



# RADIO HOOPER RATINGS

CITY: ROANOKE, VA.

MONTHS: JULY - AUGUST, 1961

MONDAY THRU FRIDAY DAYTIME

LOCAL TIME	RADIO SETS-IN-USE	W S L S			PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	PROGRAM	RATING	SHARE RADIO AUD.	OTHER AM & FM
		PROGRAM	RATING	SHARE RADIO AUD.													RATING
7:00	15.4	Day Of Music #	2.0	12.8													0.0
8:00	16.3	" " "	# 1.7	10.3													0.0
9:00	12.1	" " "	# 0.7	6.0													0.7
10:00	15.2	" " "	# 0.7	4.5													0.3
11:00	12.6	" " "	# 1.7	13.3													0.0
12:00	12.3	Hayden Huddleston #	1.0	8.0													0.2
1:00	11.4	Day Of Music #	1.1	9.5													0.3
2:00	9.4	" " "	# 0.6	6.9													0.0
3:00	10.0	" " "	# 0.7	7.0													0.2
4:00	10.4	" " "	# 0.1	1.0													0.2
5:00	13.8	" " "	# 0.9	6.6													0.6

Radio Sets-in-Use & Ratings  
Share of Radio Audience

Base: Total Homes Called  
Base: Total Radio Mentions

# Includes five minutes of other programming.