

Chico, CA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	206	178,800	
DMA	133	432,600	
Hispanic	137	37,200	20.81%
Black	217	5,300	2.96%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Condensed	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				KUBA-CLH			KMYC-TLK KPAY-SPR			KPYV-HIS	KOBO-ETH	KKXX-REL	
FM	KCEZ-CHR	KRQR-AOR KTHU-CLR	KMXI-A/C KYIX-CAC	KBQB-ADH KZAP-CLH		KALF-COU KHEX-COU KHSL-COU KKCY-COU	KPAY-N/T			KEGE-RMX KHHZ-RMX KRCX-RMX KZSZ-RMX			KCHO-EDU KLVC-NCL KZFR-NCL
DIGITAL					KKCY-F2-ODS								

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

COMBOS (+ LMA's)

KHHZ-FM, KZSZ-FM
 KKXX-AM, KYIX-FM
 KHSL-FM, KMXI-FM, KPAY-AM, KPAY-FM, KZAP-FM
 KEGE-FM, KHEX-FM
 KBQB-FM, KCEZ-FM, KKCY-FM, KRQR-FM, KTHU-FM, KUBA-AM

Bustos Media Holdings, LLC
 Butte Broadcasting Company, Inc.
 Deer Creek Broadcasting
 Independence Rock Media, LLC
 Results Radio

LOCAL SPORTS COVERAGE

KMYC-AM Sacramento Kings-Basketball
 KTHU-FM San Francisco 49'ers-Football
 F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KKCY-F2	Oldies	95.5
KKXX-AM	Religion	103.9
KLVC-FM	Non-Commercial	92.9
KMYC-AM	Talk	104.3
KPAY-AM	Sports	102.9
KUBA-AM	Classic Hits	98.1
KYIX-FM	Christian AC	105.7

Chico, CA

NATIONAL REPS

KALF-FM
KBQB-FM, KCEZ-FM, KKCY-FM, KKCY-F2, KRQR-FM, KTHU-FM, KUBA-AM
KEGE-FM, KHEX-FM, KMYC-AM, KOBO-AM
KHHZ-FM, KHSL-FM, KMXI-FM, KPAY-FM, KPAY-AM, KPYV-AM, KZAP-FM,
KZSZ-FM
KRCX-FM

KRG-Christal
KRG-Katz
Tach
McGavren
KRG-Eastman