

"Delivering trendy young professionals with Paychecks, Plastic and a MUST HAVE attitude!"



FORMAT

Contemporary Hit Radio

DEMOGRAPHIC INFORMATION

Power's primary listening audience is made up of young and active adults 18-34 years old. POWER Listeners are fun, hip, youthful, happening and experiencing many things for the first time in their lives.

FIRSTS BEFORE 35

POWER LISTENERS WILL MOST LIKELY EXPERIENCE THE FOLLOWING "FIRSTS" BEFORE THEY ARE 35 YEARS OLD...

- MARRIAGE
- DIVORCE
- GET A LICENSE
- RENT A CAR
- BUYING UTILITIES
- FIRST PHONE SERVICE
- SHOP FOR THEIR OWN FOOD
- TAKE OUT A LOAN
- BUY AN AUTOMOBILE
- BUY INSURANCE
- CREDIT CARD
- GO TO COLLEGE
- BUY AN ENTERTAINMENT SYSTEM
- FIND THEIR FIRST CAREER
- SAVE THEIR MONEY/INVEST IN 401K
- NAME A PRIMARY CARE PHYSICIAN
- TRAVEL ON THEIR OWN
- GET MARRIED
- BUY A HOME
- HAVE A CHILD
- HAVE A PARTY FOR THAT CHILD
- GET A CHECKING ACCOUNT

