

Lafayette, LA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	118	470,800	
DMA	127	524,600	
Hispanic	154	23,300	4.95%
Black	66	128,400	27.27%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Standard	Sp; Fa
Nielsen	Black	Standard	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				KVOL-CLH		KSIG-COU	KEUN-TLK KFXZ-N/T KPEL-SPR KROF-N/T				KANE-ETH	KNIR-REL KSLO-REL	
FM	KHXT-RHY KSMB-CHR	KFTE-CLR KPCZ-AMR KYMK-AAR	KAJN-CAC KTDY-A/C	KYBG-CLH		KBON-COU KEUN-COU KMDL-COU KOGM-COU KXKC-COU	KLWB-SPR KPEL-N/T		KFXZ-UAC KNEK-UAC KRRQ-URB			KYFJ-REL	KIEE-NCL KIKL-NCL KRVS-NCL

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

COMBOS (+ LMA's)

KPCZ-FM, KSIG-AM, KYBG-FM
KEUN-AM, KEUN-FM
KNEK-FM, KRRQ-FM, KSMB-FM, KXKC-FM
KFXZ-AM, KFXZ-FM, KLWB-FM, KOGM-FM, KSLO-AM, KVOL-AM, KYMK-FM
KHXT-FM, KMDL-FM, KPEL-AM, KPEL-FM, KROF-AM, KTDY-FM

Broadcast Partners Inc.
Cajun Prairie Broadcasting, LLC
Cumulus
Delta Media Corporation
Townsquare Media, Inc.

LOCAL SPORTS COVERAGE

KMDL-FM New Orleans Saints-Football
KPEL-AM New Orleans Saints-Football
University of Louisiana – Lafayette-Football
University of Louisiana – Lafayette-Men’s Basketball
KLWB-FM LSU Tigers-Football
LSU Tigers-Basketball
Houston Astros-Baseball

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KANE-AM	Ethnic-Other	107.5
KFXZ-AM	News/Talk	98.5
KPEL-AM	Sports	103.3
KSIG-AM	Country	95.1
KSLO-AM	Religion	99.5
KVOL-AM	Classic Hits	97.7

Lafayette, LA

NATIONAL REPS

KFTE-FM, KHXT-FM, KMDL-FM, KPEL-FM, KPEL-AM, KROF-AM, KTDY-FM
KNEK-FM, KRRQ-FM, KSMB-FM, KXKC-FM
KPCZ-FM, KSIG-AM, KYBG-FM

KRG-Katz
KRG-Christal
McGavren