

Palm Springs, CA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	136	367,900	
DMA	140	395,900	
Hispanic	53	190,200	51.70%
Black	192	12,700	3.45%

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							KGAY-TLK KKGX-TLK KNWH-N/T KNWZ-N/T KXPS-SPR	KWXY-AST					
FM	KKUU-RHY	KCLB-AOR KCLZ-AOR KRHQ-CLR	KMRJ-RAC KPSI-HAC	KDGL-CLH KMEE-CLH	KJJZ-ODS	KDES-COU KPLM-COU	KKCM-TLK			KHCV-HIS KLOB-RMX KPST-LUR KUNA-RMX		KVPW-REL	KVLA-NCL
DIGITAL		KJJZ-F2-AMR					KKUU-F2-SPR	KDES-F2-AST					

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

COMBOS (+ LMA's)

KCLB-FM, KCLZ-FM, KDES-F2, KDES-FM, KDGL-FM, KKUU-F2, KKUU-FM, KNWH-AM, KNWZ-AM, KPSI-FM

KLOB-FM, KPST-FM

KKGX-AM, KWXY-AM

KGAY-AM, KMEE-FM

KJJZ-FM, KMRJ-FM, KPLM-FM, KRHQ-FM

Alpha Media

Entravision Communications

IVOX Radio, LLC

KGAY PSP

RM Broadcasting, LLC

LOCAL SPORTS COVERAGE

KNWH-AM

KNWZ-AM

F = Flagship

Los Angeles Chargers-Football

Los Angeles Chargers-Football

Palm Springs, CA

SIMULCASTS (TOTAL WEEK)

KNWZ-AM
KCLB-FM+KCLZ-FM
KNWH-AM+KNWZ-AM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KDES-F2	Adult Standards	107.3
KGAY-AM	Talk	106.5
KJJZ-F2	Altern/Modern Rock	101.5
KKGX-AM	Talk	99.1
KKUU-F2	Sports	103.9
KNWZ-AM	News/Talk	104.7
KVPW-FM	Religion	95.5
KWXY-AM	Adult Standards	92.3
KXPS-AM	Sports	102.7

NATIONAL REPS

KCLB-FM, KCLZ-FM, KDES-FM, KDES-F2, KDGL-FM, KKUU-FM, KKUU-F2, KNWH-AM, KNWZ-AM, KPSI-FM	KRG-Christal
KJJZ-FM, KMRJ-FM, KPLM-FM, KRHQ-FM	KRG-Katz
KLOB-FM, KPST-FM, KUNA-FM	KRG-Eastman
KXPS-AM	Tach