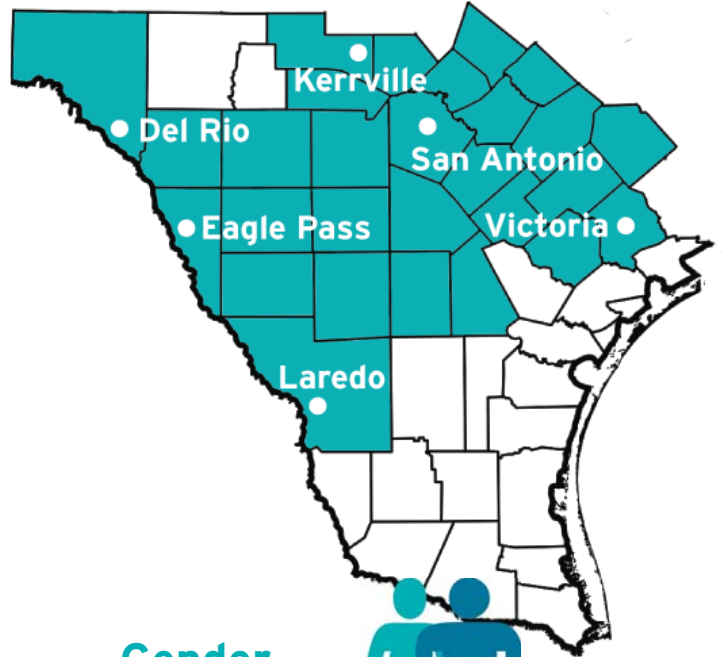


Our Viewing Audience

KLRN is broadcast, without a subscription to cable or satellite, to 30 counties - reaching a potential 3 million viewers. Our successful, educated viewers value programming that teaches, inspires, broadens horizons, and entertains. Seeing you partner with KLRN demonstrates that you share a commitment to an organization that serves the local community.



Race

- White: 86.8%
- Asian: 0.2%
- African American: 11.0%
- Other: 2.0%



Education

- High School: 27.0%
- Some College: 34.4%
- College Graduate: 15.0%
- Post Graduate: 10.3%



Gender

- Women: 69.4%
- Men: 30.6%



Age

- 18-34: 20.0%
- 35-49: 18.5%
- 50+: 61.5%



Household Income

- 35-50k: 19.5%
- 50-75k: 30.1%
- 75-100k: 9.0%
- 100-250k: 15.2%
- 250k+: 2.8%

Source: Nielsen Scarborough Market/Release: San Antonio, TX 2016 Release 1 Total (Feb 2015 - Jan 2016)

