## Akron, OH

## Spectrometer

## Population Estimates

|  | Rank |  |  |  |
| :--- | :--- | :--- | :--- | :--- |
| MSA | $\frac{97}{}$ | 610,700 |  |  |
| DMA | 20 | $3,318,700$ |  |  |
| Hispanic | 179 | 15,800 | $2.59 \%$ |  |
| Black | 79 | 84,400 | $13.82 \%$ |  |

## Available Research

| Service | Ethnic Type | Report Type |  | Available Reports |
| :--- | :--- | :--- | :--- | :--- |
| Nielsen | General Market |  |  |  |
| CDM | Solling Avg |  |  |  |
| Nielsen | Black |  |  |  |

$\mathrm{Fa} / \mathrm{Wi} / \mathrm{Sp}$

|  | Contemporary | Rock | Adult Contemporary | Adult/ Classic Hits | Oldies | Country | News/ Talk/ Info | Adult Music | Urban/ Black/ Gospel | Hispanic | Other/ Foreign Language | Religion | NonCommercial |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\sum$ |  |  | WAKR-SFT |  |  |  | WARF-SPR WHLO-N/T |  |  |  |  |  |  |
| 친 |  | WONE-AOR | WKDD-HAC |  |  | WQMX-COU | WNIR-TLK |  |  |  |  |  | WAPS-NCL WZIP-EDU |
| 衣 |  |  | WKDD-F2-CAC |  |  |  |  |  |  |  |  |  |  |

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

## COMBOS (+ LMA's)

WARF-AM, WHLO-AM, WKDD-FM WAKR-AM, WONE-FM, WQMX-FM
iHeartMedia, Inc. Rubber City Radio Group

## SIMULCASTS (TOTAL WEEK)

## NATIONAL REPS

WAKR-AM, WONE-FM, WQMX-FM
KRG-Christal WARF-AM, WHLO-AM, WKDD-FM WNIR-FM

## LOCAL SPORTS COVERAGE

| WAKR-AM | Cleveland Cavaliers-Basketball <br> Cleveland Browns-Football <br> Cleveland Guardians-Baseball <br> Ohio State-Football |
| :--- | :--- |
| WARF-AM | Cleveland State University-Men`s Basketball (F) |
| F = Flagship |  |

## TRANSLATORS

| PRIMARY STATION |  | FORMAT |  |
| :--- | :--- | :--- | :--- |
| WAKR-AM | Soft AC |  |  |
| WKANSLATOR FREQUENCY |  |  |  |
| WKD | Christian AC | 102.5 |  |

