## Victor Valley CA

## Spectrometer

## Population Estimates

|  | Rank | Population 12+ |  |
| :--- | :--- | :--- | :--- |
| MSA | 114 | 481,600 |  |
| DMA | 2 | $15,730,400$ |  |
| Hispanic | 43 | 229,900 | $47.74 \%$ |
| Black | 107 | 55,700 | $11.57 \%$ |

## Available Research

| $\frac{\text { Service }}{}$ | Ethnic Type | $\frac{\text { Report Type }}{}$ |  | Available Reports <br> Nielsen <br> Nielsen |
| :--- | :--- | :--- | :--- | :--- |
|  | General Market <br> Hispanic | Standard Standard |  | $\mathrm{Sp} / \mathrm{Fa} ; \mathrm{Fa} / \mathrm{Sp}$ |


|  | Contemporary | Rock | Adult Contemporary | Adult/ Classic Hits | Oldies | Country | News/ Talk/ Info | Adult Music | Urban/ Black/ Gospel | Hispanic | Other/ Foreign Language | Religion | NonCommercial |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\underset{\ll}{\Sigma}$ |  |  |  |  |  |  | KIXW-TLK <br> KSZL-N/T |  |  | KMPS-RMX KVTR-RMX KWRN-RMX |  |  |  |
| $\sum_{i}$ | KDUC-RHY <br> KDUQ-RHY <br> KRXV-RHY | $\begin{aligned} & \text { KHDR-AOR } \\ & \text { KIXA-CLR } \end{aligned}$ | $\begin{aligned} & \text { KCDZ-A/C } \\ & \text { KZXY-HAC } \end{aligned}$ |  | KWIE-ROL | $\begin{aligned} & \text { KATJ-COU } \\ & \text { KIXW-COU } \\ & \text { KXCM-COU } \end{aligned}$ |  |  |  | KXVV-RMX KXXZ-RMX |  |  | $\begin{aligned} & \text { KHMS-NCL } \\ & \text { KLXB-NCL } \\ & \text { KLXD-NCL } \\ & \text { KYLA-NCL } \\ & \hline \end{aligned}$ |
| $\begin{array}{\|l} \hline \frac{\mathbf{1}}{\mathbf{~}} \\ \frac{\mathbf{N}}{\mathbf{N}} \\ \hline \end{array}$ | KATJ-F2-RHY |  |  |  |  |  |  |  |  |  |  |  |  |

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

## COMBOS (+ LMA's)

KDUC-FM, KDUQ-FM, KSZL-AM, KXXZ-FM
KLXB-FM, KLXD-FM, KYLA-FM
KATJ-FM, KIXA-FM, KIXW-AM, KMPS-AM, KXVV-
FM, KZXY-FM
KHDR-FM, KIXW-FM, KRXV-FM Heftel Broadcasting Company LLC

SIMULCASTS (TOTAL WEEK)

KDUC-FM+KDUQ-FM
KMPS-AM+KXVV-FM

Dos Costas Communication Group Educational Media Foundation El Dorado Broadcasters

LOCAL SPORTS COVERAGE

KHDR-FM
F = Flagship

## TRANSLATORS

PRIMARY STATION

FORMAT
Rhythmic CHR
Non-Commercial
News/Talk
Mexican Regional
Mexican Regional

TRANSLATOR FREQUENCY

## Victor Valley CA

KATJ-FM, KATJ-F2, KIXA-FM, KIXW-AM, KMPS-AM, KXVV-FM, KZXY-FM KCDZ-FM
KDUC-FM, KDUQ-FM, KSZL-AM, KXXZ-FM KWIE-FM
KYLA-FM

KRG-Christal
RegR KRG-Eastman McGavren
Loc Focus

