



MARKET RESEARCH (JACOB'S SURVEY)

SOURCE: Jacobs Media 2022 | Adults 18+, USA, Total Respondents: 1,655

OVERVIEW

Gender // Age

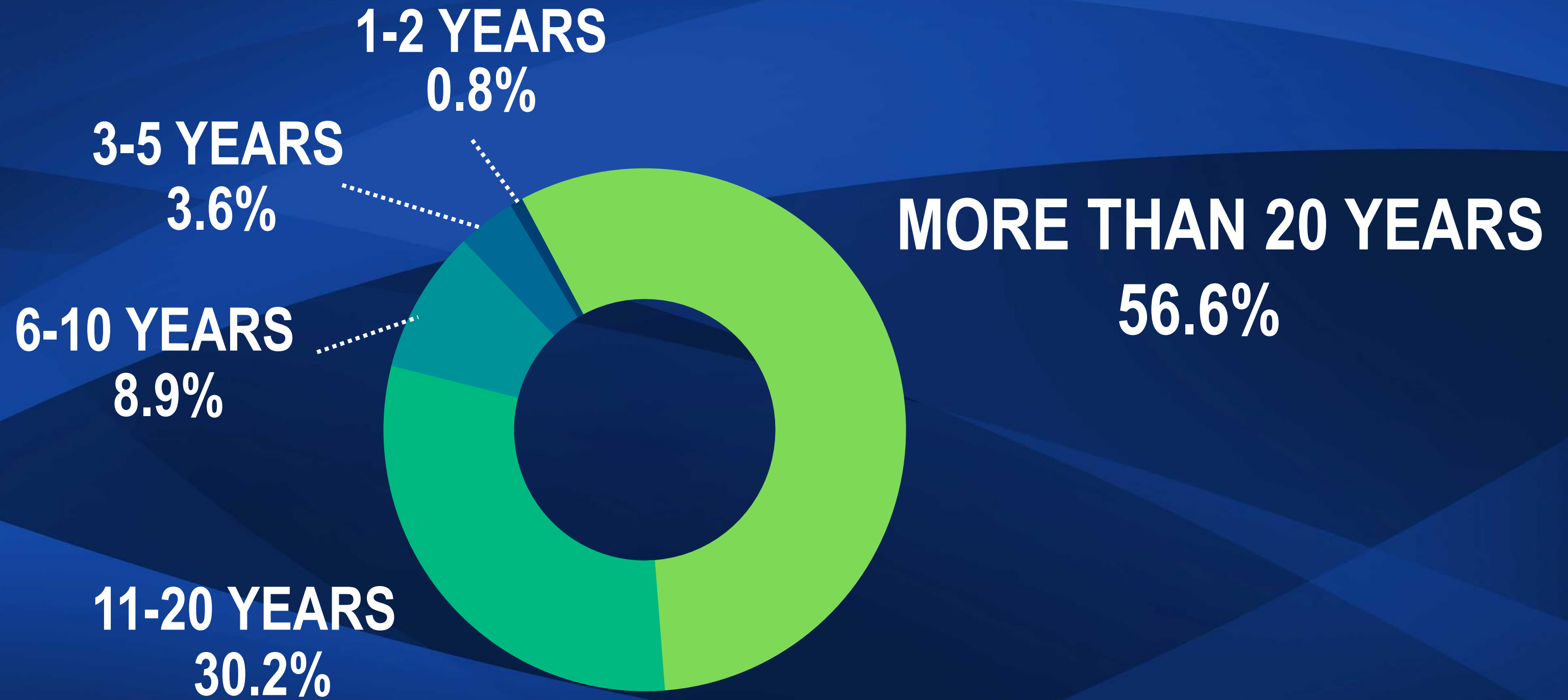
