

Salt Lake City-Ogden-Provo, UT

Spectrometer

Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	27	2,149,000	
DMA	23	2,939,100	
Hispanic	32	344,400	16.03%
Black	126	42,500	1.98%

Available Research

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

	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			KUTR-CAC			KSOP-COU	KALL-SPR KBJA-N/T KJJC-N/T KKAT-TLK KNRS-TLK KOVO-SPR KSL-N/T KZNS-SPR			KDYL-SCO KMES-HIS KSVN-RMX			
FM	KENZ-CHR KHTB-CHR KUDD-CHR KZHT-CHR	KAAZ-CLR KBER-AOR KLO-AMR KRSP-CLR KUTC-CLR KXRK-AMR	KBEE-A/C KBZN-A/C KJMY-HAC KMGR-SFT KSFI-SFT KTCE-HAC KUUU-RAC	KODJ-CLH KYMV-ADH		KKUT-COU KNAH-COU KSOP-COU KUBL-COU	KNRS-TLK KSL-N/T KZNS-SPR			KBMG-SCO KDUT-RMX KEGH-SAH KNIV-RMX			KBYU-EDU KKLV-NCL KRCL-NCL KUER-EDU KUMT-EDU KUUB-NPR
DIGITAL				KUDD-F2-CLH			KJMY-F2-BUS						

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

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COMBOS (+ LMA's)

KEGH-FM, KNIV-FM	Aerostar Communications, LLC
KBMG-FM, KDUT-FM	Alpha Media
KRSP-FM, KSFI-FM, KSL-AM, KSL-FM	Bonneville International Corp.
KBYU-FM, KUMT-FM	Brigham Young University
KNAH-FM, KOVO-AM, KUDD-FM, KUUU-FM, KXRK-FM, KYMV-FM	Broadway Media
KBZN-FM, KLO-FM	Capitol Broadcasting Inc.
KBEE-FM, KBER-FM, KENZ-FM, KHTB-FM, KKAT-AM, KUBL-FM	Cumulus
KAAZ-FM, KJMY-FM, KNRS-AM, KNRS-FM, KODJ-FM, KZHT-FM	iHeartMedia, Inc.
KSOP-AM, KSOP-FM	KSOP Inc.
KKUT-FM, KMGR-FM, KUTC-FM	Sanpete County Broadcasting Co.
KZNS-AM, KZNS-FM	SEG Basketball
KUER-FM, KUUB-FM	University of Utah

SIMULCASTS (TOTAL WEEK)

KSL-AM+KSL-FM
 KNRS-AM+KNRS-FM
 KENZ-FM+KHTB-FM

LOCAL SPORTS COVERAGE

KZNS-AM	Utah Jazz-Basketball Utah State University Aggie-Football (F) Utah State University Aggie-Basketball (F) Real Salt Lake City-Soccer
KSL-FM	Brigham Young University-Football Brigham Young University-Basketball Real Salt Lake City-Soccer
KALL-AM	University of Utah-Football (F) University of Utah-Basketball (F)
KSL-AM	Real Salt Lake City-Soccer (F) Brigham Young University-Football (F) Brigham Young University-Basketball (F)
KDUT-FM	Real Salt Lake City-Soccer
KZNS-FM	Utah Jazz-Basketball (F)

F = Flagship

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KALL-AM	Sports	92.1
KBYU-FM	Non-Commercial College	89.5
KBZN-FM	Adult Contemporary	103.1
KJMY-F2	Business	99.1
KKUT-FM	Country	92.9
KNAH-FM	Country	104.7
KRSP-FM	Classic Rock	106.3
KSOP-FM	Country	92.7
KSVN-AM	Mexican Regional	99.9
KUDD-FM	Contemporary Hit Radio	103.9
KUDD-F2	Classic Hits	103.9
KUTC-FM	Classic Rock	95.3
KUTR-AM	Christian AC	95.3
KYMV-FM	Adult Hits	105.5

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NATIONAL REPS

KAAZ-FM, KJMY-FM, KJMY-F2, KNRS-FM, KNRS-AM, KODJ-FM, KZHT-FM
KALL-AM, KBMG-FM, KBZN-FM, KDUT-FM, KLO-FM, KNAH-FM, KUDD-FM,
KUDD-F2, KUUU-FM, KXRK-FM, KYMV-FM
KBEE-FM, KBER-FM, KENZ-FM, KHTB-FM, KKAT-AM, KUBL-FM
KEGH-FM, KNIV-FM
KRSP-FM, KSFI-FM, KSL-FM, KSL-AM, KZNS-FM, KZNS-AM
KSOP-FM, KSOP-AM

iHeartMedia
KRG-Eastman

KRG-Katz
Loc Focus
KRG-Christal
McGavren