



WDRV is Chicago's Classic Rock. Combining the greatest music ever made with venerable musicologists and contemporary hosts, The Drive's appeal spans several generations of rock fans. WDRV (97.1)

THE DRIVE

LISTENERS Home owners, married, hard workers, relationship builders

A COVETED AUDIENCE

895,300 Weekly Cume

Median age: 55

Average HHI: \$102k+

GENDER

39.7% Female
60.3% Male

AGE

15% 25-34
8% 35-44
23% 45-54
43% 55-64
8% 35-54
57% 35-64

INCOME

16% 25k-50k
76% 50k+
58% 75k+
41% 100k+

EDUCATION

62% College
38% No College

DRV (97.1 WDRV) The Drive works with brands to closely align messaging with paid content that inspires, informs and entertains. In a world of infinite choice, we believe authentic connections provide meaningful outcomes for our advertisers.

Establish your brand and connect with customers utilizing some of the most influential voices in Chicagoland.



CHICAGO'S CLASSIC ROCK



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CHICAGO Metro Scarborough R1 2022: Mar21-Mar22 P18+