

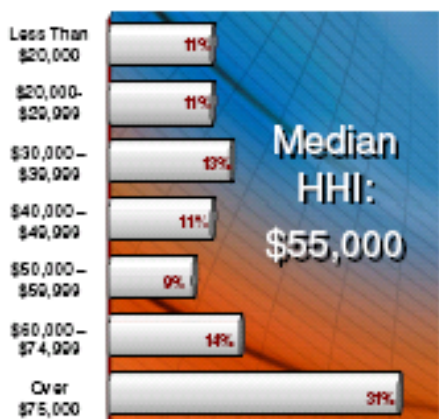


# Hot Country Listener Profile

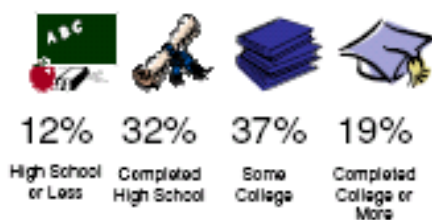
## Gender



## Household Income



## Education



## Home Ownership



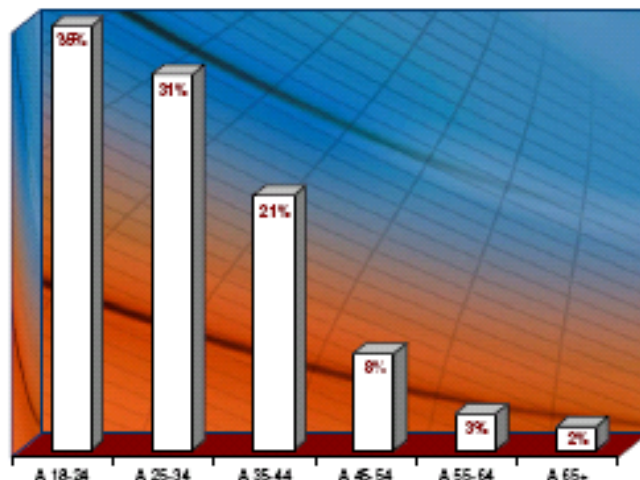
**65% Own Home**



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

## Demographic Breakout

Source: Radio Advertising Bureau



## Occupation

Professional and Related Occupations	12%
Management, Business and Financial	9%
Sales and Office	23%
Natural Resources, Construction, Maintenance	9%
Other	25%

