

Raleigh-Durham, NC

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	35	1,814,700	
DMA	24	2,980,200	
Hispanic	44	219,300	12.08%
Black	18	380,300	20.96%

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		WQDR-CLR			WKIX-ODS		WCHL-N/T WCLY-SPR WDNC-SPR WPTF-N/T			WRJD-HIS WTK-RMX	WDUR-ETH	WETC-REL WTSB-REL	
FM	WDCG-CHR WPLW-CHR	WRDU-CLR	WRAL-A/C	WBBB-ADH WKIX-CLH WKJO-CLH WKXU-CLH		WNCB-COU WQDR-COU	WCMC-SPR WTKK-TLK		WFXC-UAC WFXK-UAC WNNL-UIN WQOK-URB	WYMY-RMX			WCPE-NCL WRTP-NCL WUNC-NPR
DIGITAL	WQDR-F2-CHR	WRAL-F2-AAR	WDCG-F2-RAC				WCMC-F2-SPR WCMC-F3-SPR WRAL-F3-NEW				WCMC-F4-ETH		

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

COMBOS (+ LMA's)

WCLY-AM, WCMC-F2, WCMC-F3, WCMC-F4, WCMC-FM, WDNC-AM, WRAL-F2, WRAL-F3, WRAL-FM	Capitol Broadcasting
WBBB-FM, WKIX-AM, WKIX-FM, WKJO-FM, WKXU-FM, WPLW-FM, WPTF-AM, WQDR-AM, WQDR-FM, WYMY-FM	Curtis Media Group
WETC-AM	Divine Mercy Radio, Inc
WDCG-FM, WNCB-FM, WRDU-FM, WTKK-FM	iHeartMedia, Inc.
WFXC-FM, WFXK-FM, WNNL-FM, WQOK-FM	Radio One, Inc.
WRJD-AM, WTSB-AM	Truth Broadcasting

LOCAL SPORTS COVERAGE

WDNC-AM	Duke University-Basketball Duke University-Football (F)
WRAL-FM	North Carolina State-Basketball (F) North Carolina State-Football (F) Carolina Panthers-Football
WPTF-AM	University of NC Tar Heels-Football University of NC Tar Heels-Men`s Basketball
WQDR-AM	East Carolina University-Football
WCMC-FM	Carolina Hurricanes-Hockey (F) Monday Night Football on Westwood One-Football
F = Flagship	

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SIMULCASTS (TOTAL WEEK)

WFXC-FM+WFXX-FM
WCLY-AM+WDNC-AM
WCMC-F2+WDNC-AM
WCMC-F4+WDUR-AM
WKIX-FM+WKXU-FM
WKIX-FM+WKJO-FM
WPLW-FM+WQDR-F2

NATIONAL REPS

WBBB-FM, WKIX-FM, WKIX-AM, WKXU-FM, WPLW-FM, WPTF-AM, WQDR-FM, WQDR-AM, WYMY-FM	KRG-Eastman
WCLY-AM, WCMC-FM, WCMC-F2, WDNC-AM, WRAL-FM, WRAL-F2, WRAL-F3	KRG-Katz
WDCG-F2, WDCG-FM, WNCB-FM, WRDU-FM, WTKK-FM	iHeartMedia
WFXC-FM, WFXX-FM, WNNL-FM, WQOK-FM	KRG-Christal
WKJO-FM, WRJD-AM, WTIK-AM	McGavren

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WCHL-AM	News/Talk	97.9
WDCG-F2	Rhythmic AC	95.3
WDUR-AM	Ethnic-Other	101.9
WKIX-AM	Oldies	93.5
WNNL-FM	Urban Inspirational	105.7
WPLW-FM	Contemporary Hit Radio	104.7
WPTF-AM	News/Talk	98.5
WQDR-AM	Classic Rock	92.9
WRAL-F2	Adult Alternative Rock	95.7
WRAL-F3	News	99.3
WTSB-AM	Religion	105.5