

Fast Food Users by the numbers.

Adults 18+
Who visit 14+ times per mo
By Age
18-24.....20.8%
25-34.....21.4%
35-44.....24.6%
45-54.....16.2%
55-64.....8.6%
65+.....8.4%

KAT 92.9 LISTENERS are an ideal audience for local fast food advertising:

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

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

Totals

Female buyers.....50.8%
Male buyers...49.2%

When they buy

Dinner...49.5%
Lunch...39.8%
Breakfast...6.4%
Snacks...4.3%

When Business Occurs

Fiday...18.6%
Wednesday...17.4%
Thursday...15.6%
Saturday...14.1%
Tuesday...13.7%
Monday 11.1%
Sunday...9.5%

Sales by Month

January...7.4%
February...7.5%
March...8.4%
April...8.3%
May...8.7%
June...8.7%
July...8.8%
August...8.9%
September ...8.1%
October...8.4%
November...8.2%
December...8.6%



Feeding Frenzy. Kat 92.9 FM listeners have the desire to eat out often. Add urgency to your advertising with Kat 92.9 FM.

Is your fast food marketing leaving you hungry?



KAT-FM 92.9 FM delivers the fast food buyer.

Advertise on KAT 92.9 FM and you'll reach the main main fast food buyer 25-49-year-old adults who have the appetite to buy the food they want, when they want it.

Whether it's a new Burgers, Pizza or Mexican Food KAT-FM

listeners are eating out everyday 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 \$50,000.

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 KAT-FM 92.9 FM message will be heard by thousands of these top fast food prospects each time it airs.

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



What They Buy

Burger...42.5%
Pizza...17.9%
Regional/Other...17.0%
Sandwich...8.2%
Chicken...7.4%
Mexican...7.1%

76.1% of fast food orders include a beverage, 32.7% ask for fries.

Where They Buy

1. McDonalds
2. Burger King
3. Wendy's
4. Subway
5. Taco Bell

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 fast food audience. Call Perry Mason at KAT-92.9 FM today at (563) 690-0800

Today's Hits and Yesterday's Favorites

