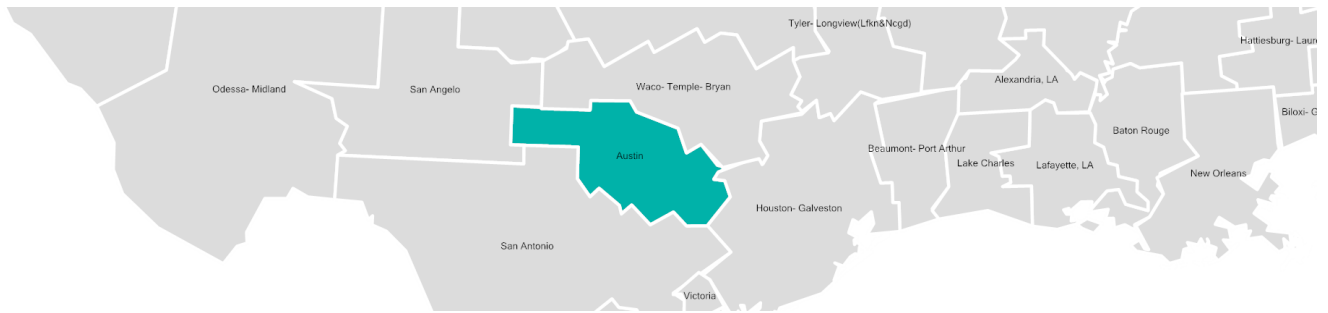


Market Profiler Austin



39
TV Rank (Set Meter)

34
Audio Rank (PPM)

50.7 %
Cable Penetration

\$53,629
Average Income

5.6%
Asian

7.5%
Black

31.4%
Hispanic



Time Zone
Central



Geography
Colorado River (Balcones Escarpment)



Primary Election
Texas: March 3, 2020
National: 11/03/2020



Market Type
Nielsen - Set Meter
Nielsen Audio - PPM

Elections

National Primary

Texas: March 3, 2020

National Election

11/03/2020

Average Household Income



746,881
Total Households



\$53,629
Avg. HH Income



\$73,750
Williamson Co, TX (Highest Income)

County

Household Income

Households

Bastrop Co, TX	\$54,821	25,454
Blanco Co, TX	\$55,504	4,164
Burnet Co, TX	\$49,732	16,940
Caldwell Co, TX	\$47,233	12,451
Fayette Co, TX	\$47,808	9,558
Gillespie Co, TX	\$54,859	10,577
Hays Co, TX	\$58,583	61,360
Lee Co, TX	\$53,902	5,996
Llano Co, TX	\$48,259	8,654
Mason Co, TX	\$37,654	1,714
Travis Co, TX	\$61,451	428,220
Williamson Co, TX	\$73,750	161,793

Census Information



2.67

Persons Per Household



23.5%

Person under 18



5.6%

Asian Population



18.7%

Population Change *



7.5%

Black Population



31.4%

Hispanic Population

2016 Census

* Change from 2010 to 2016.

Schools

School Name

[Concordia University at Austin](#)
[Huston-Tillotson College](#)
[St. Edward's University](#)
[University of Texas](#)

