

# Expand Your Reach

Your target audience can **view PBS without subscribing to cable or satellite.**

KLRN reaches 410,346 households daily, including multicultural communities, families, kids, teachers and active and engaged Texans.

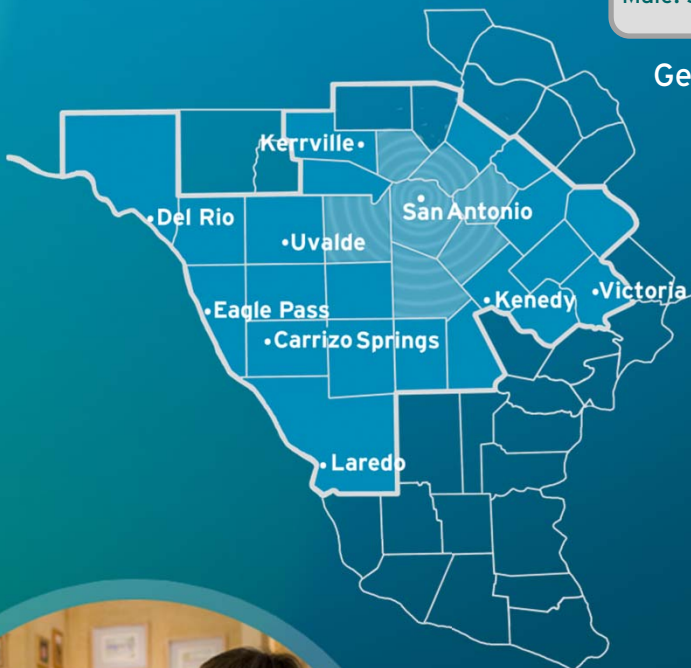
## KLRN is simply the best way to reach:

- Opinion Leaders
- Decision Makers
- High Income Households
- Educated Citizens

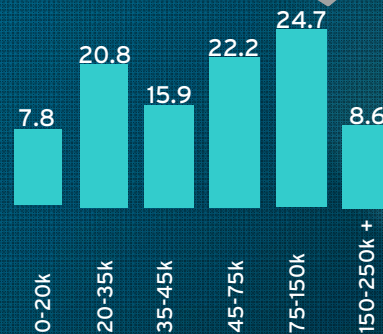


Female: 49.2%  
Male: 50.8%

Gender

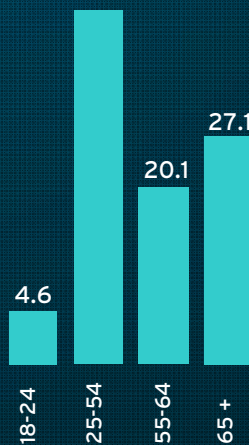


**33.3%** of KLRN viewers make over \$75,000 a year



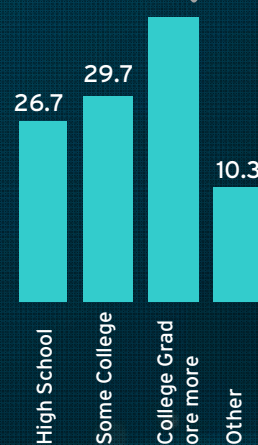
Annual Income

**48.2%** of KLRN viewers are 25-54 years of age



Age

**33.2%** of KLRN viewers have an advanced degree



Education



The ethnicity of KLRN viewers:  
54.1% White  
36.1% Hispanic  
7.3% Black  
0.7% Asian  
1.9% Other



Source: Scarborough Research San Antonio, TX 2011 Release 1 Total (Feb 2010-Jan 2011)