Background

Household Income

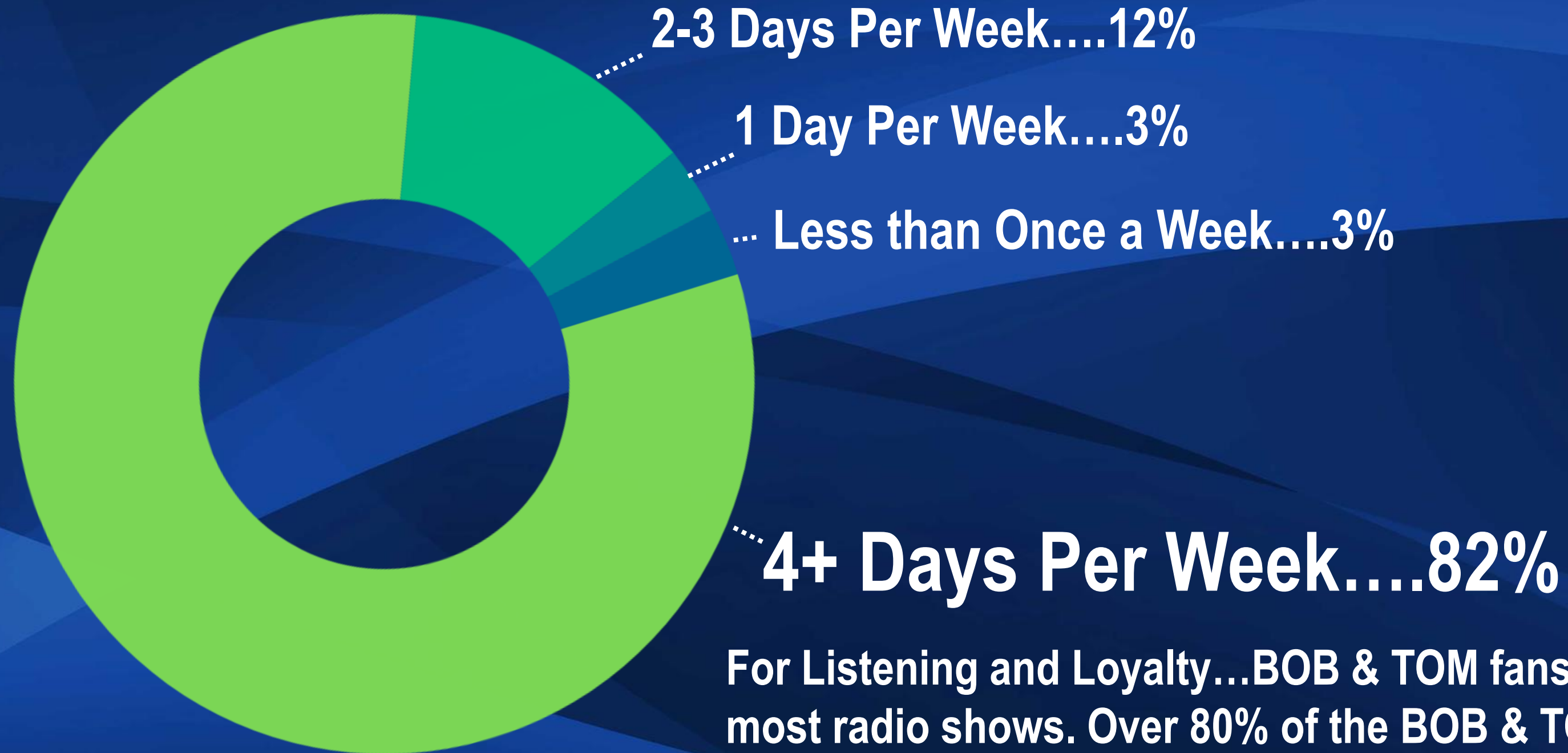
Household Size

Quality Listeners

HOW LONG HAVE YOU LISTENED?



HOW OFTEN DO YOU LISTEN?



