

Boise, ID

Spectrometer

Population Estimates

|          | Rank | Population 12+ |        |
|----------|------|----------------|--------|
| MSA      | 84   | 674,000        |        |
| DMA      | 91   | 812,200        |        |
| Hispanic | 83   | 94,200         | 13.98% |
| Black    | 193  | 12,400         | 1.84%  |

Available Research

| Service | Ethnic Type    | Report Type | Available Reports |
|---------|----------------|-------------|-------------------|
| Nielsen | General Market | Standard    | Sp; Fa            |

|         | 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      |                      |                                  |                                              |                                  | KKOO-ODS |                                  | KBOI-N/T<br>KIDO-N/T<br>KTIK-SPR |             | KFXD-URB             | KCID-HIS<br>KMHR-RMX |                         | KGEM-REL<br>KMHI-REL |                                                          |
| FM      | KSAS-CHR<br>KWYD-RHY | KKGL-CLR<br>KQXR-AMR<br>KRVB-AAR | KCIX-HAC<br>KQFC-SFT<br>KXLT-SFT<br>KZMG-HAC | KJOT-ADH<br>KSRV-CLH<br>KTHI-CLH |          | KAWO-COU<br>KIZN-COU<br>KQBL-COU | KBOI-N/T                         |             |                      | KDBI-RMX<br>KPDA-RMX |                         | KBXL-REL             | KBSU-NCL<br>KBSX-NPR<br>KLXI-NCL<br>KOAY-NCL<br>KTSY-NCL |
| DIGITAL |                      | KQBL-F2-AOR<br>KQBL-F3-AMR       |                                              |                                  |          |                                  |                                  |             |                      |                      |                         |                      |                                                          |

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

COMBOS (+ LMA's)

|                                                               |                                                |
|---------------------------------------------------------------|------------------------------------------------|
| KBOI-AM, KBOI-FM, KIZN-FM, KKGL-FM, KQFC-FM, KTIK-AM          | Cumulus                                        |
| KOAY-FM, KTSY-FM                                              | Idaho Conference of Seventh-Day Adventists Inc |
| KBSU-FM, KBSX-FM                                              | Idaho State Board of Education                 |
| KKOO-AM, KQBL-F2, KQBL-F3, KQBL-FM, KSRV-FM, KWYD-FM, KZMG-FM | Iliad Media Group                              |
| KJOT-FM, KQXR-FM, KRVB-FM, KTHI-FM                            | Lotus Communications Corp.                     |
| KDBI-FM, KPDA-FM                                              | Radio Rancho, LLC                              |
| KCID-AM, KGEM-AM                                              | Salt & Light Radio, Inc                        |
| KAWO-FM, KCIX-FM, KFXD-AM, KIDO-AM, KSAS-FM, KXLT-FM          | Townsquare Media, Inc.                         |

LOCAL SPORTS COVERAGE

|              |                                   |
|--------------|-----------------------------------|
| KFXD-AM      | University of Idaho-Football      |
| KBOI-AM      | Boise State University-Basketball |
|              | Boise State University-Football   |
| F = Flagship |                                   |

# Boise, ID

## SIMULCASTS (TOTAL WEEK)

KBOI-AM+KBOI-FM

## TRANSLATORS

| <u>PRIMARY STATION</u> | <u>FORMAT</u>         | <u>TRANSLATOR FREQUENCY</u> |
|------------------------|-----------------------|-----------------------------|
| KBSU-FM                | Non-Commercial        | 106.3                       |
| KBSX-FM                | National Public Radio | 93.5                        |
| KCID-AM                | Hispanic              | 93.7                        |
| KFXD-AM                | Urban Contemporary    | 105.5                       |
| KGEM-AM                | Religion              | 102.3                       |
| KIDO-AM                | News/Talk             | 107.5                       |
| KKOO-AM                | Oldies                | 99.9                        |
| KMHR-AM                | Mexican Regional      | 98.3                        |
| KOAY-FM                | Non-Commercial        | 93.7                        |
| KQBL-F2                | Album Oriented Rock   | 99.1                        |
| KQBL-F3                | Altern/Modern Rock    | 96.5                        |
| KTIK-AM                | Sports                | 95.3                        |

## NATIONAL REPS

|                                                                                                            |              |
|------------------------------------------------------------------------------------------------------------|--------------|
| KAWO-FM, KCIX-FM, KFXD-AM, KIDO-AM, KSAS-FM, KXLT-FM                                                       | KRG-Eastman  |
| KBOI-FM, KBOI-AM, KIZN-FM, KKGL-FM, KKOO-AM, KQBL-FM, KQBL-F3, KQFC-FM, KSRV-FM, KTIK-AM, KWYD-FM, KZMG-FM | KRG-Christal |
| KBXL-FM, KLXI-FM                                                                                           | Tach         |
| KDBI-FM, KPDA-FM                                                                                           | McGavren     |
| KJOT-FM, KQXR-FM, KRVB-FM, KTHI-FM                                                                         | KRG-Katz     |
| KMHI-AM                                                                                                    | Loc Focus    |