

Rockford, IL

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	159	284,700	
DMA	140	395,400	
Hispanic	123	49,300	17.32%
Black	132	36,500	12.82%

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						WGEZ-COU	WNTA-SPR WROK-N/T						WLUV-NCL
FM	WYRB-RHY WZOK-CHR	WKGL-CLR WXRX-AOR	WGFB-HAC			WJVL-COU WRTB-COU WXXQ-COU							WFEN-NCL WILV-NCL WNIJ-NPR WNIU-EDU WQFL-NCL
DIGITAL				WXRX-F2-CLH									

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

COMBOS (+ LMA's)

WILV-FM, WQFL-FM
WGFB-FM, WNTA-AM, WRTB-FM, WXRX-FM
WNIJ-FM, WNIU-FM
WKGL-FM, WROK-AM, WXXQ-FM, WZOK-FM

Educational Media Foundation
Mid-West Family Stations
Northern Illinois University
Townsquare Media, Inc.

LOCAL SPORTS COVERAGE

WROK-AM

F = Flagship

Chicago Bulls-Basketball
University of Illinois-Football
University of Illinois-Basketball

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WFEN-FM	Non-Commercial	103.3
WGEZ-AM	Country	101.9
WLUV-AM	Non-Commercial	105.3
WNIJ-FM	National Public Radio	105.7
WNTA-AM	Sports	97.1
WQFL-FM	Non-Commercial	105.3
WROK-AM	News/Talk	96.1
WXRX-F2	Classic Hits	100.5

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NATIONAL REPS

WGFB-FM, WNTA-AM, WRTB-FM, WXRX-FM, WXRX-F2
WJVL-FM
WKGL-FM, WROK-AM, WXXQ-FM, WZOK-FM
WYRB-FM

KRG-Katz
RegR
KRG-Christal
McGavren