



Socio-Economic Profile

WEEKLY REACH:

Cume 12+ 153,900 Listeners per Week

SEX:

	<u>%</u>	<u>Persons</u>
Male	53.9%	83,000
Female	46.1%	70,900

AGE:

12-17	8.2%	12,600
18-24	18.2%	28,000
25-34	32.8 %	50,500
35-44	16.7%	25,700
45-54	13.9%	21,300
55+	10.2%	15,700

EDUCATION*:

	<u>%</u>	<u>Persons</u>
Completed 4-Yr Degree	49.6%	76,100

EMPLOYMENT:

Employed Full-Time 62.8% 93,500

INCOME*:

\$25,000 or under	2.9%	4,800
\$25,000-\$49,999	15.7%	22,600
\$50,000-\$75,000	28.0%	41,600
\$75,000 +	49.5%	84,900



SOURCE: Arbitron APRIL/MAY 2012 PPM, *statistics based on Weekly Cume Persons