



## Listener Type and Overview

### **WRIX 103.1FM - “Your Local Variety Station....” Anderson, South Carolina**

**Format: Adult Contemporary Music – Local FM Talk Morning Show**  
(Please see programming sheet for our daily line-up)

**Demographic Ages – 25-54 – Music Adult Contemporary female to male 60/40**  
**Increased demo Age @ Talk Format: Ages 35-65 male to female 60/40**

**Adults – 25-34 = 35%**

**Adults – 35-44 = 41%**

**Adults – 45-54 = 24%**

**Adults – 65+ / only a portion of 5% listening share for AC format – however, a 25% listening share for News/Talk. (The Morning Show, Wyff News Channel 4 and SC Sports.)**

#### **Income Averages:**

**Household Income of over \$75k annually = 45%**

**Household Income of \$40k to \$75k = 55%**

**- WRIX reaches a great portion of educated and working listeners.**

#### **Adult Contemporary reaches Working Women!**

**Over 42% of the AC audiences are working women! Compared to the U.S. norm, AC indexes well above average in all categories of female workers.**

#### **All in the Family.....**

**AC listeners are more likely to have children than the average adult.**  
(With over 35% still living in the home)

**Wrix – combines all of this information with national ratings with a local and family friendly radio station. We strive to please our community and give our listeners what they have asked for. Combining local news with Paul Brown and WYFF News Channel 4 and providing a local Talk Morning Show. Wrix fills your work day full of music and local information and news. Our radio station is a great advertising medium to generate traffic into your business and increase revenues.**

**For more information on WRIX 103.1FM or any of our sister stations – WANS 1280AM News/Talk Radio and WRIX 1020 AM please contact our Business Development Manager.**

**(Tonya Thomason) at 864-224-6733 or mobile at 864-202-3731.**

