

Lakeland-Winter Haven, FL

Spectrometer

Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	82	664,900	
DMA	13	4,570,800	
Hispanic	51	184,700	27.78%
Black	74	97,800	14.71%

Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
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-AST		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 Tampa Bay Buccaneers-Football
Florida State University Seminoles-Football
Florida State University Seminoles-Basketball

WONN-AM 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

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
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