

Spencer, IA

Spectrometer

Population Estimates

| | Rank | Population 12+ |
|----------|------|----------------|
| MSA | 999 | 0 |
| DMA | 151 | 351,800 |
| Hispanic | 999 | 0 |
| Black | 999 | 0 |

Available Research

| Service | Ethnic Type | Report Type | Available Reports |
|---------|-------------|-------------|-------------------|
|---------|-------------|-------------|-------------------|

| | 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 | | | | | | | KICD-N/T | | | | | | |
| FM | | | KMRR-A/C | | | KICD-COU | | | | | | | |
| DIGITAL | | | | KMRR-F3-ADH | KMRR-F2-ODS | | | | | | | | |

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

COMBOS (+ LMA's)

KICD-AM, KICD-FM, KMRR-F2, KMRR-F3, KMRR-FM

Saga Communications Inc.

LOCAL SPORTS COVERAGE

KICD-AM
KICD-FM

Minnesota Vikings-Football
Nascar Stock Races-Car Racing
Iowa State Cyclones-Football
Iowa State Cyclones-Basketball

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

| PRIMARY STATION | FORMAT | TRANSLATOR FREQUENCY |
|-----------------|------------|----------------------|
| KICD-AM | News/Talk | 102.5 |
| KMRR-F2 | Oldies | 98.3 |
| KMRR-F3 | Adult Hits | 98.9 |

NATIONAL REPS

KICD-FM, KICD-AM, KMRR-FM, KMRR-F2, KMRR-F3

KRG-Katz