## Odessa-Midland TX

## Spectrometer

## Population Estimates

|  | $\frac{\text { Rank }}{}$ | $\frac{\text { Population 12+ }}{}$ |  |
| :--- | :--- | :--- | :--- |
| MSA | 161 | 276,400 |  |
| DMA | 141 | 394,500 | $54.38 \%$ |
| Hispanic | 60 | 150,300 | $5.86 \%$ |
| Black | 176 | 16,200 |  |

## Available Research

| Service | Ethnic Type | Report Type |  |
| :--- | :--- | :--- | :--- |
| General Market | Condensed |  | Available Reports <br> Nielsen |
|  | Hispanic | Standard | $\mathrm{Sp} / \mathrm{Fa} ; \mathrm{Fa} / \mathrm{Sp}$ |


|  | Contemporary | Rock | Adult Contemporary | Adult/ Classic Hits | Oldies | Country | News/ Talk/ Info | Adult Music | Urban/ Black/ Gospel | Hispanic | Other/ Foreign Language | Religion | NonCommercial |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\sum_{\mathbb{<}}$ |  |  |  |  |  |  | KCRS-N/T KMND-SPR KWEL-TLK |  |  | KOZA-TEJ |  |  |  |
| $\sum_{\text {II }}$ | KCRS-CHR KZBT-RHY | $\begin{aligned} & \text { KBAT-CLR } \\ & \text { KFZX-CLR } \\ & \text { KQRX-AMR } \end{aligned}$ | KODM-A/C |  | KMCM-ODS | $\begin{aligned} & \text { KHKX-COU } \\ & \text { KMRK-COU } \\ & \text { KNFM-COU } \end{aligned}$ |  |  |  | $\begin{aligned} & \text { KCHX-RMX } \\ & \text { KMMZ-RMX } \\ & \text { KQLM-RMX } \\ & \text { KTXO-RMX } \\ & \text { KVDG-HIS } \end{aligned}$ |  |  | KBMM-NCL KFLB-NCL KFRI-NCL KLVW-NCL KVLM-NCL KXWT-NCL |

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

## COMBOS (+ LMA's)

KHKX-FM, KMCM-FM, KQRX-FM
KFRI-FM, KLVW-FM
KCHX-FM, KCRS-AM, KCRS-FM, KFZX-FM, KMRK-
FM
KVDG-FM
KOZA-AM, KQLM-FM
KBAT-FM, KMND-AM, KNFM-FM, KODM-FM, KZBT-
FM

Brazos Communications West, LLC Educational Media Foundation ICA Radio, LTD

La Promesa Foundation Steller Media, Inc
Townsquare Media, Inc.

## LOCAL SPORTS COVERAGE

> KQRX-FM
> $\mathrm{F}=$ Flagship

## Odessa-Midland TX

NATIONAL REPS

KBAT-FM, KMND-AM, KNFM-FM, KODM-FM, KZBT-FM

KRG-Christal KRG-Eastman KRG-Katz Loc Focus

