

Sioux Falls, SD

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	170	254,000	
DMA	116	627,900	
Hispanic	189	13,200	5.20%
Black	189	13,400	5.28%

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			KQAD-SFT KZOY-80s			KXRB-COU	KELO-N/T KSOO-SPR KWSN-SPR			KSOU-SAH			
FM	KKLS-CHR KQSF-CHR	KRRO-AOR KYBB-CLR	KELO-A/C KSOU-A/C	KKRC-CLH	KISD-ODS	KIHK-COU KIKN-COU KLQL-COU KSOO-COU KTWB-COU KXRB-COU	KELQ-N/T					KGWD-REL	KCSD-NPR KNWC-EDU KRSD-NCL KSFS-NCL

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

COMBOS (+ LMA's)

KLQL-FM, KQAD-AM	Alpha Media
KIHK-FM, KSOU-AM, KSOU-FM	Community First Broadcasting
KELO-AM, KELO-FM, KELQ-FM, KQSF-FM, KRRO-FM, KTWB-FM, KWSN-AM	Midwest Communications
KIKN-FM, KKLS-FM, KKRC-FM, KSOO-AM, KSOO-FM, KXRB-AM, KXRB-FM, KYBB-FM	Townsquare Media, Inc.

LOCAL SPORTS COVERAGE

KWSN-AM	Minnesota Vikings-Football
KSOO-AM	Minnesota Twins-Baseball
KQSF-FM	University of South Dakota - Football-Football
F = Flagship	

SIMULCASTS (TOTAL WEEK)

KXRB-AM+KXRB-FM
KELO-AM+KELQ-FM
KIKN-FM+KSOO-FM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KELO-AM	News/Talk	105.1
KGWD-FM	Religion	94.9
KSOO-AM	Sports	102.3
KSOU-AM	Spanish Adult Hits	101.5
KWSN-AM	Sports	98.1
KZOY-AM	80s	93.3

Sioux Falls, SD

NATIONAL REPS

KELO-FM, KELO-AM, KELQ-FM, KQSF-FM, KRRO-FM, KTWB-FM, KWSN-AM	KRG-Katz
KIHK-FM, KSOU-FM, KSOU-AM, KZOY-AM	Tach
KIKN-FM, KKLS-FM, KKRC-FM, KSOO-FM, KSOO-AM, KXRB-FM, KXRB-AM, KYBB-FM	KRG-Christal
KLQL-FM, KQAD-AM	KRG-Eastman