

Quincy, IL

Spectrometer

Population Estimates

	Rank	Population 12+
MSA	999	0
DMA	178	215,700
Hispanic	999	0
Black	999	0

Available Research

Service	Ethnic Type	Report Type	Available Reports
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	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						WLIQ-COU	KHMO-FFU WTAD-FFU						
FM	KGRC-CHR	KRRY-CLR KZZK-AOR	WQCY-A/C			KICK-COU WCOY-COU	WGEM-SPR						

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

COMBOS (+ LMA's)

KGRC-FM, KZZK-FM, WCOY-FM, WQCY-FM, WTAD-AM	STARadio Corporation
KHMO-AM, KICK-FM, KRRY-FM, WLIQ-AM	Townsquare Media, Inc.

LOCAL SPORTS COVERAGE

KICK-FM	Kansas City Chiefs-Football
WGEM-FM	St. Louis Cardinals-Baseball
WTAD-AM	University of Illinois-Football University of Illinois-Basketball
KHMO-AM	St. Louis Cardinals-Baseball
F = Flagship	

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WTAD-AM	Farm/Full Service	103.3

NATIONAL REPS

KGRC-FM, KZZK-FM, WCOY-FM, WQCY-FM, WTAD-AM	McGavren
KHMO-AM, KICK-FM, KRRY-FM, WLIQ-AM	KRG-Eastman