

Danbury, CT

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	195	204,900	
DMA	1	18,896,400	
Hispanic	134	38,100	18.59%
Black	204	9,600	4.69%

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							WICC-N/T WLAD-N/T			WAXB-SAH	WINE-ETH		
FM		WRKI-CLR	WDAQ-HAC WEBE-A/C WEZN-HAC			WDBY-COU							WMNR-NCL WQQQ-NCL WSHU-EDU
DIGITAL		WDAQ-F2-AMR		WDAQ-F4-CLH		WDAQ-F3-COU							

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

COMBOS (+ LMA's)

WAXB-AM, WDAQ-F2, WDAQ-F3, WDAQ-F4, WDAQ-FM, WLAD-AM	Berkshire Broadcasting Company
WDBY-FM, WRKI-FM	Townsquare Media, Inc.

LOCAL SPORTS COVERAGE

WLAD-AM	West Conn. State-Football West Conn. State-Basketball
F = Flagship	

SIMULCASTS (TOTAL WEEK)

WICC-AM+WPLR-F2

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WDAQ-F3	Country	107.3
WDAQ-F2	Altern/Modern Rock	103.7
WDAQ-F4	Classic Hits	94.5
WICC-AM	News/Talk	107.3
WLAD-AM	News/Talk	94.1
WMNR-FM	Non-Commercial	89.7

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NATIONAL REPS

WAXB-AM, WDAQ-FM, WDAQ-F3, WDAQ-F2, WDAQ-F4, WEBE-FM, WEZN-FM, WICC-AM, WLAD-AM
WDBY-FM, WRKI-FM

KRG-Katz
KRG-Christal