

Sioux City, IA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	234	106,200	
DMA	151	351,800	
Hispanic	160	22,600	21.28%
Black	209	7,300	6.87%

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							KLEM-FUL KMNS-SPR KSCJ-N/T			KWSL-SAH			
FM	KSFT-CHR	KKMA-CLR KSEZ-AOR	KGLI-A/C KQNU-HAC			KKYY-COU KSUX-COU WNAX-COU							KILV-NCL KTFC-NCL KWIT-EDU
DIGITAL						WNAX-F2-COU							

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

COMBOS (+ LMA's)

KGLI-FM, KMNS-AM, KSEZ-FM, KSFT-FM, KWSL-AM	iHeartMedia, Inc.
KKMA-FM, KKYY-FM, KLEM-AM, KQNU-FM, KSCJ-AM, KSUX-FM	Powell Broadcasting Co. Inc.

LOCAL SPORTS COVERAGE

KSCJ-AM	Kansas City Chiefs-Football University of Iowa Hawkeye Men`s-Football University of Iowa Hawkeye Men`s-Basketball
KKYY-FM	Iowa State Cyclones-Football Iowa State Cyclones-Basketball
F = Flagship	

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KILV-FM	Non-Commercial	100.1
KLEM-AM	Full Service	96.9
KSCJ-AM	News/Talk	94.9
KTFC-FM	Non-Commercial	96.3
KWSL-AM	Spanish Adult Hits	98.7
WNAX-F2	Country	99.9

Sioux City, IA

NATIONAL REPS

KGLI-FM, KMNS-AM, KSEZ-FM, KSFT-FM, KWSL-AM
KKMA-FM, KKYY-FM, KLEM-AM, KQNU-FM, KSCJ-AM, KSUX-FM
WNAX-F2, WNAX-FM

iHeartMedia
RegR
KRG-Katz