

2018

# ROCK 'N' ROLL LISTENER PROFILE



*Our Listeners Are Your Potential Customers!*



## Gender

**65% MEN**      **35% WOMEN**



## Education

High School or Less	8%
High School Grad	32%
Some College	34%
College Grad or More	26%

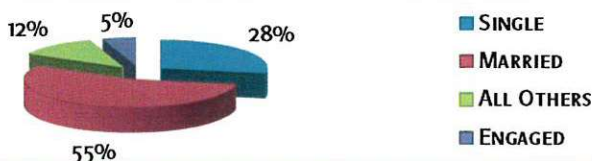


## Occupation

Professional/Related Occupations	14%
Management/Business/Financial	12%
Sales/Office	17%
Natural Resources/Construction/ Maintenance	11%
Other	22%



## Marital Status



## Demographic Breakout

### Adults

18-24	13%
25-34	18%
35-44	22%
45-54	30%
55-64	14%
65+	3%



## Household Income

Less Than \$20,000	9%
\$20,000 - \$29,000	7%
\$30,000 - \$39,000	8%
\$40,000 - \$49,000	8%
\$50,000 - \$59,000	9%
\$60,000 - \$69,000	11%
Over - \$75,000	48%

**Median HHI: \$71,400**



## Home Ownership

**72%**  
Own Home



## Households with Children



**45%**  
Have Children @ Home