

Quad Cities, IA-IL

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	154	312,000	
DMA	110	646,600	
Hispanic	146	29,400	9.42%
Black	141	31,600	10.13%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Standard	Sp; Fa

	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							KBOB-SPR KWPC-FFU WFXN-SPR WKEI-N/T WOC-N/T						
FM	KBEA-CHR KUUL-CHR	KJOC-AOR KMCS-AOR KQCJ-AMR WXL-CLR	KMXG-A/C	KCQQ-CLH	WQUD-ODS	KIIK-COU WJRE-COU WLLR-COU WRMJ-COU			WGTV-URB				KALA-EDU KNSB-EDU WDLN-NCL WLKU-NCL WVIL-EDU
DIGITAL		WLLR-F2-AMR											

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

COMBOS (+ LMA's)

KQCJ-FM, WJRE-FM, WKEI-AM	Fletcher Ford
KCQQ-FM, KMXG-FM, KUUL-FM, WFXN-AM, WLLR-FM, WOC-AM	iHeartMedia, Inc.
KMCS-FM, KWPC-AM	Jam Media Solutions, LLC
KBEA-FM, KBOB-AM, KIIK-FM, KJOC-FM, WXL- FM	Townsquare Media, Inc.

LOCAL SPORTS COVERAGE

KBOB-AM	Chicago White Sox-Baseball Chicago Bears-Football Iowa State Cyclones-Basketball Iowa State Cyclones-Football
WOC-AM	University of Iowa Hawkeye Men`s-Football University of Iowa Hawkeye Men`s-Basketball
F = Flagship	

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KBOB-AM	Sports	104.1
KWPC-AM	Farm/Full Service	95.1
WKEI-AM	News/Talk	107.7
WLLR-F2	Altern/Modern Rock	104.5
WVIL-FM	Non-Commercial College	95.9

Quad Cities, IA-IL

NATIONAL REPS

KBEA-FM, KBOB-AM, KIIK-FM, KJOC-FM, KMCS-FM, KWPC-AM, WXLN-FM
KCQQ-FM, KMXG-FM, KUUL-FM, WFXN-AM, WLLR-FM, WLLR-F2, WOC-AM

KRG-Christal
iHeartMedia