

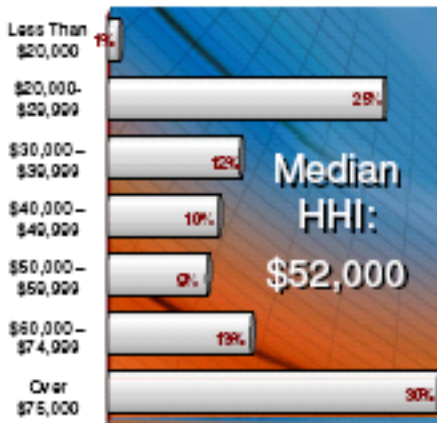


Real Country Listener Profile

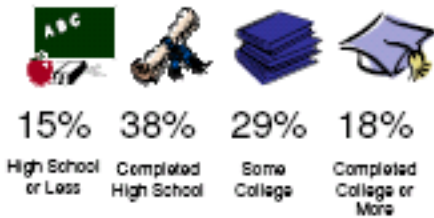
Gender



Household Income



Education



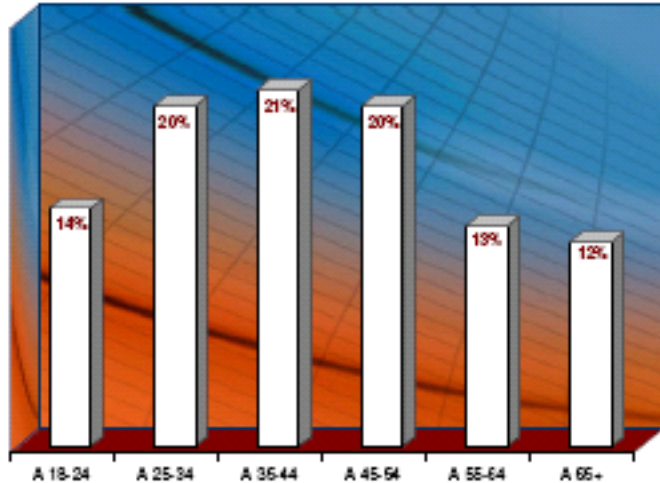
Home Ownership



73% Own Home

Demographic Breakout

Source: Radio Advertising Bureau



Occupation

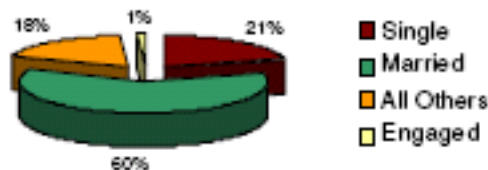
Professional and Related Occupations	12%
Management, Business and Financial	10%
Sales and Office	17%
Natural Resources, Construction, Maintenance	9%
Other	21%

Households with Children



45% have children at home

Marital Status

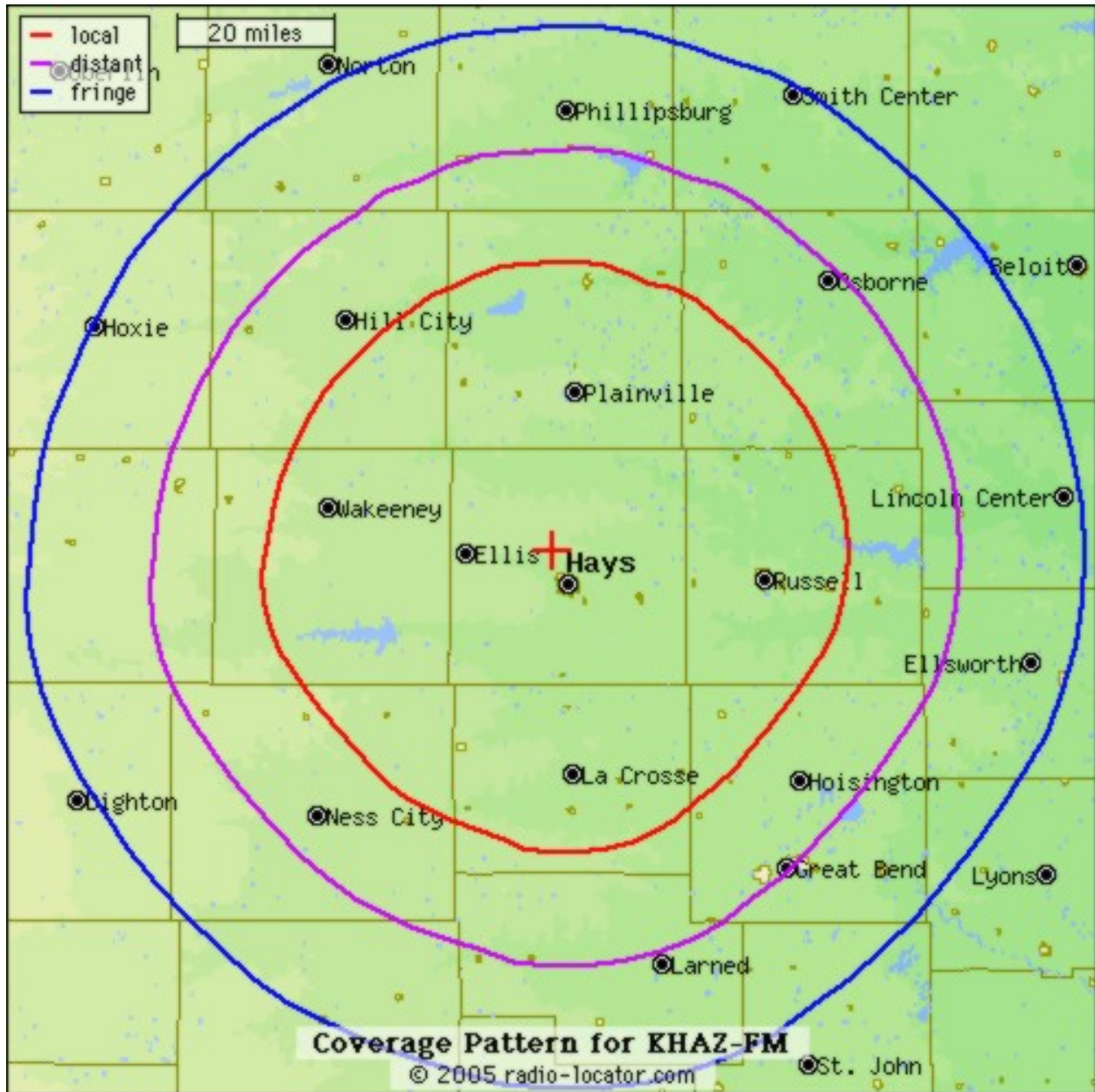


“Our Listeners are your potential customers”



KHAZ FM "Real Country" Maps

2300 Hall St, Hays, Kansas 67601
785-625-2578, www.99kzcountry.com



KKQY Listening Area includes the cities of Hays, Ellis, WaKeeney, Plainville, Hill City, Stockton, LaCrosse, Russell, Hoisington, Great Bend, Ness City and other communities within a 18 county area.



KHAZ FM "Real Country" Programming

2300 Hall St, Hays, Kansas 67601
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KHAZ, 99KZ Country, features an Real Country Format with shows from Country Gold Saturday Night with Rowdy Yates, Classic Country Café, Steve Lewis' Battle of the Legends, Bob Kingsley's Country Top 40. KHAZ features Todd Nelson in the Morning, Theresa Trapp Middays, and the "Ag Info Center" 5 times daily.



AG INFO CENTER



Todd Nelson



Theresa Trapp