

B101 by the numbers
B101 LISTENERS are an ideal audience for local automobile advertising:

Average age.....34.9
College grads...(%)...30.5
Execs./mgrs...(%).....28.4
Working women...(%)..75.8
3+ households...(%)....51.6
\$50K+ income..(%)...26.3

25-49-YEAR-OLDS make up 46.7 percent of the greater Providence population, but comprise an even-larger share of local automobile buyers:

Totals

Female buyers.....50.1%
Male buyers 47.1%

Purchase price

Under \$12,000 60.1
\$12,000-\$20,000 55.5
Above \$20,000 51.2

New Cars Domestic

Chevrolet 50.5
Dodge 48.1
Eagle 47.1
Ford 50.6
Pontiac 49.7

Foreign cars

European 51.1
Japanese 52.9
Honda 50.7
Mazda 57.1
Nissan 52.1
Subaru 47.6
Toyota 55.9
Volvo 50.1

Transmission type

Automatic 46.9
4-speed 57.0
5-speed 57.8

New Trucks

Chevrolet 54.1
Dodge 62.3
Ford 54.4
GMC 54.2
Imported 58.7
Jeep 66.8
Pickup 56.7
Sport-utility 72.5

Used cars

Domestic 57.2
Imported 61.9



Power steering. They love the car, he likes the payment, but she wants the red one—tonight! Our listeners have the ability to buy the car they want when they want it. Add horsepower to your advertising with B101 101.5 FM.

Is your automobile marketing effort going nowhere?



B101 101.5 FM delivers the car and truck buyer

Advertise on B101 101.5 FM and you'll reach the main car buyers in greater Providence-New Bedford 25-49-year-old adults who have the money, jobs and credit to buy the car they want, when they want it.

Whether it's a new Chevy Blazer or a new baby Benz, B101 listeners are buying them every week of the year. Our Classic Rock format attracts a top-of-the-line audience. Most of our listeners (51.9 percent) have annual household incomes of at least \$35,000.

A full 28.4 percent are at the top of their career field, in professional or executive positions such as doctors, lawyers, managers or business owners Your B101 FM message will be heard by thousands of these top automobile prospects each time it airs.

Time Spent Daily Media {6A-12P} Car Buyers w/ \$40K+ Income



B101 SELLS CARS TO WORKING WOMEN
In greater Providence no other radio station reaches working women like B101 101.5 FM, A startling 75.8 percent of our female listeners work full time—compared to 45.5 percent of Providence women in general—and 28.6 percent of these are professionals, executives, managers or business owners. And studies show B101 women are 127 percent more likely than the average local female to be planning to spend \$14,000 or more on a new car in the next year.

Your commercial also will be free from the clutter of competitors... so you'll have the attention of these top prospects all to yourself. Learn more about how your advertising can stand apart from the competition. . . while it reaches the ideal car-buying audience. Call your WWBB account executive today at (401) 781-9979

THE OLDIES STATION