

MEET THE ADULT HITS CONSUMER

AMONG ADULT HITS LISTENERS 18+

PURCHASING POWER

- 81% are employed full/part time
- 78% earn a household income of \$50,000+
- 11% earn a household income of \$100,000+
- More than 61% are homeowners

RAB

LIFESTYLES

- 42% intend to acquire a new or used car/truck
- 30% more likely to buy bedding or living room furniture
- 68% more likely to have obtained financial information online in the past 30 days
- 68% more likely to have tracked investments/traded stocks, bonds or mutual funds in the past 30 days
- 63% more likely to buy from a locally-owned business if price and product are the same
- 63% of listeners don't mind paying more for high quality

Admall

ACTIVE LIFESTYLE

Admall

Host or attend parties	34%
Bowlers	35%
Camping or hiking	27%
Boaters or water-skiers	28%
Play softball	42%
Health club member	24%

JOE FM draws thousands to local events

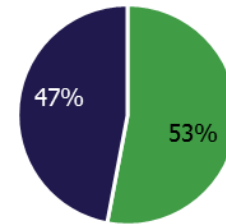
- 80's Night at Party on McCarty
- Zehnder's Snowfest in Frankenmuth
- Rock Night at Apple Mountain

JOE PARTIES AT PARTY ON MCCARTY



ADULT HITS AUDIENCE

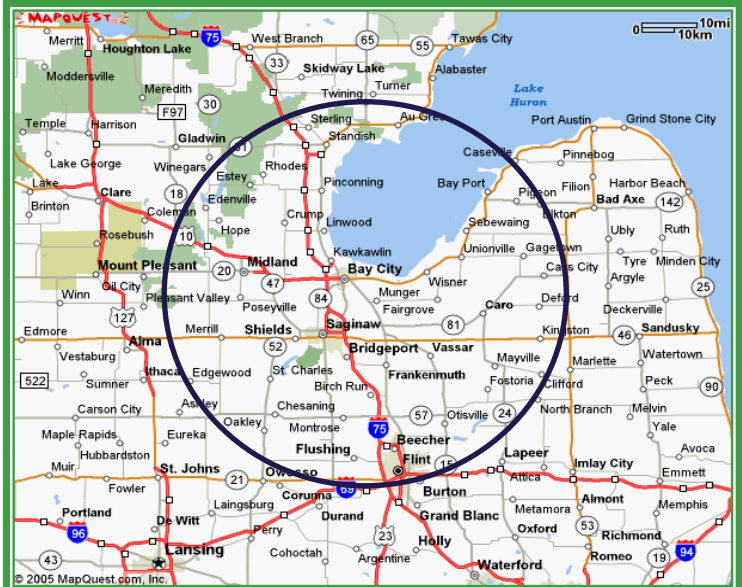
71% are adults 25-54



■ Male ■ Female

RAB

WMJO REACHES THE GREAT LAKES BAY REGION



WMJO STANDARDS PROVIDE MORE VALUE

- 10 commercial minutes per hour maximum
- Competitive separation within stop sets
- 3-1 make good policy
- Award-winning production service – free
- Effective scheduling strategies
- Accurate and timely billing
- Locally owned and locally involved