



Portland

2026



Audacy is

a leading, multi-platform audio content and entertainment company.

Purposefully serving communities of passionate music, news, sports and lifestyle listeners. Curated **for humans, by humans** across every platform.



AUDACY REACHES

200 Million Listeners Monthly



Sources: Most Current Data by platform: OTA: Nielsen Audio, Spring '21, 4 week cumc, Mon-Sun 6a-6a, P12+, P6+ in PPM Markets All Audacy O & O stations, All Audacy affiliates of Audacy produced content for : CBS Sports Network, MLB, NFL, NHL, NCAA Football, NCAA Basketball, America's Greatest Hits, Texas State News Network, Michigan State News Network, Streaming: Oct'21, Triton Digital, Google Analytics, comScore VMX, Podcast: Oct'21 Triton Digital, Pro Forma Combined Podcast Listeners. De-duplication using Edison Research, Triton Digital, Infinite Dial Survey '21 factors



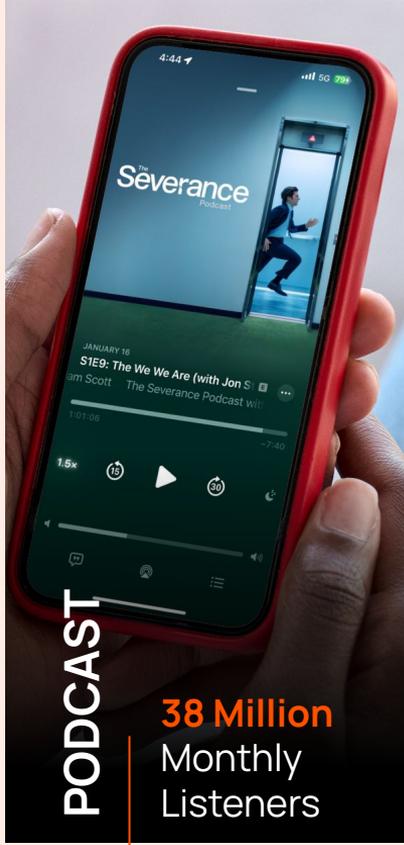
One Audio Home. A Universe of Content.

BROADCAST



90%
Coverage
of the Top 50
Markets

PODCAST



38 Million
Monthly
Listeners

DIGITAL



94M+
Combined U.S.
Monthly
Audience

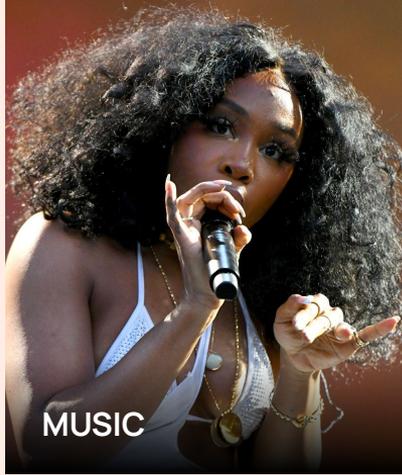
EVENTS



Countless
Once-in-a-
Lifetime
Memories



A Leading Creator of Premium Audio Content



Data-Driven Solutions

Audiences¹

Audiences Based Insights and Targeting

- Data-Driven OTA Radio
- Audience Match
- Behavioral Targeting

Attribution¹

Tie Advertising Exposure Directly to Performance Outcomes

- Web Conversion
- Foot Traffic
- Brand Lift
- App Download
- Sales Lift
- Optimization

