

Daytona Beach, FL

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	85	663,000	
DMA	14	4,310,100	
Hispanic	79	103,100	15.55%
Black	93	71,700	10.81%

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			WDJZ-SAC		WSBB-ODS		WELE-N/T WNDB-N/T WNZF-N/T WROD-TLK					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	Talk	104.7
WSBB-AM	Oldies	106.9

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NATIONAL REPS

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

KRG-Katz
McGavren