



# MEET THE COUNTRY CONSUMER

**COUNTRY IS THE #1 FORMAT IN MID-MICHIGAN**

## AMONG ADULT COUNTRY LISTENERS 18+

### PURCHASING POWER

- 71% are homeowners
- 43% earn a household income of \$40k-\$100k
- 27% earn a household income above \$100,000
- 42% have children living at home under the age of 18

RAB

### PURCHASE INTENT

Admall & RAB

65% prefer to shop at a family-owned or independently-owned business

### MORE LIKELY TO...

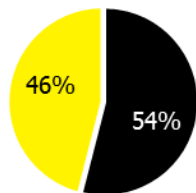
Make an appointment to the eye doctor	32.2%
Take a trip to a casino	22.3%
Take a trip to a national or state park	24.1%
Drive a pick up truck	50%

### LIFESTYLES

Walking for health	61.3%
Fishing	35.2%
Camping/hiking	29.5%
Gardening/landscaping	32.5%
Home improvement projects	23.1%
Own a Harley Davidson	52%

### COUNTRY AUDIENCE

56% are adults 25-54



■ Male ■ Female

RAB

**59.9% of country music listeners agree or strongly agree, they don't mind paying more for high quality**

Admall

**40.8% of country music listeners have heard a radio commercial and taken action**

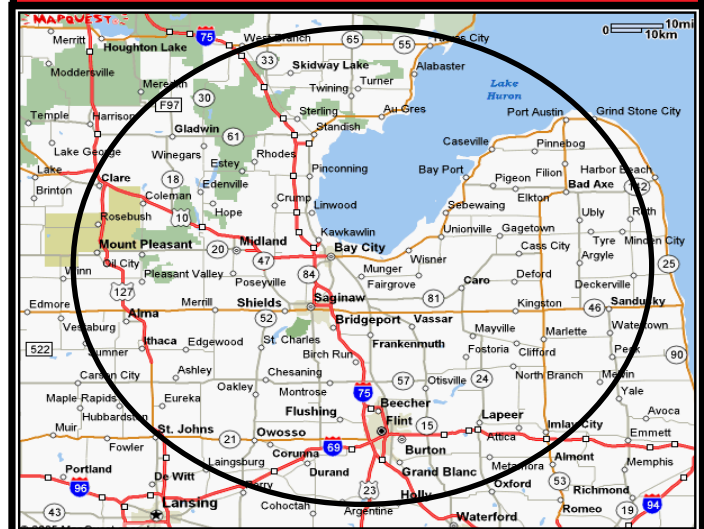
Admall

### OUR COUNTRY AUDIENCE

2015 KCQ Country Music Fest - 115,000 Attendees!



### WKQC REACHES 20 COUNTIES IN MID-MICHIGAN



### WKQC STANDARDS PROVIDE MORE VALUE

- 12 commercial minutes per hour max
- 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