



## Lifestyle Profile

- Classic Hits 95.3 listeners are in their prime earning and spending years.
- **Home:** Classic Hits 95.3 targets home owners. A huge category with these consumers is home improvement and home decorating.

## Home Spending: Started or completed in the past 2 years

- Interior painting/wall paper
- Landscaping or yard improvements
- Plumbing
- Exterior painting/staining
- Deck/fencing
- Energy conservation projects
- Floor tiles or vinyl flooring
- Installed windows or doors
- Other home project(s)

## Classic Hits 95.3 K-Hits Listeners

- Are big consumers of furniture, major appliances, and automobiles
- Purchased fine and costume jewelry, cosmetics, perfume, and skin care products
- Enjoy going out to restaurants often every month. Over 50% go out more than 5 to 6 times a month.
- In the past year purchased men and women's clothing, infant and children clothing, men's and woman's shoes and accessories.

**Investments:** Classic Hits 95.3 K-Hits targets listeners who have high incomes and invest in real estate, mutual funds, stocks/bonds, retirement programs, savings accounts, etc.

**Activity:** The Classic Hits 95.3 K-Hits format attracts listeners who are very active participating in exercise and fitness, boating, biking, golfing, camping, hiking, and going to the cottage on weekends. These listeners dine out frequently, attend local and regional sporting events and concerts.

**Classic Hits 95.3 has a wide demographic appeal with affluent consumers!**