

SALT LAKE CITY

12+ METRO SHARE

Table showing station call letters (e.g., KSL, KSPF, KFNZ) and their share percentages from 2000 to 2023 across various time slots.

12+ CUME RATINGS

Table showing cumulative ratings for stations like KSL, KSPF, KFNZ, etc., from 2000 to 2023.

\* KSOP simulcasted with KSOP-F

### SALT LAKE CITY

	Market Revenue	Revenue Change	Population	Revenue Per Capita	Retail Sales	Rev. as % Retail Sales	Revenue Per Share Point	Highest Billing Stations	Average Person Rating(APR)	FM Share	Total Stations	Viable Stations	Unlisted Station Listening	
1976	10.0	--	--	--	--	--	--	--	15.1 %	38.6 %	--	--	--	1976
1977	11.4	11.4 %	--	--	--	--	--	--	14.4	42.0	20	--	--	1977
1978	14.2	24.5	--	--	--	--	--	--	14.8	42.1	22	--	--	1978
1979	15.7	10.6	--	--	--	--	--	--	14.4	43.2	25	--	--	1979
1980	17.7	12.7	--	--	--	--	--	--	15.1	48.1	23	--	--	1980
1981	19.0	7.3	.947	20.38	4.2	.0046	--	--	15.2	49.3	27	--	--	1981
1982	20.1	5.8	.986	20.39	4.5	.0045	--	--	15.1	60.1	25	--	--	1982
1983	21.8	8.5	1.01	21.58	4.7	.0046	.215	--	16.5	60.7	26	20	--	1983
1984	24.4	11.9	1.03	23.69	4.9	.0049	.257	KSL	16.9	64.5	31	22	--	1984
1985	27.5	12.7	1.04	25.94	5.2	.0053	.299	KSL	16.9	67.8	30	21	--	1985
1986	27.5	0	1.06	26.19	5.7	.0051	.301	KSL	16.8	64.2	30	22	--	1986
1987	25.7	-6.5	1.07	24.24	5.8	.0045	.278	KSL	15.3	75.3	28	22.5	6.5	1987
1988	28.2	9.7	1.07	26.36	6.4	.0044	.301	KSL	15.5	77.3	32	17	6.3	1988
1989	30.5	8.2	1.08	28.50	6.7	.0046	.329	KSL	16.4	78.7	31	19	7.3	1989
1990	31.9	4.6	1.08	29.54	7.4	.0043	.346	KKAT-F	16.3	77.6	32	20	8.9	1990
1991	31.0	-2.8	1.09	28.44	7.6	.0041	.335	KKAT-F	16.3	81.2	29	21	7.5	1991
1992	31.4	1.3	1.12	28.04	7.7	.0041	.349	KKAT-F	15.5	81.7	28	21	10.0	1992
1993	33.3	6.0	1.16	28.71	8.7	.0048	.366	KKAT-F	15.3	80.9	26	21	9.0	1993
1994	38.6	15.6	1.48	26.08	9.6	.0040	.429	KSFI-F	14.3	80.4	28	20.5	10.0	1994
1995	48.0	24.3	1.53	31.37	11.9	.0040	.527	KSFI-F	14.3	78.4	28	19	8.9	1995
1996	57.8	20.4	1.55	37.29	13.1	.0044	.633	KSFI-F	14.6	80.5	30	19.5	8.7	1996
1997	65.5	13.3	1.58	41.45	14.1	.0046	.721	KSL	14.2	76.4	31	21.5	9.2	1997
1998	74.4	13.6	1.62	45.93	14.9	.0050	.832	KSL	14.1	76.0	28	23	10.6	1998
1999	80.0	7.0	1.64	48.78	16.3	.0049	.890	KSL	13.7	77.2	31	22	10.1	1999
2000	89.8	12.3	1.66	54.10	22.7	.0040	1.01	KSL	13.4	78.5	30	24	11.2	2000
2001	86.6	-3.6	1.74	49.77	23.3	.0037	.961	KSL	12.7	77.2	33	24.5	9.9	2001
2002	89.8	3.7	1.77	50.73	24.9	.0036	1.037	KSL	12.1	77.2	36	--	12.4	2002
2003	92.5	2.9	1.81	51.10	25.9	.0036	1.074	KSL	11.9	77.6	37	26	13.9	2003

