

# Worcester, MA

Spectrometer

## Population Estimates

	Rank	Population 12+	
MSA	113	486,500	
DMA	10	5,994,100	
Hispanic	104	65,500	13.46%
Black	130	40,500	8.32%

## 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  
WSRS-FM, WTAG-AM

Cumulus  
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

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## 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