

Rock 96.9



- Guns 'n' Roses, Pearl Jam and AC/DC helped shaped the landscape
- Late baby boomers and Generation X
- HD-2 Delivery on 96.9 FM



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- **Rock 96.9** will include younger baby boomers, and Generation X.
- Expect **70/30 split of men and women**
- For this audience, **music was a big part of their formative teen and early 20's years.**
They identify with this music.

Source: Tapscan

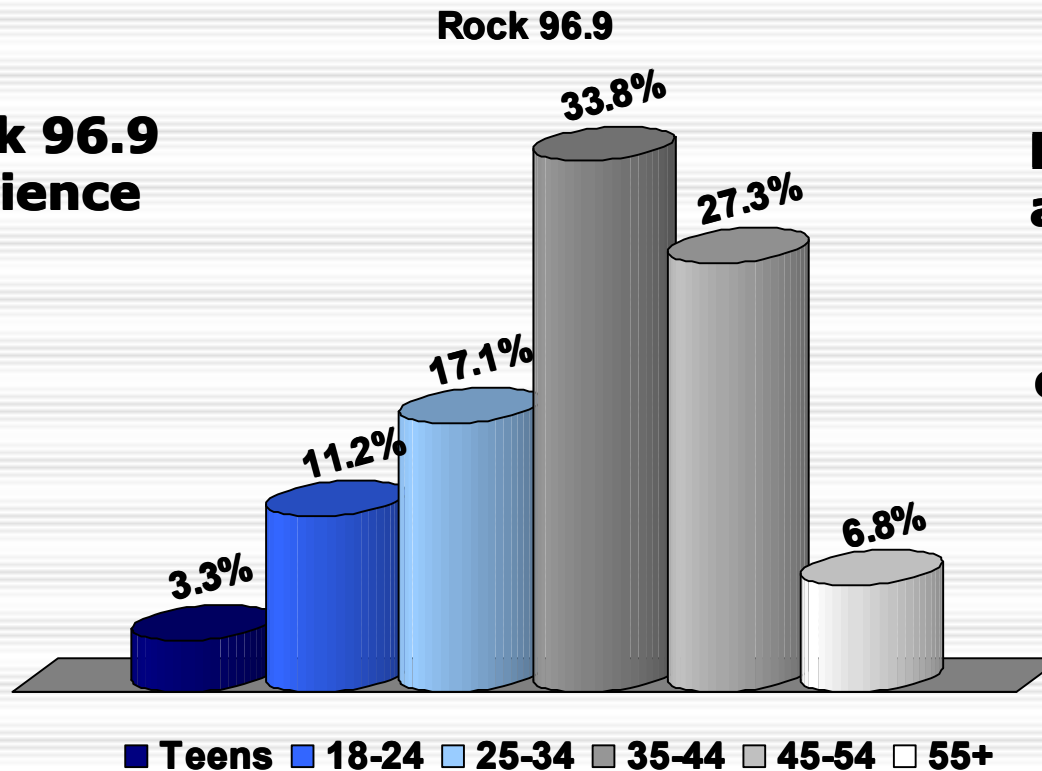


Rock 96.9



Source: Tapscan

Rock 96.9 Audience



Rock Listeners are active, they like to go out, attend events, movies, concerts, sporting events, etc.

