## Missoula, MT

## Spectrometer

## Population Estimates

|  | $\frac{\text { Rank }}{}$ | Population 12+ |
| :--- | :--- | :--- |
| MSA | 999 | 0 |
| DMA | 162 | 299,200 |
| Hispanic | 999 | 0 |
| Black | 999 | 0 |

## Available Research

Service $\quad$ Ethnic Type $\quad$ Report Type Available Reports

|  | Contemporary | Rock | Adult Contemporary | Adult/ Classic Hits | Oldies | Country | News/ Talk/ Info | Adult Music | Urban/ Black/ Gospel | Hispanic | Other/ Foreign Language | Religion | NonCommercial |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\underset{\mathbb{K}}{ }$ |  |  |  |  |  |  | KGRZ-SPR <br> KGVO-N/T <br> KLYQ-N/T <br> KMPT-TLK <br> KYLT-SPR |  |  |  |  |  |  |
| $\underset{\underline{L}}{ }$ | $\begin{aligned} & \text { KENR-CHR } \\ & \text { KXDR-CHR } \end{aligned}$ | $\begin{aligned} & \text { KBAZ-AOR } \\ & \text { KDTR-AAR } \\ & \text { KZOQ-CLR } \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { KKVU-HAC } \\ & \text { KMSO-HAC } \end{aligned}$ | $\begin{aligned} & \text { KHDV-CLH } \\ & \text { KYJK-ADH } \end{aligned}$ |  | $\begin{array}{\|l\|l\|} \hline \text { KDXT-COU } \\ \text { KGGL-COU } \\ \text { KYSS-COU } \\ \hline \end{array}$ |  |  |  |  |  |  | KFGM-NCL KHKM-NCL |
| $\begin{aligned} & \frac{-1}{\mathbb{G}} \\ & \frac{\mathbf{V}}{\mathbf{0}} \\ & \hline \end{aligned}$ | KGGL-F2-CHR | KGGL-F3-AMR |  |  |  |  |  |  |  |  |  |  |  |

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

## combos (+ LMA's)

KENR-FM, KLYQ-AM, KXDR-FM, KYLT-AM
KHDV-FM, KMSO-FM
KDTR-FM, KKVU-FM, KYJK-FM
KBAZ-FM, KGGL-F2, KGGL-F3, KGGL-FM, KGRZAM, KGVO-AM, KMPT-AM, KYSS-FM, KZOQ-FM

## LOCAL SPORTS COVERAGE

KGVO-AM
University of Montana Grizzlies-Baseball University of Montana Grizzlies-Football University of Montana Grizzlies-Basketbal
Simmons Media Group, LLC.
Townsquare Media, Inc.

## SIMULCASTS (TOTAL WEEK)

## Missoula, MT

KBAZ-FM, KGGL-FM, KGGL-F2, KGGL-F3, KGRZ-AM, KGVO-AM, KMPT-AM, KYSS-FM, KZOQ-FM
KDTR-FM, KHDV-FM, KKVU-FM, KMSO-FM, KYJK-FM
KENR-FM, KLYQ-AM, KXDR-FM, KYLT-AM

KRG-Katz
Loc Focus
RegR

