## Waco, TX

Spectrometer

## Population Estimates

|  | $\frac{\text { Rank }}{}$ | Population 12+ |  |
| :--- | :--- | :--- | :--- |
| MSA | 187 | 228,600 |  |
| DMA | 74 | 988,000 | $25.90 \%$ |
| Hispanic | 110 | 59,200 | $14.44 \%$ |
| Black | 137 | 33,000 |  |


|  | Contemporary | Rock | Adult Contemporary | Adult/ Classic Hits | Oldies | Country | News/ Talk/ Info | Adult Music | Urban/ Black/ Gospel | Hispanic | Other/ Foreign Language | Religion | NonCommercial |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\sum_{\mathbb{<}}$ |  |  |  |  |  | KEKR-COU | KBBW-TLK <br> KRZI-SPR <br> KWTX-N/T |  |  |  | KCLE-ETH |  |  |
| $\sum_{\underline{L}}$ | KWPW-CHR KWTX-CHR | $\begin{aligned} & \text { KBRQ-CLR } \\ & \text { KIXT-CLR } \end{aligned}$ |  |  | KBGO-ODS | $\begin{aligned} & \text { KBHT-COU } \\ & \text { KRMX-COU } \\ & \text { WACO-COU } \\ & \hline \end{aligned}$ |  |  | KWBT-UAC | KWOW-RMX |  |  | KWAA-NCL KWBU-NPR |
| $\stackrel{\text { ¢ }}{\text { ¢ }}$ |  |  |  |  |  |  |  |  | KBGO-F2-URB |  |  |  |  |

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

## COMBOS (+ LMA's)

KBGO-FM, KBRQ-FM, KWTX-AM, KWTX-FM,
WACO-FM
KBHT-FM, KEKR-AM, KRMX-FM, KRZI-AM
KIXT-FM, KWOW-FM, KWPW-FM

## SIMULCASTS (TOTAL WEEK)

## KBHT-FM+KEKR-AM

## LOCAL SPORTS COVERAGE

KBBW-AM
KRZI-AM
F $=$ Flagship
ouston Astros-Basebal Dallas Cowboys-Footbal Texas Rangers-Basebal Baylor-Football

TRANSLATORS

| PRIMARY STATION | FORMAT | ANSLATOR FREQUENCY |
| :---: | :---: | :---: |
| KBBW-AM | Talk | 100.3 |
| KBGO-F2 | Urban Contemporary | 95.1 |
| KCLE-AM | Ethnic-Other | 93.1 |
| KEKR-AM | Country | 99.3 |
| KRZI-AM | Sports | 92.3 |
| KWAA-FM | Non-Commercial | 95.3 |

## Waco, TX

NATIONAL REPS

KBGO-FM, KBGO-F2, KBRQ-FM, KWTX-FM, KWTX-AM, WACO-FM iHeartMedia
KBHT-FM, KEKR-AM, KRMX-FM, KRZI-AM Loc Focus

KIXT-FM, KWPW-FM
KRG-Eastman

