Detroit, MI

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	14	3,891,900	
DMA	14	4,255,900	
Hispanic	53	178,600	4.59%
Black	8	845,600	21.73%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	PPM	Monthly
Nielsen	Black	PPM	Monthly

	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					CKWW-ODS		CKLW-N/T WDFN-NEW WDTK-TLK WFDF-N/T WJR-N/T WWJ-NEW WXYT-SPR		WCHB-GOS	WDTW-RMX		WLQV-REL	
FM	CIDR-CHR WKQI-CHR	WCSX-CLR WDZH-AMR WLLZ-CLR WRIF-AOR	WDVD-HAC WMGC-RAC WMUZ-CAC WNIC-A/C	WHMI-CLH WOMC-CLH		CIMX-COU WSAQ-COU WYCD-COU	WXYT-SPR		WDMK-UAC WGPR-URB WJLB-URB WMXD-UAC				WDET-EDU WDKL-NCL WRCJ-NCL WUFL-NCL WUOM-EDU
DIGITAL	WLLZ-F2-RHY						WCSX-F2-TLK WDZH-F3-TLK		WDMK-F2-UIN	WMGC-F2-TRP			

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

COMBOS (+ LMA's)

WDZH-FM, WOMC-FM, WWJ-AM, WXYT-AM, WXYT-FM, WYCD-FM	Audacy
WCSX-F2, WCSX-FM, WDMK-F2, WDMK-FM, WMGC-F2, WMGC-FM, WRIF-FM	Beasley Media Group
CIDR-FM, CIMX-FM, CKLW-AM, CKWW-AM	Bell Canada Enterprises
WCHB-AM, WMUZ-FM	Crawford Broadcasting
WDVD-FM, WJR-AM	Cumulus
WDFN-AM, WJLB-FM, WKQI-FM, WLLZ-FM, WMXD-FM, WNIC-FM	iHeartMedia, Inc.
WDTK-AM, WLQV-AM	Salem Media Group

LOCAL SPORTS COVERAGE

WWJ-AM	University of Michigan-Basketball University of Michigan-Football
WXYT-FM	Detroit Red Wings-Hockey (F) Detroit Lions-Football (F) Detroit Pistons-Basketball (F) Detroit Tigers-Baseball (F)
WFDF-AM	Indy 500-Car Racing
WJR-AM	Michigan State-Basketball Michigan State-Football

F = Flagship

Detroit, MI

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WCHB-AM	Gospel	96.7
WCSX-F2	Talk	93.5
WDMK-F2	Urban Inspirational	99.9
WDTK-AM	Talk	101.5
WDTW-AM	Mexican Regional	107.9
WLQV-AM	Religion	92.7
WMGC-F2	Tropical	93.5
WRCJ-FM	Non-Commercial	97.5

NATIONAL REPS

CIDR-FM, CIMX-FM, CKLW-AM, CKWW-AM, WFDF-AM	McGavren
WCSX-FM, WCSX-F2, WDMK-FM, WDMK-F2, WMGC-F2, WMGC-FM, WRIF-FM	KRG-Katz
WDFN-AM, WJLB-FM, WKQI-FM, WLLZ-FM, WLLZ-F2, WMXD-FM, WNIC-FM	iHeartMedia
WDVD-FM, WJR-AM	KRG-Christal
WDZH-FM, WDZH-F3, WOMC-FM, WWJ-AM, WXYT-FM, WXYT-AM, WYCD-FM	KRG-Audacy
WGPR-FM	KRG-Eastman