

Akron, OH

Spectrometer

Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	95	608,400	
DMA	20	3,312,600	
Hispanic	182	14,200	2.33%
Black	79	82,000	13.48%

Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
Nielsen	General Market	CDM	3mo Rolling Avg
Nielsen	Black	Standard	Fa/Wi/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			WAKR-SFT				WARF-SPR WHLO-N/T						
FM		WONE-AOR	WKDD-HAC			WQMX-COU	WNIR-TLK						WAPS-NCL WZIP-EDU
DIGITAL			WKDD-F2-CAC										

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

COMBOS (+ LMA's)

WARF-AM, WHLO-AM, WKDD-FM
WAKR-AM, WONE-FM, WQMX-FM

iHeartMedia, Inc.
Rubber City Radio Group

LOCAL SPORTS COVERAGE

WAKR-AM

Cleveland Cavaliers-Basketball
Cleveland Browns-Football
Cleveland Guardians-Baseball
Ohio State-Football

WARF-AM
F = Flagship

Cleveland State University-Men's Basketball (F)

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WAKR-AM	Soft AC	93.5
WKDD-F2	Christian AC	102.5

NATIONAL REPS

WAKR-AM, WONE-FM, WQMX-FM
WARF-AM, WHLO-AM, WKDD-FM
WNIR-FM

KRG-Christal
iHeartMedia
KRG-Katz