



The Beat Gets Business

Myth vs. Reality

The Beat is Mainstream

- This week's Billboard Top 10 songs are all by The Beat core artists!

Drake
Chris Brown
Bruno Mars
The Weekend
Arianna Grande
Rihanna
Flo-Rida
Maroon 5
Usher

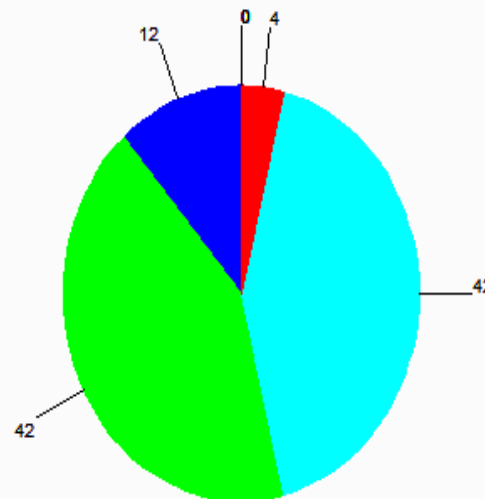


Myth: The Beat is for kids

Take a look at who's listening to 96.5/100.3 The Beat...

84% of the audience is made up of 18-34 year olds!
46% is 25-44 (Only 12% are 12-17)

Audience Composition



- TEENS 12-17
- ADULTS 18-24
- ADULTS 25-34
- ADULTS 35-44
- ADULTS 45-54
- ADULTS 55-64
- ADULTS 65+

Average Composition

MEET THE BEAT STAFF



Mornings with Big Boy's Neighborhood



Bianca – mid-days – 10a-3p



Nessa – 7p-mid.

The Beat listener is very different in perception vs reality...

- Married – 40%
- Education – 53% some college
- Employment – 78% are employed
- Income - 50.8% of household income over \$50,000
- Household size – 50.4% have at least 2 children

Real Beat listeners



Shar 22 Manager of Express, student Syracuse University, rents a house, owns her car



Andrea 35 Jewelry store manager, married, owns a house, income \$68,000



Ciarra 27 Sales rep TWC, rents home planning to buy a house, income \$50,000, owns 2 cars

Beat listeners spend money!

They buy cars, computers, cell phones, clothing, electronics, and music. They are first-time home buyers. They shop for furniture, groceries, health care, jewelry. They workout and enjoy the outdoors. They consume more fast food, soda, and frequent convenience stores more often than any other demographic group. They go to movies, amusement parks, concerts and events.