

Grand Rapids, MI

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	69	826,000	
DMA	43	1,816,900	
Hispanic	88	87,200	10.56%
Black	96	67,800	8.21%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	CDM	3mo Rolling Avg
Nielsen	Hispanic	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			WPNW-CAC			WYGR-COU	WJRW-SPR WKBZ-TLK WOOD-N/T WTKG-TLK		WNWZ-URB	WMJH-RMX		WFUR-REL WVHF-REL	WSLI-NCL
FM	WHTS-CHR WSNX-CHR	WGRD-AOR WKLQ-AAR WLAV-CLR	WGHN-A/C WJQK-CAC WLHT-HAC WMPA-CAC WSRW-A/C WTRV-A/C	WBFX-CLH WFGR-CLH		WBCT-COU WTNR-COU	WMAX-SPR WOOD-N/T					WYHA-REL	WCSG-NCL WGNB-NCL WGVU-EDU

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

COMBOS (+ LMA's)

WHTS-FM, WJRW-AM, WKLQ-FM, WLAV-FM, WTNR-FM	Cumulus
WBCT-FM, WBFX-FM, WMAX-FM, WOOD-AM, WSNX-FM, WSRW-FM, WTKG-AM	iHeartMedia, Inc.
WJQK-FM, WPNW-AM	Lanser Broadcasting
WFGR-FM, WGRD-FM, WLHT-FM, WNWZ-AM, WTRV-FM	Townsquare Media, Inc.

LOCAL SPORTS COVERAGE

WKLQ-FM	Detroit Tigers-Baseball Detroit Lions-Football
WLAV-FM	Grand Valley State University-Football
WOOD-FM	Michigan State-Football Michigan State-Basketball
WKBZ-AM	Detroit Lions-Football
WBFX-FM	Detroit Lions-Football
WTKG-AM	Detroit Pistons-Basketball Detroit Red Wings-Hockey
F = Flagship	

Grand Rapids, MI

SIMULCASTS (TOTAL WEEK)

WOOD-AM+WOOD-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WJRW-AM	Sports	106.1
WLHT-FM	Hot AC	99.9
WMJH-AM	Mexican Regional	93.3
WNWZ-AM	Urban Contemporary	104.9
WPNW-AM	Christian AC	96.5
WSLI-AM	Non-Commercial	95.3
WYGR-AM	Country	94.9

NATIONAL REPS

WBCT-FM, WBFX-FM, WKBZ-AM, WMAX-FM, WOOD-FM, WOOD-AM, WSNX-FM, WSRW-FM, WTKG-AM	iHeartMedia
WFGR-FM, WGRD-FM, WLHT-FM, WNWZ-AM, WTRV-FM	KRG-Katz
WHTS-FM, WJRW-AM, WKLQ-FM, WLAV-FM, WTNR-FM	KRG-Christal