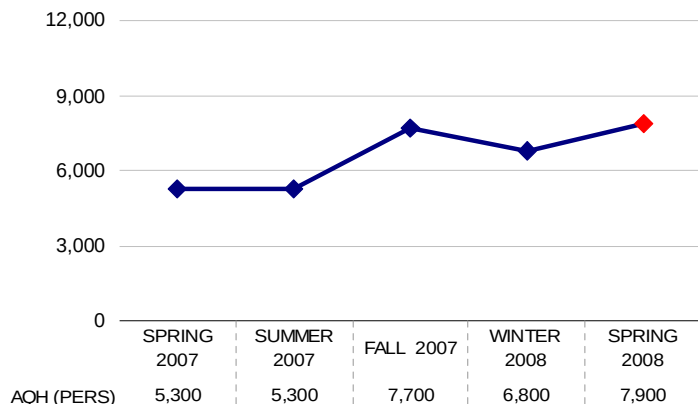


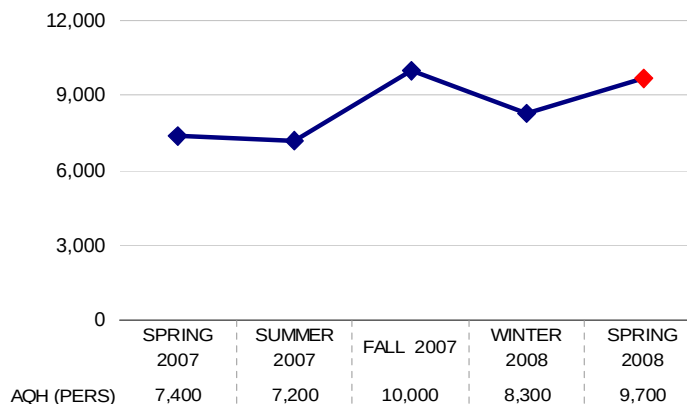
# WRAL-FM Arbitron Ratings Trend Report

## Raleigh-Durham Metro Survey Area

WRAL-FM Women 25-54 Trend  
Monday-Friday 6:00 AM-7:00 PM



WRAL-FM Adults 25-54 Trend  
Monday-Friday 6:00 AM-7:00 PM



## Raleigh-Durham Spring 2008 Arbitron Survey: Prime Daypart Rank Report

### Women 25-54: Monday-Friday 6:00A-10:00A

| Station        | Format        | AQH Persons  | AQH Rating  | Avg. Share   |
|----------------|---------------|--------------|-------------|--------------|
| <b>WRAL-FM</b> | <b>AC</b>     | <b>7,800</b> | <b>2.3%</b> | <b>13.5%</b> |
| WDCG-FM        | CHR           | 5,900        | 1.8%        | 10.2%        |
| WFXC-FM        | Urban AC      | 5,400        | 1.6%        | 9.4%         |
| WNNL-FM        | Inspirational | 4,000        | 1.2%        | 6.9%         |
| WQDR-FM        | Country       | 3,900        | 1.2%        | 6.8%         |

### Adults 25-54: Monday-Friday 6:00A-10:00A

| Station        | Format    | AQH Persons   | AQH Rating  | Avg. Share  |
|----------------|-----------|---------------|-------------|-------------|
| WFXC-FM        | Urban AC  | 11,200        | 1.7%        | 8.7%        |
| WDCG-FM        | CHR       | 10,600        | 1.6%        | 8.2%        |
| <b>WRAL-FM</b> | <b>AC</b> | <b>10,200</b> | <b>1.5%</b> | <b>7.9%</b> |
| WQDR-FM        | Country   | 9,600         | 1.4%        | 7.5%        |
| WBBB-FM        | Rock      | 8,100         | 1.2%        | 6.3%        |

### Women 25-54: Monday-Friday 10:00A-3:00P

| Station        | Format        | AQH Persons  | AQH Rating  | Avg. Share   |
|----------------|---------------|--------------|-------------|--------------|
| <b>WRAL-FM</b> | <b>AC</b>     | <b>8,700</b> | <b>2.6%</b> | <b>16.4%</b> |
| WDCG-FM        | CHR           | 4,100        | 1.2%        | 7.8%         |
| WFXC-FM        | Urban AC      | 3,500        | 1.0%        | 6.6%         |
| WQDR-FM        | Country       | 3,000        | 0.9%        | 5.7%         |
| WRVA-FM        | Classic Hits  | 2,600        | 0.8%        | 4.9%         |
| WNNL-FM        | Inspirational | 2,600        | 0.8%        | 4.9%         |

### Adults 25-54: Monday-Friday 10:00A-3:00P

| Station        | Format    | AQH Persons   | AQH Rating  | Avg. Share  |
|----------------|-----------|---------------|-------------|-------------|
| <b>WRAL-FM</b> | <b>AC</b> | <b>10,200</b> | <b>1.5%</b> | <b>8.8%</b> |
| WBBB-FM        | Rock      | 8,300         | 1.2%        | 7.1%        |
| WPTF-AM        | News Talk | 8,100         | 1.2%        | 7.0%        |
| WFXC-FM        | Urban AC  | 7,100         | 1.0%        | 6.1%        |
| WQDR-FM        | Country   | 6,600         | 1.0%        | 5.7%        |
| WDCG-FM        | CHR       | 6,600         | 1.0%        | 5.7%        |

### Women 25-54: Monday-Friday 3:00P-7:00P

| Station        | Format        | AQH Persons  | AQH Rating  | Avg. Share   |
|----------------|---------------|--------------|-------------|--------------|
| <b>WRAL-FM</b> | <b>AC</b>     | <b>6,900</b> | <b>2.0%</b> | <b>12.8%</b> |
| WDCG-FM        | CHR           | 4,300        | 1.3%        | 8.0%         |
| WFXC-FM        | Urban AC      | 4,200        | 1.2%        | 7.8%         |
| WQDR-FM        | Country       | 4,000        | 1.2%        | 7.4%         |
| WNNL-FM        | Inspirational | 3,500        | 1.0%        | 6.5%         |

### Adults 25-54: Monday-Friday 3:00P-7:00P

| Station        | Format    | AQH Persons  | AQH Rating  | Avg. Share  |
|----------------|-----------|--------------|-------------|-------------|
| WBBB-FM        | Rock      | 8,800        | 1.3%        | 7.4%        |
| <b>WRAL-FM</b> | <b>AC</b> | <b>8,600</b> | <b>1.3%</b> | <b>7.2%</b> |
| WFXC-FM        | Urban AC  | 8,600        | 1.3%        | 7.2%        |
| WDCG-FM        | CHR       | 7,400        | 1.1%        | 6.2%        |
| WQDR-FM        | Country   | 7,100        | 1.0%        | 6.0%        |



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