#### MAJOR STATIONS - JANUARY 2004

KALL	700	50KW/1KW (DA-2)	Talk	Clear Channel	KJQN-F	100.7	81KW@2165	AOR-Prog.	Simmons
KFNZ	1320	5KW (DA-1)	Sports	Citadel	KKAT-F	101.9	25KW@3740	Country	Citadel
KKDS	1060	10KW/149W	Standards		KODJ-F	94.1	40KW@3060	Oldies	Clear Channel
KNRS	570	5KW (DA-1)	Talk	Clear Channel	KOSY-F	106.5	25KW@3740	Soft AC	Clear Channel
KSGO	1600	5KW/1KW (DA-2)	Hispanic		KQMB-F	102.7	25KW@3740	AC	Bonneville
KSL	1160	50KW	News/Talk	Bonneville	KRSP-F	103.5	25KW@3740	Classic Hits	Bonneville
KSOP	1370	5KW/0.5KW	Country		KSFI-F	100.3	25KW@3740	Soft AC	Bonneville
KWDZ	910	5KW/1KW (DA-2)	Kids	Disney/ABC	KSOP-F	104.3	25KW@3638	Country	
KZNS	1280	10KW/0.6KW (DA-2)	Sports	Simmons	KUBL-F	93.3	25KW@3740	Country	Citadel
					KUDD-F	107.9	71KW@2283	CHR	Marathon
KBEE-F	98.7	40KW@2930	AC/CHR	Citadel	KURR-F	99.5	40KW@2953	Classic AOR	Clear Channel
KBER-F	101.1	25KW@3740	AOR	Citadel	KUUU-F	92.1	10KW@531	CHR/Dance	Marathon
KCPX-F	105.7	25KW@3740	AOR	Clear Channel	KWKD-F	102.3	89KW@2076	AOR	Marathon
KENZ-F	107.5	43KW@2851	AOR	Citadel	KXRK-F	96.3	26KW@3740	AOR	Simmons
KISN-F	97.1	30KW@3651	AC/CHR	Clear Channel	KZHT-F	94.9	48KW@2799	CHR/Dance	Marathon
					KBZN-F	97.9	26KW@3770	Jazz	

SALT LAKE CITY

FORMAT SHARES (%)

	77	80	82		84	87	90		92		95	98	2000
CHR/AOR	31	40	38	CHR	21	21	18		13		13	12	13
				AOR/CL	11	16	22		21		13	23	24
MOR/AC	25	19	22	MOR/FS	15	8	7		12		5	7	See Talk
				AC/OLD	13	24	18		10		6	7	6
										AC	14	8	8
										OLDIES	18	15	14
COUNTRY	16	17	17		14	15	18		19				
BTFL/EZ/SAC	23	17	18		12	9	10						
								SOFT AC	15		12	9	13
NEWS/TALK	4	6	2		4	2	2		4		9	5	14
SPORTS											2	6	2
BLACK/URBAN													
SMOOTH JAZZ					--	2	1		3		3	2	2
STANDARDS	--	1	2		5	1	3		3		5	5	1
HISPANIC												1	2
RELIG/GOSPEL	--	--	1		1	--	1		1		1		
CLASSICAL	1	--	1										

STATION NOTES

(Major call letter and format changes)

