

CLASSIC HITS LISTENER PROFILE

Our Listeners Are Your Potential Customers!



Gender

54% MEN **46% WOMEN**



Education

| | |
|----------------------|-----|
| High School or Less | 6% |
| High School Grad | 32% |
| Some College | 30% |
| College Grad or More | 32% |

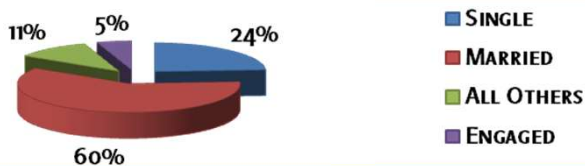


Occupation

| | |
|--|-----|
| Professional/Related Occupations | 14% |
| Management/Business/Financial | 13% |
| Sales/Office | 17% |
| Natural Resources/Construction/ Maintenance | 7% |
| Other | 17% |



Marital Status



Demographic Breakout

Adults

| | |
|-------|-----|
| 18-24 | 11% |
| 25-34 | 16% |
| 35-44 | 17% |
| 45-54 | 26% |
| 55-64 | 21% |
| 65+ | 9% |



Household Income

| | |
|---------------------|-----|
| Less Than \$20,000 | 9% |
| \$20,000 - \$29,000 | 8% |
| \$30,000 - \$39,000 | 8% |
| \$40,000 - \$49,000 | 8% |
| \$50,000 - \$59,000 | 9% |
| \$60,000 - \$69,000 | 12% |
| Over - \$75,000 | 46% |

Median HHI: \$72,000



Home Ownership

76%
Own Home



Households with Children



39%
Have Children @ Home

COUNTRY LISTENER PROFILE

Our Listeners Are Your Potential Customers!



Gender

46% MEN **54% WOMEN**



Education

| | |
|----------------------|------------|
| High School or Less | 11% |
| High School Grad | 33% |
| Some College | 33% |
| College Grad or More | 23% |

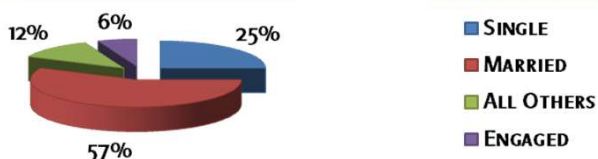


Occupation

| | |
|--|------------|
| Professional/Related Occupations | 13% |
| Management/Business/Financial | 10% |
| Sales/Office | 16% |
| Natural Resources/Construction/ Maintenance | 8% |
| Other | 20% |



Marital Status



Demographic Breakout

Adults

| | |
|-------|------------|
| 18-24 | 15% |
| 25-34 | 21% |
| 35-44 | 17% |
| 45-54 | 19% |
| 55-64 | 15% |
| 65+ | 13% |



Household Income

| | |
|---------------------|------------|
| Less Than \$20,000 | 11% |
| \$20,000 - \$29,000 | 10% |
| \$30,000 - \$39,000 | 10% |
| \$40,000 - \$49,000 | 10% |
| \$50,000 - \$59,000 | 9% |
| \$60,000 - \$69,000 | 12% |
| Over - \$75,000 | 38% |

Median HHI: \$65,400



Home Ownership

73%
Own Home



Households with Children



44%
Have Children @ Home

OLDIES LISTENER PROFILE

Our Listeners Are Your Potential Customers!



Gender

46% MEN **54% WOMEN**



Education

| | |
|----------------------|------------|
| High School or Less | 11% |
| High School Grad | 33% |
| Some College | 18% |
| College Grad or More | 38% |

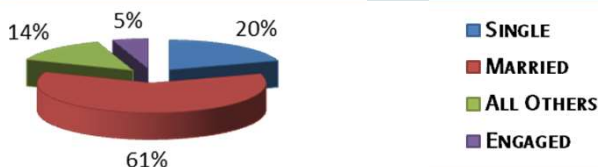


Occupation

| | |
|--|------------|
| Professional/Related Occupations | 12% |
| Management/Business/Financial | 10% |
| Sales/Office | 13% |
| Natural Resources/Construction/ Maintenance | 8% |
| Other | 18% |



Marital Status



Demographic Breakout

Adults

| | |
|-------|------------|
| 18-24 | 7% |
| 25-34 | 13% |
| 35-44 | 12% |
| 45-54 | 20% |
| 55-64 | 26% |
| 65+ | 22% |



Household Income

| | |
|---------------------|------------|
| Less Than \$20,000 | 13% |
| \$20,000 - \$29,000 | 10% |
| \$30,000 - \$39,000 | 12% |
| \$40,000 - \$49,000 | 8% |
| \$50,000 - \$59,000 | 7% |
| \$60,000 - \$69,000 | 12% |
| Over - \$75,000 | 38% |

Median HHI: \$60,600



Home Ownership

69%
Own Home



Households with Children



30%
Have Children @ Home