Team Name

Tornados
 Rams
 Hilltoppers
 Longhorns

League Division

American Southwest Conf.
 Red River Conf.
 Heartland
 Big 12

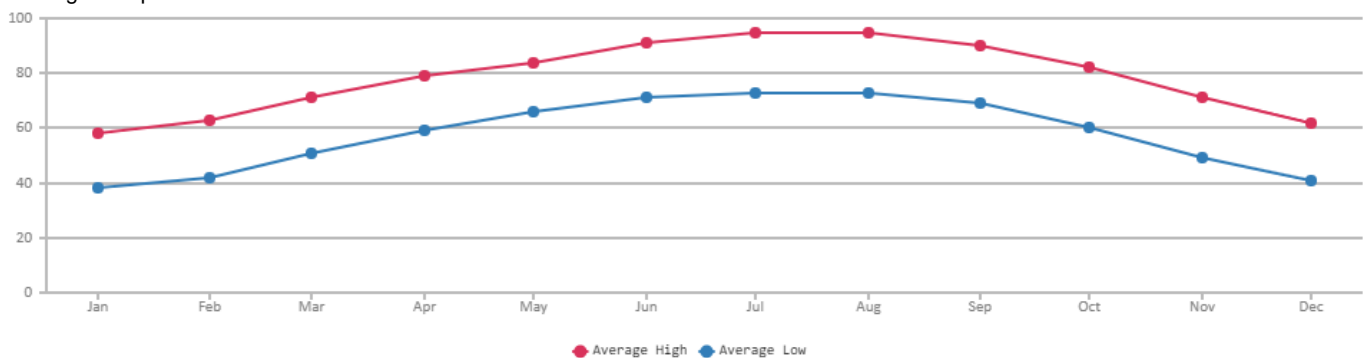
Events

Site Name

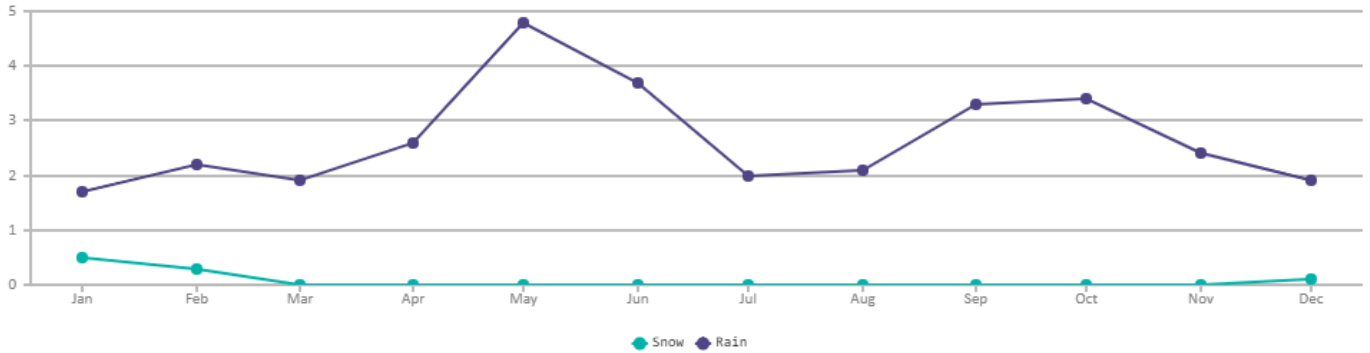
[Austin Convention & Visitors Bureau](#)

Weather

Average Temperature



Average Precipitation



* Averages from Weather.com

Television

#39
National TV Market Ranking

1,764,564
Persons Age 2+



Television Demographics

2+ Black Pop	103,500	Adults 65+	178,547	Persons 2+	1,764,564
2+ Hispanic Pop	519,485	Children 2-11	260,156	Teens 12-17	142,132
Adults 18+	1,362,276	Men 18+	673,569	Women 18+	688,707
Adults 35+	881,314	Men 18-49	438,854	Women 18-49	430,716
Adults 50+	492,706	Men 65+	80,712	Women 65+	97,835

Television Stations

Station	Affiliate	Dial	Owner	Rep Firm	TVI*	ePort**	FCC	Map
KAKW	UNI	62	Kakw License Partnership, L.P.	Univision and UniMas National Sales			●	●
KBVO	IND	14	Nexstar Broadcasting, Inc.	Continental Television Sales	●		●	●
KEYE	CBS	42	Keye Licensee, LLC	Telerep	●	●	●	●
KHPL	CW	40	Nexstar Broadcasting, Inc.				●	●
KHPM	CW	40	Nexstar Broadcasting, Inc.				●	●
KHPX	CW	28	Nexstar Broadcasting, Inc.				●	●
KHPZ	CW	15	Nexstar Broadcasting, Inc.				●	●
KLRU	PBS	18	Capital Of Texas Public Telecommunications Council				●	●
KNVA	CW	54	54 Broadcasting, Inc.	Continental Television Sales	●		●	●
KTBC	FOX	7	Nw Communications Of Austin, Inc.	Fox Station Sales	●		●	●

Station	Affiliate	Dial	Owner	Rep Firm	TVI*	ePort**	FCC	Map
KTFO	UMA	31	Kakw License Partnership, L.P.	Univision and UniMas National Sales			•	•
KVUE	ABC	24	Kvue Television, Inc.	HRP	•		•	•
KXAN	NBC	36	Nexstar Broadcasting , Inc.	Continental Television Sales	•		•	•
NEYE	TEL	42.2	Keye Licensee, LLC	Telerep	•	•	•	•
NLRU	PBS	18.2	Capital Of Texas Public Telecommunications Council				•	•
NVUE	ETV	24.2	Kvue Television, Inc.	HRP	•		•	•
OLRU	PBS	18.3	Capital Of Texas Public Telecommunications Council				•	•
OXAN	ION	36.3	Nexstar Broadcasting , Inc.	Continental Television Sales	•		•	•
QLRU	PBS	18.4	Capital Of Texas Public Telecommunications Council				•	•

* Stations indicated here send FREE electronic invoices to agencies via TVInvoices.com.

