

2018

TOP 40 LISTENER PROFILE



Our Listeners Are Your Potential Customers!



Gender

43% MEN **57% WOMEN**



Education

High School or Less	10%
High School Grad	28%
Some College	35%
College Grad or More	27%

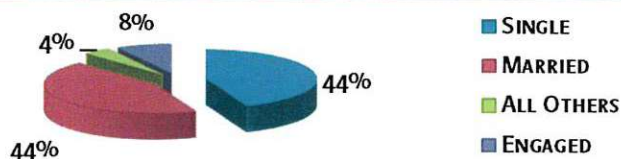


Occupation

Professional/Related Occupations	15%
Management/Business/Financial	11%
Sales/Office	19%
Natural Resources/Construction/ Maintenance	6%
Other	22%



Marital Status



Demographic Breakout

Adults

18-24	28%
25-34	30%
35-44	22%
45-54	13%
55-64	5%
65+	2%



Household Income

Less Than \$20,000	12%
\$20,000 - \$29,000	9%
\$30,000 - \$39,000	9%
\$40,000 - \$49,000	9%
\$50,000 - \$59,000	9%
\$60,000 - \$69,000	11%
Over - \$75,000	41%

Median HHI: \$70,000



Home Ownership

60%
Own Home



Households with Children



58%
Have Children @ Home