## San Jose, CA

## Spectrometer

## Population Estimates

|  | $\frac{\text { Rank }}{}$ | $\underline{\text { Population 12+ }}$ |  |
| :--- | :--- | :--- | :--- |
| MSA | 40 | 636,200 |  |
| DMA | 8 | $6,491,800$ | $24.71 \%$ |
| Hispanic | 27 | 404,300 | $2.85 \%$ |

## Available Research

| Service | Ethnic Type | Report Type |  | Available Reports |
| :--- | :--- | :--- | :--- | :--- |
| Nielsen | General Market |  | PPM |  |
| 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 | NonCommercial |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\sum_{\mathbb{<}}$ |  |  |  |  |  |  |  |  |  | KZSF-RMX | $\begin{aligned} & \text { KAZA-ETH } \\ & \text { KLIV-ETH } \\ & \text { KVVN-ETH } \\ & \hline \end{aligned}$ |  |  |
| $\sum_{\boldsymbol{L}}$ |  | KUFX-CLR | KEZR-HAC |  |  | $\begin{array}{\|l\|l} \text { KBAY-COU } \\ \text { KKDV-COU } \end{array}$ | KNBR-SPR |  |  | $\begin{aligned} & \text { KVVF-SCO } \\ & \text { KXZM-RMX } \end{aligned}$ | $\begin{aligned} & \text { KSJO-ETH } \\ & \text { KSQQ-ETH } \end{aligned}$ |  | KLRK-NCL KOSC-EDU KWAI-NCL KXSC-EDU |

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

## COMBOS (+ LMA's)

KBAY-FM, KEZR-FM, KKDV-FM
KLRK-FM, KWAI-FM
KLIV-AM, KVVN-AM
KOSC-FM, KXSC-FM

## SIMULCASTS (TOTAL WEEK)

KVVF-FM+KVVZ-FM
KDFC-FM+KOSC-FM
KDFC-FM+KXSC-FM
KNBR-AM+KNBR-FM
KBAY-FM+KKDV-FM

## LOCAL SPORTS COVERAGE

| KNBR-FM | Indy 500-Car Racing |
| :--- | :--- |
| KZSF-AM | San Jose Earthquakes-Soccer |
| F = Flagship |  |

TRANSLATORS

KOSC-FM
KSQQ-FM
KVVN-AM
KWAI-FM

| FORMAT | TRAN |
| :--- | :--- |
| Non-Commercial College | 92.5 |
| Ethnic-Other | 103.3 |
| Ethnic-Other | 100.7 |
| Non-Commercial | 91.9 |

## San Jose, CA

NATIONAL REPS

KBAY-FM, KEZR-FM, KKDV-FM, KVVF-FM

