



**Hampton Roads VA  
Market #38**

**12+ Population:  
1,264,600 (MSA)\* 1,632,300 (TSA)\*\***

**Surveyed:** Continuously  
**Updated:** July 31, 2002  
**Next:** August 28, 2002

**Spring 2002:**

Station:	Format:	Positioner:	Owner:	Wi 2001	Sp 2001	Su 2001	Fa 2001	Wi 2002	Sp 2002	Chg	
1	WWDE-FM	Mainstream AC	101.3 - 2WD	Entercom	6.9	6.9	5.9	8.3	7.2	7.2	E
2	WVKL-FM	Urban AC	95-7 R&B	Entercom	5.4	5.4	4.5	4.4	5.1	6.4	+1.3
3	WOWI-FM	Urban	103 Jamz	Clear Channel	8.3	8.3	7.6	9.5	7.3	6.3	-1.0
4	WPTE-FM	Modern AC	94.9 The Point	Entercom	4.3	4.3	5.0	4.4	4.3	5.7	+1.4
5	WNOR-FM	Active Rock	FM99	Saga Communications	5.8	5.8	6.0	6.4	5.8	5.5	-0.3
6	WWSO-FM	70s-60s Oldies	Oldies 92-9	Barnstable Broadcasting	2.6	2.6	2.7	2.8	5.7	5.2	-0.5
7	WAFX-FM	Classic Hits	106.9 The Fox	Saga Communications	5.9	5.9	6.3	6.1	4.1	4.9	+0.7
	WGH-FM	New Country	Eagle 97.3	Barnstable Broadcasting	5.6	5.6	5.1	5.2	5.5	4.9	-0.6
	WNVZ-FM	Rhythmic CHR	Z-104	Entercom	5.1	5.1	6.0	5.3	4.7	4.9	+0.2
10	WXEZ-FM	Black Gospel	Star 94.1	Barnstable Broadcasting	4.7	4.7	5.9	4.6	5.9	4.7	-1.2
11	WCMS-FM	Country	100.5 WCMS	Barnstable Broadcasting	5.8	5.8	6.3	4.4	5.2	4.1	-1.1
12	WSVY-FM	Urban AC	Vibe 105	Clear Channel	2.0	2.0	1.9	2.4	3.0	3.9	+0.9
13	WROX-FM	Alternative	96X	Sinclair Telecable	2.5	2.5	2.6	2.6	3.2	3.5	+0.3
14	WJCD-FM	Smooth Jazz	Smooth Jazz - CD 107.7	Clear Channel	4.3	4.3	2.6	3.0	2.3	3.4	+1.1
	WNIS-AM	News	NewsRadio 790	Sinclair Telecable	3.7	3.7	4.5	5.0	4.6	3.4	-1.2
16	WKOC-FM	Triple-A	93-7 The Coast	Sinclair Telecable	2.6	2.6	2.6	1.6	2.2	3.0	+0.8
17	WBHH-FM	Hip-Hop	92.1 The Beat	Clear Channel	2.3	2.3	2.3	2.4	2.2	2.0	-0.2
18	WJOI-AM	Adult Standards	Hampton Roads' Joy	Saga Communications	1.6	1.6	2.0	1.5	1.2	1.7	+0.5
19	WPCE-AM	Black Gospel	Your Inspirational Leader	Willis Broadcasting	1.4	1.4	1.3	0.5	0.9	1.2	+0.3
20	WTAR-AM	News/Talk	TalkRadio 850	Sinclair Telecable	1.2	1.2	1.3	1.4	1.6	1.0	-0.6
	WWHV-FM	Urban	Hot 102.1	On Top Communications				0.4	0.9	1.0	+0.1
22	WGH-AM	Sports	ESPN Radio 1310	Barnstable Broadcasting	1.0	1.0	0.8	0.8	1.0	0.6	-0.4
23	WXGM-A/F	AC	Xtra 99.1	WXGM Inc	0.4	0.4	0.6	0.4	1.0	0.4	-0.6

The Biggest Gainers:	The Biggest Losers:	Cluster Totals:
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WPTE-FM... +1.4	WXEZ-FM... -1.2	1st Entercom... 24.2 (+2.9) with 4 stations
WVKL-FM... +1.3	WNIS-AM... -1.2	2nd Barnstable Broadcasting... 19.5 (-3.8) with 5 stations
WJCD-FM... +1.1	WCMS-FM... -1.1	3rd Clear Channel Communications... 15.6 (+0.8) with 4 stations
	WOWI-FM... -1.0	4th Saga Communications... 12.1 (+1.0) with 3 stations
		5th Sinclair Telecable... 10.9 (-0.7) with 4 stations

25-54 (all persons) - WWDE, WVKL, WPTE/WAFX (tied), WNOR, WWSO, WOWI, WGH-FM, WSVY & WXEZ

18-34 (all persons) - WOWI, WNOR, WPTE, WNVZ, WROX, WWDE & WVKL

35-64 (all persons) - WWDE, WVKL, WAFX, WWSO, WPTE, WGH-FM & WSVY

Mornings 25-54 (all persons) - WWDE, WNOR, WAFX, WVKL & WPTE

\* Metro Survey Area (MSA): Includes a city (or cities) whose population is specified as that of the central city together with the county (or counties) in which it is located. The Metro also includes contiguous or additional counties when the economic and social relationships between the central and additional counties meet specific criteria. Arbitron Metros generally correspond to the Metropolitan Statistical Areas (MSAs) defined by the U.S. Government's Office of Management and Budget. They are subject to exceptions dictated by historical industry usage and other marketing considerations.

\*\* Total Survey Area (TSA): A geographic area that encompasses the Metro Survey Area and may include additional counties located outside the Metro which meet certain listening criteria to Metro-licensed stations.