
WHO'S LISTENING?

Overall, Sports Radio 850 the Buzz and 620 The Bull deliver over **106,000** of the highest quality listeners of any stations in the Triangle. Simply put, we are not for everyone. However, if your business targets clientele with the following characteristics, Sports Radio WRBZ and WDNC deliver!

age

WRBZ/WDNC target the 25-54 age group. **75% of Buzz/Bull listeners are between 25 and 54.** * Less than 1% are 12-24.

income

Buzz/Bull listeners are 67 times more likely to fall into the household income level of 100K+. That's a lot of dough!! **Number One in the market! ****

education

A good education is often the base for solid income as noted above. **Over 60% of Buzz/Bull listeners have a college graduates or post-graduate degree.** **Number One in the market! ****

male/female

WRBZ/WDNC target the affluent male listener, and we do it better than anybody else in Triangle radio. **86% of Buzz/Bull listeners are men.**

occupation

Buzz listeners have full-time jobs! WRBZ/WDNC lead the market in full time/employed listeners – over 75%.**