

Oxnard-Ventura, CA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	124	442,500	
DMA	2	15,730,400	
Hispanic	41	242,300	54.76%
Black	196	11,500	2.60%

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							KVTA-N/T			KOXR-RMX KUNX-RMX KVEN-SNT			
FM	KCAQ-RHY KFYV-CHR KVYB-CHR		KBBY-A/C		KOCP-ROL	KHAY-COU				KLJR-SAH KMLA-RMX KSSC-SCO KXLM-RMX		KDAR-REL	KCLU-NPR KMRO-NCL KYRA-NCL

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

COMBOS (+ LMA's)

KBBY-FM, KHAY-FM, KVYB-FM	Cumulus
KCAQ-FM, KFYV-FM, KOCP-FM, KUNX-AM, KVEN-AM, KVTA-AM	Gold Coast Broadcasting
KLJR-FM, KOXR-AM, KXLM-FM	Lazer Broadcasting Corporation

LOCAL SPORTS COVERAGE

KVYB-FM	Los Angeles Dodgers-Baseball
KOXR-AM	Los Angeles Dodgers-Baseball
F = Flagship	

SIMULCASTS (TOTAL WEEK)

KMLA-FM+KMLM-FM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KOXR-AM	Mexican Regional	102.1
KUNX-AM	Mexican Regional	102.5
KVEN-AM	Spanish New/Talk/Sport	96.3
KVTA-AM	News/Talk	97.9
KYRA-FM	Non-Commercial	91.9

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NATIONAL REPS

KBBY-FM, KHAY-FM, KVYB-FM
KCAQ-FM, KFYV-FM, KOCP-FM, KOXR-AM, KUNX-AM, KVEN-AM, KVTA-AM
KMLA-FM, KSSC-FM

KRG-Katz
McGavren
KRG-Eastman