## Austin, TX

## Spectrometer

## Population Estimates

|  | Rank |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :---: | :---: | :---: | :---: |
| MSA | 28 |  |  |  |  |  |  |
| DMA | 33 | $2,173,500$ |  |  |  |  |  |
| Hispanic | 15 | 672,500 |  |  |  |  |  |
| Black | 52 | 171,200 | $30.94 \%$ |  |  |  |  |
|  |  |  | $7.88 \%$ |  |  |  |  |

## Available Research

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


|  | Contemporary | Rock | Adult Contemporary | Adult/ Classic Hits | Oldies | Country | News/ Talk/ Info | Adult Music | Urban/ Black/ Gospel | Hispanic | Other/ Foreign Language | Religion | NonCommercial |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\sum$ |  | KTSN-AAR |  | KJFK-ADH |  |  | KJCE-TLK <br> KLBJ-N/T <br> KTAE-SPR <br> KVET-SPR |  |  | KELG-HIS KOKE-RMX <br> KTXZ-TEJ <br> KZNX-RMX |  | KIXL-REL |  |
| $\sum_{\Lambda}$ | $\begin{aligned} & \text { KHFI-CHR } \\ & \text { KPEZ-RHY } \end{aligned}$ | KDRP-AAR KLBJ-AOR KROX-AMR | KAMX-MAC KKMJ-A/C | KBPA-ADH |  | $\begin{aligned} & \text { KASE-COU } \\ & \text { KOKE-COU } \\ & \text { KVET-COU } \end{aligned}$ |  |  |  | $\begin{aligned} & \text { KGSR-SCO } \\ & \text { KLJA-SAH } \\ & \text { KLQB-RMX } \\ & \text { KLZT-RMX } \\ & \text { KTXX-RMX } \end{aligned}$ |  |  | KAZI-NCL KFMK-NCL KMFA-NCL KMLR-NCL KNCT-EDU KOOP-NCL KUT-EDU KUTX-EDU KVLR-NCL KYLR-NCL |
| $\begin{array}{\|l\|} \hline \frac{\mathbf{V}}{\mathbf{G}} \\ \overline{\mathbf{V}} \\ \hline \mathbf{O} \end{array}$ | $\begin{aligned} & \text { KPEZ-F2-RHY } \\ & \text { KGSR-F3-RHY } \end{aligned}$ | KASE-F2-AMR KGSR-F2-AAR | KVET-F2-80s KKMJ-F3-RAC |  |  | KTXX-F3-COU | KBPA-F2-SPR |  |  | $\begin{aligned} & \text { KLQB-F2-SNT } \\ & \text { KTXX-F4-LUR } \end{aligned}$ |  |  |  |

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

## Austin, TX

## cOMBOS (+ LMA's)

KAMX-FM, KJCE-AM, KKMJ-FM
KFMK-FM, KMLR-FM, KVLR-FM, KYLR-FM
KELG-AM, KOKE-AM, KTXZ-AM
KOKE-FM, KTAE-AM, KTXX-F3, KTXX-F4, KTXX-FM
KASE-F2, KASE-FM, KHFI-FM, KPEZ-F2, KPEZ-FM,
KVET-AM, KVET-F2, KVET-FM
KLJA-FM, KLQB-FM
KJFK-AM, KTSN-AM
KUT-FM, KUTX-FM
KBPA-F2 KBPA-FM KGSR-F2 KGSR-F3 KGSRFM, KLBJ-AM, KLBJJ-FM, KLZT-FM, KROX-FM

Audacy Educational Media Foundation Encino Broadcasting LLP Genuine Austin Radio, LP iHeartMedia, Inc.

TelevisaUnivision, Inc

## Township Media, LLC

 University Of TexasWaterloo Media Group LP

## LOCAL SPORTS COVERAGE

| KTAE-AM | World Cup-Soccer Texas Rangers-Baseball |
| :---: | :---: |
| KLJA-FM | University of Texas-Football |
| KASE-FM | Nascar Stock Races-Car Racing |
| KVET-FM | University of Texas-Football University of Texas Men`s Basketball-Men`s Basketball |
| KVET-AM | Houston Texans (NFL)-Football <br> University of Texas-Football (F) <br> University of Texas Men`s Basketball-Men`s Basketball (F) <br> Nascar Stock Races-Car Racing <br> Rock Round Express-Baseball |
| KTXX-FM | Texas Rangers-Baseball Dallas Cowboys-Football University of Texas Women`s Basketball-Women`s Basketball University of Texas Softball-Softball |

## TRANSLATORS

PRIMARY STATION

## KASE-F

KGSR-F2 KIXL-AM KJFK-AM KKMJ-F3 KLBJ-AM KMLR-FM KNCT-FM KOKE-FM KTAE-AM KTSN-AM KTXX-F3 KTXX-F4 KTXZ-AM KVET-F2 KVLR-FM KZNX-AM

World Cup-Soccer
Texas Rangers-Baseball

University of Texas-Football
Stock Races-Car Racing
University of Texas Men`s Basketball-Men`s Basketball
Univton Texans (NFL)-Footbal
University of Texas Men`s Basketball-Men`s Basketball (F) Nascar Stock Races-Car Racing
exas Rangers-Basebal
University of Texas Women`s Basketball-Women`s Basketball University of Texas Softball-Softball

## SIMULCASTS (TOTAL WEEK)

## Austin, TX

## NATIONAL REPS

KAMX-FM, KJCE-AM, KKMJ-FM, KKMJ-F3 KRG-Audacy
KASE-FM, KASE-F2, KHFI-FM, KPEZ-FM, KPEZ-F2, KVET-F2, KVET-FM, iHeartMedia
KVET-AM

KVET-AM
KBPA-FM, KBPA-F2, KGSR-FM, KGSR-F3, KGSR-F2, KLBJ-FM, KLBJ-AM, KLZT-FM, KROX-FM
KLJA-FM, KLQB-FM, KLQB-F2
KOKE-FM, KTAE-AM
KRG-Eastman
KRG-Katz
McGavren

