



- **Y100-FM & KKYX-AM** together is the Country Delivery System for Results. Y100 & KKYX reach 68% of the listeners in The Country Life Group which is 27% of San Antonio and South Texas.
- **Y100FM** has universal appeal delivering most adult age cells.
- 146,119 **Y100FM** listeners are home owners.
- 131,394 **Y100FM** listeners are employed on a full time basis.
- 112,021 **Y100FM** listeners have had some college education.
- 111,526 **Y100FM** listeners have an annual household income of \$50,000 or more.
- 109,236 **Y100FM** listeners are married.
- The **Y100FM** listener represents a large and powerful group of consumers who are qualified to buy and use a variety of products and services.
- **Y100FM** reaches a balanced affluent audience with a strong presence in all of the adult age cells.
- **Y100FM** has a strong history in the market with decades of leadership, consistent ratings and credibility in the market.
- **Y100FM** is San Antonio's Country leader playing the best in Contemporary Country Music from artists like George Strait, Alan Jackson and Taylor Swift with a minimum of commercial interruptions.
- **Y100FM** has consistently been San Antonio's top country station for the last 18 years with a large audience evenly balanced across most adult age cells.
- In San Antonio we spell country C-O-U-N-T-R-Y100!
- Put the power of Y100 to work for you!