

# ***KBKH 92.9-FM***

## **92.9-FM Audience Profile:**

- 215% more likely to use home computer banking.
- 195% more likely to have a household income of \$75,000+.
- 177% more likely to be a tennis player.
- 176% more likely to be a Financial Professional.
- 166% more likely to have a home improvement loan.
- 166% more likely to spend \$150-\$299 on all groceries per week.
- 153% more likely to have a household income of \$100,000+.
- 150% more likely to participate in team sports.
- 110% more likely to use the American Express Card.
- 108% more likely to have a household income of \$50,000+.
- 107% more likely to have a 401(k).
- 106% more likely to use on-line services for purchasing items.
- 81% more likely to shop in Flea Markets.
- 71% more likely to shop at the Mall.
- 56% more likely to jog.
- 50% more likely to have stocks and bonds.
- 48% more likely to shop at Sam's Club.
- 43% more likely to require the services of a bail bondsman, be elected to office or both.
- 42% more likely to own a computer.
- 40% more likely to have an automobile loan.
- 36% more likely to participate in aerobic workouts.
- 35% more likely to purchase DVD movies.
- 33% more likely to have a household income of \$150,000.
- 21% more likely to participate in bicycling.

### **Total Listeners Living Within Our Coverage: 197,260**

Total White Listeners: 164,259

Total Hispanic Listeners:24,273

Total African/American Listeners:9,736

Total Native American Listeners:3,695

Total Asian Listeners:895

**If you would like to reach these active consumers contact our sales department at  
806.256.1221**