

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

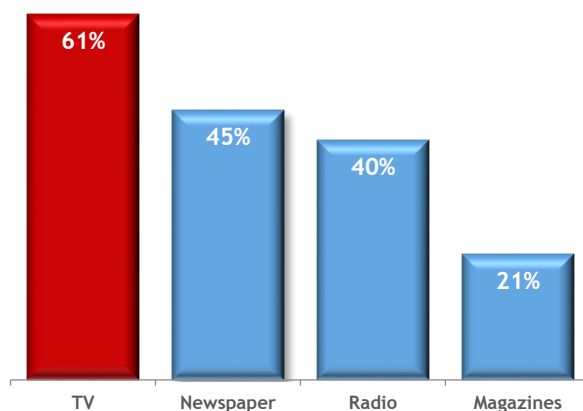
Raleigh is the capital of the state of North Carolina and the second-largest city in the state, after Charlotte. Raleigh is known as the "City of Oaks" for its many oak trees, which line the streets in the heart of the city. The industrial base includes financial services, electrical, medical, electronic 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

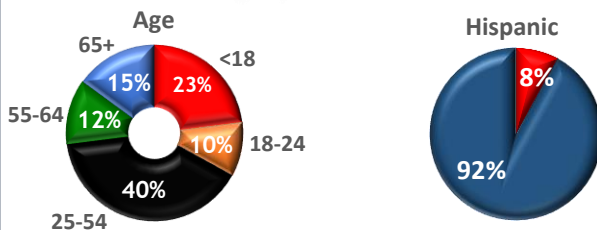
### Reliance on Media to Stay Informed % Agree



### 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