KXRK-F	KFMC until 77; KAYK until 81; KFMY until 88; KZOL until 92; EZ until 83; Oldies until 92
KFNZ	KCPX until 83; KBUG until 87; KCPX until 88; KUTR until 93; KCNR until 96; CHR until 83; Oldies until 89
KMRI	KRGO until 87; KZQQ until --
KBZN-F	KZAN until 88; KKGB until 89; KKWY until 90; Country until 88; AOR until 90
KUBL-F	KLTO until 88; KLZX until 95; AC until 88; Classic AOR until 95
KZHT-F	KLRZ until 86; KBNG until 87; KTOU until 89
KCPX-F	KCGL until 90; KBCK until 92; KUMT until 98; AOR until 86; Religion until 90; Country until 92; AOR until 96; Classic Hits until 01
KODJ-F	KLCY until 91; KALL until 93; AC until 91
KRSP-F	AOR until 95; Oldies-70's to Classic AOR to Classic Hits
KZNS	KDYL until 01; Standards until 00
KYFO-F	KJQN until 92; KKBE until 93; AOR until 92; CHR until 93
KURR-F	KUTQ until 96; CHR until 96; AOR until 98
KSFI-F	KSL until 78; EZ to Soft AC by early 90's
KISN-F	KLUB until 78; EZ until 81; AC until 84; AC/CHR until 90; Oldies 80's until --
KWDZ	KALL until about 02; EZ until 77; AC to Full Service by late 80's; Full Service early 90's
KNRS	KLUB until 89; KISN until 97; EZ until 83; CHR until 91
KBEE-F	KCPX until 92; KVR1 until 95; CHR until 90
KKDS	KRSP until 90; Oldies until 90; Format and Calls --- during 90's
KBER-F	KDAB until 89; Jazz until 89
KBEE	KUTR until 89; KLZX until 90; KCNR until --; AC until 88; Religion until 89; AOR until 90; News until mid 90's; Kids until late 90's
KENZ-F	KABE until mid-80's; KMGR until 92; Soft AC until 92; AC until 96; KMXB until 96
KUDD-F	KRPN until 92; KRGQ until 95; KRGO until 96; Oldies until 92; Country until 96; KRKR until 97; AOR until 99; KSNU until 00; KFVR until 01
KOSY-F	KQOL until 93; KUJJ until 95; KBKK until 97; Format unknown until 94; Country until 97

MAJOR STATION TRANSACTIONS: 1970 to 2003

		\$
1970 KLO (Ogden)	Sold by Heftal	300,000
1976 KFMY-F (Provo)	Sold to First Media	615,000
1979 KUTR, KLTQ-F		600,000
1982 KBUG, KCPX-F	From Columbia Pix to John Price	2,950,000
1984 KUTR, KLTQ-F	Sold to Sunrise	2,085,000
1985 KMGR-F (Orem)	Sold to Transcom	1,500,000
1985 KDAB-F (Ogden)	Sold to Albimar	2,200,000
1985 KLUB, KISN-F		4,750,000
1985 KKAT-F	Sold to Brown	2,900,000
1985 KLRZ-F (Provo)		1,600,000
1986 KMGR (Murray)	Sold to Transcom	500,000
1987 KZOL-F (Provo)	From First Media to Cook Inlet	2,000,000
1988 KMGR A/F (Orem)	From Transcom to Bingham	1,922,000
1988 KKWY-F		1,825,000
1988 KLZX-F	From Sunrise Citadel	1,400,000
1988 KTOU-F (Provo)		940,000
1989 KJQN A/F (Ogden)		825,000
1989 KRPN-F (Roy)	Sold to Bonneville	1,250,000
1989 KDAB-F (Salt Lake City)		1,850,000
1989 KBER-F (Spanish Fork)		1,000,000
1990 KMGR A/F		3,500,000
1990 KFMY, KZOL-F (Provo)	Sold by Cook Inlet	2,750,000
1990 KKAT-F	From Brown to Apollo	12,000,000
1992 KQOL-F (Spanish Fork)		1,175,000
1992 KBBX, KBCK-F (Centerville)	From Kaufman to Ragan Henry	1,650,000
1992 KALL A/F	From Hatch to Apollo	1,900,000
1992 KZHT-F (Provo)	From Golden Bear to Chris Divine	1,000,000
1992 KMGR-F (Orem)	From Bechtel to Ragan Henry	1,000,000
1993 KRSP-F	Sold to owners of KSFI-F, KDYL (D)	1,200,000
1994 KZHT-F (Provo)	Sold to KTKK/KUTQ-owner	1,110,000
1994 KBER-F (Ogden)	Distress sale by Devine	1,650,000
1995 KISN A/F	Sold to Trumper	5,250,000
1995 KUMT-F (Centerville)	From Ragan Henry to Trumper	1,850,000
1995 KALL	From Apollo to Regent	1,800,000
1995 KODJ-F	From Apollo to Regent	2,800,000
1995 KKAT-F	From Apollo to Regent	18,500,000
1995 KMXB-F (Orem)	From Ragan Henry to Marriott	1,250,000
1996 KBER-F	Sold to Citadel	7,700,000
1996 KRGO-F (Roy)		700,000
1996 KUTQ-F, KZHT-F	Sold to Regent	11,000,000
1996 KALL	From Regent to Jacor	4,000,000
1996 KKAT-F	From Regent to Jacor	18,000,000
1996 KODJ-F	From Regent to Jacor	9,000,000
1996 KUTQ-F	From Regent to Jacor	8,000,000
1996 KZHT-F	From Regent to Jacor	7,000,000
1996 KENZ-F (107.5)	Sold to Citadel	5,500,000
1996 KTLF-F (Toole)	Sold to Simmons	650,000
1997 KFAM	Sold to Jacor	1,200,000
1997 KBKK-F	Sold to Jacor	4,500,000
1997 KFNZ, KBEE-F	From John Price to Citadel	2,900,000
1997 KRGQ (1550)		500,000
1997 KISN (570)	Traded by Trumper to Jacor	KBKK-F
1997 KBKK-F	Traded by Jacor to Trumper	KISN
1997 KQMB-F	Sold to Simmons	3,400,000
1997 KXRK-F	Sold to Simmons	5,500,000
1998 KQMB-F	Sold to Simmons Family	3,400,000
1998 KXRK-F	Sold to Simmons	10,400,000
1998	All Jacor stations sold to Clear Channel	---
1998 KMGR-F	From Simmons to Devine	3,000,000
1999 KRAP-F	From First National to Trumper	300,000
1999 KSNN-F		3,250,000
1999 KWUN	Sold to Citadel	600,000
2000 KISN-F	From Trumper to Clear Channel	---
2000 KCPX-F, KOSY-F, KRAR-F	From Trumper to Mercury	---

