

**CLASSIC
ROCK 101.1**



\$2 billion

in annual retail spending power!

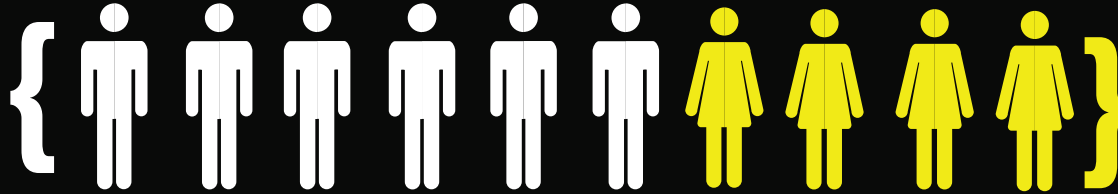
46

MEDIAN AGE

130K

metro Adults 18+
listen to Classic
Rock 101.1 for an
average of 6 hours
each week!

60%
MALE



40%
FEMALE

STATION LISTENER AGE RANGE

14%

AGE: 18-24

13%

AGE: 25-34

16%

AGE: 35-44

29%

AGE: 45-54

18%

AGE: 55-64

10%

AGE: 65+

Twitter:

[CLASSICROCK1011](#)

Facebook:

[facebook.com/ClassicRock1011](#)

Text:

47183

Website:

[classicrock1011.com](#)

GREENVILLE-SPARTANBURG; Nielsen Radio Fall 2016; Metro; A18+; WROQ-FM; Weekly Cume Persons; Weekly TSL; Age and Gender Weekly Cume Comp; Weekly Cume Persons, Median Age P12+; Retail Spending Power.
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TOP FEATURES

The Upstate's
Home for
Carolina Panthers Football!



Over 20 years
of Rockin' the Upstate

Classic Rock 101.1 Weekday Lineup



John Boy and Billy
Mon-Fri 6am-10am



The Stoneman
Mon-Fri Noon-6pm