



# A Snapshot of our Listeners

## Hot AC

www.big105.fm

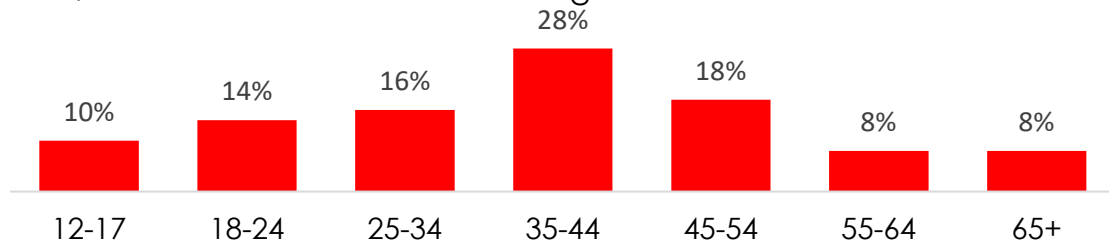
Featuring artists such as Maroon 5, Calvin Harris, Rihanna, Justin Timberlake, Simple Plan and many more.

### Gender



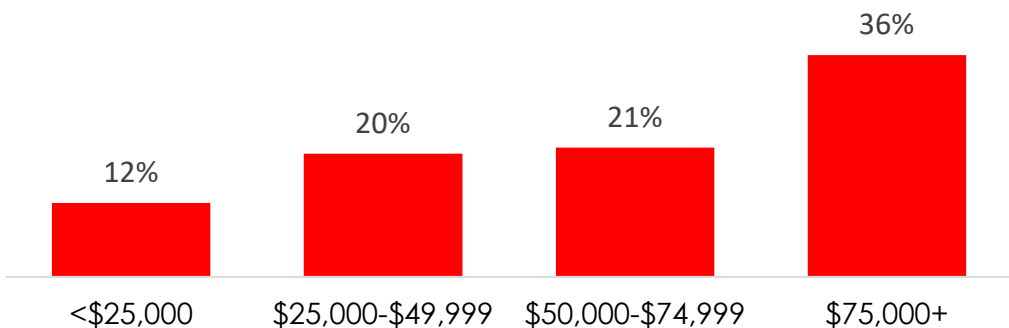
### Age

61% of listeners fall into the 25-54 age break.



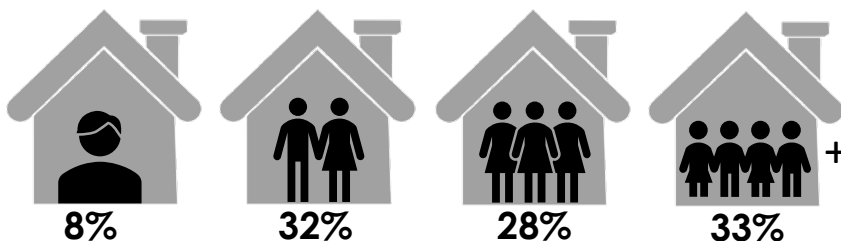
### Household Income

36% earn an annual household income of \$75,000+.



### Household Size

33% live in a household with 4 or more people (index 161).



**56%**  
have children  
under 18 years  
(index 136)

### Education

51% have a college, university graduate or higher education.

**22,023** weekly listeners