



Elizabeth City - Nags Head NC
 Market #243
 12+ Population:
 122,100 (MSA)* 166,700 (TSA)**

Surveyed: Continuously/2
 Updated: August 1, 2002
 Next: February, 2003

Spring 2002:

Station:	Format:	Positioner:	Owner:	Sp 2001	Fa 2001	Sp 2002	Chg
1 WRSF-FM	Country	Dixie 105.7	East Carolina Radio	5.3	7.1	9.4	+2.1
2 WCXL-FM	Hot AC	Beach 104	Ray-D-O-Biz	4.1	4.2	7.8	+3.6
3 WCMS-FM	Country	100.5 WCMS	Barnstable Broadcasting	2.9	6.3	5.6	-0.7
4 WERX-FM	50s-70s Oldies	102.5 The Shark	East Carolina Radio	6.2	5.4	4.4	-1.0
5 WCNC-A/WZBO-A	Adult Standards	Music Of Your Life	East Carolina Radio	1.2	1.3	3.9	+2.6
WOWI-FM	Urban	103 Jamz	Clear Channel	5.8	3.3	3.9	+0.6
7 WAFX-FM	Classic Hits	106.9 The Fox	Saga Communications	3.7	2.6	3.3	+0.7
WBXB-FM	Black Gospel	Love 100.1	Willis Broadcasting	3.7	5.9	3.3	-2.6
WVOD-FM	Modern Rock	The Sound	Orbit Communications	2.1	2.5	3.3	+0.8
10 WQZL-FM	Urban	The Beat Of Carolina	NextMedia			2.8	NR
WFMZ-FM	Cont Christian	Praise 105	Maranatha Broadcasting	1.6	2.1	2.8	+0.7
WIKS-FM	Urban AC	Kiss 102	Beasley Broadcast Group	1.6	3.3	2.8	-0.5
WNOR-FM	Active Rock	FM99	Saga Communications	2.5	1.7	2.8	+1.1
WOBR-F/WKJS-F	Rock	95-3/96.7 The Rock	East Carolina Radio	4.9	2.5	2.8	+0.3
15 WCBZ-FM	CHR	The Hot FM	East Carolina Broadcasting	2.9	2.1	2.2	+0.1
WOBX-FM	AC	98.1-OBX	East Carolina Radio			2.2	NR
WVKL-FM	Urban AC	95-7 R&B	Entercom	4.1	1.7	2.2	+0.5
WWDE-FM	Mainstream AC	101.3 - 2WD	Entercom	1.2	1.7	2.2	+0.5
WWOC-FM	Country	Water Country 94.5	Ray-D-O-Biz	1.2	1.3	2.2	+0.9
20 WKOC-FM	Triple-A	93-7 The Coast	Sinclair Telecable	2.1	2.5	1.7	-0.8
WNHW-FM	Classic Country	Classic Hit Country	Finney Broadcasting			1.7	NR
WNIS-AM	News	NewsRadio 790	Sinclair Telecable	2.1	4.2	1.7	-2.5
WNVZ-FM	Rhythmic CHR	Z-104	Entercom	2.5	2.5	1.7	-0.8
WWSO-FM	70s-60s Oldies	Oldies 92-9	Barnstable Broadcasting	1.6	1.7	1.7	E
25 WBHH-FM	Hip-Hop	92.1 The Beat	Clear Channel	1.3		1.2	NR
26 WMGV-FM	Soft Rock	V103.3	Beasley Broadcast Group			1.1	NR
WNCT-FM	50s-70s Oldies	Oldies 107.9	Beasley Broadcast Group	4.5	1.3	1.1	-0.2
WPTE-FM	Modern AC	94.9 The Point	Entercom	1.2		1.1	NR
WSVY-FM	Urban AC	Vibe 105	Clear Channel			1.1	NR
WYND-FM	Soft AC	The Wind	Finney Broadcasting	2.1	2.5	1.1	-1.4
31 WJCD-FM	Smooth Jazz	Smooth Jazz-CD 107.7	Clear Channel	1.1		0.6	NR
WDRP-FM	Southern Gospel	Lifeline Radio	Lifeline Ministries	0.6		0.6	NR
WGAI-AM	News/Talk	NewsRadio 560 AM Stereo	Ray-D-O-Biz	0.6	0.6	0.6	E
WGH-FM	New Country	Eagle 97.3	Barnstable Broadcasting	1.1		0.6	NR
WRNS-FM	Country	Your Country	NextMedia		0.6	0.6	E

* 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.