



Houston's Classic Hits

# AUDIENCE PROFILE

**KGLK-FM**  
**HOUSTON, TEXAS**

www.1075theeagle.com

**Total Adult Audience = 670,600 Consumers**

		<u>%</u>	<u>INDEX</u>	<u>CONSUMERS</u>
<b>SEX</b>	Men	59%	119	397,300
	Women	41%	81	273,300
<b>AGE</b> <i>Average Age = 41.7 Years</i> <i>Median Age = 45.3 Years</i>	18 - 24	8%	58	51,200
	25 - 34	15%	73	97,800
	35 - 44	21%	105	142,600
	45 - 54	32%	163	214,800
	55 - 64	18%	126	123,100
	65+	6%	49	41,000
	<b>Adults 35-54</b>	<b>53%</b>	<b>134</b>	<b>357,500</b>
<b>RACE</b>	African-American	7%	40	45,500
	Hispanic	23%	74	152,300
	Other	71%	135	472,800
<b>MARITAL STATUS</b>	Married	65%	110	437,900
	Single	22%	84	147,500
	Divorced/Separated	11%	120	75,800
<b>FAMILY SIZE</b> <i>Average HH Size = 3.3 Persons</i>	1 Person	10%	92	67,100
	2 Persons	28%	116	187,800
	3 Persons	23%	118	154,900
	4+ Persons	39%	86	260,200
	Children At Home (under 18)	43%	86	285,000
	Teenagers in Household	29%	117	194,500
	Children Under 12 At Home	24%	63	157,600
<b>EDUCATION</b>	High School Graduate	36%	122	238,700
	Some College	28%	97	185,100
	College Graduate	30%	109	201,200
	Attended Technical School	30%	114	201,900
<b>FINANCIAL</b> <i>Average HH Income = \$103,803</i> <i>Median HH Income = \$82,951</i>	Two Income Family	36%	99	242,100
	\$75,000 - \$100,000 HH Income	16%	99	106,600
	\$100,000 - \$150,000 HH Income	14%	97	93,900
	\$150,000+ HH Income	25%	167	169,000
	Employed Full-Time	55%	107	369,500
<b>OCCUPATION</b>	Professional and Related	15%	96	98,600
	Executives/Managers	18%	121	118,000
	White Collar	51%	116	339,300
	Small Business Owner	4%	90	28,800
	Self-Employed	12%	125	77,800
	Work At Home	8%	135	51,600
<b>DWELLING</b> <i>Average Home Value = \$190,859</i> <i>Median Years @ Current Home = 7.4</i>	Homeowner	77%	108	517,700
	Home Value \$100,000-\$200,000	34%	108	230,700
	Home Value \$200,000-\$300,000	15%	125	97,200
	Home Value \$300,000+	10%	110	65,000
	Single Family House	77%	105	515,000
	Townhouse or Condominium	6%	83	39,600
	Apartment	10%	80	67,700
	Mobile or Manufactured Home	7%	111	47,600

Sources: Arbitron, Jan-Mar'10; Scarborough, Mar'09-Aug'09; Houston Metro Survey, Cume Persons, Adults 18+, M-Su 6A-12M. Index is KGLK vs. Adults 18+ population.

**107.5 The Eagle - Houston's Exclusive Classic Hits Station with Dean & Rog in the Morning Reaching Active, Affluent Adults!**

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