Santa Maria, CA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	198	202,600	
DMA	112	636,200	
Hispanic	67	114,700	56.61%
Black	218	6,000	2.96%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Condensed	Sp/Fa; Fa/Sp
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						KTNK-COU	KSMA-N/T KUHL-N/T			KJDJ-HIS KSBQ-RMX KTAP-RMX	KGSV-ETH		
FM	KRTO-RHY		KSYV-A/C	KBOX-ADH	KXFM-ROL	KRAZ-COU KSNI-COU			KPAT-UAC	KIDI-RMX KRQK-RMX KSMY-SAH			KCLM-NPR KRQZ-NCL

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

COMBOS (+ LMA's)

KBOX-FM, KPAT-FM, KRQK-FM, KSMA-AM, KSNI-FM	American General Media
KIDI-FM, KRTO-FM, KTAP-AM	Emerald Wave Media
KRAZ-FM, KSYV-FM, KUHL-AM	Knight Broadcasting
KSBQ-AM, KSMY-FM	Lazer Broadcasting Corporation

LOCAL SPORTS COVERAGE

KSMA-AM	Los Angeles Rams-Football
KSBQ-AM	L.A. Lakers-Basketball

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KCLM-FM	National Public Radio	92.1
KGSV-AM	Ethnic-Other	102.5
KRQZ-FM	Non-Commercial	101.9
KSBQ-AM	Mexican Regional	102.9
KSMA-AM	News/Talk	99.5
KTAP-AM	Mexican Regional	92.9
KTNK-AM	Country	103.7

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NATIONAL REPS

KIDI-FM, KTAP-AM	KRG-Eastman
KRTO-FM, KXFM-FM	McGavren