

WTMX is the home of Eric in The Morning with Melissa & Whip...Chicago's favorite morning show, ranked Top 1 or 2 with women & Top 3 with adults every year since 1999. That's a streak we don't intend to break.

THE MIX LISTENER

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

A COVETED AUDIENCE

1.2 Million Weekly Cume

Median age: 38

Average HHI: \$110,252



GENDER

57% Female
43% Male

AGE

19% 18-24
24% 25-34
21% 35-44
47% 18-34
45% 25-44

INCOME

18% 25k-50k
75% 50k+
62% 75k+
47% 100k+

EDUCATION

73% College
27% No College

101.9 The MIX delivers witty entertainment and today's Top 40 hits from sunup to sundown. We engage fans on-air, online, and live at hundreds of community events each year.



101.9 THE MIX
CHICAGO

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