

2018

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%

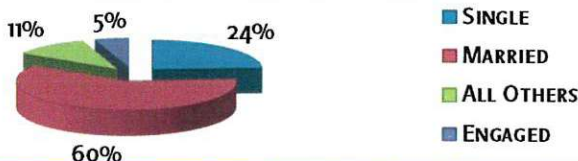


Occupation

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