

San Diego, CA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	18	2,874,000	
DMA	25	2,874,000	
Hispanic	12	973,200	33.86%
Black	55	160,200	5.57%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	PPM	Monthly
Nielsen	Hispanic	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							KCBQ-N/T KGB-SPR KLSD-N/T KOGO-N/T XPRS-SPR			KFSD-HIS KSDO-HIS KURS-HIS XEAZ-SCO XEMO-RMX XEPE-SNT XEXX-SNT XRCN-SAH XSUR-HIS	XEWW-ETH	KCEO-REL KNSN-REL KPRZ-REL	
FM	KHTS-CHR XHTZ-CHR	KBZT-AMR KGB-CLR KIOZ-AOR XTRA-AMR	KLVJ-CAC KMYI-HAC KYXY-A/C XHRM-RAC	KFBG-ADH KXSN-CLH		KSON-COU	KWFN-SPR		KSSX-URB	KLNV-RMX KLQV-SAH KLYY-SAH KSSD-SAH XGLX-SCO XHA-RMX XHFG-SCO XHTY-RMX XLTN-SCO XOCL-SAH XRST-RMX XTIM-RMX		KWVE-REL	KARJ-NCL KKLJ-NCL KPBS-EDU KPFK-NCL KSDS-EDU KYDO-NCL
DIGITAL	KHTS-F2-RHY						KSSX-F2-NEW KWFN-F3-SPR KXSN-F3-TLK						

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

San Diego, CA

COMBOS (+ LMA's)

KBZT-FM, KSON-FM, KWFN-F3, KWFN-FM, KXSN-F3, KXSN-FM, KYXY-FM	Audacy
KARJ-FM, KKLJ-FM, KLVJ-FM, KYDO-FM	Educational Media Foundation
KGB-AM, KGB-FM, KHTS-F2, KHTS-FM, KIOZ-FM, KLSD-AM, KMYI-FM, KOGO-AM, KSSX-F2, KSSX-FM	iHeartMedia, Inc.
KFBG-FM, XHRM-FM, XHTZ-FM, XTRA-FM	Local Media San Diego
XEPE-AM	Media Sports de México
XGLX-FM, XOCL-FM, XTIM-FM	MVS Radio
KCBQ-AM, KPRZ-AM	Salem Media Group
KLNV-FM, KLQV-FM	TelevisaUnivision, Inc
XEMO-AM, XHA-FM, XHFG-FM, XHTY-FM, XRCN-AM	Uni Radio Corp.

SIMULCASTS (TOTAL WEEK)

KPBS-FM+KQVO-FM
KLYY-FM+KSSD-FM
KLYY-FM+KSSE-FM

NATIONAL REPS

KBZT-FM, KSON-FM, KWFN-FM, KWFN-F3, KXSN-F3, KXSN-FM, KYXY-FM	KRG-Audacy
KFBG-FM, KLYY-FM, KSSD-FM, XHRM-FM, XHTZ-FM, XTRA-FM	KRG-Katz
KGB-FM, KGB-AM, KHTS-FM, KHTS-F2, KIOZ-FM, KLSD-AM, KMYI-FM, KOGO-AM, KSSX-F2, KSSX-FM	iHeartMedia
KLNV-FM, KLQV-FM	KRG-Eastman
KYDO-FM	Tach
XEWW-AM	Loc Focus
XLTN-FM, XRST-FM	KRG-Christal

LOCAL SPORTS COVERAGE

KWFN-FM	San Diego Padres-Baseball (F)
XPRS-AM	San Diego Gulls-Hockey
XEMO-AM	San Diego Padres-Baseball
KLSD-AM	L.A. Lakers-Basketball
KOGO-AM	Los Angeles Chargers-Football
KGB-AM	San Diego State-Football San Diego State-Basketball
XEXX-AM	Los Angeles Chargers-Football
F = Flagship	

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KCBQ-AM	News/Talk	96.1
KLSD-AM	News/Talk	103.3
KNSN-AM	Religion	103.3
KOGO-AM	News/Talk	106.3
KPFK-FM	Non-Commercial	99.5
KPRZ-AM	Religion	106.1
KSSD-FM	Spanish Adult Hits	98.3