

Des Moines, IA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	71	779,400	
DMA	68	1,040,500	
Hispanic	114	53,400	6.85%
Black	113	49,400	6.34%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	CDM	3mo Rolling Avg

	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			KPSZ-CAC				KASI-TLK KBGG-SPR KRNT-SPR KXNO-SPR WHO-N/T					KWKY-REL	WOI-EDU
FM	KKDM-CHR KWQW-CHR	KAZR-AOR KGGO-CLR	KCYZ-HAC KOEZ-SFT KPUL-CAC KSTZ-HAC	KDRB-CLH KIOA-CLH KRLS-CLH		KHKI-COU KJJY-COU KKRF-COU	KXNO-SPR					KIHC-REL	KNWI-EDU WOI-EDU
DIGITAL	KIOA-F2-CHR				KAZR-F2-ODS	KSTZ-F2-COU KXNO-F2-COU							

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

COMBOS (+ LMA's)

KBGG-AM, KGGO-FM, KHKI-FM, KJJY-FM, KWQW-FM	Cumulus
KASI-AM, KCYZ-FM, KDRB-FM, KKDM-FM, KXNO-AM, KXNO-FM, WHO-AM	iHeartMedia, Inc.
WOI-AM, WOI-FM	Iowa Public Radio
KAZR-F2, KAZR-FM, KIOA-F2, KIOA-FM, KOEZ-FM, KPSZ-AM, KRNT-AM, KSTZ-F2, KSTZ-FM	Saga Communications Inc.
KIHC-FM, KWKY-AM	St. Gabriel Communications

LOCAL SPORTS COVERAGE

KDRB-FM	Iowa State Cyclones-Football Iowa State Cyclones-Basketball
WHO-AM	Drake Relays-Track & Field University of Iowa Hawkeye Men`s-Basketball University of Iowa Hawkeye Men`s-Football University of Iowa Hawkeye (Women)-Basketball
KXNO-AM	Iowa State Cyclones-Basketball Iowa State Cyclones-Football
KRNT-AM	Chicago Cubs-Baseball World Series-Baseball
KBGG-AM	University of Northern Iowa-Football Kansas City Chiefs-Football University of Northern Iowa-Basketball Minnesota Twins-Baseball
F = Flagship	

Des Moines, IA

SIMULCASTS (TOTAL WEEK)

KXNO-AM+KXNO-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KAZR-F2	Oldies	104.5
KBGG-AM	Sports	101.3
KIOA-F2	Contemporary Hit Radio	99.9
KNWI-FM	Non-Commercial College	100.7
KPUL-FM	Christian AC	95.5
KRLS-FM	Classic Hits	95.3
KRNT-AM	Sports	102.1
KSTZ-F2	Country	93.7
KWKY-AM	Religion	94.5
KXNO-F2	Country	96.9
WOI-AM	Non-Commercial College	104.7

NATIONAL REPS

KASI-AM, KCYZ-FM, KDRB-FM, KKDM-FM, KXNO-FM, KXNO-F2, KXNO-AM, WHO-AM	iHeartMedia
KAZR-FM, KAZR-F2, KIOA-FM, KIOA-F2, KOEZ-FM, KPSZ-AM, KRNT-AM, KSTZ-FM, KSTZ-F2	KRG-Katz
KBGG-AM, KGGO-FM, KHKI-FM, KJJY-FM, KWQW-FM	KRG-Christal