

Stockton, CA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	82	675,700	
DMA	19	3,887,300	
Hispanic	39	282,500	41.81%
Black	105	57,800	8.55%

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						KSTN-COU	KTRB-N/T KWSX-SPR				KCVR-ETH		
FM	KWIN-CHR KWNN-CHR		KJOY-A/C KQOD-RAC	KHKK-CLH		KATM-COU KOSO-COU				KBYN-RMX KGRB-RMX KMIX-RMX KRCX-RMX KTSE-RMX KXSE-RMX			KLVS-NCL KUOP-EDU KYCC-NCL

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

COMBOS (+ LMA's)

KJOY-FM, KWIN-FM	Cumulus
KQOD-FM, KWSX-AM	iHeartMedia, Inc.

LOCAL SPORTS COVERAGE

KHKK-FM	Las Vegas Raiders-Football
KWSX-AM	Las Vegas Raiders-Football
KTRB-AM	San Jose State Spartans-Football
F = Flagship	

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KLVS-FM	Non-Commercial	88.9
KSTN-AM	Country	105.9
KTRB-AM	News/Talk	99.3
KUOP-FM	Non-Commercial College	96.7
KWSX-AM	Sports	103.7
KYCC-FM	Non-Commercial	93.5

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NATIONAL REPS

KATM-FM, KHKK-FM, KJOY-FM, KWIN-FM, KWNN-FM
KGRB-FM, KTRB-AM
KMIX-FM, KRCX-FM, KTSE-FM, KXSE-FM
KOSO-FM, KQOD-FM, KWSX-AM

KRG-Katz
McGavren
KRG-Eastman
iHeartMedia