

POWER 96.5 FM

1 for HIP-HOP and R&B

**MEET THE
URBAN
CONSUMER**

THE URBAN CONTEMPORARY AUDIENCE

84.3% ARE AGE 18-44

48% ARE MALE

52% ARE FEMALE

**common
ground**
MUSIC FESTIVAL

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THE URBAN CONSUMER IS

129% more likely to be single/never married

141% more likely to get engaged in the next year

128% more likely to become a parent in the next year

20% more likely to be employed full/part time

37% more likely to have children under the age of 18 living in household

97% more likely to be attending college

53% more likely to change jobs in the next year

WQHH STANDARDS PROVIDE MORE VALUE

12 COMMERCIAL UNITS PER HOUR
MAXIMUM COMPETITIVE SEPARATION
WITHIN STOP SETS
3-1 MAKE GOOD POLICY
LOCALLY OWNED AND LOCALLY
INVOLVED

***RAB/MRI FROMAT PROFILE: URBAN
CONTEMPORARY 2015**

THE URBAN CONSUMER BUYS

40% more likely to get a dog or cat in the next 12 months

110% more likely to buy first home in next 12 months

43% more likely to remodel in the next 12 months

31% more likely to buy life insurance and 12% more likely to buy auto insurance in the next 12 months

134% more likely to buy a motorcycle in the next 12 months

103% more likely to lease a vehicle in the next 12 months

38% more likely to buy a pre-owned vehicle in the next 12 months

52% more likely to buy a new vehicle in the next 12 months

22% more likely to vacation abroad

54% more likely to take out a second mortgage or equity loan