Data as a Service¹

Amplify Advertiser & Agency Planning With First Party Data

- Media Planning
- Attribution Conversion Data
- Digital Dashboard

DATA PARTNERS



Chartable



dynata™

FOURSQUARE

KANTAR MILLWARD BROWN



neustar

podsigns

Quantcast



snowflake



VERITONE

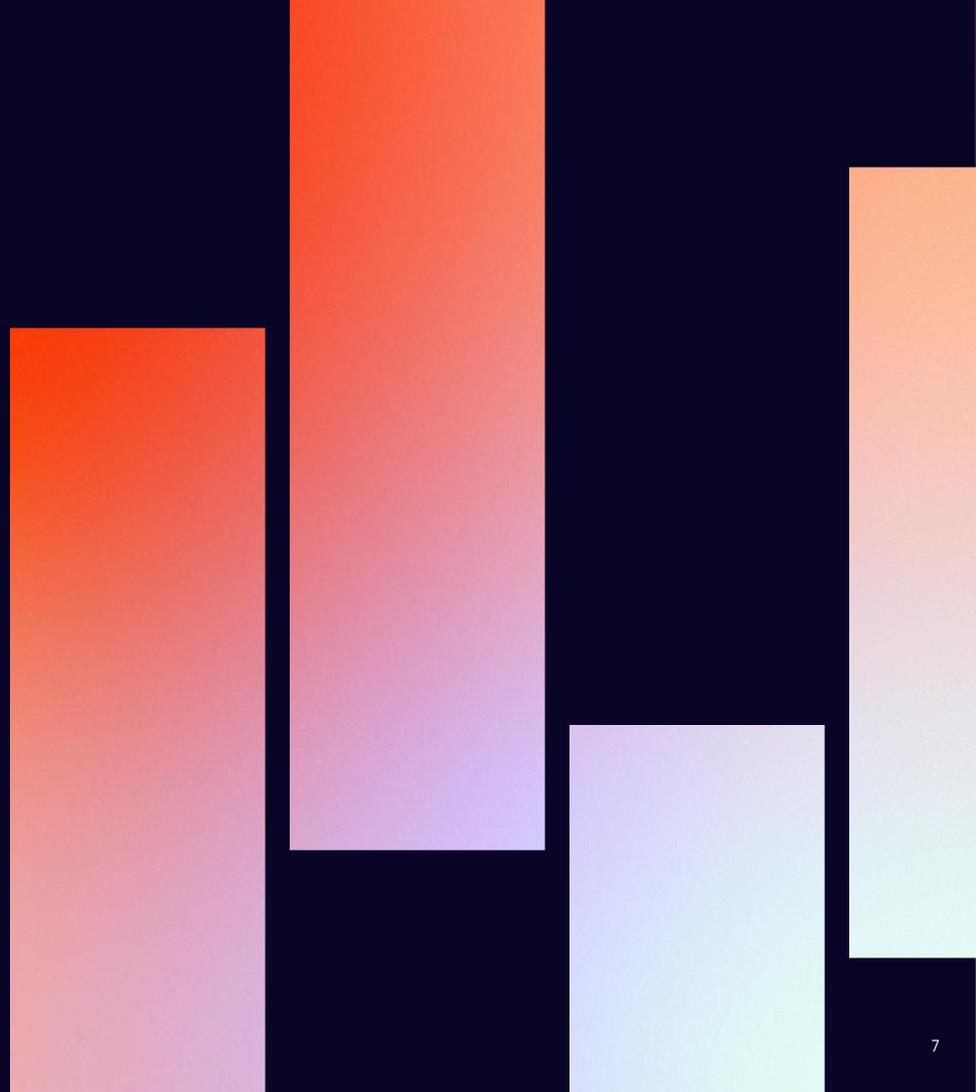
VERITONIC





Portland

Live. Local. Perfectly Portland.



Portland

Six distinct station formats mirror the diverse, nuanced and quirky Portland lifestyles

The ONLY radio cluster with live and local programming in every daypart

On air personalities are true Portland insiders with big influence on air, in the community, and socially

One of a kind fan events deliver high engagement and cultural resonance in an area proud of its offbeat and niche interests

We are a partner not a vendor, creating customized, integrated campaigns and solutions including Smart Reach Digital products

Connecting brands with audiences
in meaningful, engaging ways.





We Know
What
Makes
Portland
Unique



A Walk On The “Weird” Side

- Hip, laid back city, proud of the slogan, “Keep Portland Weird”
- Progressive politics, indie vibe, and flair for the offbeat, with events like naked bike rides and costumed adult soapbox derby

Growing...Up.

