



Listener Profile

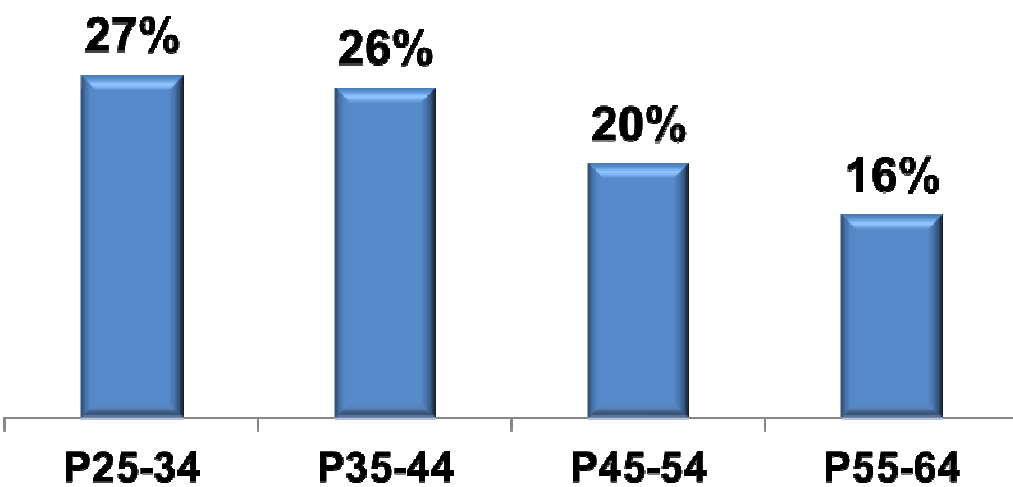
The Buying Power of the Male Consumer



91% Male

Superserving the Male 25-54 Listener!

High Income Consumers



Annual Income	% Target	Education Level	% Target
\$75K - \$100K	27%	College Degree +	48%
\$100K +	24%	Some College	33%

With Advanced Degrees!



- 78% Employed Full-Time**
- 56% White Collar Jobs**
- 23% Management/Finance**
- 21% Professional-Related**
- 12% Service**
- 12% Production/Manufacturing**



82% Own a Home!