



**FM**  
**NEWS** **101**

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K X L

# Target Audience



KXL has been a trusted source for local news, knowledge and information for over 87 years!

KXL is home to the national talk superstars - Lars Larson and Markley, Van Camp & Robbins. The station is targeted locally for the **35-64 year males and females** reaching over **113k Facebook followers**.

# 198,000+

Weekly listeners

## Live & Local

Studios in Downtown PDX

## Consistency

Strong and consistent with adults 35-64

## Hosts

Brett Reckamp & Veronica Carter,  
Jamie Markley & David Van Camp,  
Lars Larson, and Clyde Lewis

Source: Nielsen Scarborough, Portland, OR MSA, R2 2021 (Jul20-Jul21),  
M-Su 6a-12m, A18+, KXL-FM. Facebook followers as of 3-4-2022.

# Target Audience

## 64%

of listeners attended college

## 45%

of listeners have a household  
income of \$75k+

## 108,000+

Followers on Facebook

## Community

KXL panel events in the Bloodworks  
Live Studio on topics relevant to the  
community.

# Target Audience



- **59%** of the audience falls in the A35-64 demo
- **63%** male / **37%** female
- Also effective with A35-44 & A45-64
- **27%** have children under 18 living at home
- **29%** have a college degree or more and **64%** have some college education
- **70%** are homeowners
- **45%** have a household income of \$75k+
- **59%** work full- or part-time and **27%** are retired

Source: Nielsen Scarborough, Portland, OR MSA,  
R2 2021 (Jul20-Jul21), M-Su 6a-12m, A18+, KXL-FM



# Target Audience

## **KXL reaches affluent, lifestyle-oriented adults!**

- Plans to switch auto insurance in the next year: **Index 185**
- Plans to take a cruise in the next year: **Index 216**
- Market value of owned home \$350k+: **Index 124**
- Household owns a luxury vehicle: **Index 181**
- Household has any investments: **Index 119**

Source: Nielsen Scarborough, Portland, OR MSA,  
R2 2021 (Jul20-Jul21)/Polk by IHS Markit, M-Su 6a-12m, A18+, KXL-FM



# Target Audience



## KXL reaches homeowners who are interested in home improvement services!

- Household installed carpeting or floor covering (past year): **Index 102**
- Household spent \$500-\$4,999 on heating/air conditioning improvements (past year): **Index 349**
- Household made heating/air conditioning improvements (past year): **Index 187**
- Household had any home improvement done in the past year: **Index 122**
- Household plans on remodeling their kitchen in the next year: **Index 130**
- Household plans on adding any addition in the next year: **Index 352**
- Own a residence: **Index 115**

Source: Nielsen Scarborough, Portland, OR MSA, R2 2021 (Jul20-Jul21), M-Su 6a-12m, A18+, KXL-FM

# Target Audience

## KXL reaches business decision makers!

- Works in business and financial operations: **Index 189**
- Participated in information technology purchasing decision (past year): **Index 156**
- Small business owner: **Index 100**





# Coverage Map