- Portland is one of the **fastest growing cities** in the U.S.
- **Young, well-educated population**, attracted by growing tech industry, liberal lifestyle and plentiful recreation, from forests to festivals
- **Corporate revolution:** Big brands and agencies embracing alternative creativity in a new approach to traditional business

Beer, Bands And Bikes

- **More microbreweries than any city in the world** and a robust street food scene make a great complement to the city’s laid back attitude
- **Vibrant music scene hinges on music discovery**, being home to legendary genre pioneers and breakout artists and bands
- **Bikes are big:** as a hobby and mode of transportation – and help Portland’s keep its status as one of America’s Greenest Cities

Market Overview

SPORTS



MUSIC



Powerful Reach

2.19M+

Weekly Listeners ¹

444K+

Monthly Stream TLH ²

331K+

Social Followers ²

34K+

Opt-in Database ²

Portland's #1 Sports Talk: All Sports, No Filter

FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAM TLH ²	SOCIAL FOLLOWERS ²
SPORTS TALK	MEN 25-54	681,800	203,400+	23,500+

CURATED CONTENT

- The FAN is the **most hyper-local** station in the market.
- **Fun, Informative and entertaining!** We are a sports bar on the radio.
- **Our Prime lineup**, and the hosts therein, have formed a bond with Portland listeners, becoming one-stop shopping for fans of the major local sports brands, for top national sports topics and most uniquely, compelling male filter talk.

ENGAGED AUDIENCE

- **Portland's most engaging local hosts**, Dirt and Sprague, Danny & Patrick, Luke Andersen and Primetime with Isaac and Suke.
- 910 ESPN is **Portland's ESPN Radio**, serving top-rated national shows and sports content.



Source:
 1. Nielsen Audio; M-Su 6a-12m Jan24-Dec24 P6+ (KFXX & KMTT)
 2. Streaming, Social media, Database, Touchpoints Average (KFXX & KMTT 2024).

INFLUENTIAL VOICES



DIRT & SPRAGUE
WEEKDAYS 6AM-10AM



THE FIRM OF HARRIS & MARANG
WEEKDAYS 10AM-1PM



DUCKS INSIDER
WEEKDAYS 1PM-2PM



HAPPY HOUR WITH LUKE ANDERSEN
WEEKDAYS 2PM-3PM



PRIMETIME WITH ISAAC & SUKE
WEEKDAYS 3PM-7PM

EVENING LINEUP:
 Recruiting with Andrew Nemeč
Thursday 7p-8p

WEEKEND LINEUP:
 Golf In The Northwest
Saturday 8a-9a
 Sports Saturday with Joe & Rashad
Saturday 9a-11a

910 ESPN LINEUP:

Keyshawn, Jwill & Max
Weekdays 3a

Greeny
Weekdays 7a

Bart & Hahn
Weekdays 9a

Canty and Golic Jr
Weekdays 12p

Spain and Fitz
Weekdays 4p

Freddie & Fitzsimmons
Weekdays 6p

910 ESPN-Portland also includes ESPN nights and weekends and top play-by-play including the NFL, College Football, the NBA and MLB.

Engagement Through Connection, Passion, Experiences



PRIME LINEUP

As the original home for sports radio in Portland, The FAN is the most hyper-local station in the market. Familiar and trusted local talent, Primetime with Isaac and Suke has been the market's most popular show since 2006. The FAN is fun, Informative and entertaining! We are a sports bar on the radio, offering one of the nation's best platforms for organic sales and programming integration that punches through! Our Prime lineup, and the hosts therein, have formed a bond with Portland listeners, becoming one-stop shopping for fans of the major local sports brands, for top national sports topics and most uniquely, compelling pop culture talk.



HOME OF THE OREGON DUCKS

While the Oregon Ducks can be found on a variety of different TV Networks, only The FAN carries all 12 Ducks Football Games, including The Big Ten Championship Game, Any Ducks Bowl Games and The College Football Playoff & Championship Game. Plus, as of 2025, FAN & ESPN now cover Men & Women's Basketball and Men's Baseball! Oregon Ducks on the radio is adaptable to fit the weekend plans of every Ducks fan. Ducks on the radio reaches this passionate fan base whether they are driving to/from Autzen for home games or stuck with weekend plans during games.



LONGEST-RUNNING ON THE WEST COAST

The FAN has provided listeners and advertisers with the top network and play-by-play content. The FAN has been ESPN Radio's only Portland home since it began, and today offers "The Worldwide Leader in Sports" to the northwest on both The FAN and sister station 910 ESPN-Portland. In addition to the Oregon Ducks, The FAN and ESPN-Portland are the market's home for Seattle Seahawks Football, The NBA, Major League Baseball, and the top college football and basketball games each week.

