



A Broadcast Service of Pittsburg State University

Demographics

With KRPS your business can reach 31,300* of the most affluent and highly educated radio listeners in the four-state region.

EDUCATION

64% of KRPS listeners hold a Bachelor's Degree or higher**

The four-state region's average of people who hold a Bachelor's Degree or higher is only 21.1%***

INCOME

30% of KRPS listeners enjoy a household income of \$60,000 or more**

23% of KRPS listeners enjoy a household income of more than \$100,000**

The four-state region's average household income is \$43,035***

AGE

18% of KRPS listeners are age 35 to 54**

34% of KRPS listeners are age 55 to 64**

46% of KRPS listeners are age 65 or older**

Nearly 100% of KRPS listeners are 35 or older

*Produced from data © 2008 Arbitron, Inc., Cume Total Market Persons 12+, Mon.-Sun., 6a-12Mid., Spring 2008.

** 2008 KRPS Members Only Survey

*** <http://www.census.gov/>