

# Daytona Beach, FL

Spectrometer

## Population Estimates

	Rank	Population 12+	
MSA	92	619,900	
DMA	18	4,047,600	
Hispanic	79	89,900	14.50%
Black	97	67,700	10.92%

## 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		WROD-CLR	WDJZ-SAC		WSBB-ODS		WELE-N/T WNDB-N/T WNZF-N/T					WMFJ-REL	
FM	WVYB-CHR	WHOG-CLR		WLOV-CLH		WAKX-COU WKRO-COU							
DIGITAL									WHOG-F2-URB				

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

## COMBOS (+ LMA's)

WAKX-FM, WNZF-AM	Flagler County Broadcasting, LLC
WHOG-FM, WKRO-FM, WLOV-FM, WNDB-AM, WVYB-FM	Southern Stone Communications

## LOCAL SPORTS COVERAGE

WHOG-FM	Jacksonville Jaguars-Football
WNDB-AM	Nascar Stock Races-Car Racing
F = Flagship	

## SIMULCASTS (TOTAL WEEK)

## TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WDJZ-AM	Smooth AC	100.7
WELE-AM	News/Talk	101.5
WHOG-F2	Urban Contemporary	94.1
WNDB-AM	News/Talk	93.5
WNZF-AM	News/Talk	94.9
WROD-AM	Classic Rock	104.7
WSBB-AM	Oldies	106.9

# Daytona Beach, FL

NATIONAL REPS

WHOG-FM, WHOG-F2, WKRO-FM, WLOV-FM, WNDB-AM, WVYB-FM  
WROD-AM

KRG-Katz  
McGavren