The FAN Listener Demographics

Target Demo: Men 25-54

GENDER

Male	75%
Female	25%

AGE

18-24	4%
25-34	11%
35-44	13%
45-54	9%
55-64	22%
65+	41%

EDUCATION

High School/GED or less	11%
Some College	29%
College Degree or more	60%

CHILDREN

None	71%
One	16%
Two	7%
Three+	6%

EMPLOYMENT

Full-Time	42%
Part-Time	9%
Homemaker	8%
Student	0%
Retired	35%
Disabled	0%
Laid-Off (Temp)	0%
Not Employed	1%
Other	5%

HOUSEHOLD INCOME

\$0-25k	2%
\$25-35k	2%
\$35-50k	12%
\$50-75k	7%
\$75-100k	17%
\$100k+	60%

HOME OWNERSHIP

Own	82%
Rent	18%
Other	0%

AUTO

Plan to buy new SUV in the next 12 mo	336
Plan to pay \$30-45k for new vehicle in the next 12 mo	324
Plan to pay \$20-30k for leased vehicle in the next 12 mo	505

LIFESTYLE

Expecting birth of a grandchild in the next 12 mo	433
Current or former military service	242

RESTAURANTS

Quick Service Restaurants used in past 30 days: Papa Murphy's	242
Sit-Down Restaurants used in past 30 days: McCormick & Schmick's	298
Types of Restaurants used in past 30 days: Any upscale restaurant	213

SHOPPING

Amount HHLD spent on Internet purchases past 12 mo: \$250-400	166
In-Store Shopping past 3 mo: DSW	331
Online Shopping past 3 mo: Cabela's	491

HEALTH & ACTIVITIES

Medical Service HHLD received in past 3 years: Teeth whitening, veneers, etc.	267
Activity done past 12 mo: golf	124

TRAVEL & ENTERTAINMENT

Event attended in past 12 mo: Oregon Ducks Basketball Game	458
Vacation HHLD plans to take in the next 12 mo: Cruise	221

Portland's Only True Classic Rock Station and Iconic Lifestyle Brand



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAM TLH ²	SOCIAL FOLLOWERS ²	OPT-IN DATABASE ²
CLASSIC ROCK	ADULTS & MEN 25-54	754,100	58,260+	22,686+	4,800+

CURATED CONTENT

- **Massively popular and influential lifestyle brand:** station branded paraphernalia always sells out.
- **Unrivaled, legendary status in market** offers opportunities for partners to borrow and build credibility.
- **Classic Rock Lover's station:** deep genre knowledge that speaks to a generation spanning socioeconomic groups

INFLUENTIAL VOICES



TERRY BOYD'S WORLD
WEEKDAYS 5:30AM-9AM



JOLENE
WEEKDAYS 9AM-2PM



GREG GLOVER
WEEKDAYS 2PM-6PM



REMY MAXWELL
WEEKDAYS 6PM-10PM



Source:

1. Nielsen Audio; M-Su 6a-12m Jan24-Dec24 P6+

2. Streaming, Social media, Database, Touchpoints Average (2024).

Engagement Through Connection, Passion, Experiences



THE MUSIC

Portland loves to ROCK and for nearly 50 years KGON has been the destination for those Portland rock fans to get the music they love. From the early days of Jimi Hendrix and Led Zeppelin to the hard rock superstars of the 80's like AC/DC and Guns n' Roses, to the music explosion from the Pacific Northwest in the early 90's, KGON has been here for it all. Generations of lifelong rock music fans call KGON "my radio station."

THE PERSONALITIES

The thing that sets KGON apart from other stations and connects it with its audience is its personalities. Terry Boyd has been entertaining northwest Oregon and Southwest Washington for decades. PNW rock radio icon Jolene, Portland's very own Greg Glover, and the legendary Remy Maxwell round out the day. They all have one purpose day in and day out: To Entertain.

