Flint, MI

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	144	343,700	
DMA	74	968,500	
Hispanic	186	12,600	3.67%
Black	93	70,600	20.54%

Available Research

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

	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				WWCK-CLH		WKYO-COU	WCXI-TLK WTRX-SPR		WFLT-GOS			WSNL-REL	WLCO-NCL
FM	WRCL-RHY WWCK-CHR	WIDL-CLR WQUS-CLR WRSR-CLR WWBN-AOR	WCRZ-A/C			WFBE-COU			WDZZ-UAC WOWE-URB				WKVR-NCL WTAC-NCL

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

COMBOS (+ LMA's)

WDZZ-FM, WFBE-FM, WTRX-AM, WWCK-AM, WWCK-FM	Cumulus
WIDL-FM, WKYO-AM	Edwards Communications
WLCO-AM, WTAC-FM	Smile FM
WCRZ-FM, WQUS-FM, WRCL-FM, WWBN-FM	Townsquare Media, Inc.

LOCAL SPORTS COVERAGE

WRSR-FM	Detroit Lions-Football
WTRX-AM	Detroit Lions-Football Michigan State-Football Michigan State-Basketball

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WKVR-FM	Non-Commercial	100.1
WSNL-AM	Religion	106.5
WTAC-FM	Non-Commercial	96.7
WWCK-AM	Classic Hits	107.3

Flint, MI

NATIONAL REPS

WCRZ-FM, WQUS-FM, WRCL-FM, WWBN-FM
WDZZ-FM, WFBE-FM, WTRX-AM, WWCK-FM, WWCK-AM
WIDL-FM, WKYO-AM, WRSR-FM
WOWE-FM

KRG-Katz
KRG-Christal
KRG-Eastman
Loc Focus