

# Ann Arbor, MI

## Spectrometer

### Population Estimates

	Rank	Population 12+	
MSA	152	323,800	
DMA	16	4,240,600	
Hispanic	171	19,400	5.99%
Black	129	40,800	12.60%

### Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Condensed	Sp/Fa; Fa/Sp

	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							WAAM-N/T WKHM-N/T WLBY-TLK WTKA-SPR			WSDS-SCO		WDEO-REL	
FM		WQKL-AAR	WKHM-HAC			WWWW-COU							WEMU-EDU

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

### COMBOS (+ LMA's)

WLBY-AM, WQKL-FM, WTKA-AM, WWWW-FM  
WKHM-AM, WKHM-FM

Cumulus  
McKibbin Media Group, Inc

### LOCAL SPORTS COVERAGE

WTKA-AM

Detroit Red Wings-Hockey  
Detroit Tigers-Baseball  
Detroit Lions-Football  
University of Michigan-Football  
University of Michigan-Basketball  
University of Michigan-Hockey

F = Flagship

### SIMULCASTS (TOTAL WEEK)

### TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WAAM-AM	News/Talk	92.7
WDEO-AM	Religion	105.5
WKHM-AM	News/Talk	101.5

### NATIONAL REPS

WDEO-AM

WLBY-AM, WQKL-FM, WTKA-AM, WWWW-FM

Tach  
KRG-Eastman