

Fayetteville, AR

Spectrometer

Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	118	469,700	
DMA	97	771,400	
Hispanic	93	72,100	15.35%
Black	180	14,700	3.13%

Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
Nielsen	General Market	Condensed	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	KQIS-RHY						KFAY-N/T KURM-N/T KYNG-SPR			KPBI-RMX			
FM	KMCK-CHR	KIGL-CLR KKEG-AOR KRMW-AAR KXNA-AMR	KEZA-SFT KMXF-HAC KXVB-RAC			KAMO-COU KKIX-COU KXRD-COU	KAKS-SPR KQSM-SPR	KBVA-AST		KSEC-RMX			KLRC-EDU KUAF-EDU

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

COMBOS (+ LMA's)

KAMO-FM, KFAY-AM, KKEG-FM, KMCK-FM, KQSM-FM, KRMW-FM, KYNG-AM

Cumulus

KEZA-FM, KIGL-FM, KKIX-FM, KMXF-FM

iHeartMedia, Inc.

KBVA-FM, KXRD-FM, KXVB-FM

Rox Radio Group, LLC

LOCAL SPORTS COVERAGE

KEZA-FM

University of Arkansas Razorbacks-Football
University of Arkansas Razorbacks-Basketball

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KMXF-FM	Hot AC	102.3
KPBI-AM	Mexican Regional	106.1
KQIS-AM	Rhythmic CHR	105.3
KUAF-FM	Non-Commercial College	88.9
KURM-AM	News/Talk	97.5

Fayetteville, AR

NATIONAL REPS

KAMO-FM, KFAY-AM, KKEG-FM, KMCK-FM, KQSM-FM, KRMW-FM, KYNG-AM
KBVA-FM, KXNA-FM, KXRD-FM, KXVB-FM
KEZA-FM, KIGL-FM, KKIX-FM, KMXF-FM

KRG-Katz
KRG-Christal
iHeartMedia