



“Metro’s” of the Roanoke/Lynchburg Market

In purchasing radio advertising in the Roanoke-Lynchburg market, it is important to note that the Roanoke-Lynchburg TSA actually encompasses two major concentrations of population.

The Arbitron-defined **Roanoke-Lynchburg Metro** is composed of the Roanoke market and the Lynchburg market – two distinct areas divided by fifty miles and a mountain range. Listening patterns are very different for these two areas. The DMA also encompasses what was at one time another “Arbitron-defined” Metro, known as the New River Valley. The New River Valley contains two Universities, Radford and Virginia Tech. A significant number of people commute between the New River Valley and the Roanoke Valley for education, employment, shopping, and entertainment.

The distances between the cities in this market are hard to visualize even using a map. It takes about an hour to drive from Roanoke to Lynchburg; and the distance from Christiansburg, the seat of Montgomery County, to Lynchburg is over 80 miles!

The three truly regional stations in the market, WSLC, WSLQ & WXLK, effectively serve the entire DMA. In fact 59% of WSLQ’s total cume audience resides outside of the Nielsen-defined Metro, as does 53% of WSLC’s audience and 48% of WXLK’s audience.

In addition to superserving many non-metro locales, these three stations are dominant in the New River Valley where they rank in the top three share positions in many key demos such as Persons 18+, 18-49, and Females 18+, 18-49 & 25-54. They are also the top three stations for total audience for Persons 12+ & Females 12+.

