



**Hampton Roads VA
Market #38**

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

Surveyed: Continuously
Updated: August 28, 2002
Next: September 26, 2002

Spring 2002: May/June/July

Station:	Format:	Positioner:	Owner:	Wi 2001	Sp 2001	Su 2001	Fa 2001	Wi 2002	Sp 2002	Su 2002 P1	Chg	
1	WWDE-F	Mainstream AC	101.3 - 2WD	Entercom	6.9	6.9	5.9	8.3	7.2	7.2	7.0	-0.2
2	WOWI-F	Urban	103 Jamz	Clear Channel	8.3	8.3	7.6	9.5	7.3	6.3	6.9	+0.6
3	WVKL-F	Urban AC	95-7 R&B	Entercom	5.4	5.4	4.5	4.4	5.1	6.4	6.6	+0.2
4	WGH-F	New Country	Eagle 97.3	Barnstable Broadcasting	5.6	5.6	5.1	5.2	5.5	4.9	5.8	+0.9
5	WXEZ-F	Black Gospel	Star 94.1	Barnstable Broadcasting	4.7	4.7	5.9	4.6	5.9	4.7	5.7	+1.0
6	WNOR-F	Active Rock	FM99	Saga Communications	5.8	5.8	6.0	6.4	5.8	5.5	5.6	+0.1
	WPTE-F	Modern AC	94.9 The Point	Entercom	4.3	4.3	5.0	4.4	4.3	5.7	5.6	-0.1
8	WAFX-F	Classic Hits	106.9 The Fox	Saga Communications	5.9	5.9	6.3	6.1	4.1	4.9	5.0	+0.1
	WCMS-F	Country	100.5 WCMS	Barnstable Broadcasting	5.8	5.8	6.3	4.4	5.2	4.1	5.0	+0.9
10	WNVZ-F	Rhythmic CHR	Z-104	Entercom	5.1	5.1	6.0	5.3	4.7	4.9	4.6	-0.3
11	WWSO-F	70s-60s Oldies	Oldies 92-9	Barnstable Broadcasting	2.6	2.6	2.7	2.8	5.7	5.2	4.4	-0.8
12	WROX-F	Alternative	96X	Sinclair Telecable	2.5	2.5	2.6	2.6	3.2	3.5	3.5	E
13	WNIS-A	News	NewsRadio 790	Sinclair Telecable	3.7	3.7	4.5	5.0	4.6	3.4	3.3	-0.1
	WSVY-F	Urban AC	Vibe 105	Clear Channel	2.0	2.0	1.9	2.4	3.0	3.9	3.3	-0.6
15	WJCD-F	Smooth Jazz	Smooth Jazz - CD 107.7	Clear Channel	4.3	4.3	2.6	3.0	2.3	3.4	3.0	-0.4
16	WKOC-F	Triple-A	93-7 The Coast	Sinclair Telecable	2.6	2.6	2.6	1.6	2.2	3.0	2.7	-0.3
17	WBHH-F	Hip-Hop	92.1 The Beat	Clear Channel	2.3	2.3	2.3	2.4	2.2	2.0	1.9	-0.1
18	WJOI-A	Adult Standards	Hampton Roads' Joy	Saga Communications	1.6	1.6	2.0	1.5	1.2	1.7	1.5	-0.2
19	WPCE-A	Black Gospel	Your Inspirational Leader	Willis Broadcasting	1.4	1.4	1.3	0.5	0.9	1.2	1.1	-0.1
	WTAR-A	News/Talk	TalkRadio 850	Sinclair Telecable	1.2	1.2	1.3	1.4	1.6	1.0	1.1	+0.1
21	WWHV-F	Urban	Hot 102.1	On Top Communications				0.4	0.9	1.0	1.0	E
22	WGH-A	Sports	ESPN Radio 1310	Barnstable Broadcasting	1.0	1.0	0.8	0.8	1.0	0.6	0.6	E
23	WTJZ-A	Black Gospel	AM 1270 The Light	Chesapeake-Portsmouth							0.4	NR
	WXGM-A/F	AC	Xtra 99.1	WXGM Inc	0.4	0.4	0.6	0.4	1.0	0.4	0.4	E

The Biggest Gainers:

WXEZ-F...+1.0
WGH-F...+0.9
WCMS-F... +0.9

The Biggest Losers:

WWSO-F... -0.8
WSVY-F... -0.6

Cluster Totals:

1st Entercom... 23.8 (-0.4) with 4 stations
2nd Barnstable Broadcasting... 21.5 (+2.0) with 5 stations
3rd Clear Channel Communications... 15.1 (-0.5) with 4 stations
4th Saga Communications... 12.1 (E) with 3 stations
5th Sinclair Telecable... 10.6 (-0.3) with 4 stations

* 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.