** 99% of TV rep firms and stations use ePort. Stations indicated here use ePort's enhanced, Store and Forward (direct-to-traffic) functionality.

† Stations use Strata VIEW and can send electronic avails or orders that load directly into your system.

Cable



736,770

Households



373,810

Wired Cable Households



50.7 %

Cable Penetration

Major Cable Advertising Operations

Name	Type	Syscode	# of Insertable Networks	Electronic Invoicing*
Spectrum/Austin Interconnect, TX	Hard Interconnect	7799	80	

Cable Systems

Provider	Zone Name	Syscode	Electronic Invoicing*
ALTICE	Spectrum/Grgtwn-Pflgrvle-Lndr,	4910	•
AT&T U-VERSE	Spectrum/Austin Central No Uve	1551	•
AT&T U-VERSE	Spectrum/Austin Central So Uve	1552	•
AT&T U-VERSE	Spectrum/Austin NorthWest U-ve	1553	•
AT&T U-VERSE	Spectrum/Austin RoundRock U-ve	1554	•
AT&T U-VERSE	Spectrum/Austin U-verse Zone,	1170	•
AT&T U-VERSE	Spectrum/Austin West U-verse,	1555	•
DIRECTV, INC.	Spectrum/DirectV- I+ Austin IC	2403	•
DISH TV	Spectrum/DISH- I+ Austin, TX	2433	•
GOOGLE FIBER	Viamedia/Google Fiber-Austin,	2186	
GRANDE COMMUNICATIONS	Spectrum/Grande-Austin Zone, T	2344	
GRANDE COMMUNICATIONS	Spectrum/Grande-Austin, TX	2345	
GRANDE COMMUNICATIONS	Spectrum/Grande-San Marcos, TX	2343	

Provider	Zone Name	Syscode	Electronic Invoicing*
NCC MEDIA	Austin Digital Zone	4413	
NEW WAVE COMM.	Suddenlink/La Grange-Giddings,	3351	•
NORTHLAND COMM	Cable Ad-Concepts/Marble Falls	4849	•
SPECTRUM	Spectrum/AA-AUSTIN FEED, TX	8609	•
SPECTRUM	Spectrum/Austin Central North,	9565	•
SPECTRUM	Spectrum/Austin Central South,	9574	•
SPECTRUM	Spectrum/Austin Core Zone, TX	1245	
SPECTRUM	Spectrum/Austin Interconnect,	7799	•
SPECTRUM	Spectrum/Austin Market Zone, T	3943	
SPECTRUM	Spectrum/Austin Master Zone, T	9741	•
SPECTRUM	Spectrum/Austin NorthWest, TX	9573	•
SPECTRUM	Spectrum/Austin South, TX	9566	•
SPECTRUM	Spectrum/Austin TW Only IC, TX	4950	•
SPECTRUM	Spectrum/Austin West, TX	9576	•
SPECTRUM	Spectrum/Central South CARVE,	0012	
SPECTRUM	Spectrum/North Round Rock, TX	9328	•

* Stations listed here upload invoices that can be accessed at agency.spotcable.com.

Digital Video and Programmatic TV

Digital Video and Programmatic Stations

Station	Owner	Category	TVI*	Order Delivery**
CDAZ	Viacom/CBS Digital	Premium	•	ePort
CGAZ	CMG	Aggregator	•	ePort
CMAZ	NCM	Premium	•	ePort
COAZ	Centro	Aggregator		AE Inbox
CXAZ	CoxReps/Gamut	Aggregator	•	ePort
FWAZ	FreeWheel	Aggregator		ePort
HLAZ	Hulu	Premium	•	ePort
IHAZ	iHeartMedia	Premium	•	AE Inbox
JLAZ	JamLoop	Aggregator	•	ePort
NYAZ	Newsy	Premium	•	ePort
PMAZ	Premion	Aggregator	•	ePort
SCAZ	Scripps	Premium	•	ePort
SFAZ	Simpli.fi	Aggregator	•	AE Inbox
SOAZ	NBCUniversal	Premium	•	ePort
SVAZ	Screenvision	Premium	•	ePort
VOAZ	Vevo	Premium	•	ePort
XDAZ	Nexstar Digital	Premium		ePort

* Stations indicated here send FREE electronic invoices to agencies via TVInvoices.com.

