

Worcester, MA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	111	487,000	
DMA	10	6,004,900	
Hispanic	104	63,200	12.98%
Black	132	38,000	7.80%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Standard	Sp; Fa

	Contemporary	Rock	Adult Contemporary	Adult/ Classic Hits	Oldies	Country	News/ Talk/ Info	Adult Music	Urban/ Black/ Gospel	Hispanic	Other/ Foreign Language	Religion	Non-Commercial
AM				WQVD-CLH WQVR-CLH			WCRN-N/T WEEI-SPR WTAG-FUL WVEI-SPR			WORC-TRP			
FM		WWFX-CLR	WSRS-SRK WXLO-HAC			WORC-COU	WEEI-SPR						WICN-NPR WKMY-NCL WKVB-NCL

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

COMBOS (+ LMA's)

WORC-FM, WWFX-FM, WXLO-FM	Cumulus
WSRS-FM, WTAG-AM	iHeartMedia, Inc.

LOCAL SPORTS COVERAGE

WTAG-AM	New England Patriots-Football
WEEI-FM	Boston Red Sox-Baseball (F) Boston College-Football Boston College-Basketball
WVEI-AM	Boston Celtics-Basketball Boston Bruins-Hockey Boston Red Sox-Baseball
WEEI-AM	Boston College-Football (F) Boston College-Basketball (F)
WCRN-AM	University of Mass at Amherst-Football
F = Flagship	

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WORC-AM	Tropical	106.1
WQVD-AM	Classic Hits	92.3
WQVR-AM	Classic Hits	99.3
WTAG-AM	Full Service	94.9

Worcester, MA

NATIONAL REPS

WEEI-FM, WEEI-AM, WVEI-AM

WKMY-FM

WORC-FM, WWFX-FM, WXLO-FM

WORC-AM

WSRS-FM, WTAG-AM

KRG-Audacy

Tach

KRG-Christal

McGavren

iHeartMedia