

More than half of Triad tunes in for 'Idol' finale

From staff reports

Where were you when Fantasia won? Probably watching it.

More than 300,000 households in the Triad were tuned in for the decisive, final 15 minutes of WGHP's airing of "American Idol" on Wednesday night to see High Point native Fantasia Barrino win.

The show, which began at 8 p.m., averaged a 40.1 rating, according to overnight figures from Nielsen Media Research. That means the two-hour broadcast was

seen in an average of 258,817 households in the 16-county Triad television market. The share was 52 percent, meaning that just more than half of all sets in use at the time were tuned to "Idol."

In the final 15 minutes, however, the rating spiked to 46.9, or 302,642 households, and the share rose to 59 percent.

By comparison, Super Bowl XXXVIII, with the Carolina Panthers playing New England, earned a 54.1 rating, which equates to 349,178 households, and a 72 share.