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HIGHEST BILLING STATIONS

1984	1985	1986	1987	1988	1989
1 KSL 3.9	KSL 4.7	KSL 5.1	KSL 5.3	KSL 4.5	KSL 4.5
2 KSFI-F 2.3	KSFI-F 2.7	KSFI-F 3.0	KSFI-F 2.8	KKAT-F 3.5	KKAT-F 4.1
3 KLCY-F 2.1	KLCY-F 2.6	KCPX AF 2.6	KRSP-F 2.5	KRSP AF 2.9	KISN AF 3.1
4 KALL 1.5	KCPX AF 2.5	KLCY-F 2.2	KKAT-F 2.4	KISN-F 2.8	KCPX AF 3.0
5 KRSP-F 1.4	KALL 2.0	KALL 2.0		KSFI-F 2.7	KSFI-F 2.9
6 KCPX-F 1.3	KRSP AF 1.9	KRSP-F 2.0		KCPX-F 2.5	KRSP-F 2.8
7		KKAT-F 1.8			ALL/LCY 2.4
8		KISN-F 0.7			
9		KSOP-F 0.6			
10					

1990	1991	1992	1993	1994	1995
1 KKAT-F 4.2	KKAT-F 4.3	KKAT-F 4.5	KKAT-F 5.0	KSFI-F 5.5	KSFI-F 6.4
2 KSL 4.0	KSL 3.8	KSL 4.1	KSL 4.3	KKAT-F 5.3	KSL 4.6
3 KISN-F 3.4	KLZX AF 3.2	KLZX-F 3.1	KSFI-F 4.2	KSL 4.0	KKAT-F 4.4
4 KLZX AF 3.1	KISN-F 3.0	KSFI-F 3.1	KLZX AF 3.3	KSOP AF 2.9	KSOP AF 3.9
5 KSFI-F 3.0	KSFI-F 3.0	KISN-F 2.4	KSOP AF 2.5	KLZX-F 2.8	KRSP-F 3.3
6 ALL/LCY 2.8	KSO AF 2.5	KSOP AF 2.2	KISN-F 2.2	KISN-F 2.2	KISN-F 2.9
7 KSOP AF 2.5		KBER-F 1.6	KBER-F 1.7	KRSP-F 2.0	KBEE-F 2.6
8 KCPX AF 2.3		KCPX-F 1.1	KALL-F 1.2	KVRI-F 1.9	KALL 2.4
9		KUTQ-F 1.0	KUTQ-F 1.1	KXRK-F 1.7	KBER-F 2.1
10			KVRI-F 1.1	KBER-F 1.5	KXRK-F 2.0
11				KALL 1.4	KODJ-F 1.7
12				KUTQ-F 1.4	KUBL-F 1.6
13					KBZN-F 1.5