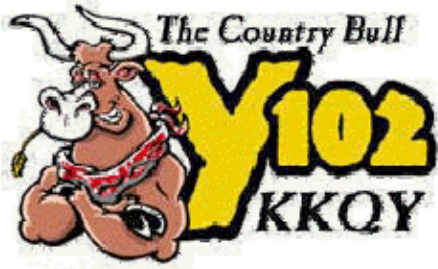
## Households with Children



**58% have children at home**

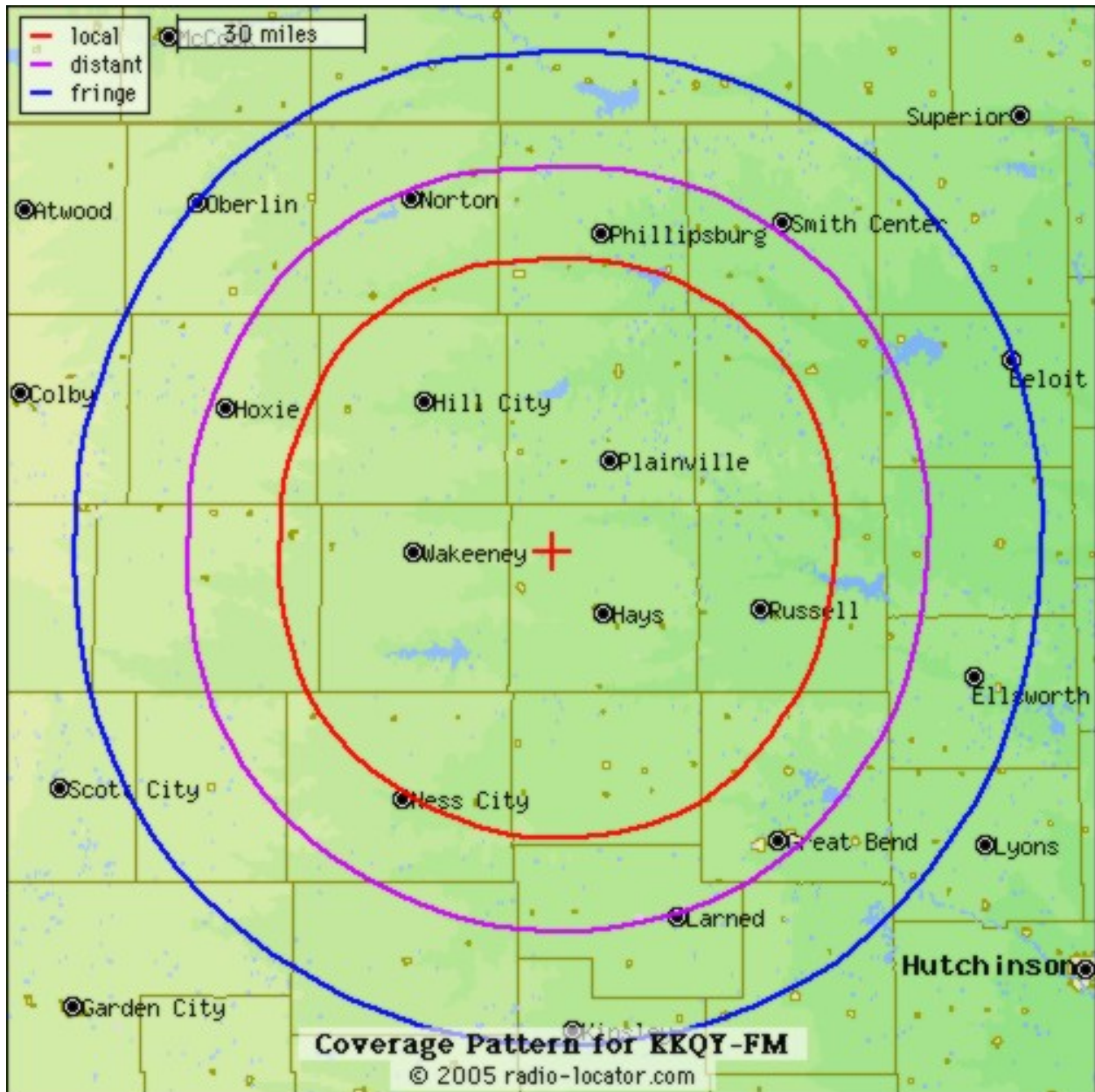
## Marital Status



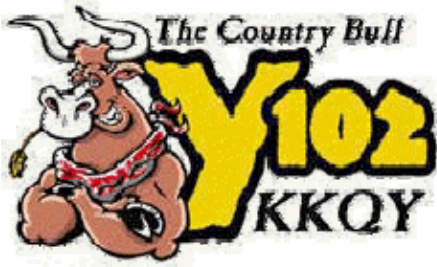


# KKQY FM "Hot Country" Maps

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



KKQY Listening Area includes the cities of Hays, Ellis, WaKeeney, Plainville, Hill City, Stockton, Phillipsburg, LaCrosse, Russell, Great Bend, Ness City and other communities within a 21 county area.



## KKQY FM "Hot Country"

### Programming

2300 Hall St, Hays, Kansas 67601

785-625-2578, [www.kkqy.com](http://www.kkqy.com)

**KKQY 101.9**, Y102, features a Hot Country Format with syndicated shows from Lia Knight, Crook & Chase, Jeff Foxworthy Country Countdown, New Music Nashville, America's Grand Ole Opry Weekend, and NASCAR USA, as well as NASCAR races, and a local high school area Game of the Week. KKQY features mornings with Scott Boomer's "Big Show", afternoons with Todd Haskell, and Carly Evans with your "5 O'Clock Bullride."

