

2018

HOT COUNTRY LISTENER PROFILE

Our Listeners Are Your Potential Customers!

#1 for New Country!



Gender

33% MEN **67% WOMEN**



Education

High School or Less	7%
High School Grad	34%
Some College	34%
College Grad or More	25%

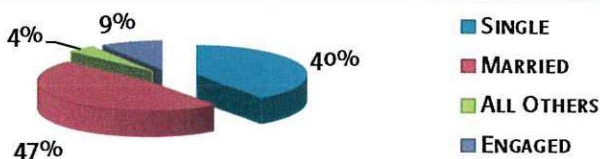


Occupation

Professional/Related Occupations	14%
Management/Business/Financial	10%
Sales/Office	22%
Natural Resources/Construction/ Maintenance	6%
Other	24%



Marital Status



Demographic Breakout

Adults

18-24	28%
25-34	35%
35-44	22%
45-54	11%
55-64	3%
65+	1%



Household Income

Less Than \$20,000	10%
\$20,000 - \$29,000	9%
\$30,000 - \$39,000	8%
\$40,000 - \$49,000	10%
\$50,000 - \$59,000	8%
\$60,000 - \$69,000	13%
Over - \$75,000	42%

Median HHI: \$66,100



Home Ownership

64%
Own Home



Households with Children



60%
Have Children @ Home