

Seattle-Tacoma, WA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	12	4,136,000	
DMA	12	4,906,100	
Hispanic	26	450,100	10.88%
Black	28	302,400	7.31%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	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							KHHO-NEW KIRO-SPR KJR-SPR KKNW-TLK KKOL-N/T KNWN-NEW KPTR-N/T KTTH-TLK KVI-TLK	KIXI-AST	KRIZ-GOS	KKMO-RMX KMIA-HIS	KNTS-ETH KXPA-ETH KZIZ-ETH	KBUP-REL KCIS-REL KGNW-REL KLFE-REL	
FM	KBKS-CHR KQMV-CHR	KISW-AOR KNDD-AMR KZOK-CLR	KCMS-CAC KHTP-RAC KRWM-A/C KSWD-SRK KTDD-CAC KWPZ-CAC KXXO-A/C	KJAQ-ADH KJEB-CLH		KKWF-COU KPLZ-COU KPNW-COU	KIRO-N/T KJR-SPR KNWN-NEW			KZTM-RMX			KEXP-EDU KING-NCL KLSW-NCL KNHC-NCL KNKX-EDU KUOW-EDU KVTI-EDU
DIGITAL	KBKS-F2-RHY KJR-F2-RHY						KNDD-F2-TLK KPNW-F2-SPR			KZTM-F2-SAH			

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

COMBOS (+ LMA's)

KHTP-FM, KISW-FM, KKWF-FM, KNDD-FM, KSWD-FM	Audacy
KIRO-AM, KIRO-FM, KTTH-AM	Bonneville International Corp.
KMIA-AM, KZTM-FM	Bustos Media Holdings, LLC
KCIS-AM, KCMS-FM	Crista Media
KIXI-AM, KKNW-AM, KPNW-FM, KQMV-FM, KRWM-FM	Hubbard Radio
KBKS-F2, KBKS-FM, KHHO-AM, KJAQ-FM, KJEB-FM, KJR-AM, KJR-F2, KJR-FM, KPTR-AM, KZOK-FM	iHeartMedia, Inc.
KNWN-AM, KNWN-FM, KPLZ-FM, KVI-AM	Lotus Communications Corp.
KGNW-AM, KKOL-AM	Salem Media Group

LOCAL SPORTS COVERAGE

KJR-AM	Seattle Kraken-Hockey (F) Seattle Sounders FC-Soccer (F) University of Washington Men's Huskies-Basketball (F) University of Washington Men's Huskies-Football (F)
KKNW-AM	University of Washington Women's Huskies-Basketball (F)
KIRO-FM	Seattle Seahawks-Football
KIRO-AM	Washington State University-Basketball Washington State University-Football Seattle Seahawks-Football (F) Seattle Mariners-Baseball (F)
KKMO-AM	Seattle Sounders FC-Soccer
KPTR-AM	Seattle Thunderbirds-Hockey
F = Flagship	

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SIMULCASTS (TOTAL WEEK)

KNWN-AM+KNWN-FM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KBUP-AM	Religion	104.7
KGNW-AM	Religion	104.1
KHTP-FM	Rhythmic AC	104.1
KMIA-AM	Hispanic	102.1
KNDD-F2	Talk	103.3
KNWN-FM	News	99.7
KTTH-AM	Talk	94.5
KUOW-FM	Non-Commercial College	90.7

NATIONAL REPS

KBKS-F2, KBKS-FM, KHHO-AM, KJAQ-FM, KJEB-FM, KJR-FM, KJR-F2, KJR-AM, KPTR-AM, KZOK-FM	iHeartMedia
KBUP-AM	Tach
KCIS-AM, KCMS-FM, KMIA-AM, KWPZ-FM	McGavren
KHTP-FM, KISW-FM, KKWF-FM, KNDD-FM, KNDD-F2, KSWD-FM	KRG-Audacy
KIRO-FM, KIRO-AM, KIXI-AM, KKNW-AM, KPNW-FM, KQMV-FM, KRWM-FM, KTTH-AM	KRG-Christal
KKMO-AM, KNWN-FM, KNWN-AM, KPLZ-FM, KVI-AM	KRG-Eastman