



Who is THE typical KSAM-FM LISTENER?

61.9% are married with 2.03 children

25-54 years of age with the primary age 35-44

75.6% are dedicated radio listeners

31.1% have some college, and 30% have college degrees

75.8% are employed, and of those who are, 43.3% are very satisfied with their jobs.

They gave satisfaction a 9 on a 10 scale!

23% describe themselves as ultra conservative,
18.1% as ultra liberal
and the rest fall somewhere in the middle.