



Our dynamic portfolio of classic rock, entertainment, podcasts, digital & events offer countless ways to motivate our audience of over 1.4 Million to become your customers.

**THE DRIVE LISTENER**

*College educated, employed, business decision makers, leading active lifestyles*

**A COVETED AUDIENCE**

1.4 Million Weekly Cume  
Median age: 52  
Average HHI: \$101k+

**GENDER**  
60% Male  
40% Female

**AGE**  
18% 25-34  
62% 35-64  
20% 45-54  
52% 25-54  
62% 35-64

**INCOME**  
20% 25k-50k  
74% 50k+  
57% 75k+  
41% 100k+

**EDUCATION**  
66% College  
34% No College

**19 YEARS OF TIMELESS ROCK**

The Drive innovated the concept of timeless rock radio in 2001. Our celebration of the classic albums and hits of the rock era has resonated year after year who make us Chicago's #1 choice for CLASSIC ROCK



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\*CHICAGO; Scarborough R2 2019: Aug18-Aug19; Metro; M-Su 6a-12m; P 18+