

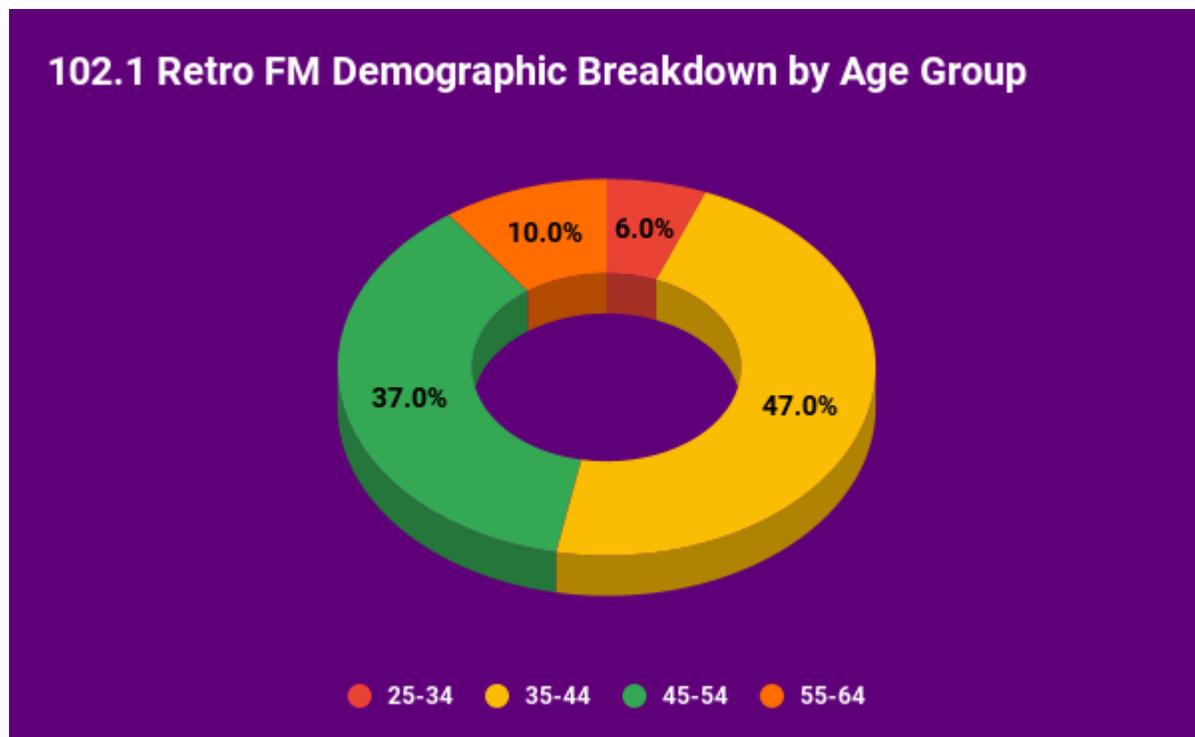


### Market Research - Albany, GA

When 102.1 Retro FM signed on the air July 2, 2021, the intention was to target an age group of 35-55 year olds, mostly females, as this is a demographic that typically is established in family and/or career. This is part of the coveted 25-54 year old demographic category. Research shows that this demographic most commonly has disposable income to spend at businesses like yours. So, how are we doing?

