

Santa Barbara, CA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	202	183,300	
DMA	113	640,100	
Hispanic	111	58,900	32.13%
Black	231	3,100	1.69%

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					KOSJ-ROL		KTMS-N/T KZSB-N/T			KZER-RMX			KCLU-NPR
FM		KJEE-AMR KTYD-AOR	KSBL-A/C	KRUZ-CLH						KIST-RMX KSPE-SAH			KCSB-EDU KDB-NCL KDRW-EDU KLSB-NCL

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

COMBOS (+ LMA's)

KZER-AM, KZSB-AM
KIST-FM, KOSJ-AM, KSBL-FM, KSPE-FM, KTMS-AM, KTYD-FM

Lazer Broadcasting Corporation
Rincon License Subsidiary LLC

LOCAL SPORTS COVERAGE

KTMS-AM L.A. Lakers-Basketball
F = Flagship

SIMULCASTS (TOTAL WEEK)

KDB-FM+KUSC-FM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KCLU-AM	National Public Radio	102.3
KIST-FM	Mexican Regional	102.7
KOSJ-AM	Rhythmic Oldies	94.1
KTMS-AM	News/Talk	97.9
KTYD-FM	Album Oriented Rock	99.7
KZER-AM	Mexican Regional	106.5
KZSB-AM	News/Talk	96.9

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NATIONAL REPS

KIST-FM, KOSJ-AM, KSBL-FM, KSPE-FM, KTMS-AM, KTYD-FM
KJEE-FM
KRUZ-FM

McGavren
KRG-Christal
KRG-Katz