1996	1997	1998	1999	2000	2001
1 KSFI-F 7.4	KSL 8.4	KSL 9.5	KSL 9.7	KSL 10.4	KSL 11.3
2 KSL 7.2	KSFI-F 8.2	KSFI-F 8.4	KSFI-F 7.6	KSFI-F 8.0	KSFI-F 8.0
3 KRSP-F 4.5	KISN-F 4.8	KISN-F 4.7	KENZ-F 4.7	KENZ-F 5.0	KUBL-F 4.9
4 KKAT FF 4.2	KODJ AF 4.3	KODJ-F 4.4	KODJ-F 4.2	KUBL-F 4.8	KXRK-F 4.7
5 KSOP-F 4.0	KRSP-F 4.2	KSOP AF 4.3	KSOP AF 4.1	KISN-F 4.4	KRSP-F 4.6
6 KISN-F 3.6	KODJ-F 4.1	KRSP-F 4.1	KUBL-F 4.0	KSOP AF 4.3	KODJ-F 4.4
7 KODJ-F 3.2	KBEE-F 3.6	KUBL-F 3.9	KISN-F 3.8	KZHT-F 4.2	KSOP AF 4.4
8 KBEE-F 3.0	KUBL-F 3.5	KBEE-F 3.8	KZHT-F 3.8	KXRK-F 4.1	KZHT-F 4.4
9 KUDL-F 3.0	KALL 3.2	KENZ-F 3.3	KRSP-F 3.7	KODJ-F 4.1	KENZ-F 4.3
10 KALL 2.5	KXRK-F 2.6	KXRK-F 3.1	KRSP-F 3.6	KRSP-F 4.0	KISN-F 4.1
11 KBER-F 2.4	KKAT FF 2.6	KZHT-F 2.8	KBEE-F 3.4	KBEE-F 3.5	KBER-F 3.8
12 KXRK-F 2.2	KBER-F 2.3	KKAT-F 2.7	KURR-F 3.1	KURR-F 3.5	KKAT-F 3.3
13 KUMT-F 1.7	KENZ-F 2.2	KBEE-F 2.5	KKAT-F 3.0	KKAT-F 3.5	KBEE-F 3.3
14 KISN-F 1.8	KZHT-F 1.8	KALL 2.2	KBER-F 2.7	KBER-F 3.2	KURR-F 3.1
15				KFNZ 2.7	KQMB-F 2.3
16				KQMB-F 2.7	KALL 2.3

2002	2003
1 KSL 11.7	KSL 12.0
2 KSFI-F 8.7	KSFI-F 8.1
3 KUBL-F 5.6	KUBL-F 6.0
4 KENZ-F 4.7	KODJ-F 4.9
5 KODJ-F 4.6	KRSP-F 4.8
6 KRSP-F 4.5	KXRK-F 4.5
7 KZHT-F 4.4	KBEE-F 4.4
8 KXRK-F 4.2	KENZ-F 3.7
9 KBEE-F 3.4	KZHT-F 3.7
10 KKAT-F 3.0	KQMB-F 3.7
11 KBER-F 3.0	KRSP-F 4.8
12 KSOP-F 3.0	KOSY-F 3.2
13 KHTB-F 2.9	KBER-F 3.1
	KSOP-F 3.0

**DUNCAN'S COMMENTS**

In the 1980's Salt Lake City was one of the worst large markets in the country. By 2000 Salt Lake had not become one of the best large markets but it is now a good radio market. A 200% revenue gain in one decade will do wonders for a market. Salt Lake still has some flaws to worry about, however. The number of viable stations is up by 30% since 1990 and there maybe a few more coming. Listening levels have fallen by 27% since 1991. The 11.9 APR is one of the lowest levels for any market. Finally, unlisted station listening while still low appears to be increasing.

