

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	AAA
	(Subset of
<u>% of Format Audience</u>	Alternative)
<u>Gender:</u>	
Men	50.9%
Women	49.1%
<u>Age:</u>	
18-24	8.4%
25-34	20.6%
35-44	21.2%
45-54	26.3%
55-64	19.1%
65+	4.4%
Median Age	44.9
<u>Household Income:</u>	
\$100K+	47.3%
\$75,000-\$99,999	13.3%
\$50,000-\$74,999	19.8%
\$30,000-\$49,999	11.1%
<\$30,000	8.6%
Median Household Income	\$94.9
<u>Education:</u>	
College Graduate or More	54.1%
Associate Degree	9.9%
Some College, No Degree	18.7%
High School Graduate or Equivalent	14.0%
12th Grade or Less (Did Not Graduate High School)	3.4%
<u>Occupation:</u>	
Professional/Managerial	43.4%
Sales and Office Occupations	15.5%
Natural Resources, Construction, Maintenance Occupations	6.5%
Other Employed	13.2%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
	Adult
<u>% of Format Audience</u>	Contemporary
<u>Gender:</u>	
Men	40.8%
Women	59.2%
<u>Age:</u>	
18-24	13.7%
25-34	20.4%
35-44	22.7%
45-54	22.3%
55-64	13.7%
65+	7.2%
Median Age	42.1
<u>Household Income:</u>	
\$100K+	31.6%
\$75,000-\$99,999	16.0%
\$50,000-\$74,999	19.7%
\$30,000-\$49,999	16.1%
<\$30,000	16.6%
Median Household Income	\$72.0
<u>Education:</u>	
College Graduate or More	31.1%
Associate Degree	11.7%
Some College, No Degree	20.9%
High School Graduate or Equivalent	27.1%
12th Grade or Less (Did Not Graduate High School)	9.2%
<u>Occupation:</u>	
Professional/Managerial	28.3%
Sales and Office Occupations	17.3%
Natural Resources, Construction, Maintenance Occupations	5.6%
Other Employed	19.7%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
<u>% of Format Audience</u>	Adult Hits
<u>Gender:</u>	
Men	53.1%
Women	46.9%
<u>Age:</u>	
18-24	13.2%
25-34	18.0%
35-44	25.6%
45-54	27.5%
55-64	10.5%
65+	5.2%
Median Age	42.6
<u>Household Income:</u>	
\$100K+	30.5%
\$75,000-\$99,999	14.7%
\$50,000-\$74,999	21.1%
\$30,000-\$49,999	16.8%
<\$30,000	16.8%
Median Household Income	\$69.3
<u>Education:</u>	
College Graduate or More	28.6%
Associate Degree	9.7%
Some College, No Degree	21.7%
High School Graduate or Equivalent	25.4%
12th Grade or Less (Did Not Graduate High School)	14.7%
<u>Occupation:</u>	
Professional/Managerial	28.2%
Sales and Office Occupations	16.2%
Natural Resources, Construction, Maintenance Occupations	9.2%
Other Employed	22.0%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	Adult
	Standards/
<u>% of Format Audience</u>	Easy Listening
<u>Gender:</u>	
Men	42.8%
Women	57.2%
<u>Age:</u>	
18-24	2.0%
25-34	3.3%
35-44	7.7%
45-54	15.8%
55-64	22.6%
65+	48.6%
Median Age	64.3
<u>Household Income:</u>	
\$100K+	14.7%
\$75,000-\$99,999	12.1%
\$50,000-\$74,999	24.9%
\$30,000-\$49,999	24.6%
<\$30,000	23.8%
Median Household Income	\$51.7
<u>Education:</u>	
College Graduate or More	26.9%
Associate Degree	10.4%
Some College, No Degree	19.2%
High School Graduate or Equivalent	36.7%
12th Grade or Less (Did Not Graduate High School)	6.8%
<u>Occupation:</u>	
Professional/Managerial	12.9%
Sales and Office Occupations	9.5%
Natural Resources, Construction, Maintenance Occupations	2.2%
