

am 780 KAZM

NEWS • TALK • SPORTS • MUSIC

DEMOGRAPHICS

If you are going to spend your hard earned money marketing your product, shouldn't you know who you are marketing to... KAZM works very hard to program the station so that our listeners are what our advertisers are looking for... The BABY BOOMERS... The largest, most affluent, age group in society... The News, Talk, Sports format is the most popular format with people 35-65 years old... Check out these numbers...

KAZM DEMOGRAPHICS: Age20-55: 52% Age55+: 42% Male: 46% Female: 54%

AGE ANALYSIS

90% of all people between the ages of 35 to 64 listen to the radio on their way to work.
Average Time spent listening to Radio during daily commute—52 minutes

88% of people between the age of 35 and 64 Driving to go shopping are listening to the radio.
Average Time the radio is on while driving to shop—32 minutes

88% of all people between the age of 35 and 64 Driving to Eat Out are listening to the radio.
Average Time the radio is on while driving out to eat—28 minutes

LISTENER AFFLUENCE

Want the Affluent Listeners! KAZM Has'em.

90% of Jewelry Purchasers listen to the radio during their commute to work.
For an average of 50 minutes a day.

88% of Major Appliance Purchasers Listen to the Radio during their commute to work.
For an average of 56 minutes a day

90% of Major Furniture Purchasers Listen to the Radio during their commute to work.
For an average of 46 minutes a day

83% of Luxury Car Purchasers Listen to the Radio during their commute to work.
For an average of an hour and a half each day

As of 2006 Census Estimate-Our market (Flagstaff through Prescott) had:

6,998 homes with an income between \$100,000 and \$149,999

1,636 homes with an income between \$150,000 and \$199,999

2,092 homes with an income between \$200,000 or more

Total of 10,726 Homes - APPROXIMATELY \$12.8% of AZ Wealthiest Households

FEMALE LISTENERS

A number of our clients are marketing towards our female listeners, since they make the majority of daily household decisions... The Majority of KAZM Listeners are Female...

KAZM Female Stats

KAZM has 16817 women 35+ listening to 780 KAZM each hour

Women 35+ are the largest portion of KAZM's demographics

54% of KAZM's listeners are Female

Of that 54%, 73% are 35+

Sources:

Arbitron, Radio Advertising Bureau, 2000 U.S. Census and 2006 Census Estimate