

Bakersfield, CA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	81	687,600	
DMA	104	687,600	
Hispanic	28	402,700	58.57%
Black	131	38,400	5.58%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	CDM	3mo Rolling Avg
Nielsen	Hispanic	Standard	Wi/Sp; Su/Fa

	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						KUZZ-COU	KBFP-SPR KERN-N/T KGEO-SPR KHTY-SPR			KAFY-HIS KCHJ-SAH KNZR-SNT	KLHC-ETH KWAC-ETH	KERI-REL	
FM	KISV-RHY KKXX-CHR KLLY-CHR	KDFO-CLR KRAB-AMR KRVQ-CLR	KBFP-A/C	KGFM-ADH	KKBB-ROL	KCNQ-COU KCWR-COU KRJK-COU KUZZ-COU	KNZR-N/T		KBDS-URB	KBQF-SAH KEAL-RMX KEBT-RMX KIWI-RMX KMQA-RMX KMYX-RMX KPSL-RMX KQKZ-SAH KXTT-SAH			KAXL-NCL KBLV-NCL KFRB-NCL KGZO-NCL KPRX-NPR KTQX-NCL

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

COMBOS (+ LMA's)

KKBB-FM, KLLY-FM, KNZR-AM, KNZR-FM	Alpha Media
KEBT-FM, KERN-AM, KGEO-AM, KGFM-FM, KISV-FM, KKXX-FM	American General Media
KCNQ-FM, KRVQ-FM	Asha Faith James Company
KBDS-FM, KMYX-FM	Chavez Radio Group
KBFP-AM, KBFP-FM, KDFO-FM, KHTY-AM, KRAB-FM	iHeartMedia, Inc.
KEAL-FM, KXTT-FM	Lazer Broadcasting Corporation
KCHJ-AM, KIWI-FM, KPSL-FM, KQKZ-FM, KWAC-AM	Lotus Communications Corp.
KCWR-FM, KRJK-FM, KUZZ-AM, KUZZ-FM	Owens Broadcasting

LOCAL SPORTS COVERAGE

KHTY-AM	Bakersfield Condors-Hockey Los Angeles Dodgers-Baseball L.A. Lakers-Basketball
KGEO-AM	Bakersfield Blaze-Baseball Las Vegas Raiders-Football
KWAC-AM	L.A. Lakers-Basketball
KBFP-AM	L.A. Lakers-Basketball Los Angeles Dodgers-Baseball Bakersfield Condors-Hockey
F = Flagship	

Bakersfield, CA

SIMULCASTS (TOTAL WEEK)

KUZZ-AM+KUZZ-FM
KBFP-AM+KHTY-AM

NATIONAL REPS

KBDS-FM, KMYX-FM	RegR
KBFP-FM, KBFP-AM, KDFO-FM, KHTY-AM, KRAB-FM	iHeartMedia
KCHJ-AM, KIWI-FM, KPSL-FM, KWAC-AM	McGavren
KCWR-FM, KRJK-FM, KUZZ-FM, KUZZ-AM	KRG-Katz
KEBT-FM, KERN-AM, KGEO-AM, KGFM-FM, KISV-FM, KKXX-FM	KRG-Christal
KKBB-FM, KLLY-FM, KNZR-FM, KNZR-AM, KQKZ-FM	KRG-Eastman

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KAFY-AM	Hispanic	92.3
KBLV-FM	Non-Commercial	107.1
KERN-AM	News/Talk	96.1
KGEO-AM	Sports	101.1
KGZO-FM	Non-Commercial	101.7
KLHC-AM	Ethnic-Other	107.5
KTQX-FM	Non-Commercial	99.5