

Canton, OH

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	141	346,200	
DMA	20	3,318,700	
Hispanic	201	10,200	2.95%
Black	143	31,400	9.07%

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			WDPN-SFT				WHBC-N/T WRQX-N/T WTIG-SPR					WILB-REL	
FM	WDJQ-CHR	WRQK-AOR	WHBC-HAC WNPQ-CAC	WHOF-CLH		WQXK-COU WTUZ-COU							
DIGITAL						WHOF-F2-COU							

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

COMBOS (+ LMA's)

WHBC-AM, WHBC-FM	Alpha Media
WDJQ-FM, WDPN-AM	D. A. Peterson, Inc.
WHOF-FM, WRQK-FM	iHeartMedia, Inc.

LOCAL SPORTS COVERAGE

WHBC-AM	Cleveland Cavaliers-Basketball Cleveland Browns-Football Cleveland Guardians-Baseball Ohio State-Basketball Ohio State-Football
WTIG-AM F = Flagship	Cincinnati Reds-Baseball

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WHOF-F2	Country	99.7
WILB-AM	Religion	94.5

Canton, OH

NATIONAL REPS

WDJQ-FM, WDPN-AM, WQXK-FM, WRQX-AM
WHBC-FM, WHBC-AM
WHOF-FM, WHOF-F2, WRQK-FM

KRG-Katz
KRG-Christal
iHeartMedia