

San Jose, CA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	40	1,636,200	
DMA	8	6,491,800	
Hispanic	27	404,300	24.71%
Black	121	46,600	2.85%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	PPM	Monthly
Nielsen	Hispanic	PPM	Monthly

	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										KZSF-RMX	KAZA-ETH KLIV-ETH KVVN-ETH		
FM		KUFX-CLR	KEZR-HAC			KBAY-COU KKDV-COU	KNBR-SPR			KVVF-SCO KXZM-RMX	KSJO-ETH KSQQ-ETH		KLRK-NCL KOSC-EDU KWAI-NCL KXSC-EDU

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

COMBOS (+ LMA's)

KBAY-FM, KEZR-FM, KKDV-FM	Alpha Media
KLRK-FM, KWAI-FM	Educational Media Foundation
KLIV-AM, KVVN-AM	Pham Radio Communications, LLC
KOSC-FM, KXSC-FM	University of Southern California

LOCAL SPORTS COVERAGE

KNBR-FM	Indy 500-Car Racing
KZSF-AM	San Jose Earthquakes-Soccer
F = Flagship	

SIMULCASTS (TOTAL WEEK)

KVVF-FM+KVVZ-FM
KDFC-FM+KOSC-FM
KDFC-FM+KXSC-FM
KNBR-AM+KNBR-FM
KBAY-FM+KKDV-FM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KOSC-FM	Non-Commercial College	92.5
KSQQ-FM	Ethnic-Other	103.3
KVVN-AM	Ethnic-Other	100.7
KWAI-FM	Non-Commercial	91.9

San Jose, CA

NATIONAL REPS

KBAY-FM, KEZR-FM, KKDV-FM, KVVF-FM
KNBR-FM
KUFX-FM

KRG-Eastman
KRG-Christal
KRG-Katz