



MEET THE

ADULT HITS

CONSUMER

70% are ages 25-54

49% are male

51% are female

**THE ADULT HITS LISTENER**

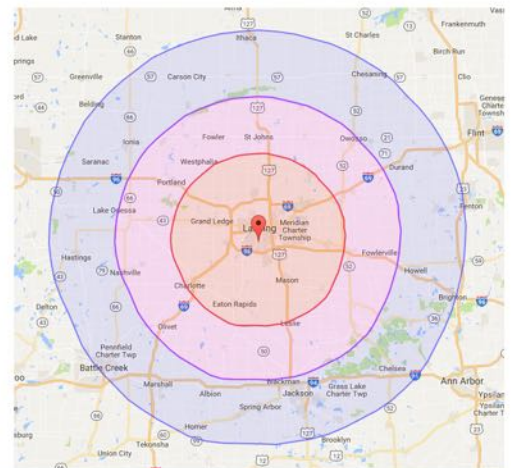
- ❖ 12% more likely to have a bachelors degree
- ❖ 27% more likely to be employed full time
- ❖ 21% more likely to be employed in management, business or financial operations
- ❖ 35% more likely to have a child go away to college in the next 12 months
- ❖ 38% more likely to have children under 18 living at home
- ❖ 29% more likely to buy or start a new business in the next 12 months

**THE ADULT HITS CONSUMER**

- ❖ Is 9% more likely to have a household income of \$200,000-\$249,999
- ❖ Is 3% more likely to have a household income of \$150,000-\$199,999
- ❖ Is 33% more likely to have a household income of \$100,000-\$149,999
- ❖ Is 23% more likely to sell their house in the next 12 months

**THE ADULT HITS CONSUMER BUYS**

- ❖ Is 5% more likely to buy a new vehicle in the next 12 months
- ❖ Is 12% more likely to buy a pre-owned vehicle in the next 12 months
- ❖ Is 12% more likely to lease a new car in the next 12 months
- ❖ Is 22% more likely to lease a new truck in the next 12 months



**WHZZ STANDARDS PROVIDE MORE VALUE**

- ❖ 10 COMMERCIAL MINUTES PER HOUR MAXIMUM
- ❖ COMPETITIVE SEPARATION WITHIN STOP SETS
- ❖ 3-1 MAKE GOOD POLICY
- ❖ AWARD WINNING PRODUCTION SERVICES FREE
- ❖ LOCALLY OWNED AND LOCALLY INVOLVED

\*\*\*"RAB/GfK MRI FORMAT PROFILE: ADULT HITS 2015"

