

Eau Claire WI

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	221	151,500	
DMA	129	491,700	
Hispanic	236	3,500	2.31%
Black	231	3,900	2.57%

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							WAYY-SPR WBIZ-SPR WEAQ-FFU WMEQ-N/T WOGO-N/T					WDVM-REL	
FM	WBIZ-CHR	WECL-AOR WMEQ-CLR	WIAL-HAC WWIB-CAC	WCFW-ADH WISM-CLH		WATQ-COU WAXX-COU WQRB-COU							WGNW-NCL WHWC-NCL WUEC-EDU WWJC-NCL

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

COMBOS (+ LMA's)

WATQ-FM, WBIZ-AM, WBIZ-FM, WMEQ-AM, WMEQ-FM, WQRB-FM
WAXX-FM, WAYY-AM, WEAQ-AM, WECL-FM, WIAL-FM, WISM-FM
WOGO-AM, WWIB-FM

iHeartMedia, Inc.

Mid-West Family Stations

Stewards of Sound

LOCAL SPORTS COVERAGE

WAYY-AM Nascar Stock Races-Car Racing
WBIZ-AM Green Bay Packers-Football
University of Wisconsin Badgers-Hockey
WBIZ-FM Green Bay Packers-Football
WMEQ-AM Minnesota Vikings-Football
F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WAYY-AM	Sports	105.1
WBIZ-AM	Sports	98.7
WEAQ-AM	Farm/Full Service	95.9
WMEQ-AM	News/Talk	106.3
WOGO-AM	News/Talk	103.1
WWIB-FM	Christian AC	93.7

Eau Claire WI

NATIONAL REPS

WATQ-FM, WBIZ-FM, WBIZ-AM, WMEQ-FM, WMEQ-AM, WQRB-FM
WAXX-FM, WAYY-AM, WEAQ-AM, WECL-FM, WIAL-FM, WISM-FM

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