

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.

DID YOU KNOW that KFNN's listeners are.....

- **257% more likely** to be in Sales Occupations
- **227% more likely** to Influence the Purchase of Office Equipment

- **428% more likely** to be Graying Affluents Age 50+ with a family income of 50K+
- **392% more likely** to have an Annual Household Income of \$100,000+
- **346% more likely** to be Affluent White Collar Workers with Family Income of \$100,000+

- **429% more likely** to have Liquid Assets (cash/stocks, CD's, etc.) of \$250K Plus
- **344% more likely** to have Traded Stocks/Bonds/Securities during the past year
- **235% more likely** to be Investors (have CD's/IRA's, 401K's) at age 55+
- **354% more likely** to have Liquid Assets (cash/stocks/CD's, etc.) of \$100K Plus

- **396% more likely** to be Homeowners with an Income of \$100K or more
- **393% more likely** to be Mall-Shoppers (AZ Biltmore)
- **381% more likely** to be Customers of the Arizona Federal Credit Union
- **216% more likely** have played Golf 3+ Times in the Past 12 Months
- **423% more likely** to be cable viewers-CNBC in the Past Week
- **437% more likely** to be Luxury Car Owners (BMW/Mercedes/Lexus/Infiniti, etc.)

SOURCE: Media Audit February-March 2008

REV. 06/30/08