

Soft Drink Bottlers

Soft Drink Bottlers

(Regular)

Male...51.3%

Female...48.7%

Age

18-24...15.5%

25-34...20.8%

35-44...22.0%

45-54...18.1%

55-64...10.8%

65+...12.8%

Race

White...74.7%

Black...13.6%

Other...11.7%

Hispanic origin...13.7%

Income

\$75,000+...32.8%

\$50-74,999...19.7%

\$40-49,999...9.5%

\$30-39,999...10.5%

\$20-29,999...10.4%

Under \$20k...17.0%

Region

Northeast...18.6%

Midwest...21.9%

South...32.8%

West...21.3

Soft Drink Bottlers

(Diet)

Male...40.2%

Female...59.8%

Age

18-24...8.1%

25-34...15.3%

35-44...22.2%

45-54...21.2%

55-64...15.5%

65+...17.6%

Race

White...84.7%

Black...8.2%

Other...7.1%

Hispanic origin...8.0%

Income

\$75,000+...39.3%

\$50-74,999...19.2%

\$40-49,999...9.3%

\$30-39,999...9.5%

\$20-29,999...8.6%

Under \$20k...14.1%

Region

Northeast...18.6%

Midwest...25.4%

South...34.5%

West...21.5



Feeding Frenzy. Our viewers have the desire to eat out often. KWGN-TV WB2 is an appetizing selection to optimize your marketing efficiency.

Is your fast food marketing leaving you hungry?



quenches your thirst!

The Young Adult Market

As population statistics indicate over 2/3 of the DMA falls within the 18-49 age cells. For Soft Drink Bottlers the 18-49 age cell is just as important as 70% of the target market also falls in this category.

(Source: Scarborough)

- KWGN-WB2 audience matches the Soft Drink Bottler core customer best.

18-34 year olds represent almost 31% of the metro population and over nearly 70% are 18-49.

18-49 year olds represent nearly 80% of Soft Drink business

Source: Nielsen

% Of Denver Stations Audience Composition

May 99 Nielsen Prime Time 7-10p M-Sat 6-10p Sun

	18-34	18-49	25-54	50+
DMA	31%	69%	66%	31%

Soft Drink Bottlers	18-34	18-49	25-54	50+
	38%	85%	76%	15%

KWGN	18-34	18-49	25-54	50+
	41%	80%	71%	20%

KCNC-CBS	14%	42%	50%	58%
KMGH-ABC	23%	57%	64%	43%
KUSA-NBC	26%	66%	69%	34%
KDVR-FOX	42%	78%	73%	22%
KTVD-UPN	33%	70%	71%	30%