

# Middlesex/Somerset/Union, NJ

Spectrometer

## Population Estimates

	Rank	Population 12+	
MSA	42	1,551,700	
DMA	1	18,604,200	
Hispanic	27	408,100	26.30%
Black	41	217,000	13.98%

## Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	PPM	Monthly
Nielsen	Hispanic	PPM	Monthly

	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							WCTC-SPR						
FM			WAWZ-A/C WMGQ-A/C				WKXW-FUL						

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

## COMBOS (+ LMA's)

WCTC-AM, WMGQ-FM

Beasley Media Group

## LOCAL SPORTS COVERAGE

WCTC-AM

Rutgers University-Football  
Rutgers University-Basketball

F = Flagship

## SIMULCASTS (TOTAL WEEK)

## TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WCTC-AM	Sports	93.5

## NATIONAL REPS

WAWZ-FM

WCTC-AM, WMGQ-FM

WKXW-FM

KRG-Eastman

KRG-Katz

KRG-Christal