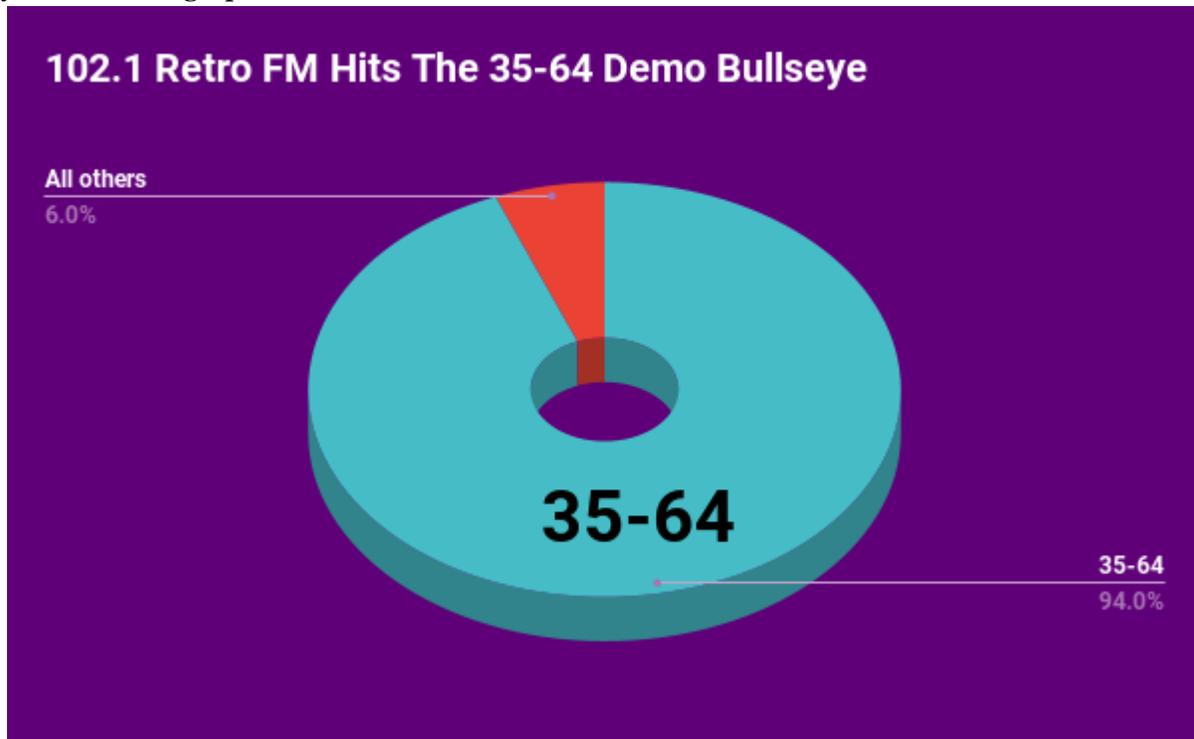
Retro FM recently participated in its second national cash giveaway in association with the Independent Broadcasters Association (IBA). Listeners needed to tune in at specific times during the day to hear a keyword, then enter it at our website [retrofmalbany.com](http://retrofmalbany.com). Along with the keyword, the listener entered other key demographic information about themselves, which we can now share with you to determine if Retro FM is performing as we intended.

Keep in mind that these are *active* listeners to 102.1 Retro FM that willingly participated in our cash contest and therefore willingly entered their demographic information into the IBA's system. These are the results from data combined from Fall 2021 and Winter 2022.

