

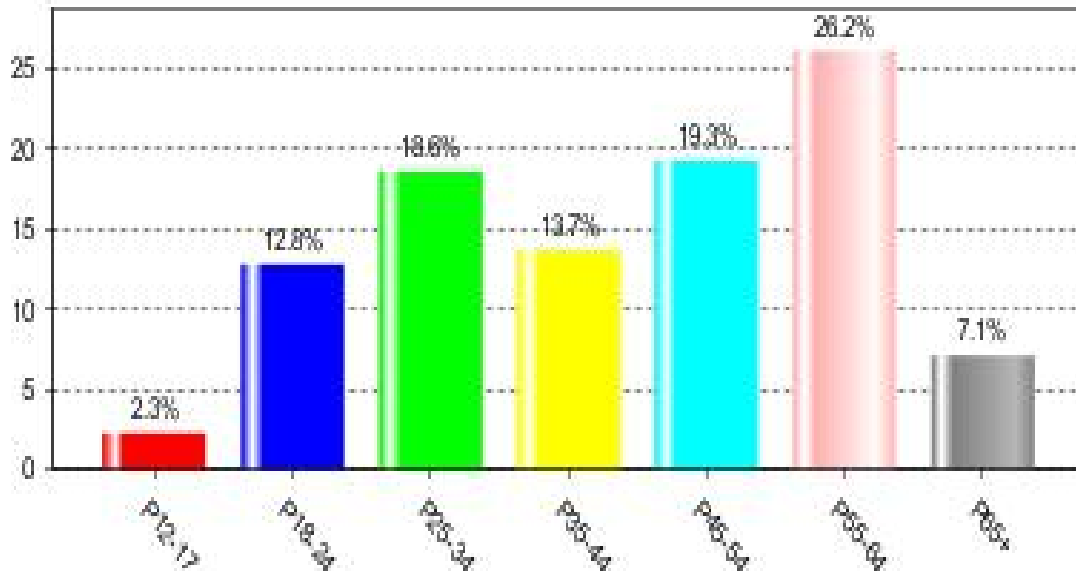


## 106.5 The Fox is:

Classic Rock...that Rocks! For us classic rock is a genre, not an era. Songs that you played the air guitar to. Songs that remind you of "that time...in your life". Songs that just rock! And personalities that rock like Coleen Quinn and Alice Cooper!

### Top Artists:

- Led Zeppelin
- Ozzy Osborne
- Nirvana
- Van Halen
- Rolling Stones
- Pink Floyd
- Stone Temple Pilots



**Male/Female Skew: 58%/42%**  
**Average Age: 52**



## **106-5 The Fox:**

**Reaches 44,500 people in the High Desert – average age 52 years old**

**53% are have some college or more, 17% hold a college degree**

**70% own their own home**

**\$54,000 is the average household income**

**14% have at least one child at home**

**57% are employed either full or part-time**

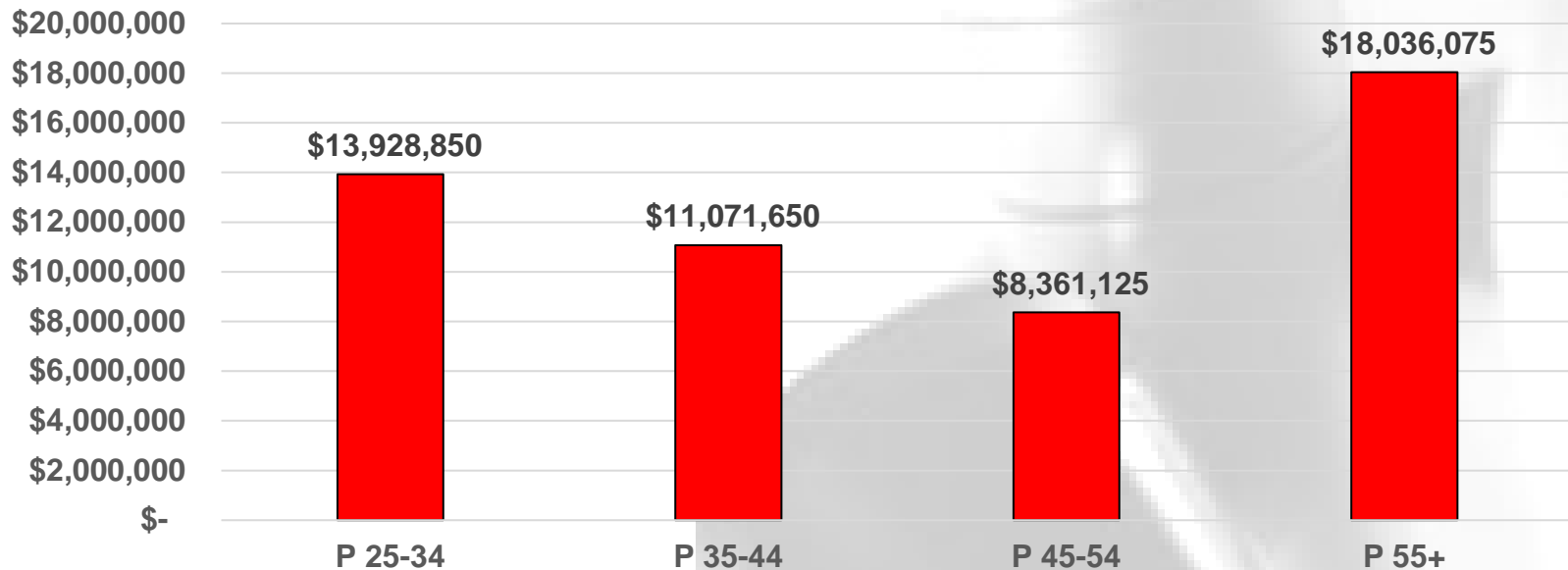
**Annual Spending power of nearly \$872 million dollars in Retail Sales**

**If invited, this audience have the ability to buy the goods and services you are selling!**



## Monthly Spending Power of the KIXA FM Audience

Monthly Spending in Millions



**\$872 Million dollars spent each year in The High Desert by the Fox audience.**