

Lubbock, TX

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	160	276,700	
DMA	136	404,700	
Hispanic	78	98,000	35.42%
Black	151	24,600	8.89%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Standard	Sp; Fa
Nielsen	Hispanic	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			KDAV-CAC KWBF-CAC				KFYO-N/T KJTV-SPR KKAM-TLK KRFE-N/T			KBZO-SNT			
FM	KBTE-RHY KZII-CHR	KFMX-AOR KONE-CLR	KLZK-HAC KMMX-A/C	KKCL-CLH KLBB-CLH		KLLL-COU KQBR-COU KRBL-COU KSSL-COU	KTTU-SPR			KAIQ-RMX KAMZ-RMX KJDL-HIS KXTQ-TEJ		KHLK-REL	KAMY-NCL KKLU-NCL KPGA-NCL KTTZ-EDU KVCE-NCL
DIGITAL					KTTU-F3-ODS	KTTU-F2-COU							

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

COMBOS (+ LMA's)

KBTE-FM, KLLL-FM, KMMX-FM, KONE-FM
KKLU-FM, KPGA-FM
KAIQ-FM, KBZO-AM
KJTV-AM, KLBB-FM, KLZK-FM, KTTU-F2, KTTU-F3, KTTU-FM, KXTQ-FM
KFMX-FM, KFYO-AM, KKAM-AM, KKCL-FM, KQBR-FM, KZII-FM

Alpha Media
Educational Media Foundation
Entravision Communications
Ramar Communications, Inc.

Townsquare Media, Inc.

LOCAL SPORTS COVERAGE

KKCL-FM
KXTQ-FM
KJTV-AM

KTTU-FM

Kansas City Chiefs-Football
Houston Texans (NFL)-Football
Texas Tech. University-Football
Texas Tech. University-Basketball
Texas Tech. University-Football
Dallas Cowboys-Football
Texas Rangers-Baseball
Texas Tech. University-Football
Texas Tech. University-Basketball
Texas Tech. University-Baseball

F = Flagship

Lubbock, TX

SIMULCASTS (TOTAL WEEK)

NATIONAL REPS

KAIQ-FM, KBZO-AM

KBTE-FM, KLLL-FM, KMMX-FM, KONE-FM

KFMX-FM, KFYO-AM, KKAM-AM, KKCL-FM, KQBR-FM, KZII-FM

KJTV-AM, KLBB-FM, KLZK-FM, KTTU-FM, KXTQ-FM

KRG-Eastman

KRG-Christal

KRG-Katz

Tach

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KAMY-FM	Non-Commercial	102.1
KAMZ-FM	Mexican Regional	93.3
KFYO-AM	News/Talk	95.1
KJTV-AM	Sports	100.7
KKAM-AM	Talk	103.9
KRBL-FM	Country	105.5
KRFE-AM	News/Talk	95.9
KSSL-FM	Country	94.1
KTTU-F2	Country	96.9
KTTU-F3	Oldies	97.7
KWBF-AM	Christian AC	98.7
KXTQ-FM	Tejano	92.3