** The Digital Video vendors indicated here use ePort for order management.

Audio

#34
National Audio Market Ranking

1,537,600
Metro Person 12+



Audio Demographics

12+ Black Pop	N/A	Adults 65+	167,500	Teens 12-17	146,600
12+ Hispanic Pop	422,700	Men 18+	691,300	Women 18+	699,700
Adults 18+	1,391,000	Men 18-49	464,900	Women 18-49	448,400
Adults 35+	883,500	Men 65+	74,100	Women 65+	93,400
Adults 50+	477,700	Metro Person 12+	1,537,600		

Audio Stations

Station	Format	Freq.	Owner	Rep Firm	Audio Invoices*	FCC	Map
KAMX-FM	Hot Adult Contemporary	94.7	Entercom License, LLC	Entercom	•	•	•
KASE-FM	Country	100.7	Capstar Tx, LLC	iHeartMedia	•	•	•
KBPA-FM	Adult Hits	103.5	Emmis Austin Radio Broadcasting Company, L.P.	Christal	•	•	•
KFMK-FM	Contemporary Christian	105.9	Crista Ministries	Katz	•	•	•
KGSR-FM	Adult Contemporary	93.3	Emmis Austin Radio Broadcasting Company, L.P.	Christal	•	•	•
KHFI-FM	Pop Contemporary Hit Radio	96.7	Cc Licenses, LLC	iHeartMedia	•	•	•
KJCE-AM	News Talk Information	1370	Entercom License, LLC	Entercom	•	•	•
KKMJ-FM	Adult Contemporary	95.5	Entercom License, LLC	Entercom	•	•	•
KLBJ-AM	News Talk Information	590	Emmis Austin Radio Broadcasting Company, L.P.	Christal	•	•	•
KLBJ-FM	Classic Rock	93.7	Emmis Austin Radio Broadcasting Company, L.P.	Christal	•	•	•
KLJA-FM	Spanish Variety	107.7	Univision Radio Stations Group, Inc.	Eastman	•	•	•
KLQB-FM	Mexican Regional	104.3	Univision Radio Stations Group, Inc.	Eastman	•	•	•
KLZT-FM	Mexican Regional	107.1	Emmis Austin Radio Broadcasting Company, L.P.	Christal	•	•	•
KNCT-FM	Easy Listening	91.3	Central Texas College			•	•
KOKE-FM	Country	99.3	Genuine Austin Radio, LP	Katz		•	•
KPEZ-FM	Rhythmic Contemporary Hit Radio	102.3	Cc Licenses, LLC	iHeartMedia	•	•	•
KROX-FM	Alternative	101.5	Emmis Austin Radio Broadcasting Company, L.P.	Christal	•	•	•
KTSN-AM	Album Adult Alternative	1490	Township Media, LLC	Katz		•	•
KTXX-FM	All Sports	104.9	Genuine Austin Radio, L.P.	Katz		•	•
KUT-FM	News Talk Information	90.5	The University of Texas at Austin		•	•	•

Station	Format	Freq.	Owner	Rep Firm	Audio Invoices*	FCC	Map
KUTX-FM	Album Adult Alternative	98.9	The University of Texas at Austin	Self		•	•
KVET-AM	All Sports	1300	Capstar Tx, LLC	iHeartMedia	•	•	•
KVET-FM	Country	98.1	Capstar Tx, LLC	iHeartMedia	•	•	•

* Most Radio Rep Firms use Radiolnvoices.com to deliver national invoices. Stations listed here also provide FREE electronic invoices for local/direct business via Radiolnvoices.com.

Digital Audio and Podcast

Digital Audio and Podcast

Station	Format	Owner	Category	Order Delivery
Acast Podcasts	Podcast	Acast	Various	AE Inbox
DXAZ-SM	DAX U.S.	DAX U.S.	Aggregator	AE Inbox
IHAZ-SM	iHeart	iHeartMedia	Premium	AE Inbox
PAAZ-SM	Pandora	Pandora Media	Premium	AE Inbox

* Most Radio Rep Firms use Radiolnvoices.com to deliver national invoices. Stations listed here also provide FREE electronic invoices for local/direct business via Radiolnvoices.com.

Out-of-Home

AMI Entertainment Network	Fortune Cookie Advertising	Lamar Advertising	Reagan Outdoor Advertising - Salt Lake City
BIG Media Sales, LLC	Headlines Indoor Advertising	Media Choice	Ziosk
Brite Media Group	Home Team Marketing	Merge Healthcare (Previously Lifeclinic International)	Zoom Active Lifestyle Marketing
Fairway Outdoor	KEM Advertising	MH Outdoor Media LLC	

To learn more about these vendors or to request quotes, follow the links to DQmedia's out-of-home media database.

Newspaper

Publication	City
Austin American-Statesman	Austin
Austin Chronicle	Austin
Round Rock Leader	Round Rock
San Marcos Daily Record	San Marcos
Westlake Picayune	Austin
Austin Business Journal	Austin
Hill Country News	Cedar Park
Williamson County Sun	Georgetown
ahora si!	Austin
La Prensa	Austin