

# Portland, OR

## Spectrometer

### Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	22	2,453,300	
DMA	21	3,074,900	
Hispanic	33	343,500	14.00%
Black	75	96,200	3.92%

### Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
Nielsen	General Market	PPM	Monthly

	<b>Contemporary</b>	<b>Rock</b>	<b>Adult Contemporary</b>	<b>Adult/ Classic Hits</b>	<b>Oldies</b>	<b>Country</b>	<b>News/ Talk/ Info</b>	<b>Adult Music</b>	<b>Urban/ Black/ Gospel</b>	<b>Hispanic</b>	<b>Other/ Foreign Language</b>	<b>Religion</b>	<b>Non-Commercial</b>
<b>AM</b>							KBNP-N/T KEX-N/T KFXX-SPR KMTT-SPR KPAM-N/T KPOJ-SPR KUFO-TLK KXTG-SPR KYKN-N/T			KGDD-RMX KRYN-HIS KWBY-SAH KWIP-RMX KZGD-HIS	KKOV-ETH KQRR-ETH KXPD-ETH	KPDQ-REL	KOAC-NPR
<b>FM</b>	KKRZ-CHR KXJM-RHY	KFBW-CLR KGON-CLR KINK-AAR KNRK-AAR	KBFF-HAC KFIS-CAC KKCW-A/C KRSK-HAC	KLTH-CLH KYCH-ADH		KUPL-COU KWJJ-COU	KXL-N/T			KRYP-RMX KSND-RMX KZZR-RMX		KPDQ-REL	KBOO-NCL KKWA-NCL KLVP-NCL KLVU-NCL KMHD-EDU KOPB-NPR KQAC-NCL KZRI-NCL
<b>DIGITAL</b>	KINK-F2-RHY KXJM-F2-RHY	KKRZ-F2-AMR					KRSK-F2-TLK						

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

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## COMBOS (+ LMA's)

KBFF-FM, KINK-FM, KUFO-AM, KUPL-FM, KXL-FM, KXTG-AM

Alpha Media

KFXX-AM, KGON-FM, KMTT-AM, KNRK-FM, KRSK-FM, KWJJ-FM, KYCH-FM

Audacy

KGDD-AM, KQRR-AM, KSND-FM, KWBY-AM, KZZR-FM

Bustos Media Holdings, LLC

KLVP-FM, KLVU-FM, KZRI-FM

Educational Media Foundation

KEX-AM, KFBW-FM, KKCW-FM, KKRZ-F2, KKRZ-FM, KLTH-FM, KPOJ-AM, KXJM-F2, KXJM-FM

iHeartMedia, Inc.

KOAC-AM, KOPB-FM

Oregon Public Broadcasting

KFIS-FM, KPAM-AM, KPDQ-AM, KPDQ-FM, KRYP-FM

Salem Media Group

## SIMULCASTS (TOTAL WEEK)

## LOCAL SPORTS COVERAGE

KGON-FM

Seattle Seahawks-Football

KFXX-AM

Seattle Seahawks-Football  
University of Oregon-Football (F)  
University of Oregon-Basketball (F)

KXTG-AM

Portland Timbers-Soccer

KUFO-AM

Portland State-Football  
Portland State-Basketball

KPOJ-AM

Oregon State-Football  
Oregon State-Basketball  
Portland Trailblazers-Basketball (F)

KMTT-AM

University of Oregon-Baseball (F)  
University of Portland-Basketball

F = Flagship

## TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KBOO-FM	Non-Commercial	91.9
KGDD-AM	Mexican Regional	93.5
KINK-F2	Rhythmic CHR	102.9
KKRZ-F2	Altern/Modern Rock	102.3
KLVU-FM	Non-Commercial	100.9
KPDQ-FM	Religion	100.9
KPDQ-AM	Religion	106.3
KWBY-AM	Spanish Adult Hits	93.3
KWIP-AM	Mexican Regional	103.9

## NATIONAL REPS

KBFF-FM, KINK-FM, KINK-F2, KUFO-AM, KUPL-FM, KXL-FM, KXTG-AM

KRG-Katz

KEX-AM, KFBW-FM, KKCW-FM, KKRZ-FM, KKRZ-F2, KLTH-FM, KPOJ-AM, KXJM-FM, KXJM-F2

iHeartMedia

KFXX-AM, KGON-FM, KMTT-AM, KNRK-FM, KRSK-F2, KRSK-FM, KWJJ-FM, KYCH-FM

KRG-Audacy

KKOV-AM, KPAM-AM, KSND-FM, KYKN-AM

Tach

KRYP-FM

KRG-Eastman