



BIG COUNTRY 100.9 OVERVIEW

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www.wwbr.com

Station: WWBR-FM

Frequency: 100.9

Format: Country

Target Audience: Adults 25-54

Audience Breakout: Female 47% / Male 53%

Total Weekly Listeners: 20,900 (SPR/FALL 2006 ARBITRON)

Primary Listening Area: Mecosta, Osceola & Newaygo Counties



Country listeners *love* their country music.... they listen every morning, all day if they can and thru the evening hours. This format reflects the highest time spent listening of any music format! Country *listening* and country *listeners* bring with them distinct lifestyle choices: they are more likely to spend time outdoors camping and/or hunting, more likely to engage in craftmaking, they hold what they believe to be traditional values. Approximately 1/3 (34%) of the audience is college educated. They are *very* likely to have children in the home and the majority own their own homes. The Big Country 100.9 audience is responsive, enthusiastic and wants to know what's going on in the community.... something Big Country 100.9 delivers!