CLASSIC ROCK FOR FUTURE ROCKERS

KGON & The Oregon Music Hall of Fame joined forces in 2025 to create Classic Rock for Future Rockers, an instrument drive supporting music education in Oregon. This week long fundraiser gathers monetary donations and new/gently-used instruments, providing Oregon students with the chance to make some noise!

KGON Listener Demographics

Target Demo: Adults and Men 25-54

GENDER

Male	60%
Female	40%

AGE

18-24	9%
25-34	16%
35-44	16%
45-54	20%
55-64	19%
65+	20%

EDUCATION

High School/GED or less	28%
Some College	40%
College Degree or more	33%

CHILDREN

None	74%
One	9%
Two	11%
Three+	6%

EMPLOYMENT

Full-Time	52%
Part-Time	13%
Homemaker	5%
Student	1%
Retired	19%
Disabled	6%
Laid-Off (Temp)	0%
Not Employed	2%
Other	2%

HOUSEHOLD INCOME

\$0-25k	12%
\$25-35k	6%
\$35-50k	8%
\$50-75k	15%
\$75-100k	14%
\$100k+	45%

HOME OWNERSHIP

Own	65%
Rent	26%
Other	9%

AUTO

Plan to buy new pickup Truck in the next 12 mo	162
Plan to pay \$30-\$44k for new vehicle in the next 12 mo	150
Plan to pay \$45-\$59k for used vehicle in the next 12 mo	338

LIFESTYLE

Plan to get married in the next 12 mo	176
Current or former military service	157

RESTAURANTS

Quick Service Restaurants used in past 30 days: Taco Time	307
Sit-Down Restaurants used in past 30 days: Dickey's Barbecue Pit	403
Used a meal kit delivery service in the past 30 days	133

SHOPPING

Amount HHLD spent on groceries past 7 days: \$400 or more	128
In-Store Shopping past 3 mo: Dick's Sporting Goods	155
Online Shopping past 3 mo: Foot Locker	245

HEALTH & ACTIVITIES

Medical Service HHLD received in past 3 years: Dental implants	191
Activity done in the past 12 mo: Softball/baseball	182

TRAVEL & ENTERTAINMENT

Event attended in past 12 mo: Pro Bull Riding (PBR)	173
Event attended in past 12 mo: NASCAR	159
Overnight or Longer visits in the past 12 mo: Cannon Beach	138

Portland's ONLY True Alternative Station. Listen! Discover! Share!



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAM TLH ²	SOCIAL FOLLOWERS ²	OPT-IN DATABASE ²
ALTERNATIVE	ADULTS 25-54	529,000	38,754+	68,579+	13,000+

CURATED CONTENT

- **Unrivaled station captures and influences** Portland's distinct cultural essence
- **Curating the Best new Music:** famous for being first in the country to break major hits within a mix of alternative classics, and HD extension feature local music and artists
- **Legendary Concerts & Music Events** bring alternative artists and fans together for unforgettable experiences

ENGAGED AUDIENCE

- **Loyal & Devoted Listeners:** younger, more affluent, and in acquisition mode

INFLUENTIAL VOICES



GREG & BISCUIT
WEEKDAYS 6AM-10AM



JAYN
WEEKDAYS 12PM-2PM



DERRIC
WEEKDAYS 2PM-8PM

PROGRAMMING FEATURES

- PERFECT PLAYLIST
- NEW MUSIC HEAVEN
- 90'S AT NOON
- BOTTOM 40 PICK
- GREG & BISCUIT WANT TO KNOW
- WHAT'S THE CONNECTION

Source:
 1. Nielsen Audio; M-Su 6a-12m Feb 24-Feb 25 P6+
 2. Streaming, Social media, Database, Touchpoints Average (2024).

Engagement Through Connection, Discovery, Experiences



REAL, LOCAL, CONNECTED

94/7 has become a staple in the unique, weird and vibrant culture of Portland. Frequenting the same bars and dog parks, hitting the same trails and food trucks, 94/7 is always connected to Portland's communities!

Our loyal and devoted listeners are part of a family that is connected by a love of Alternative music and all things Portland.

CURATING THE BEST NEW MUSIC

Listen! Discover! Share! 94/7 is Portland's leader in finding and playing new music. Many of your favorite songs and artists premiered on our airwaves over the years, including Portugal The Man's live worldwide premiere of "Feel It Still!"

