



OVER **93,000** 35-64 year olds live in our seven county retail trade area. They make up nearly 43% of all adults in our area.

107.5 Classic Hits (WCCW) interacts with an audience that represents a larger and wealthier segment of the population. Current economic conditions continue to be favorable to them. A recent NBC study shows that professionals in the primes of their careers and baby boomers in retirement spend more than average in categories like home improvement, large home appliances, digital electronics, casual dining and cosmetics. They have created more wealth than any preceding generation, both because of their numbers and because many of them attended college.

80% are employed full or part time.

76% listen to radio; more than any other demographic.

60% are professional management or white collar.

50% expect to receive an inheritance in the near future.

\$60,000 or higher average household income.

Testimonial

"We didn't think we needed to advertise as we built our business on word of mouth. After some great ideas from WCCW, we decided to take the plunge. We haven't looked back since, as we continue to build new markets we didn't know existed. WCCW has been a great partner to work with on our marketing for the past several years"

- Matt & Sandra Stevens:
Steven's Propane
Buckley, Michigan

(source: 2012 U.S. Census data: census.gov, 2015 Radio Advertising Bureau)

MIDWESTERN BROADCASTING