Other Employed	12.9%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
<u>% of Format Audience</u>	All News
<u>Gender:</u>	
Men	56.3%
Women	43.7%
<u>Age:</u>	
18-24	3.9%
25-34	8.0%
35-44	14.9%
45-54	23.2%
55-64	24.7%
65+	25.4%
Median Age	55
<u>Household Income:</u>	
\$100K+	44.6%
\$75,000-\$99,999	14.8%
\$50,000-\$74,999	17.5%
\$30,000-\$49,999	11.7%
<\$30,000	11.5%
Median Household Income	\$90.8
<u>Education:</u>	
College Graduate or More	47.9%
Associate Degree	8.9%
Some College, No Degree	14.7%
High School Graduate or Equivalent	22.2%
12th Grade or Less (Did Not Graduate High School)	6.3%
<u>Occupation:</u>	
Professional/Managerial	33.9%
Sales and Office Occupations	12.8%
Natural Resources, Construction, Maintenance Occupations	4.0%
Other Employed	12.2%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
<u>% of Format Audience</u>	All Sports
<u>Gender:</u>	
Men	79.3%
Women	20.7%
<u>Age:</u>	
18-24	5.4%
25-34	19.5%
35-44	21.2%
45-54	22.6%
55-64	17.3%
65+	14.0%
Median Age	46.7
<u>Household Income:</u>	
\$100K+	43.7%
\$75,000-\$99,999	17.3%
\$50,000-\$74,999	18.1%
\$30,000-\$49,999	11.1%
<\$30,000	9.8%
Median Household Income	\$90.9
<u>Education:</u>	
College Graduate or More	45.4%
Associate Degree	10.8%
Some College, No Degree	17.7%
High School Graduate or Equivalent	22.2%
12th Grade or Less (Did Not Graduate High School)	4.0%
<u>Occupation:</u>	
Professional/Managerial	34.1%
Sales and Office Occupations	18.0%
Natural Resources, Construction, Maintenance Occupations	7.3%
Other Employed	16.8%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
<u>% of Format Audience</u>	All Talk
<u>Gender:</u>	
Men	63.2%
Women	36.8%
<u>Age:</u>	
18-24	3.9%
25-34	11.6%
35-44	20.8%
45-54	23.1%
55-64	20.6%
65+	19.9%
Median Age	51.2
<u>Household Income:</u>	
\$100K+	34.4%
\$75,000-\$99,999	16.9%
\$50,000-\$74,999	19.9%
\$30,000-\$49,999	17.8%
<\$30,000	10.9%
Median Household Income	\$77.0
<u>Education:</u>	
College Graduate or More	40.5%
Associate Degree	11.7%
Some College, No Degree	18.5%
High School Graduate or Equivalent	24.9%
12th Grade or Less (Did Not Graduate High School)	4.2%
<u>Occupation:</u>	
Professional/Managerial	31.7%
Sales and Office Occupations	17.4%
Natural Resources, Construction, Maintenance Occupations	6.4%
Other Employed	13.9%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
<u>% of Format Audience</u>	Alternative
<u>Gender:</u>	
Men	53.6%
Women	46.4%
<u>Age:</u>	
18-24	20.7%
25-34	28.3%
35-44	21.6%
45-54	17.1%
55-64	9.2%
65+	3.1%
Median Age	35.5
<u>Household Income:</u>	
\$100K+	35.3%
\$75,000-\$99,999	15.1%
\$50,000-\$74,999	19.6%
\$30,000-\$49,999	16.6%
<\$30,000	13.5%
Median Household Income	\$75.5
<u>Education:</u>	
College Graduate or More	36.8%
Associate Degree	10.4%
Some College, No Degree	26.1%
High School Graduate or Equivalent	19.5%
12th Grade or Less (Did Not Graduate High School)	7.1%
<u>Occupation:</u>	
Professional/Managerial	32.0%
Sales and Office Occupations	18.2%
Natural Resources, Construction, Maintenance Occupations	7.0%
Other Employed	19.2%



RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
	CHR/
<u>% of Format Audience</u>	Top 40
<u>Gender:</u>	
Men	41.0%
Women	59.0%
<u>Age:</u>	
18-24	27.2%
25-34	29.4%
35-44	22.2%
45-54	13.7%
55-64	5.7%
65+	1.8%
Median Age	32.7
<u>Household Income:</u>	
\$100K+	29.0%
\$75,000-\$99,999	13.7%
\$50,000-\$74,999	20.1%
\$30,000-\$49,999	17.9%
<\$30,000	19.3%
Median Household Income	\$65.4
<u>Education:</u>	
College Graduate or More	26.1%
Associate Degree	10.0%
Some College, No Degree	24.0%
High School Graduate or Equivalent	28.7%
12th Grade or Less (Did Not Graduate High School)	11.2%
<u>Occupation:</u>	
Professional/Managerial	25.4%
Sales and Office Occupations	19.7%
Natural Resources, Construction, Maintenance Occupations	5.3%
Other Employed	21.6%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
	Classic
<u>% of Format Audience</u>	Hits
<u>Gender:</u>	
Men	55.7%
Women	44.3%
<u>Age:</u>	
18-24	9.4%
25-34	15.0%
35-44	16.7%
45-54	27.1%
55-64	22.0%
65+	9.8%
Median Age	48.9
<u>Household Income:</u>	
\$100K+	29.7%
\$75,000-\$99,999	17.5%
\$50,000-\$74,999	20.0%
\$30,000-\$49,999	15.5%
<\$30,000	17.4%
Median Household Income	\$71.6
<u>Education:</u>	
College Graduate or More	28.9%
Associate Degree	11.7%
Some College, No Degree	19.6%
High School Graduate or Equivalent	32.4%
12th Grade or Less (Did Not Graduate High School)	7.5%
<u>Occupation:</u>	
Professional/Managerial	26.6%
Sales and Office Occupations	17.9%
Natural Resources, Construction, Maintenance Occupations	6.3%
Other Employed	19.2%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
	Classic
<u>% of Format Audience</u>	Rock
<u>Gender:</u>	
Men	65.5%
Women	34.5%
<u>Age:</u>	
18-24	12.9%
25-34	17.1%
35-44	21.1%
45-54	29.6%
55-64	16.5%
65+	2.8%
Median Age	44.5
<u>Household Income:</u>	
\$100K+	30.3%
\$75,000-\$99,999	16.1%
\$50,000-\$74,999	20.3%
\$30,000-\$49,999	17.2%
<\$30,000	16.1%
Median Household Income	\$70.4
<u>Education:</u>	
College Graduate or More	24.5%
Associate Degree	12.4%
Some College, No Degree	22.8%
High School Graduate or Equivalent	32.8%
12th Grade or Less (Did Not Graduate High School)	7.5%
<u>Occupation:</u>	
Professional/Managerial	26.1%
Sales and Office Occupations	16.2%
Natural Resources, Construction, Maintenance Occupations	11.0%
Other Employed	22.8%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
<u>% of Format Audience</u>	Classical
<u>Gender:</u>	
Men	50.8%
Women	49.2%
<u>Age:</u>	
18-24	7.5%
25-34	10.6%
35-44	13.7%
45-54	16.7%
55-64	21.6%
65+	29.9%
Median Age	55.7
<u>Household Income:</u>	
\$100K+	37.7%
\$75,000-\$99,999	15.9%
\$50,000-\$74,999	18.8%
\$30,000-\$49,999	15.7%
<\$30,000	12.6%
Median Household Income	\$79.8
<u>Education:</u>	
College Graduate or More	61.3%
Associate Degree	7.3%
Some College, No Degree	13.8%
High School Graduate or Equivalent	14.2%
12th Grade or Less (Did Not Graduate High School)	3.6%
<u>Occupation:</u>	
Professional/Managerial	35.1%
Sales and Office Occupations	11.4%
Natural Resources, Construction, Maintenance Occupations	2.6%
Other Employed	10.3%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
