

# Victor Valley CA

Spectrometer

## Population Estimates

|          | Rank | Population 12+ |        |
|----------|------|----------------|--------|
| MSA      | 114  | 481,600        |        |
| DMA      | 2    | 15,730,400     |        |
| Hispanic | 43   | 229,900        | 47.74% |
| Black    | 107  | 55,700         | 11.57% |

## 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      |                                  |                      |                      |                     |          |                                  | KIXW-TLK<br>KSZL-N/T |             |                      | KMPS-RMX<br>KVTR-RMX<br>KWRN-RMX |                         |          |                                              |
| FM      | KDUC-RHY<br>KDUQ-RHY<br>KRXV-RHY | KHDR-AOR<br>KIXA-CLR | KCDZ-A/C<br>KZXY-HAC |                     | KWIE-ROL | KATJ-COU<br>KIXW-COU<br>KXCM-COU |                      |             |                      | KXVV-RMX<br>KXXZ-RMX             |                         |          | KHMS-NCL<br>KLXB-NCL<br>KLXD-NCL<br>KYLA-NCL |
| DIGITAL | KATJ-F2-RHY                      |                      |                      |                     |          |                                  |                      |             |                      |                                  |                         |          |                                              |

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

## COMBOS (+ LMA's)

|                                                      |                                 |
|------------------------------------------------------|---------------------------------|
| KDUC-FM, KDUQ-FM, KSZL-AM, KXXZ-FM                   | Dos Costas Communication Group  |
| KLXB-FM, KLXD-FM, KYLA-FM                            | Educational Media Foundation    |
| KATJ-FM, KIXA-FM, KIXW-AM, KMPS-AM, KXVV-FM, KZXY-FM | El Dorado Broadcasters          |
| KHDR-FM, KIXW-FM, KRXV-FM                            | Heftel Broadcasting Company LLC |

## LOCAL SPORTS COVERAGE

|              |                             |
|--------------|-----------------------------|
| KHDR-FM      | Vegas Golden Knights-Hockey |
| F = Flagship |                             |

## SIMULCASTS (TOTAL WEEK)

|                 |
|-----------------|
| KDUC-FM+KDUQ-FM |
| KMPS-AM+KXVV-FM |

## TRANSLATORS

| PRIMARY STATION | FORMAT           | TRANSLATOR FREQUENCY |
|-----------------|------------------|----------------------|
| KATJ-F2         | Rhythmic CHR     | 96.3                 |
| KLXB-FM         | Non-Commercial   | 96.3                 |
| KSZL-AM         | News/Talk        | 93.5                 |
| KVTR-AM         | Mexican Regional | 106.1                |
| KWRN-AM         | Mexican Regional | 99.5                 |

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## NATIONAL REPS

KATJ-FM, KATJ-F2, KIXA-FM, KIXW-AM, KMPS-AM, KXVV-FM, KZXY-FM  
KCDZ-FM  
KDUC-FM, KDUQ-FM, KSZL-AM, KXXZ-FM  
KWIE-FM  
KYLA-FM

KRG-Christal  
RegR  
KRG-Eastman  
McGavren  
Loc Focus