

# Who Listens to the Cleveland Indians on the Radio?



## INCOME:

61.5% of Indians Radio listeners have a household income of at least \$50,000 a year.

- \$50,000-\$74,999—21.7%
- \$75,000-\$99,999—15.5%
- \$100,000-\$149,999—15.8%
- \$150,000 or more—8.5%

## AGE OF LISTENERS:

Indians fans of certain ages are more likely to listen to radio than the average Clevelander:

- 25-29—23% more likely
- 30-34—21% more likely
- 40-44—80% more likely

**95.3** *wlkr*

# Who Listens to the Cleveland Indians on the Radio?



## GENDER:

Men are two times more likely to listen to Indians Baseball than women

- Men—67.6%
- Women—32.4%

## CHILDREN:

- 44% of Indians Radio listeners have children in household
  - Children ages 5 and under—13%
  - Children ages 6-11—16%
  - Children ages 12-17—15%

**95.3** *wlkr*



# Who Listens to the Cleveland Indians on the Radio?



## OCCUPATION:

### Occupational Summary of Cleveland Indians Fans who listen to Indians Baseball:

- Management, Business and Financial Operations—16.2%
- Professional and Related Occupations—15%
- Service, Sales and Office—10.5%
- Farming, Fishing, and Forestry—10.5%
- Production, Transportation and Material Moving—6.2%
- White collar—41.8% of Indians Radio listeners
- Blue collar—28.5% of Indians Radio listeners

## LISTENED TO INDIANS BASEBALL IN CAR TO WORK:

96.4% of Indians Radio listeners listened to Indians Baseball in the car

- Indians fans are more likely to listen in the car than average NEO resident
  - 10 - 19 minutes—10% more likely
  - 20 - 29 minutes—12% more likely
  - 30 - 59 minutes—46% more likely
  - One hour or more—18% more likely

**95.3** *wlkr*