<u>% of Format Audience</u>	Country
<u>Gender:</u>	
Men	46.0%
Women	54.0%
<u>Age:</u>	
18-24	15.9%
25-34	21.0%
35-44	16.5%
45-54	18.9%
55-64	14.7%
65+	13.0%
Median Age	43
<u>Household Income:</u>	
\$100K+	24.8%
\$75,000-\$99,999	14.8%
\$50,000-\$74,999	20.1%
\$30,000-\$49,999	18.6%
<\$30,000	21.8%
Median Household Income	\$61.7
<u>Education:</u>	
College Graduate or More	22.1%
Associate Degree	11.2%
Some College, No Degree	21.6%
High School Graduate or Equivalent	34.4%
12th Grade or Less (Did Not Graduate High School)	10.7%
<u>Occupation:</u>	
Professional/Managerial	22.2%
Sales and Office Occupations	16.1%
Natural Resources, Construction, Maintenance Occupations	7.3%
Other Employed	20.8%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
<u>% of Format Audience</u>	Ethnic
<u>Gender:</u>	
Men	45.7%
Women	54.3%
<u>Age:</u>	
18-24	5.5%
25-34	7.6%
35-44	20.9%
45-54	38.1%
55-64	12.6%
65+	15.3%
Median Age	48.5
<u>Household Income:</u>	
\$100K+	34.3%
\$75,000-\$99,999	11.5%
\$50,000-\$74,999	13.8%
\$30,000-\$49,999	20.2%
<\$30,000	20.2%
Median Household Income	\$67.8
<u>Education:</u>	
College Graduate or More	35.7%
Associate Degree	9.8%
Some College, No Degree	12.2%
High School Graduate or Equivalent	25.1%
12th Grade or Less (Did Not Graduate High School)	17.2%
<u>Occupation:</u>	
Professional/Managerial	25.7%
Sales and Office Occupations	11.7%
Natural Resources, Construction, Maintenance Occupations	4.3%
Other Employed	18.2%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
<u>% of Format Audience</u>	Gospel
<u>Gender:</u>	
Men	34.6%
Women	65.4%
<u>Age:</u>	
18-24	6.4%
25-34	11.3%
35-44	17.5%
45-54	22.5%
55-64	21.1%
65+	21.3%
Median Age	51.6
<u>Household Income:</u>	
\$100K+	10.5%
\$75,000-\$99,999	9.4%
\$50,000-\$74,999	15.4%
\$30,000-\$49,999	18.6%
<\$30,000	46.2%
Median Household Income	\$33.3
<u>Education:</u>	
College Graduate or More	15.5%
Associate Degree	8.0%
Some College, No Degree	17.9%
High School Graduate or Equivalent	39.1%
12th Grade or Less (Did Not Graduate High School)	19.6%
<u>Occupation:</u>	
Professional/Managerial	13.9%
Sales and Office Occupations	10.9%
Natural Resources, Construction, Maintenance Occupations	3.3%
Other Employed	19.8%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
	Hispanic
<u>% of Format Audience</u>	(All Genres)
<u>Gender:</u>	
Men	51.4%
Women	46.6%
<u>Age:</u>	
18-24	13.4%
25-34	24.2%
35-44	22.0%
45-54	19.3%
55-64	11.3%
65+	9.8%
Median Age	40.7
<u>Household Income:</u>	
\$100K+	12.3%
\$75,000-\$99,999	9.4%
\$50,000-\$74,999	17.2%
\$30,000-\$49,999	23.9%
<\$30,000	37.3%
Median Household Income	\$39.8
<u>Education:</u>	
College Graduate or More	12.0%
Associate Degree	6.3%
Some College, No Degree	13.9%
High School Graduate or Equivalent	25.0%
12th Grade or Less (Did Not Graduate High School)	42.8%
<u>Occupation:</u>	
Professional/Managerial	11.7%
Sales and Office Occupations	10.3%
Natural Resources, Construction, Maintenance Occupations	13.6%
Other Employed	28.4%



RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	Hot AC
	(Subset of
