

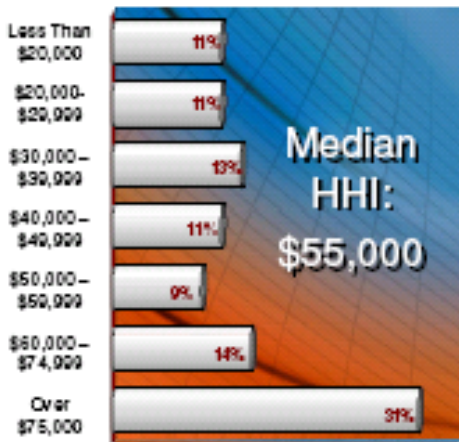


Hot Country Listener Profile

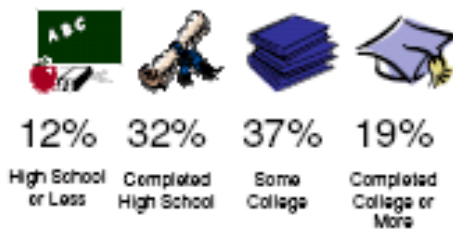
Gender



Household Income



Education



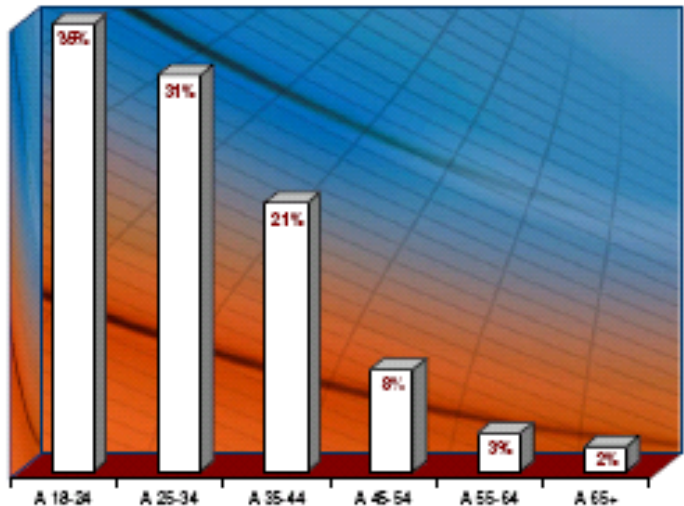
Home Ownership



65% Own Home

Demographic Breakout

Source: Radio Advertising Bureau



Occupation

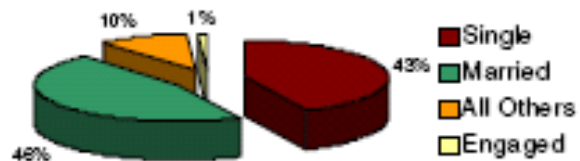
Professional and Related Occupations	12%
Management, Business and Financial	9%
Sales and Office	23%
Natural Resources, Construction, Maintenance	9%
Other	25%

