

Pensacola, FL

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	119	463,500	
DMA	57	1,348,000	
Hispanic	143	31,900	6.88%
Black	88	74,900	16.16%

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							WBSR-SPR WCOA-N/T WEBY-SPR WNRP-N/T WPNN-N/T		WRNE-UAC WVTJ-GOS				
FM	WMEZ-RHY	WTKE-CLR WTKX-AOR		WJTQ-CLH		WPFL-COU WXBM-COU WYCT-COU			WRGV-URB WRRX-UAC				WPCS-NCL WPLV-NCL WUWF-EDU

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

COMBOS (+ LMA's)

WEBY-AM, WNRP-AM, WYCT-FM	ADX Communications
WCOA-AM, WJTQ-FM, WMEZ-FM, WRRX-FM, WXBM-FM	Cumulus
WRGV-FM, WTKX-FM	iHeartMedia, Inc.
WBSR-AM, WPNN-AM	Miracle Radio, Inc

LOCAL SPORTS COVERAGE

WBSR-AM	Orlando Magic-Basketball Tampa Bay Lightning-Hockey Tampa Bay Buccaneers-Football Tampa Bay Rays-Baseball
WTKE-FM	Florida State University Seminoles-Football Florida State University Seminoles-Basketball
WNRP-AM	Florida State University Seminoles-Football Florida State University Seminoles-Basketball
WPNN-AM	New Orleans Pelicans-Basketball New Orleans Saints-Football
F = Flagship	

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WBSR-AM	Sports	101.1
WCOA-AM	News/Talk	104.9
WEBY-AM	Sports	99.1
WNRP-AM	News/Talk	92.3
WPNN-AM	News/Talk	103.7
WRNE-AM	Urban AC	106.9

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NATIONAL REPS

WCOA-AM, WJTQ-FM, WMEZ-FM, WRRX-FM, WXBM-FM
WNRP-AM, WYCT-FM
WRGV-FM, WTKX-FM

KRG-Katz
KRG-Eastman
iHeartMedia