



## Listener Profile

The **POWER** of Ventura County Hispanic Consumers and the 103.3 the vibe radio listeners

- 103.3 the vibe targets the 18-49 year old audience in either the English or Spanish language.
- This 18-49 year old Dual Cultural Audience comprises 40 % of the overall Hispanic Population
- Our 18-49 Dual Cultural Audience controls 60% of the overall Hispanic Population's buying power.
- The Hispanic Median Age is 26.6 years old