

Rochester, MN

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	207	177,600	
DMA	157	328,400	
Hispanic	203	9,400	5.29%
Black	197	11,400	6.42%

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						KFIL-COU WPVW-COU	KFAN-SPR KOLM-SPR KROC-N/T					KQAQ-REL	
FM	KROC-CHR	KDCZ-CLR KRCH-CLR	KYBA-SFT	KDOC-CLH KFNL-CLH KLCH-CLH KNXR-CLH		KFIL-COU KMFX-COU KWWK-COU							KLSE-NCL KMSE-NCL KRPR-NCL KZSE-NCL

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

COMBOS (+ LMA's)

KFAN-AM, KMFX-FM, KRCH-FM
KLSE-FM, KMSE-FM, KZSE-FM
KLCH-FM, WPVW-AM
KDCZ-FM, KDOC-FM, KFIL-AM, KFIL-FM, KFNL-FM,
KOLM-AM, KROC-AM, KROC-FM, KWWK-FM,
KYBA-FM

iHeartMedia, Inc.
Minnesota Public Radio
Q Media Group, LLC
Townsquare Media, Inc.

LOCAL SPORTS COVERAGE

KRCH-FM Minnesota Vikings-Football
KOLM-AM Minnesota Wild-Hockey
KROC-AM Minnesota Twins-Baseball
University of Minnesota Gophers-Basketball
University of Minnesota Gophers-Football

F = Flagship

SIMULCASTS (TOTAL WEEK)

KDOC-FM+KFNL-FM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KFAN-AM	Sports	93.5
KLSE-FM	Non-Commercial	103.3
KMFX-FM	Country	95.1
KROC-FM	Contemporary Hit Radio	106.5
KROC-AM	News/Talk	96.9
KYBA-FM	Soft AC	104.9
KZSE-FM	Non-Commercial	101.9
WPVW-AM	Country	99.7

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NATIONAL REPS

KDCZ-FM, KDOC-FM, KFIL-FM, KFIL-AM, KFNL-FM, KOLM-AM, KROC-FM, KROC-AM, KWWK-FM, KYBA-FM	KRG-Christal
KFAN-AM, KMFX-FM, KRCH-FM	iHeartMedia
KNXR-FM	KRG-Katz