

Minneapolis-St. Paul, MN

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	15	3,105,700	
DMA	15	4,224,100	
Hispanic	50	185,700	5.98%
Black	23	325,700	10.49%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	PPM	Monthly

	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					WDGY-ODS	WQPM-COU	KDIZ-N/T KSTP-SPR KTLK-N/T KTNF-TLK KYCR-BUS WCCO-N/T WWTC-TLK			KMNV-RMX WREY-RMX	KFXN-ETH WIXK-ETH	KKMS-REL	KTIS-EDU
FM	KDWB-CHR	KQRS-CLR KTCZ-AAR KXXR-AOR	KSTP-HAC WGVX-SFT WLUP-SFT WWWM-SFT	KQQL-CLH KZJK-ADH		KBGY-COU KEEY-COU KLCI-COU KMNB-COU WLKX-COU	KFXN-SPR KTMY-TLK						KBEM-NPR KCMP-NPR KFAI-NCL KMOJ-NCL KMWA-NCL KNOF-NCL KNOW-NPR KSJN-NPR KTIS-EDU
DIGITAL	KDWB-F2-RHY		KEEY-F2-SFT KLCI-F2-CAC		KLCI-F3-ODS		KQQL-F2-NEW KSTP-F2-SPR KQQL-F3-SPR		KTCZ-F3-URB				

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

COMBOS (+ LMA's)

KMNB-FM, KZJK-FM, WCCO-AM	Audacy
KBGY-FM, KLCI-F2, KLCI-F3, KLCI-FM, WLKX-FM, WQPM-AM	Carpenter Broadcasting, LLC
KQRS-FM, KXXR-FM, WGVX-FM, WLUP-FM, WWWM-FM	Cumulus
KSTP-AM, KSTP-FM, KTMY-FM	Hubbard Radio
KDWB-F2, KDWB-FM, KEEY-F2, KEEY-FM, KFXN-FM, KQQL-F2, KQQL-F3, KQQL-FM, KTCZ-F3, KTCZ-FM, KTLK-AM	iHeartMedia, Inc.
KCMP-FM, KNOW-FM, KSJN-FM	Minnesota Public Radio
KDIZ-AM, KKMS-AM, KYCR-AM, WWTC-AM	Salem Media Group
KTIS-AM, KTIS-FM	University of Northwestern-St.Paul

LOCAL SPORTS COVERAGE

WCCO-AM	Minnesota Twins-Baseball (F)
KMNB-FM	Minnesota Twins-Baseball (F)
KFXN-FM	Minnesota Gophers-Football (F) Minnesota Wild-Hockey (F) Minnesota Gophers-Basketball (F) Minnesota Vikings-Football (F)
KTLK-AM	Minnesota Gophers-Hockey Minnesota Vikings-Football
F = Flagship	

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SIMULCASTS (TOTAL WEEK)

WGVX-FM+WLUP-FM+WWWM-FM
KSTP-AM+KSTP-F2
KLCI-FM+WLKX-FM
WLKX-FM+WQPM-AM
KDDG-FM+WLKX-FM
KBGY-FM+WLKX-FM
KLCI-FM+WQPM-AM
KDDG-FM+KLCI-FM
KBGY-FM+KLCI-FM
KDDG-FM+WQPM-AM
KBGY-FM+WQPM-AM
KBGY-FM+KDDG-FM

NATIONAL REPS

KBGY-FM, KLCI-FM, KLCI-F2, KLCI-F3, WDGY-AM, WLKX-FM, WQPM-AM, WREY-AM
KDWB-FM, KDWB-F2, KEEY-F2, KEEY-FM, KFXN-FM, KQQL-FM, KQQL-F2, KQQL-F3, KTCZ-F3, KTCZ-FM, KTLK-AM
KMNB-FM, KZJK-FM, WCCO-AM
KQRS-FM, KXXR-FM, WGVX-FM, WLUP-FM, WWWM-FM
KSTP-FM, KSTP-AM, KTMV-FM
KYCR-AM

KRG-Eastman

iHeartMedia

KRG-Audacy
KRG-Katz
KRG-Christal
McGavren

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KMNV-AM	Mexican Regional	95.7
KQQL-F2	News	93.3
KQQL-F3	Sports	96.7
KSJN-FM	National Public Radio	91.9
KSTP-AM	Sports	94.9
KTCZ-F3	Urban Contemporary	102.5
KTLK-AM	News/Talk	103.5
WDGY-AM	Oldies	103.7
WIXK-AM	Ethnic-Other	103.3
WQPM-AM	Country	107.5
WREY-AM	Mexican Regional	94.9
WWTC-AM	Talk	107.5