<u>% of Format Audience</u>	A/C)
<u>Gender:</u>	
Men	36.7%
Women	63.3%
<u>Age:</u>	
18-24	18.0%
25-34	23.5%
35-44	25.3%
45-54	19.6%
55-64	9.8%
65+	3.9%
Median Age	38.3
<u>Household Income:</u>	
\$100K+	36.5%
\$75,000-\$99,999	16.5%
\$50,000-\$74,999	18.6%
\$30,000-\$49,999	14.0%
<\$30,000	14.5%
Median Household Income	\$79.5
<u>Education:</u>	
College Graduate or More	31.9%
Associate Degree	11.6%
Some College, No Degree	22.4%
High School Graduate or Equivalent	26.5%
12th Grade or Less (Did Not Graduate High School)	7.7%
<u>Occupation:</u>	
Professional/Managerial	29.5%
Sales and Office Occupations	18.8%
Natural Resources, Construction, Maintenance Occupations	5.3%
Other Employed	18.0%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
<u>% of Format Audience</u>	Jazz
<u>Gender:</u>	
Men	53.1%
Women	46.9%
<u>Age:</u>	
18-24	3.9%
25-34	12.2%
35-44	14.7%
45-54	21.8%
55-64	23.2%
65+	24.2%
Median Age	53.9
<u>Household Income:</u>	
\$100K+	33.2%
\$75,000-\$99,999	12.7%
\$50,000-\$74,999	21.6%
\$30,000-\$49,999	15.2%
<\$30,000	17.3%
Median Household Income	\$69.9
<u>Education:</u>	
College Graduate or More	52.1%
Associate Degree	7.4%
Some College, No Degree	17.1%
High School Graduate or Equivalent	18.4%
12th Grade or Less (Did Not Graduate High School)	5.1%
<u>Occupation:</u>	
Professional/Managerial	35.7%
Sales and Office Occupations	12.1%
Natural Resources, Construction, Maintenance Occupations	3.2%
Other Employed	12.1%

RADIO FORMAT HIGHLIGHTS

	Mexican/ Tejano/ Ranchera (Subset of Hispanic)
<b>Demographic Profile - Adults 18+</b>	
<u>% of Format Audience</u>	
<u>Gender:</u>	
Men	54.0%
Women	46.0%
<u>Age:</u>	
18-24	18.0%
25-34	26.2%
35-44	23.4%
45-54	19.0%
55-64	8.9%
65+	4.6%
Median Age	37.4
<u>Household Income:</u>	
\$100K+	8.5%
\$75,000-\$99,999	9.7%
\$50,000-\$74,999	14.8%
\$30,000-\$49,999	28.3%
<\$30,000	36.7%
Median Household Income	\$37.2
<u>Education:</u>	
College Graduate or More	6.6%
Associate Degree	3.4%
Some College, No Degree	11.6%
High School Graduate or Equivalent	24.2%
12th Grade or Less (Did Not Graduate High School)	54.2%
<u>Occupation:</u>	
Professional/Managerial	7.3%
Sales and Office Occupations	9.2%
Natural Resources, Construction, Maintenance Occupations	18.2%
Other Employed	31.9%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
<u>% of Format Audience</u>	News/Talk
<u>Gender:</u>	
Men	61.5%
Women	38.5%
<u>Age:</u>	
18-24	3.6%
25-34	10.7%
35-44	15.6%
45-54	21.2%
55-64	22.7%
65+	26.3%
Median Age	54.6
<u>Household Income:</u>	
\$100K+	39.9%
\$75,000-\$99,999	16.2%
\$50,000-\$74,999	18.5%
\$30,000-\$49,999	14.2%
<\$30,000	11.3%
Median Household Income	\$84.3
<u>Education:</u>	
College Graduate or More	48.4%
Associate Degree	9.0%
Some College, No Degree	17.0%
High School Graduate or Equivalent	22.0%
12th Grade or Less (Did Not Graduate High School)	3.6%
<u>Occupation:</u>	
Professional/Managerial	35.9%
Sales and Office Occupations	12.6%
Natural Resources, Construction, Maintenance Occupations	4.6%
Other Employed	11.8%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
