



Connecticut's Adult Alternative Rock Station

The Music

Radio 104.1 plays adult alternative rock music. Some of our core artists include Pearl Jam, Soundgarden, Alice In Chains, Nirvana, Green Day, Garbage, Linkin Park, The Black Keys, The Killers, Evanescence, Foo Fighters, Muse, Kings Of Leon and more.

The Station
Call Letters: WMRQ
Signal: 104.1 FM
Format : Alternative Rock
Audience: Adults 25 -54
**Coverage: Connecticut
& Western Mass**
Website: radio1041.com

Our Listeners

Radio 104.1's audience is in the "age of acquisition," typically young adults, likely married with one or two children, establishing their careers and purchasing their first homes and family vehicles. They invest in various products and services such as furniture, life insurance, automobiles, electronics, clothing, etc. Additionally, they're actively applying for mortgages and purchasing engagement rings. Radio 104.1's audience is actively involved in a range of outdoor and fitness activities, including gym memberships, swimming, jogging, hiking, camping, fishing, golf, mountain biking, boating, and canoeing/kayaking. Notably, they are extremely active in skiing and snowboarding.

Coverage Map

