



# DEMOGRAPHICS

With KRPS **your** business can reach **31,300\*** of the most affluent and highly educated radio listeners in the 4-States.

## EDUCATION

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

The 4-State average of people who hold a Bachelor's Degree or higher is only 21.1%\*\*\*

## INCOME

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

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

The 4 States average total 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 and older\*\*

***Nearly 100% of KRPS listeners are 35 or older***



## Other Facts You Should Know

88% of KRPS listeners said they patronize businesses that support KRPS when possible\*\*

91% of KRPS listeners said they notice the names of local businesses that underwrite on KRPS\*\*

91% of KRPS listeners have been listening to KRPS for more than 5 years\*\*

91% of KRPS listeners agree that underwriting does NOT take away from the overall listening experience on KRPS\*\*

98% of KRPS listeners think that underwriting is an important part of the overall funding on KRPS\*\*

99% of KRPS listeners believe KRPS contributes to making the 4-State area a better place to live\*\*

99% of KRPS listeners feel it is important to financially support KRPS annually\*\*

Source:

\*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/>