



WSHE Connects with the CFO's of the Chicago household. Women account for 85% of all purchasing decisions. 91% of women say advertisers don't understand them...we understand at **SHE (100.3)**

THE SHE LISTENER

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

GENDE
R

55% Female
45% Male

AGE

18% 25-34
20% 45-54
59% 25-54
40% 35-54

INCOM
E

15% 25k-50k
80% 50k+
61% 75k+
42% 100k+

EDUCATI
ON

72% College
28% No College

A COVETED AUDIENCE

+897K Weekly Cume

Median age:

43 Average HHI: \$107k+

SHE (100.3 WSHE) is authentically focused on the sensibilities of today's modern woman. The majority of listeners are college educated, white collar working women who lead active lifestyles and hold the buying and decision-making powers in the household



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