

Station Profile



103.7 THE LOON

Station: KLZZ-FM ("103.7 - The Loon")
Frequency: 103.7 FM
Power: 9000 watts
Format: Classic Rock
Website: <http://1037theloon.com>
Target audience: Adults 18-54
Total weekly listeners: 34,400*
Gender breakout: Female (38.4%) & Male (61.6%)*
Age breakout: 82.4% of total audience is 18 to 54 years of age*
Household income: 70.6% of listeners come from a household that earned 50K+ in the past year*
Education: 55.7% of the audience has anywhere from "some college" education
Home ownership: 90.5% of listeners report living in a residence that they own*

* (All listenership figures are from Arbitron surveys of the St. Cloud area done over the Spring and Fall of 2006)

