

KRPS Demographics

EMPLOYMENT

51% of KRPS Listeners are employed outside the home*
41% of KRPS Listeners are retired*

EDUCATION

55% of KRPS Listeners hold at least a graduate degree*
16% of KRPS Listeners hold a Ph.D., M.D. or similar advanced degree*

INCOME

50% of KRPS Listeners make an annual total household income of \$55,000 or more*
18% of KRPS Listeners make an annual total household income of \$55,000 to \$74,999*
17% of KRPS Listeners make an annual total household income of \$75,000 to \$99,999*
15% of KRPS Listeners make an annual total household income of \$100,000+ *

AGE

67% of KRPS Listeners are 55 years of age or older*

GENDER

44% of KRPS Listeners are male*
56% of KRPS Listeners are female*

State Specific Figures

Members are KRPS Listeners who have chosen to financially support KRPS.

There are currently 1,613 KRPS Members.**
44% of KRPS Members reside in Kansas.**
42% of KRPS Members reside in Missouri.**
10% of KRPS Members reside in Oklahoma.**

A pledge is the promise a KRPS Listener makes to financially support the station.

In 2006, there were 1,950 pledges made by listeners to support KRPS.**
43% of pledges made in 2006 were pledged by residents of Kansas.**
42% of pledges made in 2006 were pledged by residents of Missouri.**
10% of pledges made in 2006 were pledged by residents of Oklahoma.**

A total of \$175,802 were pledged to KRPS in 2006.**

38% of the dollars pledged in 2006 were pledged by residents of Kansas.**
39% of the dollars pledged in 2006 were pledged by residents of Missouri.**
12% of the dollars pledged in 2006 were pledged by residents of Oklahoma.**