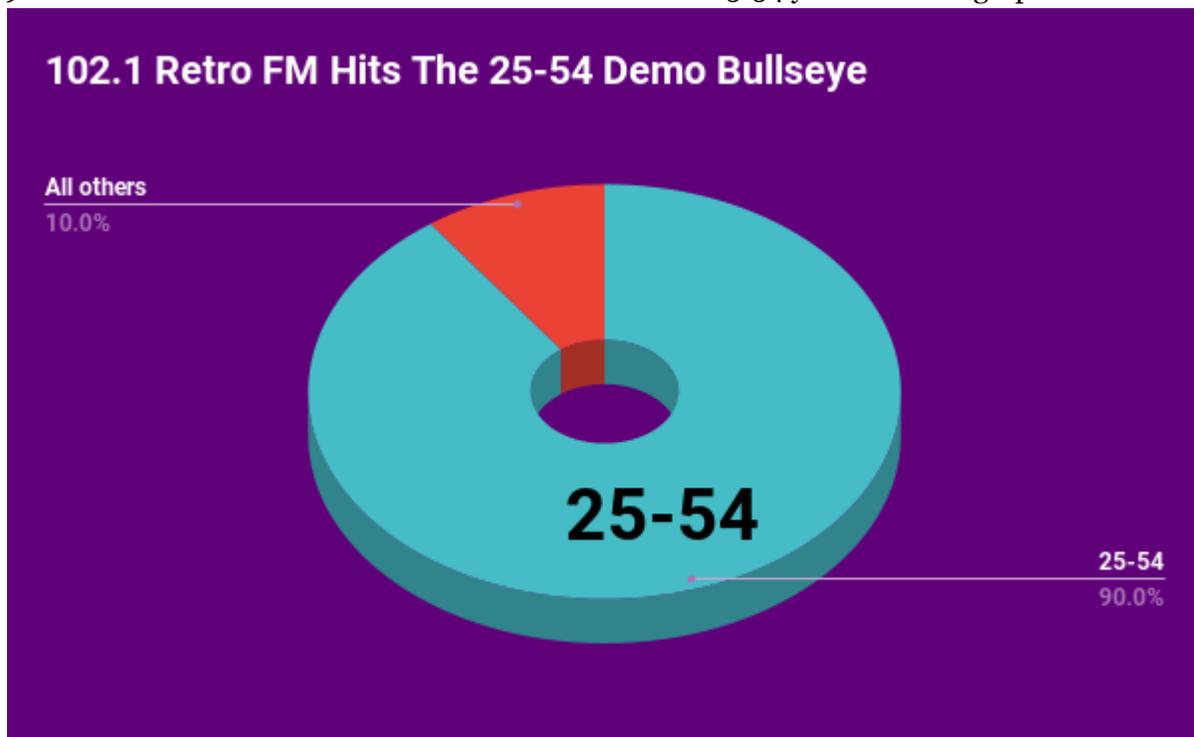


Retro FM's largest demographic is people ages 35-44 at 47%.

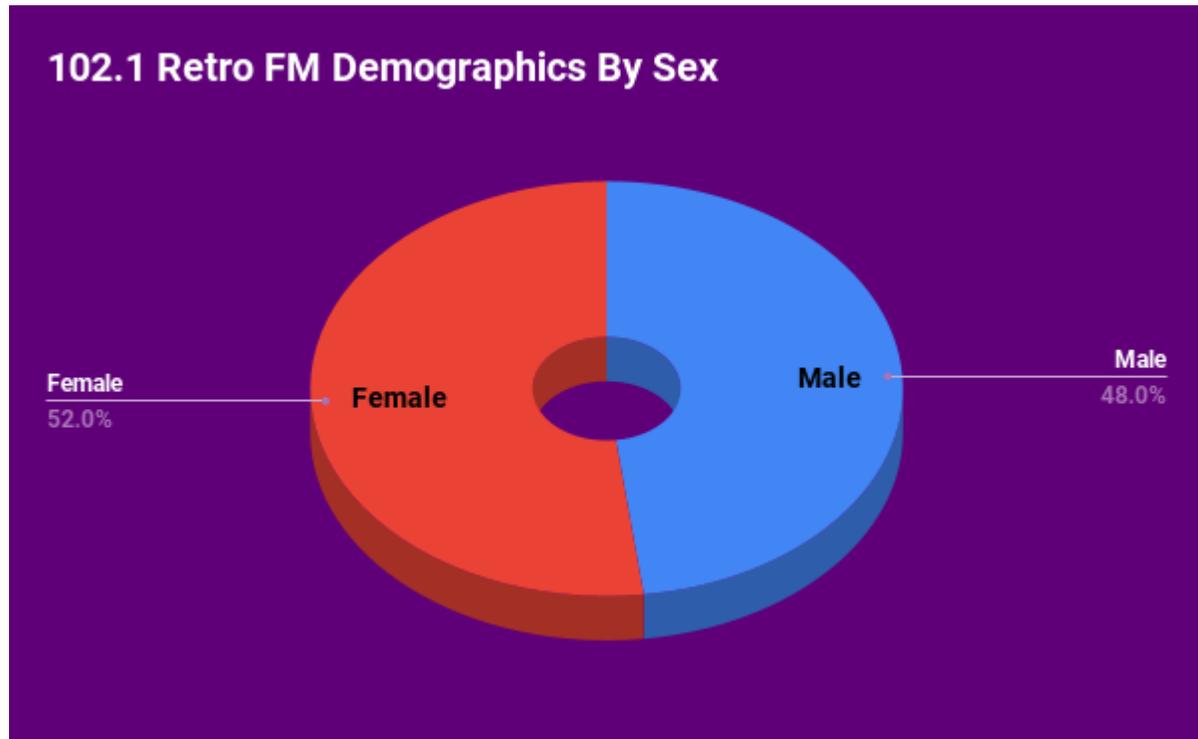
When you look at all age groups, 94% of 102.1 Retro FM's active listeners fall within the 35-64 year old demographic.



