



A Portrait of Our Listeners



The Media Audit

TARGETS	MARKET PROFILE PERCENT	AUDIENCE PROFILE PERCENT	AUDIENCE PROFILE INDEX	0	100	200	300
MARKET INDEX = 100	100.0	100.0	100				
ANNUAL HOUSEHOLD INCOME--\$75,000 PLUS	30.6	52.6	172				
ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS	16.1	35.6	222				
ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE	5.8	15.6	268				
OCCUPATION--PROFESSIONAL,TECHNICAL	14.2	27.4	193				
EDUCATION--COLLEGE GRADUATE [ONE DEGREE]	19.5	38.1	195				
EDUCATION--ADVANCED COLLEGE DEGREE	11.3	35.9	318				
EDUCATION--SINGLE AND/OR ADVANCED DEGREE	30.8	73.9	240				
BUSINESS OWNER/PARTNER/CORPORATE OFFICER	4.2	7.6	182				
OPINION LEADER	2.6	6.2	237				
LIQUID ASSETS [CASH/STOCKS/CD'S/ETC]--\$100K PLUS	25.5	46.5	183				
LIQUID ASSETS [CASH/STOCKS/CD'S/ETC]--\$250K PLUS	9.1	20.6	227				

The Media Audit is a multimedia, qualitative audience survey that covers over 450 target items for each rated media's audience. These qualitative data points cover things such as socioeconomic characteristics, life styles, business decision makers, product purchasing plans, retail shopping habits, travel history, supermarket shopping, stores shopped, products purchased, fast-food restaurants eaten in, soft drink consumption, brands purchased, health insurance coverage, leisure activities, banks used, credit cards used and other selected consumer characteristics important to local media and advertisers.