



Classic 1280
Hits from the 50's-60's-70's
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THE MARKET

Prepared by Good Radio.TV
Operator of KDKD FM and KDKD AM based in Clinton, MO. Good Radio.TV operates 18 radio stations in Missouri and another 6 in SE Iowa.

THE MARKET

The Golden Valley area that is served by the stations is made up of seven (7) counties including Henry (home county); surrounded by Cass, Johnson and Pettis to the North; Bates to the West, Benton to the East, and St. Clair to the South.

The 12+ Population of the seven county area is 250,000. The total retail sales for the area is \$2.86 billion dollars.

(Survey of Buying Power, Sales & Marketing Management 2004)

EDUCATION

The Golden Valley is served by the University of Central Missouri in Warrensburg and State Fair Community College based in Sedalia. They are opening a new Clinton Campus in early 2009!

MARKET DEMOGRAPHICS

The number of households in the seven county area is 96,000.

The trend in all these counties is a bit younger, but clearly the 35+ & 50+ categories are still dominate when looking at age cells.

RETAIL SPENDING

The \$2.86 Billion in retail spending is made up from several key areas. Food & Beverage Sales represent \$286,455,000 of the total. Food Service and Dining Establishments add \$208,841,000. Automobile/Parts sales represent \$725,685,000. Furniture and Home Furnishings/Appliances & Electronics brings in another \$75,436,000 to the total. And general merchandise purchases adds \$541,496,000.