94/7 was also the first to play...

The Killers – Somebody Told Me, Franz Ferdinand – Take Me Out, Mumford and Sons – Little Lion Man, Of Monsters and Men – Little Talks, Lorde – Royals, Bastille – Pompeii, Neon Trees – Animal, and so much more!

LEGENDARY CONCERTS & EVENTS

From sold out concert series to once-in-a-lifetime experiences, 94/7 is known for its legendary events.

December to Remember is Portland's largest and longest running alternative concert series, packing three downtown venues. Celebrate the holidays with bands like Of Monsters and Men, The Head and The Heart, Billie Eilish, The Lumineers and more.

All year long, 94/7 Sessions and AlternaSchool provide intimate and exclusive experiences with Portland's favorite alternative bands.

KNRK Listener Demographics

Target Demo: Adults 18-49

GENDER

Male	51%
Female	49%

AGE

18-24	5%
25-34	21%
35-44	24%
45-54	25%
55-64	14%
65+	11%

EDUCATION

High School/GED or less	19%
Some College	32%
College Degree or more	49%

CHILDREN

None	56%
One	19%
Two	15%
Three+	10%

EMPLOYMENT

Full-Time	65%
Part-Time	14%
Homemaker	4%
Student	0%
Retired	10%
Disabled	1%
Laid-Off (Temp)	0%
Not Employed	5%
Other	1%

HOUSEHOLD INCOME

\$0-25k	9%
\$25-35k	3%
\$35-50k	6%
\$50-75k	18%
\$75-100k	13%
\$100k+	51%

HOME OWNERSHIP

Own	64%
Rent	33%
Other	1%

AUTO

Plans to buy Used Hybrid Vehicle in the next 12 mo	202
Plans to buy New Compact car in the next 12 mo	358
Plans to pay \$60k or more for new vehicle in the next 12 mo	336

LIFESTYLE

Planning for the birth of a child in the next 12 mo	256
Plans to sell house, condo, or co-op in the next 12 mo	186

RESTAURANTS

Quick Service Restaurants used in past 30 days: Peet's Coffee & Tea	493
Sit-Down Restaurants used in past 30 days: Buffalo Wild Wings	248
Used a meal kit delivery service in the past 30 days	209

SHOPPING

Grocery store where HHLd bought most groceries: Whole Foods Market	256
In-Store Shopping past 3 mo: Columbia Sportswear	172
Online Shopping past 3 mo: TJ Maxx	447

HEALTH & ACTIVITIES

Medical Service HHLd received in past 3 years: Maternity Care	195
Activity done in the past 12 mo: Organized road race (5k, marathon, etc)	219

TRAVEL & ENTERTAINMENT

Event attended in past 12 mo: Portland Marathon	171
Event attended in past 12 mo: Providence Park Event	180
Vacation HHLd plans to take in the next 12 mo: Ski vacation	186

Portland's #1 in Country Music: Nashville's Voice in the Northwest

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAM TLH ²	SOCIAL FOLLOWERS ²	OPT-IN DATABASE ²
COUNTRY	ADULTS 18-54	520,300	69,900+	148,100+	10,700+

CURATED CONTENT

- **Local country station** with established personalities, who live in and care about the community.
- The Portland area's **best connection to Nashville** with unique artist experiences only we can provide.

ENGAGED AUDIENCE

- **The Wolf listener** is a family oriented 38 year old working female/mother of two living in suburbs. (Primarily Clackamas, Washington & Clark Counties)
- **Honest, family friendly and fun**

INFLUENTIAL VOICES



WOLF WAKE UP MUSIC RUN
WEEKDAYS 5:30AM-10AM



KATIE & COMPANY
WEEKDAYS 10AM-3PM



KELLI
WEEKDAYS 3PM-7PM



ROB & HOLLY
WEEKDAYS 7PM-12AM



DANNY DWYER
WEEKENDS 10AM-3PM



Source:

1. Nielsen Audio; M-Su 6a-12m Jan24-Dec24 P6+

2. Streaming, Social media, Database, Touchpoints Average (2024).

Engagement Through Connection, Passion, Experiences



HOT COUNTRY NIGHTS

Hot Country Nights kicks the year off with five consecutive Saturday night concerts featuring hot artists and rising stars. Year after year, Hot Country Nights series sells out before the new year begins!