<u>% of Format Audience</u>	Oldies
<u>Gender:</u>	
Men	46.4%
Women	53.6%
<u>Age:</u>	
18-24	8.0%
25-34	11.3%
35-44	10.5%
45-54	23.6%
55-64	28.9%
65+	17.8%
Median Age	53.8
<u>Household Income:</u>	
\$100K+	23.9%
\$75,000-\$99,999	16.0%
\$50,000-\$74,999	20.3%
\$30,000-\$49,999	20.2%
<\$30,000	19.7%
Median Household Income	\$61.7
<u>Education:</u>	
College Graduate or More	26.1%
Associate Degree	10.4%
Some College, No Degree	19.4%
High School Graduate or Equivalent	32.8%
12th Grade or Less (Did Not Graduate High School)	11.4%
<u>Occupation:</u>	
Professional/Managerial	21.4%
Sales and Office Occupations	13.2%
Natural Resources, Construction, Maintenance Occupations	5.7%
Other Employed	16.8%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
	Public
<u>% of Format Audience</u>	Radio
<u>Gender:</u>	
Men	49.8%
Women	50.2%
<u>Age:</u>	
18-24	4.1%
25-34	15.6%
35-44	20.7%
45-54	20.7%
55-64	20.9%
65+	18.2%
Median Age	50.3
<u>Household Income:</u>	
\$100K+	46.5%
\$75,000-\$99,999	16.8%
\$50,000-\$74,999	16.2%
\$30,000-\$49,999	11.8%
<\$30,000	8.7%
Median Household Income	\$94.8
<u>Education:</u>	
College Graduate or More	68.9%
Associate Degree	7.2%
Some College, No Degree	12.9%
High School Graduate or Equivalent	8.9%
12th Grade or Less (Did Not Graduate High School)	2.1%
<u>Occupation:</u>	
Professional/Managerial	51.8%
Sales and Office Occupations	10.5%
Natural Resources, Construction, Maintenance Occupations	2.3%
Other Employed	8.8%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
	Religion/
<u>% of Format Audience</u>	Christian
<u>Gender:</u>	
Men	39.6%
Women	60.4%
<u>Age:</u>	
18-24	9.7%
25-34	17.5%
35-44	20.2%
45-54	23.0%
55-64	17.2%
65+	12.4%
Median Age	46.2
<u>Household Income:</u>	
\$100K+	25.3%
\$75,000-\$99,999	14.4%
\$50,000-\$74,999	21.1%
\$30,000-\$49,999	18.9%
<\$30,000	20.3%
Median Household Income	\$62.0
<u>Education:</u>	
College Graduate or More	31.1%
Associate Degree	10.6%
Some College, No Degree	20.6%
High School Graduate or Equivalent	26.7%
12th Grade or Less (Did Not Graduate High School)	11.1%
<u>Occupation:</u>	
Professional/Managerial	27.7%
Sales and Office Occupations	15.3%
Natural Resources, Construction, Maintenance Occupations	4.6%
Other Employed	18.7%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
<u>% of Format Audience</u>	Rhythmic
<u>Gender:</u>	
Men	46.3%
Women	53.7%
<u>Age:</u>	
18-24	33.9%
25-34	30.4%
35-44	18.7%
45-54	11.0%
55-64	4.8%
65+	1.3%
Median Age	30.1
<u>Household Income:</u>	
\$100K+	26.0%
\$75,000-\$99,999	12.6%
\$50,000-\$74,999	20.5%
\$30,000-\$49,999	19.2%
<\$30,000	21.7%
Median Household Income	\$60.6
<u>Education:</u>	
College Graduate or More	20.2%
Associate Degree	8.8%
Some College, No Degree	25.5%
High School Graduate or Equivalent	32.0%
12th Grade or Less (Did Not Graduate High School)	13.5%
<u>Occupation:</u>	
Professional/Managerial	20.4%
Sales and Office Occupations	18.9%
Natural Resources, Construction, Maintenance Occupations	6.4%
Other Employed	23.2%



RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
