



#1 For New Country

105.5/105.9 The Hawk has 19,200* plus adult listeners each week.

SUMMARY

The Hawk is #1 For New Country, featuring hot new artists from the Country music scene. We provide a niche for the listeners to hear the newest Country music and we have a very active and loyal listener base.

The Hawk's Promotions:

The Great Gas Giveaway, \$1,000 Minute, Mega Ticket Mania, CMA Music Festival Flyaway, Buffalo Chip Road Trip, Hawk Book Club for Kids, Monday Night Football Madness, Star Guitar Charity Auction, Toys for Tots Partnership, and Supermarket Saturday.

The Hawk's Features:

The Bird Day Book, Wheel Of Winning, The All American 8 O'Clock Hour, What's Cookin' in Country, The E-Quest Café, FREE Pizza Pie Fly By, Are You the Smartest Person in Idaho?, Flyin' Or Dyin', and Hawk Flawk Top 5 at 5.

DEMOGRAPHICS

Primary Demographic

FEMALE



AGE:

29

MARITAL STATUS:



Married 1-2 children

EDUCATION:



Some college education

WORRIES ABOUT:



Family and money

PRINCIPLES:



Cares about family and about news and information regarding her interests

IS AN EMOTER:



Seeks to emotionally connect with brands or products and will often make quick purchase decisions

General Demographics

The Hawk listeners are very passionate about their entertainment. They associate themselves emotionally with their brands and products, but often make purchase decisions based on price or availability. They are influenced in purchase decisions by marketing and advertising - but more so by social advice from friends and family. They are a very connected demographic and will respond to advertising that builds an emotional connection. They can become effective secondary marketers for brands because of this emotional connection.

The Hawk listeners care about family and are conservative in their decisions. They are tech savvy and are high consumers of general media. The Hawk listeners are energetic and will respond positively to events and promotions. They are very involved in social media and spend the bulk of their time online using Facebook. They are also very active with their mobile phones, utilizing both texting and mobile web.

#1 Country Station For Adults 18-49

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