

Metered Market Close-Up: Raleigh-Durham (Fayetteville), NC (DMA Rank #25)

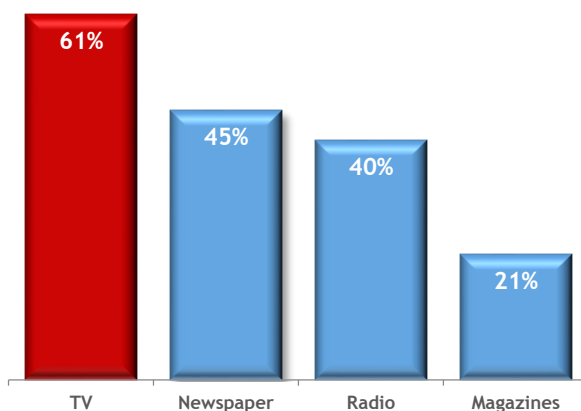
Raleigh is the capital of the state of North Carolina and the second-largest city in the state, after Charlotte. Raleigh is known as the "City of Oaks" for its many oak trees, which line the streets in the heart of the city. The industrial base includes financial services, electrical, medical, electronic and telecommunications equipment, clothing and apparel, food processing, paper products, and pharmaceuticals. Raleigh is part of North Carolina's Research Triangle, one of the country's largest and most successful research parks, and a major center in the United States for high-tech and biotech research, as well as advanced textile development. The city is a major retail shipping point for eastern North Carolina and a wholesale distributing point for the grocery industry. The top employers are the State of North Carolina, Wake Count Public School System, Red Hat, and North Carolina State University.

| Median Income | SRDS Total Retail Sales (\$000) |
|---------------|---------------------------------|
| \$53,551 | \$5,667,307 |

TV stations serving the area of Raleigh-Durham (Fayetteville), NC:

| | |
|------|--|
| WFPX | ION |
| WLFL | CW, Stadium, TBD, Antenna TV |
| WNCN | CBS, Grit, Escape |
| WRAL | NBC, Cozi TV |
| WRAY | TCT |
| WRAZ | FOX, Me TV |
| WRDC | MyNetworkTV, Charge!, Comet |
| WRPX | Ion, Qubo, Ion Life, Ion Shop, QVC, HSN |
| WTNC | Univision |
| WTVD | ABC, Live Well Network, Laff |
| WUVC | Univision, UniMás, Bounce TV, Get TV, Justice, Quest |

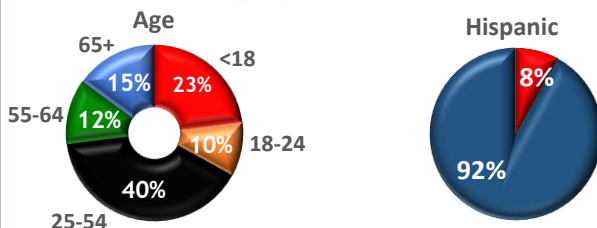
Reliance on Media to Stay Informed % Agree



Raleigh-Durham (Fayetteville), NC Interesting Facts

- Former vice president of the United States, Andrew Johnson, was born and raised in Raleigh, where he originally worked as a tailor.
- Raleigh was called the City of Oaks by its founding fathers because of the vast number of oak trees.
- The city of Raleigh is known as the live music capitol of North Carolina.

Raleigh-Durham (Fayetteville), NC Demographic Overview



49% loyal to vehicle brand

2018/19 Season
Local Market Close-Up:
Raleigh-Durham (Fayetteville), NC

| Market: Raleigh, NC | | | | Series Ranker (Week of 3/18/19 - 3/24/19) | | | | |
|---------------------|--|------------|-------|---|------------|----------|-------------|--|
| Rtg Rnk | Series | Station | # Eps | Day | Local Time | Run Time | Live+SD Rtg | |
| 1 | CBS NCAA BSKBL CHMP-SU-3 | WNCN (CBS) | 1 | U | 5:21 PM | 140 | 30.7 | |
| 2 | CBS NCAA BSKBL CHMP-SU-2 | WNCN (CBS) | 1 | U | 3:03 PM | 127 | 23.2 | |
| 3 | CBS NCAA BK CHP-BRG-DYSU2 | WNCN (CBS) | 1 | U | 5:10 PM | 11 | 22.9 | |
| 4 | CBS NCAA BSKBL CHP-PRFR1 | WNCN (CBS) | 1 | F | 7:00 PM | 140 | 22.8 | |
| 5 | CBS NCAA BSK CHP-BRG-DYSU | WNCN (CBS) | 1 | U | 2:46 PM | 17 | 19.8 | |
| 6 | 60 Minutes | WNCN (CBS) | 1 | U | 7:41 PM | 60 | 14.7 | |
| 7 | CBS NCAA BSKBL CHMP-SA-2 | WNCN (CBS) | 1 | S | 2:52 PM | 139 | 14.3 | |
| 8 | CBS NCAA BSKBL CHMP-SA-3 | WNCN (CBS) | 1 | S | 5:11 PM | 142 | 12.3 | |
| 9 | CBS NCAA BSK CHP-BRG-PRFR | WNCN (CBS) | 1 | F | 9:20 PM | 18 | 12.1 | |
| 10 | CBS NCAA BSK CHP-BRG-DYSA | WNCN (CBS) | 1 | S | 2:36 PM | 16 | 11.7 | |
| 11 | CBS NCAA BSKBL CHMP-SU-1 | WNCN (CBS) | 1 | U | 12:00 PM | 166 | 11.2 | |
| 12 | ABC World News Tonight with David Muir | WTVD (ABC) | 5 | M T W R F | 6:30 PM | 30 | 10.6 | |
| 13 | CBS NCAA BSKBL CHMP-SA-1 | WNCN (CBS) | 1 | S | 12:00 PM | 156 | 9.4 | |
| 14 | CBS NCAA BSKBL CHMP-SA-4 | WNCN (CBS) | 1 | S | 7:52 PM | 132 | 9.4 | |
| 15 | Jeopardy! | WTVD (ABC) | 5 | M T W R F | 7:00 PM | 30 | 9.1 | |
| 16 | NBC Nightly News | WRAL (NBC) | 5 | M T W R F | 6:30 PM | 30 | 9.1 | |
| 17 | WRAL News @ 6 PM | WRAL (NBC) | 5 | M T W R F | 6:00 PM | 30 | 9.1 | |
| 18 | The Voice | WRAL (NBC) | 2 | M W | 8:00 PM | 120 | 8.4 | |
| 19 | CBS NCAA BSK CHP-BRG-PRSA | WNCN (CBS) | 1 | S | 7:33 PM | 19 | 8.4 | |
| 20 | God Friended Me | WNCN (CBS) | 1 | U | 8:41 PM | 60 | 8.2 | |

