

Montpelier-Barre-Waterbury, VT

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	233	110,600	
DMA	92	808,200	
Hispanic	238	2,600	2.35%
Black	240	1,700	1.54%

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		WIKE-CLR WSKI-AOR WSTJ-AMR		WSNO-ADH									
FM		WDOT-AAR WOTX-CLR	WGMT-A/C WMOO-HAC WXXS-HAC	WMTK-CLH WRFK-CLH WSNO-ADH		WJJZ-COU WKXH-COU WLVB-COU WWFY-COU							WVPA-NCL WVTI-NCL

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

COMBOS (+ LMA's)

WOTX-FM, WXXS-FM	Barry P. Lunderville, LLC
WRFK-FM, WSNO-AM, WWFY-FM	Great Eastern Radio
WGMT-FM, WIKE-AM, WJJZ-FM, WKXH-FM, WMOO-FM, WSTJ-AM	Vermont Broadcasting Assoc, Inc
WVPA-FM, WVTI-FM	Vermont Public Radio

LOCAL SPORTS COVERAGE

WIKE-AM	Boston Red Sox-Baseball
F = Flagship	

SIMULCASTS (TOTAL WEEK)

WSNO-AM+WSNO-FM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WIKE-AM	Classic Rock	103.1
WOTX-FM	Classic Rock	94.1
WSKI-AM	Album Oriented Rock	93.3
WSNO-AM	Adult Hits	105.7
WSTJ-AM	Altern/Modern Rock	104.1
WXXS-FM	Hot AC	95.3

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NATIONAL REPS

WDOT-FM, WSKI-AM	Tach
WGMT-FM, WIKE-AM, WJJZ-FM, WKXH-FM, WMOO-FM, WMTK-FM, WSNO-FM, WSNO-AM	KRG-Christal
WLVB-FM	Loc Focus
WRFK-FM, WWFY-FM	KRG-Eastman