



Radio That Makes You Money!

KFNN | DEMOGRAPHIC PROFILE

KFNN 1510-AM Phoenix has been giving its listeners the latest financial and business news for the past 18 years and enjoys its place as the **exclusive** financial/business news radio station in the Phoenix radio market. **KFNN's** core audience is an affluent professional having income levels above \$150,000 with significant portfolio levels, are luxury car owners, and of course, have an insatiable appetite for financial business information. Below you will find a more detailed demographic profile/breakdown of the **KFNN** audience.

Business Profile:

	<u>index number*</u>
<input type="checkbox"/> Occupation-Sales	357
<input type="checkbox"/> Influence Purchase of Office Equipment	327

Income:

<input type="checkbox"/> Graying Affluents Age 50+/Family Income 50K+	528
<input type="checkbox"/> Annual Household Income-\$100,000 plus	492
<input type="checkbox"/> Affluent White Collar Worker—Family Income \$100,000 plus	446

Portfolio:

<input type="checkbox"/> Liquid Assets [Cash/Stocks/CD's/Etc.]-\$250K plus	529
<input type="checkbox"/> Traded Stocks/Bonds/Securities During Past Year	444
<input type="checkbox"/> Investors-Have CD's/IRA's/401K's-Age 55 plus	323
<input type="checkbox"/> Liquid Assets [Cash/Stocks/CD's/Etc.]-\$100K plus	454

Lifestyle:

<input type="checkbox"/> Home Owner-Income of \$100K or more	496
<input type="checkbox"/> Mall-Shopped Often (Arizona Biltmore)	493
<input type="checkbox"/> Customers of Arizona Federal Credit Union	481
<input type="checkbox"/> Participated Past 12 Months-Golf 3 Plus Times	316
<input type="checkbox"/> Luxury Car Owners-BMW/Mercedes/Lexus/Infiniti/Jag/Porsche	537

**Please note that "100" is the market average in all of these categories. For instance, if a particular category shows an Audience Profile Index of "357", that means KFNN is 257% more efficient in reaching people in that category. Above information is courtesy of the Media Audit report (Feb-Mar 2008).*