<u>% of Format Audience</u>	Rock
<u>Gender:</u>	
Men	61.4%
Women	38.7%
<u>Age:</u>	
18-24	20.4%
25-34	26.7%
35-44	22.2%
45-54	20.0%
55-64	8.7%
65+	2.0%
Median Age	36.3
<u>Household Income:</u>	
\$100K+	27.7%
\$75,000-\$99,999	15.7%
\$50,000-\$74,999	21.1%
\$30,000-\$49,999	18.3%
<\$30,000	17.2%
Median Household Income	\$66.8
<u>Education:</u>	
College Graduate or More	23.2%
Associate Degree	11.6%
Some College, No Degree	24.6%
High School Graduate or Equivalent	31.7%
12th Grade or Less (Did Not Graduate High School)	8.8%
<u>Occupation:</u>	
Professional/Managerial	24.2%
Sales and Office Occupations	15.9%
Natural Resources, Construction, Maintenance Occupations	10.6%
Other Employed	23.1%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
	Soft AC/
<u>% of Format Audience</u>	Lite Rock
<u>Gender:</u>	
Men	37.0%
Women	63.0%
<u>Age:</u>	
18-24	7.4%
25-34	15.1%
35-44	19.6%
45-54	24.4%
55-64	18.8%
65+	14.7%
Median Age	48.2
<u>Household Income:</u>	
\$100K+	32.9%
\$75,000-\$99,999	13.8%
\$50,000-\$74,999	21.0%
\$30,000-\$49,999	16.0%
<\$30,000	16.3%
Median Household Income	\$70.6
<u>Education:</u>	
College Graduate or More	34.8%
Associate Degree	13.2%
Some College, No Degree	20.4%
High School Graduate or Equivalent	24.1%
12th Grade or Less (Did Not Graduate High School)	7.5%
<u>Occupation:</u>	
Professional/Managerial	28.1%
Sales and Office Occupations	17.8%
Natural Resources, Construction, Maintenance Occupations	4.7%
Other Employed	16.9%

RADIO FORMAT HIGHLIGHTS

	Spanish
<b>Demographic Profile - Adults 18+</b>	AC
	(Subset of
<u>% of Format Audience</u>	Hispanic)
<u>Gender:</u>	
Men	45.7%
Women	54.3%
<u>Age:</u>	
18-24	12.4%
25-34	29.1%
35-44	21.8%
45-54	18.8%
55-64	9.7%
65+	8.3%
Median Age	39
<u>Household Income:</u>	
\$100K+	14.0%
\$75,000-\$99,999	9.8%
\$50,000-\$74,999	19.8%
\$30,000-\$49,999	23.5%
<\$30,000	32.8%
Median Household Income	\$45.9
<u>Education:</u>	
College Graduate or More	13.0%
Associate Degree	7.2%
Some College, No Degree	15.5%
High School Graduate or Equivalent	26.3%
12th Grade or Less (Did Not Graduate High School)	38.0%
<u>Occupation:</u>	
Professional/Managerial	13.2%
Sales and Office Occupations	12.3%
Natural Resources, Construction, Maintenance Occupations	13.9%
Other Employed	26.6%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	Tropical
	(Subset of
<u>% of Format Audience</u>	Hispanic)
<u>Gender:</u>	
Men	53.6%
Women	46.4%
<u>Age:</u>	
18-24	9.2%
25-34	26.3%
35-44	24.0%
45-54	16.3%
55-64	14.7%
65+	9.5%
Median Age	41.3
<u>Household Income:</u>	
\$100K+	10.0%
\$75,000-\$99,999	6.0%
\$50,000-\$74,999	18.5%
\$30,000-\$49,999	19.5%
<\$30,000	46.0%
Median Household Income	\$32.3
<u>Education:</u>	
College Graduate or More	14.0%
Associate Degree	10.2%
Some College, No Degree	16.9%
High School Graduate or Equivalent	29.2%
12th Grade or Less (Did Not Graduate High School)	29.7%
<u>Occupation:</u>	
Professional/Managerial	15.5%
Sales and Office Occupations	12.6%
Natural Resources, Construction, Maintenance Occupations	8.5%
Other Employed	33.2%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
