



Sales

Based on the national average index of 100- the following are the demographics of ESPN Radio listeners.

- Have a post graduate education = 206 (106% over the national average)
- Have a professional occupation = 187 (87% over the national average)
- Have an occupation in management, business, and/or financial operations = 230 (130% over the national average)
- Have a sales occupation = 126 (26% over the national average)
- Have a household income of \$75k+ = 186 (86% over the national average)
- Own their own home = 114 (14% over the national average)
- Have homes valued over \$500k = 148 (48% over the national average)
- Have homes valued from \$150-499k = 153 (53% over the national average)
- Own stock = 215 (115% over the national average)
- Own Money Market funds = 141 (41% over the national average)
- Have investments of \$50k+ = 172 (72% over the national average)
- Have a 401k = 246 (146% over the national average)
- Use financial planning/money management counseling = 237 (137% over the national average)

What does this mean? Example: With 100 being the national average, and ESPN Radio having an index of 215 for those that have graduated college - this means that of all ESPN Radio listeners, 115% over the national average have graduated college.