Previous performances include Zach Top, Megan Moroney, Chris Lane, LoCash, Hudson Westbrook and more!



LEADING LADIES LIVE

Another historically sold out event, Leading Ladies celebrates female country voices with an all acoustic lady-led guitar pull.

Previous performances include Ashley Cook, Maddie & Tae, Meghan Patrick, Priscilla Block and more!

KWJJ Listener Demographics

Target Demo: Adults 18-54

GENDER

Male	51%
Female	49%

AGE

18-24	7%
25-34	15%
35-44	21%
45-54	30%
55-64	8%
65+	19%

EDUCATION

High School/GED or less	35%
Some College	28%
College Degree or more	37%

CHILDREN

None	67%
One	18%
Two	12%
Three+	3%

EMPLOYMENT

Full-Time	61%
Part-Time	7%
Homemaker	6%
Student	3%
Retired	17%
Disabled	2%
Laid-Off (Temp)	0%
Not Employed	3%
Other	1%

HOUSEHOLD INCOME

\$0-25k	5%
\$25-35k	9%
\$35-50k	13%
\$50-75k	20%
\$75-100k	12%
\$100k+	41%

HOME OWNERSHIP

Own	63%
Rent	29%
Other	8%

AUTO

Plan to lease a new SUV in the next 12 mo	156
Plan to pay \$45-60k for a used vehicle in the next 12 mo	365
Plan to buy a new compact car in the next 12 mo	294

LIFESTYLE

Planning for the birth of a child in the next 12 mo	178
Plan to sell house, condo, or co-op in the next 12 mo	143

RESTAURANTS

Quick Service Restaurants used in past 30 days: Panera Bread	180
Sit-Down Restaurants used in past 30 days: Cracker Barrel	408
Used restaurant delivery service in the past 30 days	132

SHOPPING

Grocery store where most groceries are bought: Roth's Family Market	394
In-Store Shopping past 3mo: Rack Room Shoes	363
Online Shopping past 3mo: Ross Dress For Less	383

HEALTH & ACTIVITIES

Medical Service HHLd received in past 3 years: Teeth whitening/veneers	173
Activity done in the past 12 mo: Fishing	121

TRAVEL & ENTERTAINMENT

Event attended in past 12 mo: Country music concert	195
Event attended in past 12 mo: Pro rodeo	200
Vacation HHLd plans to take in the next 12 mo: Gambling/casino trip	135

Upbeat & Feel-Good, Charlie is your favorite playlist!

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAM TLH ²	SOCIAL FOLLOWERS ²
ADULT HITS	ADULTS 25-54	817,400	49,300+	12,500+

CURATED CONTENT

- Charlie is a station that everyone can agree to, **reaching over 390k listeners** each week!
- **It's an upbeat, feel-good station** that provides great music for our listeners and an uncluttered environment for our advertisers, Charlie is your favorite playlist. Tune in and have fun! In the words of our listeners, "Whenever I turn on Charlie it makes me smile!"

INFLUENTIAL VOICES



CHARLIE PLAYLIST
24/7 365

FEATURES

All Music Workday
Weekdays 8:30-12n

Charlie's Grab Bag
Monday-Thursday

Daily One Hit Wonders
Monday-Thursday 7:30a & 4:30p

Everything 80's Weekends
Friday-Sunday

Upbeat & Feel-Good, Charlie is your favorite playlist!



EVERYTHING 80'S WEEKEND

Charlie takes you back to the glory days of MTV, big hair, Parachute pants and Pop Rocks!!!

Let your weekends come alive with the music of Duran Duran, Madonna, Prince, The Cars, ZZ Top, Huey Lewis and The News, Michael Jackson and many many more...

It's one big party on the Radio .. dance all day and dance all night reliving your wildest 80's memories..
EVERYTHING 80's weekends, Raybans recommended!

PORTLAND'S FUN CHRISTMAS STATION

This is not your Grandma's Christmas Music Station... This is where Santa and the reindeers come to party and fill up on Eggnog before they leave the North Pole....yeah!! Every year Charlie puts the SPIRIT in Christmas spirit... fun, upbeat, energetic Christmas songs that will turn your nose as red as Rudolph's.

