

Asheville, NC

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	153	322,100	
DMA	36	2,153,300	
Hispanic	158	23,200	7.20%
Black	168	17,500	5.43%

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					WTZQ-ODS	WPTL-COU WZGM-COU	WISE-SPR WMXF-SPR WPEK-SPR WWNC-N/T		WKJW-GOS			WEZZ-REL WHBK-REL WSKY-REL	
FM	WQNQ-CHR	WQNS-CLR WTMT-CLR	WMIT-CAC WOXL-HAC	WSFM-ADH		WKSF-COU							WCQS-NPR WLFA-NCL WLFJ-NCL WNCW-EDU WYQS-NPR
DIGITAL		WOXL-F2-AAR		WKSF-F2-ADH WTMT-F2-CLH	WOXL-F3-ODS	WTMT-F3-COU							

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

COMBOS (+ LMA's)

WKSF-FM, WMXF-AM, WPEK-AM, WQNQ-FM, WQNS-FM, WWNC-AM	iHeartMedia, Inc.
WISE-AM, WOXL-F2, WOXL-F3, WOXL-FM, WTMT-F2, WTMT-F3, WTMT-FM	Saga Communications Inc.
WCQS-FM, WYQS-FM	Western North Carolina Public Radio
WEZZ-AM, WSKY-AM	Wilkins Communications Network Inc.

LOCAL SPORTS COVERAGE

WWNC-AM	Carolina Panthers-Football
WPEK-AM	Atlanta Braves-Baseball
F = Flagship	

Asheville, NC

SIMULCASTS (TOTAL WEEK)

WMXF-AM+WPEK-AM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WEZZ-AM	Religion	102.9
WHBK-AM	Religion	95.9
WISE-AM	Sports	102.9
WKJW-AM	Gospel	107.3
WKSF-F2	Adult Hits	97.7
WLFA-FM	Non-Commercial	99.5
WMIT-FM	Christian AC	94.7
WOXL-F2	Adult Alternative Rock	98.1
WOXL-F3	Oldies	97.3
WPEK-AM	Sports	92.9
WPTL-AM	Country	101.7
WTMT-F2	Classic Hits	100.3
WTMT-F3	Country	105.5
WTZQ-AM	Oldies	95.3
WZGM-AM	Country	96.1

NATIONAL REPS

WISE-AM, WOXL-FM, WOXL-F2, WOXL-F3, WTMT-FM, WTMT-F2, WTMT-F3	KRG-Katz
WKSF-FM, WKSF-F2, WMXF-AM, WPEK-AM, WQNQ-FM, WQNS-FM, WWNC-AM	iHeartMedia
WZGM-AM	Loc Focus