

REACH A MORE TARGETED, ENGAGED, PROSPECTIVE CONSUMER WITH



84% occasionally or frequently dine at a **sit-down restaurant**.

21% are likely to visit a **casino** in the next year.

46% are likely to use a medical or dental facility for an **elective procedure** or treatment in the next year.

18% will be looking are a **new bank or mortgage company** in the upcoming year.

14% are **caregivers** for an older loved one.

45% are planning to spend \$2000 or more on a **home improvement** project in the next year.

We are frequent **convenience store** visitors – **58%** visit 2 or more times each week.

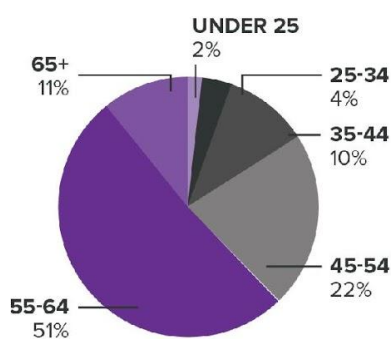
38% are planning to buy **jewelry** in the next 18 months.

25% are planning to buy a **new or used vehicle** in the next 6 months.

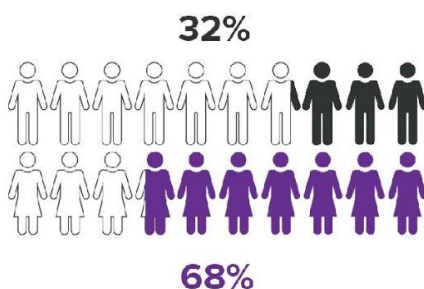
In the next 18 months, **84%** will **travel** or take a vacation.

WHO IS THE ENGAGED HIPPIE RADIO 94.5 LISTENER?

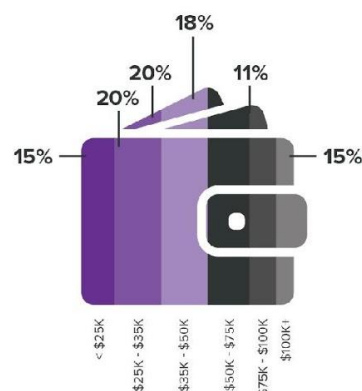
AGE



GENDER



HOUSEHOLD INCOME



For additional information on how to reach this desirable consumer, contact:

Chris Butterick
615-928-2449
cbutterick@hippieradio945.c0m

Source | COLONYLive Nov 2018, Custom Analysis for WHPY-FM and verified by Eastlan Ratings.

