

Muskegon, MI

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	218	152,300	
DMA	43	1,816,900	
Hispanic	206	8,600	5.65%
Black	156	21,700	14.25%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Condensed	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						WLAW-COU	WKBZ-TLK						WSMZ-NCL
FM		WMRR-CLR WWKR-CLR	WWSN-A/C	WAXT-CLH WFFR-CLH WLCS-CLH		WLAW-COU WMUS-COU	WOOD-N/T		WUVS-URB WVIB-UAC				WBLV-NCL WCSG-NCL WGVS-EDU

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

COMBOS (+ LMA's)

WLAW-AM, WLAW-FM, WLCS-FM, WVIB-FM, WWSN-FM	Cumulus
WKBZ-AM, WMRR-FM, WMUS-FM, WOOD-FM	iHeartMedia, Inc.

LOCAL SPORTS COVERAGE

WOOD-FM	Michigan State-Football Michigan State-Basketball
WKBZ-AM	Detroit Lions-Football
F = Flagship	

SIMULCASTS (TOTAL WEEK)

WOOD-AM+WOOD-FM
WLAW-AM+WLAW-FM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WLAW-AM	Country	99.1

NATIONAL REPS

WKBZ-AM, WMRR-FM, WMUS-FM, WOOD-FM	iHeartMedia
WLAW-FM, WLAW-AM, WLCS-FM, WVIB-FM, WWSN-FM	KRG-Christal