



WATCH US GROW!

The days of cradle to grave TV viewing are dead. New more sophisticated approaches are taking place. The most easily influenced group of consumers are the 18-34 year olds who represent a large percentage of first time buyers and their brand set is not as established as older viewers, particularly Adults 50+. Adults 18-34 have the **"desire"** as well as **financial ability** to purchase a wide array of products and services.

The overall importance in understanding the 18-34, 18-49 and 25-54 profiles is in the **vitality** this group represents to marketers. These groups represent nearly 80 percent of the purchasing power of most products and services. It should also be pointed out that while older segments, particularly adults 50+, have the ability to purchase their **"desire"** tends not to be as strong. These younger segments are making major purchases for the first time. Acquiring, Cars, Furniture, Homes and Appliances. They are more image conscience and are concerned with outside interests, clothing and various activities.



LESS WASTE...BETTER VALUE

Buying Power! Our Viewers have the **desire, financial ability and vitality** to purchase a wide array of products and services. They are not as set in their ways and are in the process of developing there own brand set as Adults 50+.

KTZZ-TV 22 is the most efficient station in the key 18-34, 18-49 and 25-54 demos. Based on the market composition nearly half of what advertisers pay for are adults 50+ and those adults aren't as motivated to spend as their younger counterparts.

% Of Seattle Stations Audience Composition

July 98 Nielsen Sun-Sat 6A-2A	18-34	18-49	25-54	50+
DMA	31.3	66.3	63.7	33.6
KTZZ 	45.4%	72.7%	59.9%	27.0%
KIRO-CBS	20.7	48.6	52.2	51.4
KOMO-ABC	22.3	51.4	54.4	48.5
KING-NBC	24.0	55.5	57.4	44.4
KSTW-UPN	26.4	61.7	58.8	38.2

