

Tuscaloosa, AL

Spectrometer

Population Estimates

| | Rank | Population 12+ | |
|----------|------|----------------|--------|
| MSA | 194 | 209,300 | |
| DMA | 47 | 1,708,900 | |
| Hispanic | 196 | 12,100 | 5.78% |
| Black | 98 | 64,600 | 30.86% |

Available Research

| Service | Ethnic Type | Report Type | Available Reports |
|---------|----------------|-------------|-------------------|
| Nielsen | General Market | Condensed | Sp/Fa; Fa/Sp |

| | 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 | | WMHZ-CLR | WACT-A/C | | WJRD-ODS | | WTBC-SPR | | WMXB-UAC WTSK-GOS | | | | |
| FM | WBHJ-RHY WZBQ-CHR | WQRR-AAR | | | | WFFN-COU WTXT-COU | WRTR-TLK | | WALJ-URB WTUG-URB WWPG-UAC | | | | WFMA-NCL WLXQ-NCL WMFT-NCL WUAL-EDU |
| DIGITAL | | | | | WTUG-F3-ODS | WTUG-F2-COU WTXT-F2-COU | | | WTXT-F3-GOS | | | | |

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

COMBOS (+ LMA's)

| | |
|--|------------------------------|
| WFMA-FM, WLXQ-FM | Educational Media Foundation |
| WACT-AM, WRTR-FM, WTXT-F2, WTXT-F3, WTXT-FM, WZBQ-FM | iHeartMedia, Inc. |
| WMXB-AM, WWPG-FM | Lawson Communications |
| WALJ-FM, WFFN-FM, WQRR-FM, WTBC-AM, WTSK-AM, WTUG-F2, WTUG-F3, WTUG-FM | Townsquare Media, Inc. |

LOCAL SPORTS COVERAGE

| | |
|--------------|----------------------------------|
| WZBQ-FM | University of Alabama-Football |
| WTBC-AM | University of Alabama-Football |
| | University of Alabama-Basketball |
| F = Flagship | |

Tuscaloosa, AL

SIMULCASTS (TOTAL WEEK)

| | |
|---|--------------|
| WACT-AM, WRTR-FM, WTXT-FM, WZBQ-FM | iHeartMedia |
| WALJ-FM, WBHJ-FM, WFFN-FM, WQRR-FM, WTBC-AM, WTSK-AM, WTUG-FM | KRG-Christal |
| WJRD-AM, WMHZ-AM | Loc Focus |

NATIONAL REPS

TRANSLATORS

| PRIMARY STATION | FORMAT | TRANSLATOR FREQUENCY |
|-----------------|------------------------|----------------------|
| WACT-AM | Adult Contemporary | 96.9 |
| WJRD-AM | Oldies | 102.1 |
| WMHZ-AM | Classic Rock | 101.3 |
| WMXB-AM | Urban AC | 107.3 |
| WTBC-AM | Sports | 100.9 |
| WTSK-AM | Gospel | 93.3 |
| WTUG-F3 | Oldies | 97.5 |
| WTUG-F2 | Country | 100.1 |
| WTXT-F2 | Country | 92.1 |
| WTXT-F3 | Gospel | 96.1 |
| WUAL-FM | Non-Commercial College | 92.5 |