

Wilmington, DE

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	86	653,700	
DMA	5	7,307,500	
Hispanic	103	67,400	10.31%
Black	58	156,700	23.97%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Standard	Sp; Fa
Nielsen	Black	Standard	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							WDEL-N/T WDOV-N/T WILM-N/T WWTX-SPR			WOCQ-SCO			
FM	WSTW-CHR			WRDX-ADH		WDSD-COU WXCY-COU	WDEL-N/T						WVCW-NCL WVUD-EDU WXHL-NCL

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

COMBOS (+ LMA's)

WDEL-AM, WDEL-FM, WSTW-FM, WXCY-FM
WDOV-AM, WDSD-FM, WILM-AM, WRDX-FM, WWTX-AM

Forever Media Inc.
iHeartMedia, Inc.

LOCAL SPORTS COVERAGE

WDSD-FM Nascar Stock Races-Car Racing
University of Delaware-Football
University of Delaware-Basketball

WDEL-AM Philadelphia Eagles-Football
Philadelphia Phillies-Baseball

WDOV-AM University of Delaware-Football
University of Delaware-Basketball

WDEL-FM Philadelphia Eagles-Football
Philadelphia Phillies-Baseball

F = Flagship

SIMULCASTS (TOTAL WEEK)

WDEL-AM+WDEL-FM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WOCQ-AM	Spanish Contemporary	104.1

NATIONAL REPS

WDEL-FM, WDEL-AM, WSTW-FM, WXCY-FM
WDOV-AM, WDSD-FM, WILM-AM, WRDX-FM, WWTX-AM

KRG-Christal
iHeartMedia