Christmas music does not mean 'snooze fest' on Charlie.. it's ho! Ho! Ho! How about some fun under the mistletoe!!

ALL MUSIC WORKDAY & COMMERCIAL FREE

Charlie is the one Station that everyone in the office can agree on... nothing but the hits from the start of your workday until the end.. it's no wonder Charlie is the #1 Station to listen to at work.... And why wouldn't you?? Every week day and every weekend its nothing but music from 9am-Noon.. no commercials, no jibber jabber or obnoxious DJ's... JUST MUSIC... The All Music Workday.. 9 til Noon EXCLUSIVELY on Charlie!

KYCH Listener Demographics

Target Demo: Adults 25-54

GENDER

Male	53%
Female	47%

AGE

18-24	6%
25-34	12%
35-44	23%
45-54	28%
55-64	17%
65+	14%

EDUCATION

High School/GED or less	31%
Some College	34%
College Degree or more	34%

CHILDREN

None	62%
One	19%
Two	13%
Three+	6%

EMPLOYMENT

Full-Time	51%
Part-Time	9%
Homemaker	8%
Student	2%
Retired	17%
Disabled	3%
Laid-Off (Temp)	0%
Not Employed	6%
Other	5%

HOUSEHOLD INCOME

\$0-25k	12%
\$25-35k	6%
\$35-50k	7%
\$50-75k	14%
\$75-100k	15%
\$100k+	46%

HOME OWNERSHIP

Own	65%
Rent	29%
Other	6%

AUTO

Plan to buy a new luxury vehicle in the next 12 mo	254
Plan to buy Used Full-size Car in the next 12 mo	146
Plan to pay \$45-60k for new vehicle in the next 12 mo	156

LIFESTYLE

Plan to refinance home mortgage in the next 12 mo	223
Expecting birth of a grandchild in the next 12 mo	171

RESTAURANTS

Quick Service Restaurants used in past 30 days: Jimmy John's	168
Sit-Down Restaurants used in past 30 days: Red Lobster	216
Types of Restaurants used in past 30 days: Any Italian restaurant	140

SHOPPING

Amount HHLD spent on groceries past 7 days: \$300-399	162
In-Store Shopping past 3mo: Finish Line	330
Online Shopping past 3mo: TJ Maxx	313

HEALTH & ACTIVITIES

Medical Service HHLD received in past 3 years: Orthopedics	134
Activity done in the past 12 mo: Golf	131

TRAVEL & ENTERTAINMENT

Event attended in past 12mo: Oregon Ducks Basketball Game	235
Event attended in past 12mo: Pro Bull Riding (PBR)	256
Places visited overnight or longer in past 12 mo: Ashland-Medford area	175

Key Ownership Programs & Opportunities

CONCERTS & LIFESTYLE EVENTS

- Golf Classic - 105.1 The FAN
- FAN Madness - 105.1 The FAN
- December to Remember - 94/7fm
- Hot Country Nights - 99.5 The Wolf
- Leading Ladies Live - 99.5 The Wolf

UNIQUE INTEGRATED SPONSORSHIPS

- Studio Sponsorships
- Show Sponsorships
- Classic Rock for Future Rockers - 92.3 KGON
- Sessions - 94/7fm
- Medical Debt Payoff - 99.5 The Wolf
- Charlie Christmas - 97.1 Charlie FM

SPORTS PARTNERSHIPS

- Oregon Ducks Football
- Seahawks Football
- Football Fridays
- Branded Reports
- Branded Weeks
- FAN Sports Desk
- FAN Podcasts
- FAN Text Line
- Pro Football Challenge
- Stat or Story
- Daily Ticker
- Mail Sack
- Web Gems
- Poll Question
- Primetime Stock Watch
- In The News
- The Club

CAUSE MARKETING TIE-INS

- Breast Cancer Awareness
- Doernbecher's Children's Hospital
- I'm Listening
- MyMusicRx
- Operation Warm
- Oregon Food Bank
- Salvation Army's Veterans and Family Center
- Special Olympics
- Union Gospel Mission
- Vitalogy Foundation



Portland

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