Modesto, CA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	120	461,600	
DMA	19	3,865,900	
Hispanic	43	219,800	47.62%
Black	177	16,500	3.57%

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							KESP-SPR KFIV-N/T			KLOC-RMX	KVIN-ETH	KCBC-REL	
FM	KCVR-CHR KWNN-CHR	KMRQ-AOR	KHOP-HAC KJSN-SFT KQOD-RAC	KDJK-CLH KHKK-CLH KRVR-CLH		KATM-COU KKBN-COU KOSO-COU KUBB-COU				KBBU-RMX KCFA-HIS KMIX-RMX KTSE-RMX			KAMB-NCL KLVN-NCL KLVS-NCL KUOP-EDU

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

COMBOS (+ LMA's)

KATM-FM, KESP-AM, KHKK-FM, KHOP-FM, KWNN-FM	Cumulus
KCVR-FM, KTSE-FM	Entravision Communications
KFIV-AM, KJSN-FM, KMRQ-FM, KOSO-FM	iHeartMedia, Inc.

LOCAL SPORTS COVERAGE

KFIV-AM	Las Vegas Raiders-Football
KHKK-FM	Las Vegas Raiders-Football
KESP-AM	San Francisco 49`ers-Football Oakland A`s-Baseball San Jose Sharks-Hockey

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KLOC-AM	Mexican Regional	105.9
KLVN-FM	Non-Commercial	100.7
KLVS-FM	Non-Commercial	88.9
KUOP-FM	Non-Commercial College	96.7
KVIN-AM	Ethnic-Other	92.3

Modesto, CA

NATIONAL REPS

KATM-FM, KDJK-FM, KESP-AM, KHKK-FM, KHOP-FM, KWNN-FM	KRG-Katz
KCVR-FM, KMIX-FM, KTSE-FM	KRG-Eastman
KFIV-AM, KJSN-FM, KMRQ-FM, KOSO-FM, KQOD-FM	iHeartMedia
KRVR-FM, KVIN-AM	Loc Focus
KUBB-FM	KRG-Christal