



ROCK LOCAL

CD102.5 Listening Audience



CD102.5 reaches an average of 145,700 listeners every week. That's more people than Nationwide Arena and Ohio Stadium can seat at any one time COMBINED.

SEX	Male	54.1%	78,800
	Female	45.9%	66,900
AGE	12-17	6.5%	9,500
	18-24	17.6%	25,600
	25-34	29.4%	42,900
	35-44	22.9%	33,300
	45-54	16.4%	23,900
INCOME	\$75K +	47.9%	69,800
	\$50K - \$74K	27.2%	39,700
	\$25K - \$49K	20.1%	29,300
	\$25K or less	4.7%	6,900
EDUCATION	4-Year Degree	46.1%	67,100
EMPLOYMENT	Full-Time	66.0%	96,100