## Santa Barbara, CA

## Spectrometer

## Population Estimates

| Rank |  | Population 12+ |  |  | Service |  |  | Ethnic Type | Report Type |  | Available Reports |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| MSA | 202 | 183,300 |  |  | Nielsen |  |  | General Market | Condensed |  | Sp/Fa; Fa/Sp |  |
| DMA | 113 |  | ,100 |  |  | Nielsen |  | spanic | Stand |  | Sp/Fa; F |  |
| Hispanic | 111 |  | ,900 | 32.13\% |  |  |  |  |  |  |  |  |
| Black | 231 | 3,1 | 00 | 1.69\% |  |  |  |  |  |  |  |  |
| Contemporary | Rock | Adult Contemporary | Adult/ Classic Hits | Oldies | Country | News/ Talk/ Info | Adult Music | Urban/ Black/ Gospel | Hispanic | Other/ Foreign Language | Religion | NonCommercial |
| $\sum$ |  |  |  | KOSJ-ROL |  | $\begin{aligned} & \text { KTMS-N/T } \\ & \text { KZSB-N/T } \\ & \hline \end{aligned}$ |  |  | KZER-RMX |  |  | KCLU-NPR |
| $\boldsymbol{\Sigma}$ | KJEE-AMR KTYD-AOR | KSBL-A/C | KRUZ-CLH |  |  |  |  |  | KIST-RMX <br> KSPE-SAH |  |  | $\begin{aligned} & \text { KCSB-EDU } \\ & \text { KDB-NCL } \\ & \text { KDRW-EDU } \\ & \text { KLSB-NCL } \\ & \hline \end{aligned}$ |

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

## COMBOS (+ LMA's)

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KZER-AM, KZSB-AM
KIST-FM, KOSJ-AM, KSBL-FM, KSPE-FM, KTMS-
``` AM, KTYD-FM

Lazer Broadcasting Corporation
Rincon License Subsidiary LLC

\section*{SIMULCASTS (TOTAL WEEK)}

\section*{KDB-FM+KUSC-FM}

\section*{LOGAL SPORTS COVERAGE}

KTMS-AM
F = Flagship

TRANSLATORS

\section*{PRIMARY STATION}

KCLU-AM
KIST-FM
KOSJ-AM KTMS-AM KTYD-FM KZER-AM KZSB-AM
FORMAT
Nation
Mex
Rhy
New
Albu

FORMAT
National Public Radio 10

Mexican Regional 102.7
Rhythmic Oldies 94.1 News/Talk 97.9
Album Oriented Rock 99.7
Mexican Regional 106.5

News/Talk

TRANSLATOR FREQUENCY
02.3
2.7
97.9
96.9

\section*{Santa Barbara, CA}

KIST-FM, KOSJ-AM, KSBL-FM, KSPE-FM, KTMS-AM, KTYD-FM

KRUZ-FM

McGavren
KRG-Christal KRG-Katz```

