

# Station Profile



**Mix 94.9**  
True Variety.

<b>Station:</b>	KMXK-FM ("Mix 94-9")
<b>Frequency:</b>	94.9 FM
<b>Power:</b>	50,000 watts
<b>Format:</b>	Hot Adult Contemporary
<b>Website:</b>	<a href="http://mix949.com">http://mix949.com</a>
<b>Target audience:</b>	Adults 18-44
<b>Total weekly listeners:</b>	25,200*
<b>Gender breakout:</b>	Female (65.8%) & Male (34.2%)*
<b>Age breakout:</b>	69.9% of total audience is 18 to 44 years of age*
<b>Household income:</b>	72% of listeners come from a household that earned 50K+ in the past year*
<b>Education:</b>	60.3% of the audience has anywhere from "some college" education to a bachelor's or more advanced college degree*
<b>Home ownership:</b>	84.6% 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)