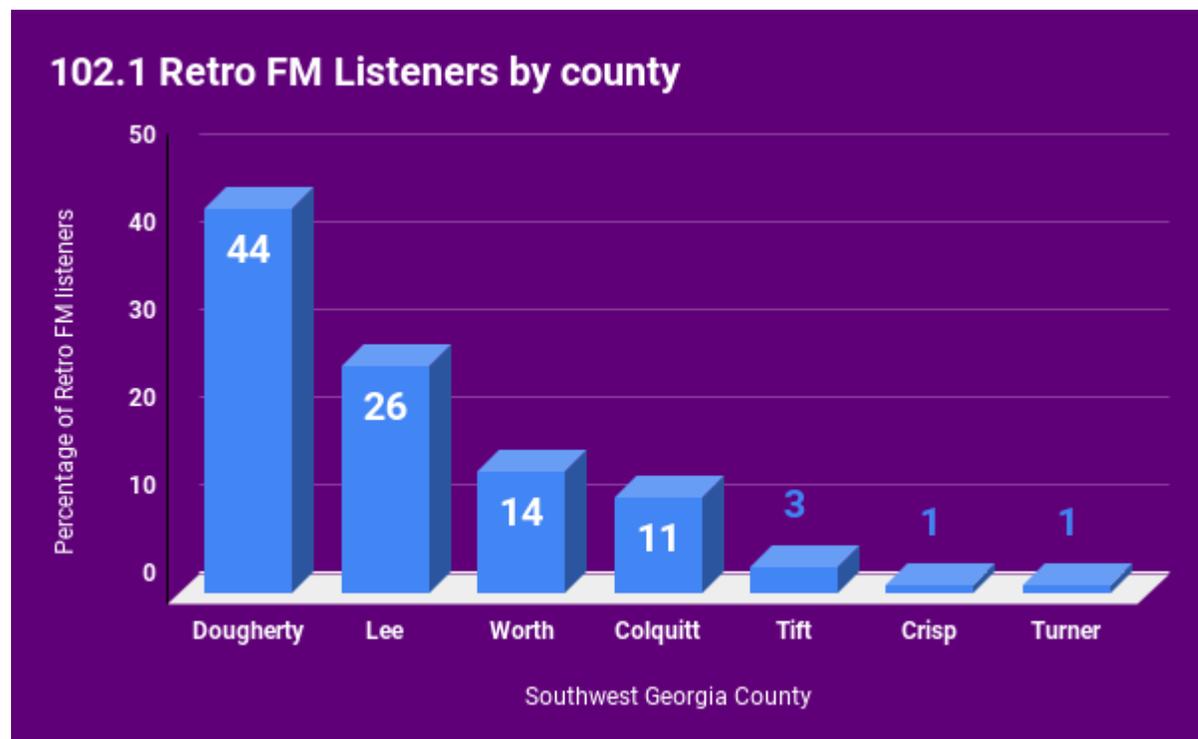
90% of 102.1 Retro FM's active listeners fall within the 25-54 year old demographic.



