



Demographic Profile:

- Classic Hits 95.3 K-HITS has wide demographic appeal with consumers who have purchasing power!
- Age Composition: Over 75% of Classic Hits listeners in America fall into the 25-64 age group
- Almost 30% of Classic Hits listeners in America are adults 45 to 54 years old.
- Over 25% of Classic Hits listeners in America are adults 55 to 64 year old.
- Almost 15% of Classic Hits listeners in America are adults 65+
- Over 12% of Classic Hits listeners in America are adults 35 to 44 years old.
- Almost 10% of Classic Hits listeners are adults 25-34 years old.

Household Income: Classic Hits listeners in America have high earning power.

- Over 30% of Classic Hits listeners in America have an income over \$75,000.
- Almost 25% of Classic Hits listeners in America have an income of \$50,000 - \$74,999.
- Over 26% of Classic Hits listeners in America have an income of \$25,000 - \$49,999.

Over 55% of Classic Hit listeners have an annual household income of over \$50,000 a year.

Get your message out to thousand of potential new customers each week with Classic Hits 95.3 K-HITS!.

