



## Demographics

### Home Improvement Audience

Not just weekend warriors anymore, today's audience is savvy, sophisticated and poised to spend money with your station's advertisers. They fall into these two groups:

**"DIRECT-IT-YOURSELFERS"** - This new trend reflects the changing lifestyles of American Consumers and represent the majority of the market. Direct-it-Yourselfers demand accurate and up-to-date information which they can rely on to make intelligent home improvement decisions be it hiring a contractor or purchasing home improvement products.

**"DO-IT-YOURSELFERS"** - Still a strong force, these consumers want to know how-to, how much and how long so that they may take control and successfully complete home improvement projects themselves.

### The Money Pit's Audience

The Money Pit's audience is targeted, qualified and above all motivated to invest in products and services promoted on the radio program.

- 55% of our listeners are male 45% are female
  - > We reach both men and women
- 58% of our listeners earn over \$50,000 per year.
  - > They have money to spend
- 62% of our listeners are between 25 and 54 yrs old.
  - > They're active home improvers
- 69% of our listeners have a college education.
  - > They're smart and inclined to learn

### Men Do Ask Directions

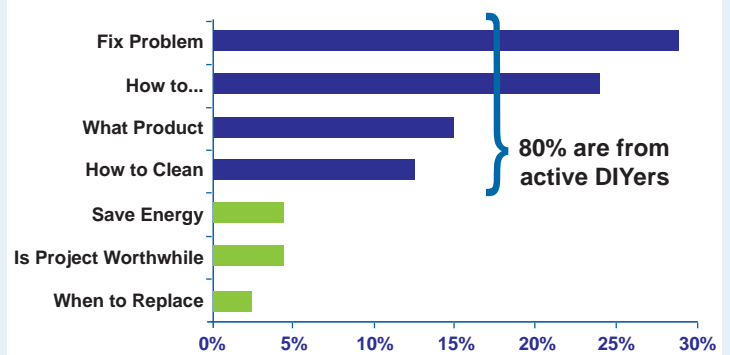
The Money Pit appeals to both sexes

- Men are one and half times more likely than women to ask how to do a project, perhaps proving that men will ask for directions. Women, on the other hand, are four times more likely than men to call and ask how to fix a project gone wrong.
- Women are almost twice as likely as men to use email to ask a home improvement question.
- Men are more likely than women to contact the show to get help with a home improvement problem.
- Women are over twice as likely to ask a safety question than men.

HOME IMPROVEMENT MEDIA

### Why they call

Almost 80% of our audience wants to know how to fix a problem, do a project, find a product or clean something.



### What they want to talk about

The top 10 topics listeners ask us about are:

- Floor Coverings
- Plumbing
- Heating/Air Conditioning
- Windows/Siding
- Walls & Ceilings
- Roofing
- Kitchen/Bath
- Bugs, Pests & Rodents
- Basements/Crawlspaces.
- Indoor Air Quality/Mold

### Money Pit Listeners are Active Purchasers of Home Improvement Products

