

WHO LISTENS TO SPORTS RADIO?

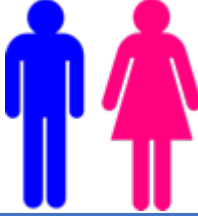


56.8% of sports radio listeners have a college degree.
Sports radio listeners are 42% more likely to have a Masters degree than the average American.
Sports radio listeners are 63% more likely to have a Bachelors degree than the average American.



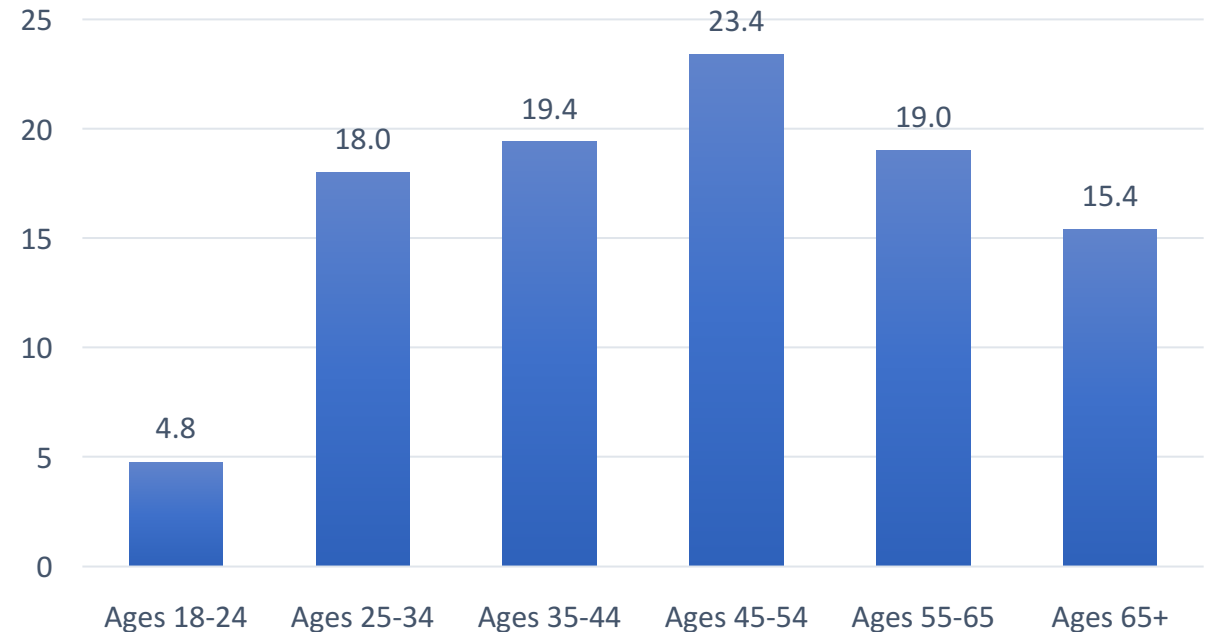
- 54.8% of sports radio listeners have an income above \$75,000.
- 29.6% of sports radio listeners have an income above \$100,000.
- 41.6% of sports radio listeners have children living at home.
- 76.3% of sports radio listeners own their own homes.

- Sports radio listeners are 29% more likely to have a professional occupation than the average American.
- Sports radio listeners are 82% more likely to be in a management position than the average American.
- Sports radio listeners are 22% more likely to be in sales than the average American.



- 80.7% of sports radio listeners are male.
- 19.3% of sports radio listeners are female.

SPORTS RADIO LISTENERS BY AGE



Source: Radio Advertising Bureau 2018