

SOUTHWEST MONTANA MARKETING

FASTFACTS

The Importance of Regional Population to Your Marketing

Sources: State of Montana and Prospera Business Network, Bozeman, October 2010

- Gallatin County continues to be the fastest growing county in Montana, with a 33.2% growth rate from 2000 to 2010.
- The population of Gallatin County is 90,400 and the vast majority of growth has occurred outside the city of Bozeman.
- In contrast to other Montana metros, the majority of the population of Gallatin County lives outside of Bozeman.
- Less than 45% of the county's population lives in Bozeman proper, compared to 75% and up in other Montana metros.
- Bozeman area is a shopping "magnet" for surrounding counties as well, creating a rich, multi-county Retail Trade Area.
- By 2015, the population of Gallatin County is expected to exceed 105,000 - and lead the state – with a 16%, five year growth rate.
- As the Mayor of Bozeman said in December, 2010, *"When people move to Montana and the Gallatin Valley, they are not moving here to live in the city of Bozeman."*

You need an advertising "delivery system" capable of reaching not only the population center in Bozeman, but also the larger Retail Trade Area outside of the city and Gallatin County. Consumers in this vast marketplace can only be influenced by the radio or TV stations able to reach them.

By virtue of our unique transmitter locations in Gallatin and Madison County Montana's SuperStation Network, The Eagle - comprised of KBZM Big Sky 104.7 and KKQX Bozeman 105.7 – together with K-SKY Country 106.9, are the ONLY stations that can reach all of Gallatin County and the surrounding region: Big Sky, Ennis Three Forks, West Yellowstone, Dillon and on and on - every town in the 6+ county Retail Trade Area.

