

Audience Demographics

Select Year: All Time

DEMOGRAPHICS BUSINESS BEHAVIOR SATISFACTION LIKES DISLIKES

What is your age?			
	Answer	Responses	Ratio
	16-17	1	0%
	18-24	28	5%
	25-34	91	15%
	35-44	228	38%
	45-54	120	20%
	55-64	87	15%
	65+	41	7%
	Totals	596	100%
What is your gender?			
	Answer	Responses	Ratio
	Male	112	19%
	Female	480	80%
	Prefer not to say	3	1%
	Other	2	0%
	Totals	597	100%
What is the highest level of education you have achieved?			
	Answer	Responses	Ratio
	Less than high school graduate	1	0%
	Graduated high school or received equivalent degree (e.g., GED)	40	7%
	Attended college but did not graduate	60	10%
	Graduated from 2-year college	66	11%
	Graduated from 4-year college	261	44%
	Masters Degree	134	22%
	Doctoral Degree	24	4%
	Other Professional Degree (MD, LLB, etc)	13	2%
	Totals	599	100%
Please indicate which best describes the total combined income before taxes of all members of your household.			
	Answer	Responses	Ratio
	Under \$5,000	8	1%
	\$5,000 - \$9,999	6	1%
	\$10,000 - \$19,999	5	1%

\$20,000 - \$29,999	17	3%
\$30,000 - \$39,999	16	3%
\$40,000 - \$49,999	25	4%
\$50,000 - \$59,999	36	6%
\$60,000 - \$74,999	47	8%
\$75,000 - \$99,999	91	16%
\$100,000 - \$149,999	147	25%
\$150,000 - \$199,999	84	14%
\$200,000 or over	101	17%
Totals	583	100%
What is your employment status?		
Answer	Responses	Ratio
Full-time (35 hours or more)	412	69%
Part-time (less than 35 hours)	53	9%
Student	21	4%
Retired	56	9%
Temporarily unemployed	11	2%
Homemaker	29	5%
Other	15	3%
Totals	597	100%
What is your current marital status?		
Answer	Responses	Ratio
Married	405	68%
Single, never married	132	22%
Divorced or Separated	55	9%
Widowed	5	1%
Totals	597	100%

This survey has received a statistically significant number of responses. This data may be used with confidence in drawing conclusions about the total listener/viewer population.