## Beaumont-Port Arthur, TX

## Spectrometer

## Population Estimates

|  | $\frac{\text { Rank }}{}$ | Population 12+ |  |
| :--- | :--- | :--- | :--- |
| MSA | 150 | 331,700 |  |
| DMA | 143 | 387,300 | $17.49 \%$ |
| Hispanic | 108 | 58,000 | $24.57 \%$ |

## Available Research

| Service | $\frac{\text { Ethnic Type }}{\text { Nielsen }}$ | $\frac{\text { Report Type }}{\text { General Market }} \quad$ |  |
| :--- | :--- | :--- | :--- |
| Condensed | Available Reports |  |  |
| $\mathrm{Sp} / \mathrm{Fa} ; \mathrm{Fa} / \mathrm{Sp}$ |  |  |  |


|  | Contemporary | Rock | Adult Contemporary | Adult/ Classic Hits | Oldies | Country | News/ Talk Info | Adult Music | Urban/ Black/ Gospel | Hispanic | Other/ Foreign Language | Religion | NonCommercial |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\sum_{\mathbb{K}}$ |  |  |  |  |  |  | KBED-SPR KIKR-SPR KLVI-TLK |  | KZZB-GOS | KBPO-HIS |  | KOLE-REL |  |
| $\sum_{i}$ | $\begin{aligned} & \text { KKMY-CHR } \\ & \text { KQXY-CHR } \end{aligned}$ | KIOC-CLR |  | KCOL-CLH |  | $\begin{aligned} & \text { KAYD-COU } \\ & \text { KYKR-COU } \end{aligned}$ |  |  | KTCX-URB |  |  |  | KHIH-NCL KRLR-NCL KVLU-EDU |
| $\stackrel{\text { ¢ }}{\text { ¢ }}$ |  |  |  |  |  |  |  |  | KKMY-F2-URB |  |  |  |  |

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

## COMBOS (+ LMA's)

KAYD-FM, KBED-AM, KIKR-AM, KQXY-FM, KTCX
FM
KCOL-FM, KIOC-FM, KKMY-FM, KLVI-AM, KYKRFM
Cumulus
iHeartMedia, Inc.

## SIMULCASTS (TOTAL WEEK)

KBED-AM+KIKR-AM
KHIH-FM+KSBJ-FM

## LOCAL SPORTS COVERAGE

| KLVI-AM | Lamar University-Basketball |
| :--- | :--- |
| KIKR-AM | Houston Texans (NFL)-Football |
| KBED-AM | Houston Texans (NFL)-Football |
| F = Flagship |  |

TRANSLATORS

## PRIMARY STATION

KBPO-AM
KKMY-F2
KRLR-FM
KZZB-AM

## FORMAT

Urban Contemporary
Non-Commercial
Gospel

TRANSLATOR FREQUENCY
92.9
103.3
98.9
107.5

## Beaumont-Port Arthur, TX

NATIONAL REPS

KAYD-FM, KBED-AM, KIKR-AM, KQXY-FM, KTCX-FM KCOL-FM, KIOC-FM, KKMY-FM, KKMY-F2, KLVI-AM, KYKR-FM

KRG-Eastman
iHeartMedia

