

Lakeland-Winter Haven, FL

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	78	731,400	
DMA	13	4,864,200	
Hispanic	42	232,800	31.83%
Black	71	110,800	15.15%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Standard	Sp; Fa
Nielsen	Hispanic	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				WWAB-ADH WWBF-CLH		WHNR-COU WSIR-COU	WLKF-TLK WONN-SPR			WQXM-SAH WTWB-RMX			
FM				WWRZ-ADH		WPCV-COU							WLVF-NCL

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

COMBOS (+ LMA's)

WLKF-AM, WONN-AM, WPCV-FM, WWRZ-FM
WHNR-AM, WSIR-AM, WWAB-AM

Hall Communications
Walco Enterprises, LLC

LOCAL SPORTS COVERAGE

WLKF-AM Florida State University Seminoles-Football
Florida State University Seminoles-Basketball
WONN-AM Tampa Bay Buccaneers-Football
University of Florida Gators-Football
University of Florida Gators-Basketball
WWBF-AM Nascar Stock Races-Car Racing
Indy 500-Car Racing
F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WLKF-AM	Talk	96.7
WQXM-AM	Spanish Adult Hits	99.9
WTWB-AM	Mexican Regional	92.7
WWBF-AM	Classic Hits	102.9

NATIONAL REPS

WLKF-AM, WONN-AM, WPCV-FM, WWRZ-FM

KRG-Eastman