

LITE1065.COM  
 479.303.2034  
 KBVA 106.5 FM  
 KBVA 106.5 HD-1

# Lite 106.5

KBVA

THE BEST VARIETY OF TIMELESS CLASSICS  
 FOR NORTHWEST ARKANSAS



**STACI**  
 MON - FRI 7AM - 10AM



**JOHN TESH**  
 INTELLIGENCE FOR YOUR LIFE  
 MON - FRI 12PM - 5PM



**MATT WRIGHT**  
 MON - FRI 5PM - 10PM



**THE MOONLIGHT LOUNGE**  
 FEATURING THE GREATEST CROONERS OF ALL TIME  
 SATURDAY 7PM - 10PM



**CONNIE SELLECA**  
 INTELLIGENCE FOR YOUR HEALTH  
 SUNDAY 2PM - 5PM



**HOURLY NATIONAL  
 NEWS UPDATES**



**LOCAL NEWS  
 AND WEATHER**

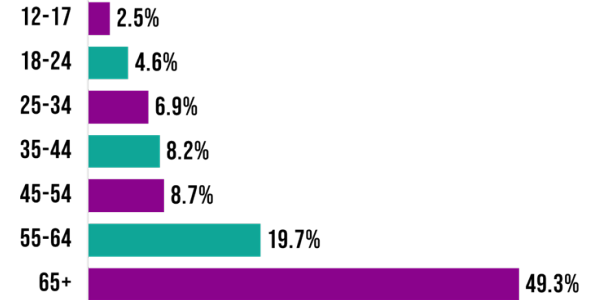
## WHO LISTENS TO LITE 106.5 KBVA?



16,300  
 FEMALE



13,600  
 MALE



<\$25K 10.8%  
 \$25K - \$50K 37.0%  
 \$50K - \$75K 15.7%  
 \$75+ 36.5%



LESS THAN 12TH GRADE 5.1%  
 HIGH SCHOOL GRADUATE 24.6%  
 SOME COLLEGE 34.8%  
 COLLEGE DEGREE OR MORE 35.5%



24.6% RENT  
 74.2% OWN



CHILDREN UNDER  
 12 IN HOME  
 ZERO 88.5%  
 ONE 4.9%  
 TWO 0.5%  
 THREE OR MORE 6.1%



WASHINGTON COUNTY 30%  
 BENTON COUNTY 67.9%  
 MADISON COUNTY 2%



AVERAGE  
 AGE  
 59

KBVA-FM: MON-SUN 6AM-MID  
 FAYETTEVILLE (NORTH WEST ARKANSAS) METRO  
 NIELSEN RADIO SPRING 2020 / NIELSEN RADIO FALL 2019 / NIELSEN RADIO SPRING 2019 / NIELSEN RADIO FALL 2018



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"PLAY K B V A F M"



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HOG RADIO.COM  
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