Two stations stand out to me. The first is KSL which has long been the voice of Salt Lake City. The second, and nearly as impressive, is KSFI which I believe was once owned by KSL/Bonneville. KSFI was one of many EZ stations which transitioned to Soft AC by the early 1990's. The station has remained in the top tier of stations in Salt Lake.

Note that only KSL has ever billed more than \$10 million in one year.

HIGHEST BILLING RADIO ENTITIES

1984	1985	1986	1987	1988	1989
1 Apollo \$ 7.9 (20.5)	1 Simmons \$ 10.5 (21.9)	1 Simmons \$ 13.3 (23.1)			
2 Simmons 7.8 (20.2)	2 Regent 8.5 (17.7)	2 Jacor 12.4 (21.5)			
3 Bonneville 4.0 (10.4)	3 Trumper 5.6 (11.7)	3 Bonneville 7.2 (12.5)			
	4 Bonneville 5.6 (11.7)	4 Trumper 6.9 (11.9)			
	5 KSOP A/F 3.9 (8.1)	5 Citadel 5.6 (9.7)			
	6 KCNR,KBEE-F 2.8 (5.8)	6 KSOP A/F 4.0 (8.9)			
	7 KUTQ,KZHT 2.5 (5.2)	7 KBEE-F 3.0 (5.2)			
	8 KBER-F 2.1 (4.4)	8 KXRK-F 2.2 (3.8)			

1990	1991	1992	1993	1994	1995
1 Simmons \$ 14.8 (22.6)	1 Simmons \$ 17.8 (23.9)	1 Clear Channel \$ 18.5 (23.1)			
2 Citadel 12.7 (19.4)	2 Citadel 16.0 (21.5)	2 Simmons 17.8 (22.3)			
3 Jacor 12.6 (19.2)	3 Jacor 15.6 (21.0)	3 Citadel 17.7 (22.1)			
4 Bonneville 8.4 (12.9)	4 Bonneville 9.5 (12.8)	4 Bonneville 9.7 (12.1)			
5 Trumper 6.2 (9.5)	5 Trumper 6.5 (8.7)	5 Trumper 6.4 (8.0)			
6 KSOP A/F 4.3 (6.6)	6 KSOP A/F 4.3 (5.8)	6 KSOP A/F 4.1 (5.1)			
7 KXRK-F 2.6 (4.0)					
8 KLO,KBZN-F 1.7 (2.5)					

2000	2001	2002
1 Clear Channel \$ 27.8 (30.9)	1 Clear Channel \$ 21.5 (24.8)	1 Bonneville \$ 27.2
2 Simmons 19.4 (21.5)	2 Simmons 20.0 (23.1)	2 Citadel 21.7
3 Citadel 19.2 (21.3)	3 Citadel 18.4 (21.2)	3 Clear Channel 20.1
4 Bonneville 10.4 (11.6)	4 Bonneville 11.3 (13.0)	4 Simmons 6.0
5 KSOP A/F 4.3 (4.8)	5 KOSY,KCPX 5.3 (6.1)	5 KSOP 3.2
6 KCPX,KOSY 3.4 (3.8)	6 KSOP A/F 4.4 (5.1)	
7 KUUV-F et al. 2.0 (2.3)	7 Marathon 2.9 (3.4)	

All 2002 and 2003 financial data is provided by BIA Financial.

MAJOR STATION TRANSACTIONS: CONTINUED

2001 KMXU-F	Sold to Devine	\$ 2,000,000
2001 KALL	From Clear Channel to Mercury	---
2002 KRSP-F, KSFI-F, KQMB-F	From Simmons to Bonneville	NA
2002 KUTR (Taylorsville)		2,000,000
2003 KKAT-F, KZHT-F	From Clear Channel to Chris Devine	26,000,000
2003 KCPX-F, KOSY-F		22,000,000
2004 KRAR-F (Brigham)		4,000,000
2004 KOVO (Provo)		1,000,000
2004 KKAT-F	From Chris Devine to Citadel	16,000,000
2004 KSGO (Centerville)		1,500,000