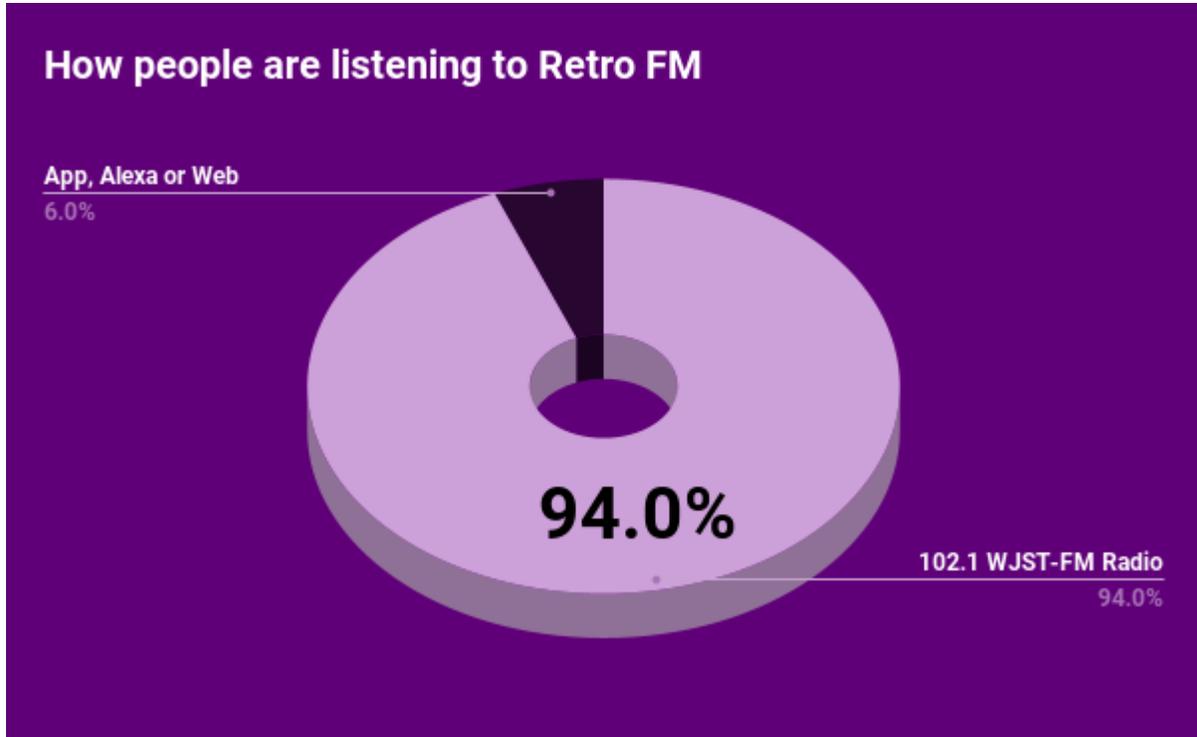
Over half of 102.1 Retro FM's listeners are women.



The majority of Retro FM's active listeners come from Lee, Dougherty and Worth Counties, specifically Albany, Leesburg and Sylvester. Dougherty and Lee are the two highest populated Counties in the listening area.



With this updated data from Winter 2022, we also see that there are people (6% of our audience) listening to Retro FM at times on our “JetStream Albany” App, Amazon Alexa smart speaker or our website ([retrofmalbany.com](http://retrofmalbany.com)) web player. The traditional FM radio is by far how most people in Southwest Georgia are listening to Retro FM.



According to this data, 102.1 Retro FM is most definitely performing as Jetstream Media had intended, targeting a key demographic that had previously been underserved in Southwest Georgia.

You can attract these active listeners (remember, they participated in a contest) to your business by advertising on 102.1 Retro FM!

Contact John Golobish at [JohnG@jetstreammedia.net](mailto:JohnG@jetstreammedia.net) or call (229) 814-5538, ext. 501.

