



# Rock 'N' Roll Radio Listener Profile

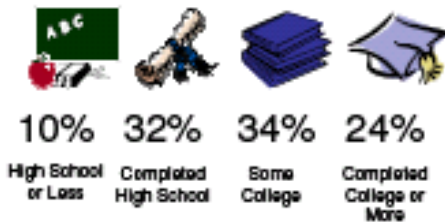
## Gender



## Household Income



## Education



## Home Ownership

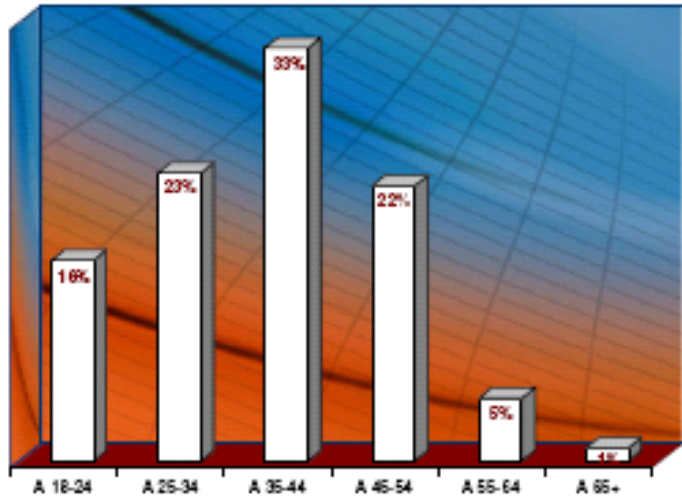


**72%**  
Own Home



## Demographic Breakout

Source: Radio Advertising Bureau



## Occupation

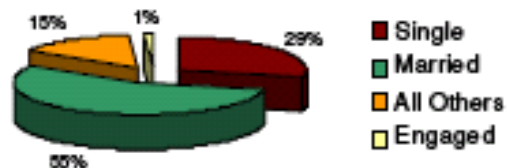
Professional and Related Occupations	15%
Management, Business and Financial	13%
Sales and Office	18%
Natural Resources, Construction, Maintenance	13%
Other	22%

## Households with Children



**50%**  
have children at home

## Marital Status

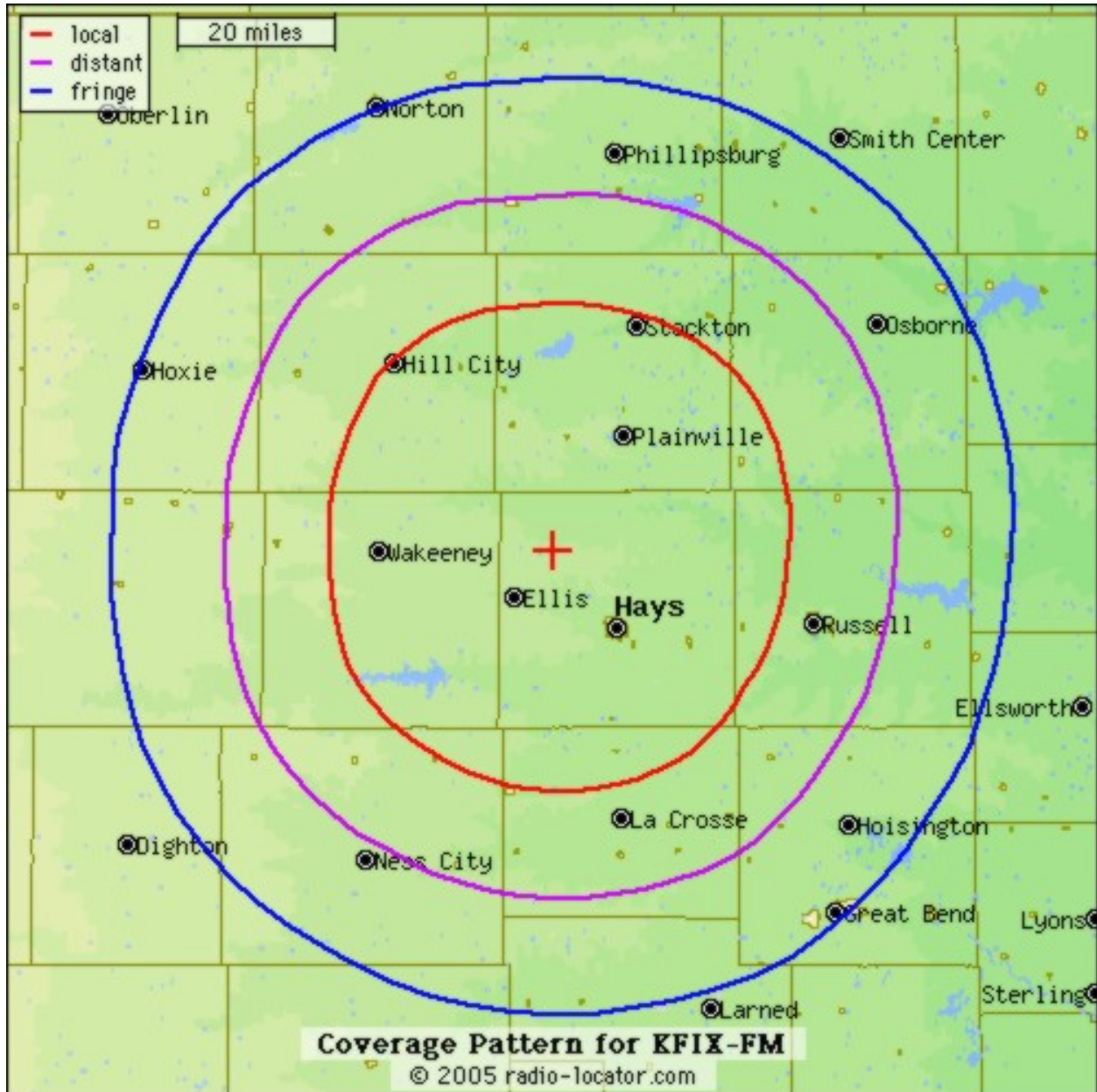


**"Our Listeners Are Your Potential Customers!"**



## KFIX FM "Rock 'n Roll" Maps

2300 Hall St, Hays, Kansas 67601  
785-625-2578, [www.kfix.com](http://www.kfix.com)



KFIX Listening Area includes the cities of Hays, Ellis, WaKeeney, Plainville, Hill City, Stockton, LaCrosse, Russell and other communities within a 14 county area.



## KFIX FM "Rock 'n Roll" Programming

2300 Hall St, Hays, Kansas 67601  
785-625-2578, [www.kfix.com](http://www.kfix.com)

**KFIX 96.9**, The Fix, features a Rock 'n Roll Format with a target audience of adults 35-54, syndicated shows Nights with Alice Cooper, House of Blues, House of Hair, The Classics, National Lampoon Sports, and the Kansas City Chiefs. KFIX is the home of Hays High School sports and features the Cameron Perry's "Morning Madhouse" and the "Electric Lunch" middays and Mike Cooper's Community interview of the week.

