

Rocky Mount-Wilson, NC

Spectrometer

Population Estimates

| | <u>Rank</u> | <u>Population 12+</u> |
|----------|-------------|-----------------------|
| MSA | 999 | 0 |
| DMA | 24 | 2,901,900 |
| Hispanic | 999 | 0 |
| Black | 999 | 0 |

Available Research

| <u>Service</u> | <u>Ethnic Type</u> | <u>Report Type</u> | <u>Available Reports</u> |
|----------------|--------------------|--------------------|--------------------------|
|----------------|--------------------|--------------------|--------------------------|

| | Contemporary | Rock | Adult Contemporary | Adult/Classic Hits | Oldies | Country | News/Talk/Info | Adult Music | Urban/Black/Gospel | Hispanic | Other/Foreign Language | Religion | Non-Commercial |
|-----------|--------------|------|--------------------|--------------------|----------|----------|----------------|-------------|----------------------|----------|------------------------|----------|----------------|
| FM | | | | | WZAX-ODS | WDWG-COU | | | WPWZ-URB WRSV-URB | | | | |

Population Source: Nielsen Audio's Radio and Television Market Population Estimates; released annually

COMBOS (+ LMA's)

WDWG-FM, WPWZ-FM, WZAX-FM

First Media Radio LLC

LOCAL SPORTS COVERAGE

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION

FORMAT

TRANSLATOR FREQUENCY

NATIONAL REPS

WDWG-FM, WPWZ-FM, WZAX-FM
WRSV-FM

Loc Focus
RegR