

2018

REAL 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%

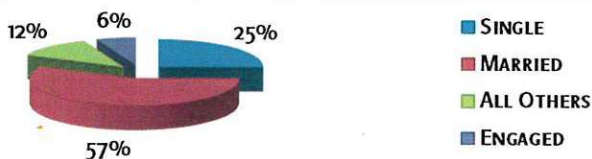


Occupation

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



ADVANTAGEPLAN™

SOURCE: RADIO ADVERTISING BUREAU