

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%

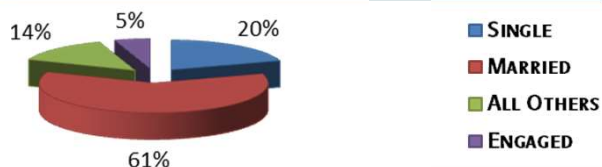


Occupation

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