



# Idaho's Only REAL ROCK Station

**KBear 101 has 35,700+\* plus adult listeners each week.**

## SUMMARY

East Idaho's #1 listened-to Rock station plays modern, alternative and classic Rock songs. KBear 101 is a standalone station when it comes to providing listeners with live and entertaining programs. With day parts that are personality and musically driven, KBear 101 has the opportunity to connect with listeners on a personal level. Concerts and events are very important to the KBear 101 fan, so we make it a point to keep listeners abreast of the East Idaho scene, whether it's a live show or community sponsored events.

**Local Involvement:** KBear 101 is active in the local Rock scene promoting countless concerts. Additionally, KBear connects with the community by supporting various charities including the United Way, American Cancer Society, Snake River Animal Shelter, Supermarket Saturday, and Idaho Gives.

**KBear Promotions:** The Secret Sound, Buffalo Chip Road Trip, The Ultimate Man Cave Upgrade Title Sponsorship, The Ultimate Man Cave Upgrade Supporting Sponsorship, Rockin' Halloween, and Supermarket Saturday.

**KBear Features:** D-bag of the Day, Traffic School, Cue the Outrage, Freak News, Noon Hour of Madness & Mayhem, Flori-Duh Man, and Crank It or Yank It.

## DEMOGRAPHICS

### Primary Demographic

The KBear listener has an active outdoor lifestyle; they share much of this time with their families and friends. They love outdoor activities such as camping, snowmobiling, hiking, mountain biking, motocross, riding ATVs, skiing and snowboarding. KBear listeners are loyal to lifestyle based brands and will make purchase decisions based on that loyalty.

#### MALE



#### AGE:

34

#### MARITAL STATUS:



Married  
1 Child

#### EDUCATION:



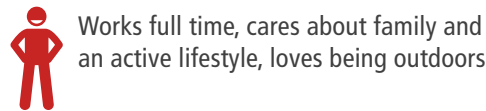
Some college  
education

#### WORRIES ABOUT:



Family and  
Lifestyle

#### PRINCIPLES:



Works full time, cares about family and an active lifestyle, loves being outdoors

#### IS AN EMOTER:



A lifestyle listener who connects himself to his entertainment on a personal level

### General Demographics

KBear listeners include a wide range of general demographics and are not limited to adults 18 to 49, though that is their largest involved demo. Their listeners associate lifestyle to their entertainment and purchase decisions more than most, and will respond to advertising that presents them with a product or brand that appeals to that active lifestyle. They're socially active and will become involved in promotions that allow them to show their intelligence and knowledge about their lifestyle activities and entertainment.

**East Idaho's #1 Station Men 18-64 | Business And Professional Men | All About The Active Lifestyle**

\*Source - Spring 2018 Eastlan Survey - Mo-Su 6a-6a.