

Riverside-San Bernardino, CA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	26	2,243,200	
DMA	2	15,730,400	
Hispanic	8	1,281,100	57.11%
Black	44	196,600	8.76%

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							KFOO-NEW KPWK-SPR KTIE-N/T			KCAL-SAH KEZY-HIS KHPY-HIS	KSPA-ETH KWRM-ETH	KKDD-REL	
FM	KGGI-CHR	KCAL-AOR KMYT-AMR KTMQ-AOR	KATY-A/C KDEY-RAC KHTI-RAC KQIE-RAC	KOLA-CLH		KFRG-COU KXFG-COU				KAEH-RMX KRQB-RMX KXRS-SAH KXSB-RMX			KLRD-NCL KSGN-NCL KVCR-EDU KYZA-NCL
DIGITAL						KFRG-F2-COU							

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

COMBOS (+ LMA's)

KATY-FM, KHTI-FM	All-Pro Broadcasting
KFRG-FM, KXFG-FM	Audacy
KLRD-FM, KYZA-FM	Educational Media Foundation
KFOO-AM, KGGI-FM, KMYT-FM, KPWK-AM, KTMQ-FM	iHeartMedia, Inc.
KAEH-FM, KCAL-AM, KXRS-FM, KXSB-FM	Lazer Broadcasting Corporation

SIMULCASTS (TOTAL WEEK)

KDAY-FM+KDEY-FM

LOCAL SPORTS COVERAGE

KPWK-AM	San Diego State-Basketball San Diego State-Football
F = Flagship	

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KLRD-FM	Non-Commercial	107.9
KSGN-FM	Non-Commercial	88.7
KYZA-FM	Non-Commercial	92.1

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NATIONAL REPS

KAEH-FM, KCAL-AM, KQIE-FM, KRQB-FM, KXRS-FM, KXSB-FM	McGavren
KATY-FM, KDEY-FM, KHTI-FM	KRG-Christal
KCAL-FM, KOLA-FM	KRG-Katz
KFOO-AM, KGGI-FM, KMYT-FM, KPWK-AM, KTMQ-FM	iHeartMedia
KFRG-F2, KFRG-FM, KXFG-FM	KRG-Audacy
KYZA-FM	Loc Focus