUDIENCE INDEX."

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