

Duluth-Superior MN-WI

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	203	182,900	
DMA	146	374,100	
Hispanic	235	3,500	1.91%
Black	215	6,000	3.28%

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	WDUL-CHR		KJOQ-CAC				KDAL-N/T WDSM-SPR WEBC-SPR WNMT-TLK	WKLK-AST					WQRM-NCL
FM		KQDS-CLR WKLK-CLR WWPE-CLR	KBMX-MAC KDAL-A/C WTBX-HAC	KLDJ-CLH WNXR-CLH		KDKE-COU KKCB-COU KTCO-COU WDKE-COU WUSZ-COU							KDNI-EDU KDNW-EDU KUWS-EDU KZIO-NPR WDSE-EDU WHSN-NPR WSCD-NCL WSCN-NPR

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

COMBOS (+ LMA's)

WKLK-AM, WKLK-FM

KDAL-AM, KDAL-FM, KDKE-FM, KQDS-FM, KTCO-FM, WDKE-FM, WDSM-AM, WDUL-AM, WNMT-AM, WTBX-FM, WUSZ-FM

KZIO-FM, WSCD-FM, WSCN-FM

KBMX-FM, KKCB-FM, KLDJ-FM, WEBC-AM, WWPE-FM

KDNI-FM, KDNW-FM

Fond Du Lac Band of Lake Superior Chippewa

Midwest Communications

Minnesota Public Radio

Townsquare Media, Inc.

University of Northwestern-St.Paul

LOCAL SPORTS COVERAGE

KKCB-FM

WEBC-AM

KDAL-AM

WDSM-AM

F = Flagship

Minnesota Vikings-Football

Minnesota Vikings-Football

University of Minnesota Gophers-Basketball

Minnesota Wild-Hockey

Minnesota Twins-Baseball

University of Minnesota Gophers-Football

Minnesota Timberwolves-Basketball

University of Wisconsin Badgers-Basketball

Minnesota Wild-Hockey

University of Wisconsin Badgers-Football

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SIMULCASTS (TOTAL WEEK)

KBMX-FM, KKCB-FM, KLDJ-FM, WEBC-AM, WWPE-FM
KDAL-FM, KDAL-AM, KDKE-FM, KQDS-FM, KTCO-FM, WDSM-AM, WDUL-AM
KJOQ-AM, KZIO-FM

KRG-Christal
KRG-Katz
RegR

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KDAL-AM	News/Talk	103.9
KDNW-FM	Non-Commercial College	101.5
KJOQ-AM	Christian AC	100.9
KZIO-FM	National Public Radio	94.1
WDKE-FM	Country	98.3
WDSM-AM	Sports	98.1
WDUL-AM	Contemporary Hit Radio	98.1
WEBC-AM	Sports	106.5
WQRM-AM	Non-Commercial	97.7