



# Don't Like Classical Music?

## We Don't Care!

Because savvy advertisers don't make media decisions based on what they like, they buy media that reaches and motivates their target consumer. And Classical Music listeners are upscale and educated active consumers ... with disposable income.

***Our radio campaign on WFCC has brought in new consumers we'd normally not be able to reach. No other medium has been as effective as radio.***

Mary Ann Cravenho  
Cape Cod Shoe Market

***When a customer called my office as a result of listening to my radio ad, she said she could tell by my voice that I was an honest person. Radio ads actually do speak to people.***

Charles C. Case  
Attorney At Law

***I've advertised on WFCC since they went on the air. The Classical format suits my demographic perfectly. I've had customers drive right in after hearing the ad in their cars. The spoken word has a magic not found in print. Radio is the first and only way to go.***

Barbara Prue  
Lady Bug Knitting Shop

***With the help of radio station WFCC, we found that more customers commented about our radio ads than any other form of advertising. It's great news to hear your customers tell you that your radio ads brought them to your store! That's telling us that that money is being spent in the right place.***

Darren Cifelli  
Linda's Original's & Linda's Too

### Education

- ▶ attended college - 81%
- ▶ graduated college - 64%
- ▶ graduate study - 31%
- ▶ graduate degree - 18%

### Activities and Purchases

- ▶ attend cultural events - 92%
- ▶ dine out at least once per week - 69%
- ▶ airline trips (2.3 avg) in last year - 72%
- ▶ traveled abroad in last 3 years - 42%
- ▶ exercise 3+ times per week - 72%
- ▶ new car in last 3 years - 42%
- ▶ Stock/bond portfolio - 59%

### Homeownership

- ▶ home owner - 76%
- ▶ income/vacation property - 23%

### Income

- ▶ Median household income: \$82,026
- ▶ Household income \$100,000-\$199,000 - 30%
- ▶ Household income \$200,000+ - 6%

Source: US Census, Simmons Market Research, BBM

**Classical Music might not be your first choice,  
but people who listen to Classical Music probably are.**