Households with Children

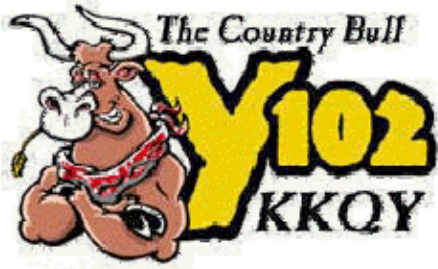


58% have children at home

Marital Status

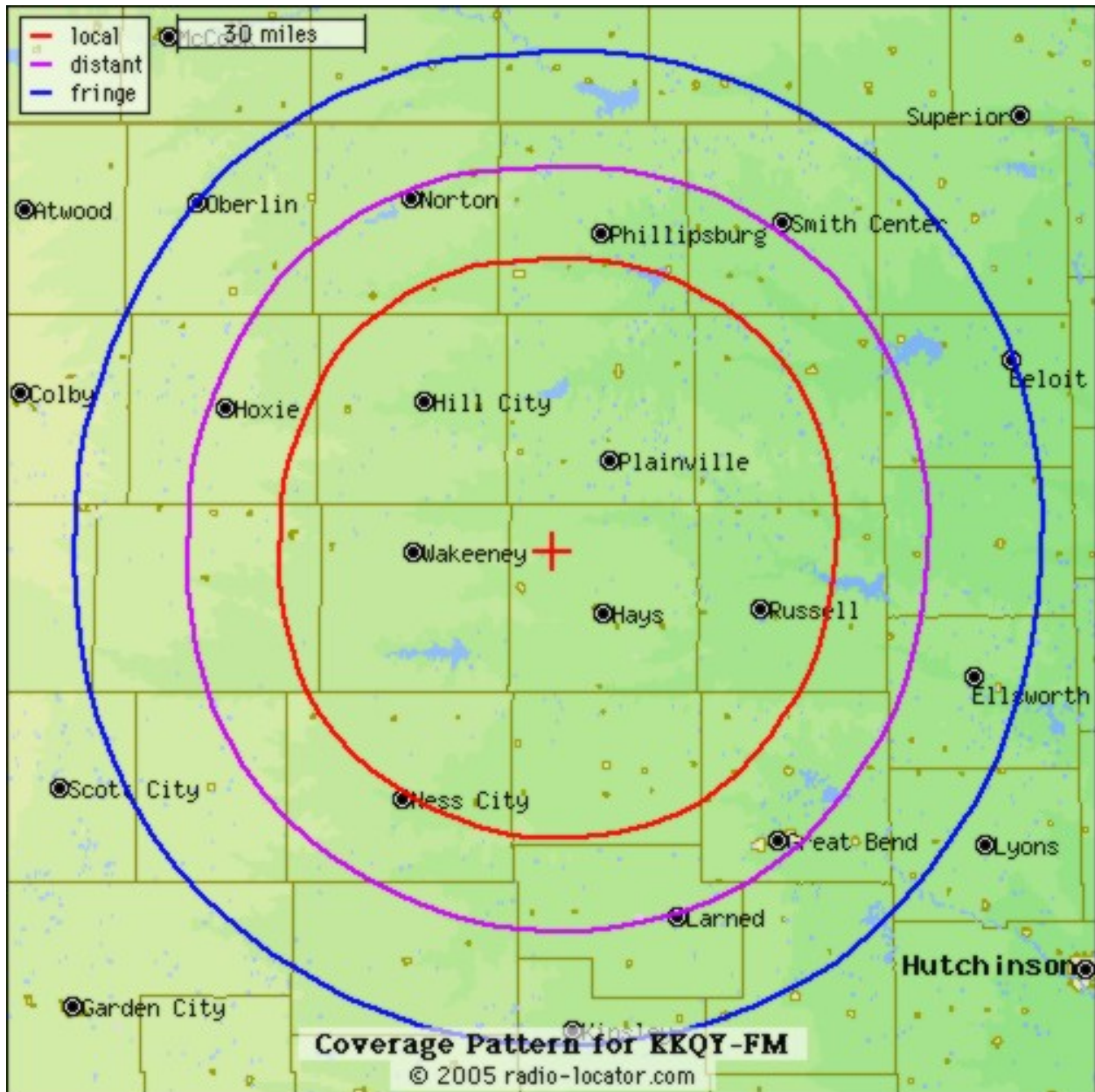


"Our Listeners are Your Potential Customers!"

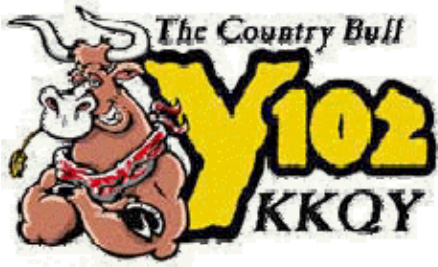


KKQY FM "Hot Country" Maps

2300 Hall St, Hays, Kansas 67601
785-625-2578



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

KKQY 101.9, Y102, features a Hot Country Format with syndicated shows from Lia Knight, Crook & Chase, 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 Todd Haskell and Mike Holliday", afternoons with Matt Gervais, and Carly Evans with your "5:09 BullRide."