	Urban
<u>% of Format Audience</u>	(All Genres)
<u>Gender:</u>	
Men	46.2%
Women	53.8%
<u>Age:</u>	
18-24	26.1%
25-34	24.1%
35-44	19.1%
45-54	16.1%
55-64	9.7%
65+	4.9%
Median Age	34.9
<u>Household Income:</u>	
\$100K+	16.6%
\$75,000-\$99,999	10.1%
\$50,000-\$74,999	19.5%
\$30,000-\$49,999	20.4%
<\$30,000	33.4%
Median Household Income	\$45.6
<u>Education:</u>	
College Graduate or More	16.1%
Associate Degree	9.5%
Some College, No Degree	24.3%
High School Graduate or Equivalent	34.5%
12th Grade or Less (Did Not Graduate High School)	15.6%
<u>Occupation:</u>	
Professional/Managerial	15.6%
Sales and Office Occupations	15.9%
Natural Resources, Construction, Maintenance Occupations	4.8%
Other Employed	26.2%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	Urban AC
	(Subset of
<u>% of Format Audience</u>	Urban)
<u>Gender:</u>	
Men	42.1%
Women	57.9%
<u>Age:</u>	
18-24	11.3%
25-34	19.3%
35-44	20.7%
45-54	24.9%
55-64	16.6%
65+	7.1%
Median Age	44.3
<u>Household Income:</u>	
\$100K+	15.8%
\$75,000-\$99,999	10.5%
\$50,000-\$74,999	19.0%
\$30,000-\$49,999	18.3%
<\$30,000	36.3%
Median Household Income	\$44.2
<u>Education:</u>	
College Graduate or More	20.5%
Associate Degree	9.4%
Some College, No Degree	22.1%
High School Graduate or Equivalent	34.5%
12th Grade or Less (Did Not Graduate High School)	13.5%
<u>Occupation:</u>	
Professional/Managerial	18.3%
Sales and Office Occupations	14.9%
Natural Resources, Construction, Maintenance Occupations	3.7%
Other Employed	24.5%

RADIO FORMAT HIGHLIGHTS

	Urban
<b>Demographic Profile - Adults 18+</b>	Contemporary
<u>% of Format Audience</u>	(Subset of Urban)
<u>Gender:</u>	
Men	49.9%
Women	50.1%
<u>Age:</u>	
18-24	35.8%
25-34	30.9%
35-44	18.5%
45-54	9.9%
55-64	3.3%
65+	1.6%
Median Age	29.3
<u>Household Income:</u>	
\$100K+	17.6%
\$75,000-\$99,999	10.0%
\$50,000-\$74,999	20.8%
\$30,000-\$49,999	21.5%
<\$30,000	30.0%
Median Household Income	\$48.4
<u>Education:</u>	
College Graduate or More	13.2%
Associate Degree	9.8%
Some College, No Degree	27.1%
High School Graduate or Equivalent	32.6%
12th Grade or Less (Did Not Graduate High School)	17.4%
<u>Occupation:</u>	
Professional/Managerial	14.4%
Sales and Office Occupations	16.8%
Natural Resources, Construction, Maintenance Occupations	5.4%
Other Employed	27.4%

RADIO FORMAT HIGHLIGHTS

<b>Demographic Profile - Adults 18+</b>	
<u>% of Format Audience</u>	Variety
<u>Gender:</u>	
Men	54.2%
Women	45.8%
<u>Age:</u>	
18-24	11.9%
25-34	17.7%
35-44	17.1%
45-54	19.2%
55-64	19.6%
65+	14.5%
Median Age	46.9
<u>Household Income:</u>	
\$100K+	25.3%
\$75,000-\$99,999	13.3%
\$50,000-\$74,999	20.2%
\$30,000-\$49,999	17.6%
<\$30,000	23.6%
Median Household Income	\$60.0
<u>Education:</u>	
College Graduate or More	34.8%
Associate Degree	9.8%
Some College, No Degree	18.8%
High School Graduate or Equivalent	23.9%
12th Grade or Less (Did Not Graduate High School)	12.7%
<u>Occupation:</u>	
Professional/Managerial	25.8%
Sales and Office Occupations	13.0%
Natural Resources, Construction, Maintenance Occupations	7.4%
Other Employed	17.1%