



# AUDIENCE PROFILE

**KKBQ-FM**  
**HOUSTON, TEXAS**

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## Total Adult Audience = 788,800 Persons

		<u>%</u>	<u>INDEX</u>	<u>PERSONS</u>
<b>SEX</b>	Men	48%	97	381,500
	Women	52%	102	407,300
<b>AGE</b> <i>Average Age = 36.3 Years</i> <i>Median Age = 37.4 Years</i>	18 - 24	14%	108	111,400
	25 - 34	18%	92	145,300
	35 - 44	22%	111	176,700
	45 - 54	23%	115	177,600
	55 - 64	15%	105	120,000
	65+	7%	59	57,800
	<b>Adults 18-49</b>	<b>67%</b>	<b>106</b>	<b>530,100</b>
<b>RACE</b>	African-American	7%	43	56,700
	Hispanic	25%	80	194,200
	Other	68%	130	537,900
<b>MARITAL STATUS</b>	Married	58%	99	459,900
	Single	32%	121	249,300
	Divorced/Separated	9%	90	67,000
<b>FAMILY SIZE</b> <i>Average HH Size = 3.6 Persons</i>	1 Person	8%	71	60,700
	2 Persons	23%	95	181,400
	3 Persons	22%	112	172,700
	4+ Persons	48%	105	374,700
	Children At Home (under 18)	54%	108	422,800
	Teenagers in Household	26%	105	204,300
	Children Under 12 At Home	40%	108	316,300
<b>EDUCATION</b>	High School Graduate	28%	97	224,000
	Some College	37%	130	292,600
	College Graduate	26%	95	205,900
	Attended Technical School	26%	98	205,900
<b>FINANCIAL</b> <i>Average HH Income = \$99,185</i> <i>Median HH Income = \$83,134</i>	Two Income Family	43%	117	336,000
	\$75,000 - \$100,000 HH Income	21%	129	162,500
	\$100,000+ HH Income	17%	118	134,900
	\$150,000+ HH Income	19%	126	149,900
	Employed Full-Time	56%	108	438,600
<b>OCCUPATION</b>	Professional and Related	17%	112	135,700
	Executives/Managers	19%	127	146,700
	White Collar	53%	121	416,500
	Small Business Owner	4%	77	29,200
	Self-Employed	9%	97	71,000
	Work At Home	8%	147	66,300
<b>DWELLING</b> <i>Average Home Value = \$202,333</i> <i>Median Years @ Current Home = 5.6</i>	Homeowner	74%	103	581,300
	Home Value \$100,000-\$200,000	33%	104	263,500
	Home Value \$200,000-\$300,000	16%	134	123,100
	Home Value \$300,000+	9%	102	71,000
	Single Family House	74%	101	585,300
	Townhouse or Condominium	6%	89	49,700
	Apartment	11%	83	82,800
	Mobile or Manufactured Home	9%	139	70,200

Sources: Arbitron, Aug-Oct 2009; Scarborough, Sep'08-Aug'09; Houston Metro Survey, Cume Persons, Adults 18+, M-Su 6A-12M. Index is KKBQ vs. Adults 18+ population.