For Listening and Loyalty...BOB & TOM fans significantly outperform most radio shows. Over 80% of the BOB & TOM fans listen at least four to five days a week. (16% say they actually go back and listen on-demand if they missed a day)

GENDER / AGE

FEMALE - 24%

MALE - 76%



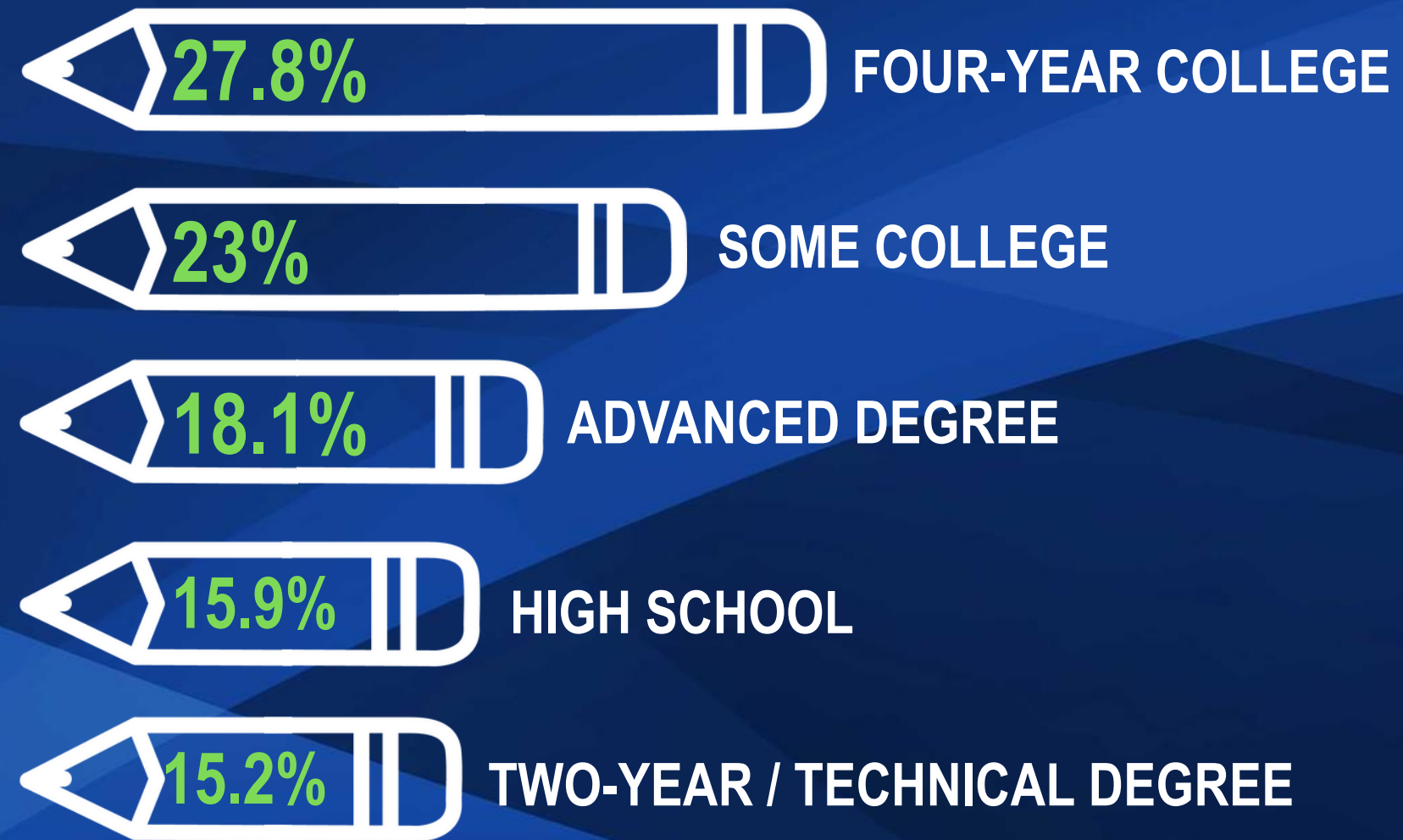
(65+) 20.6%

(35-64) 75.7%

(18-34) 3.6%



BACKGROUND



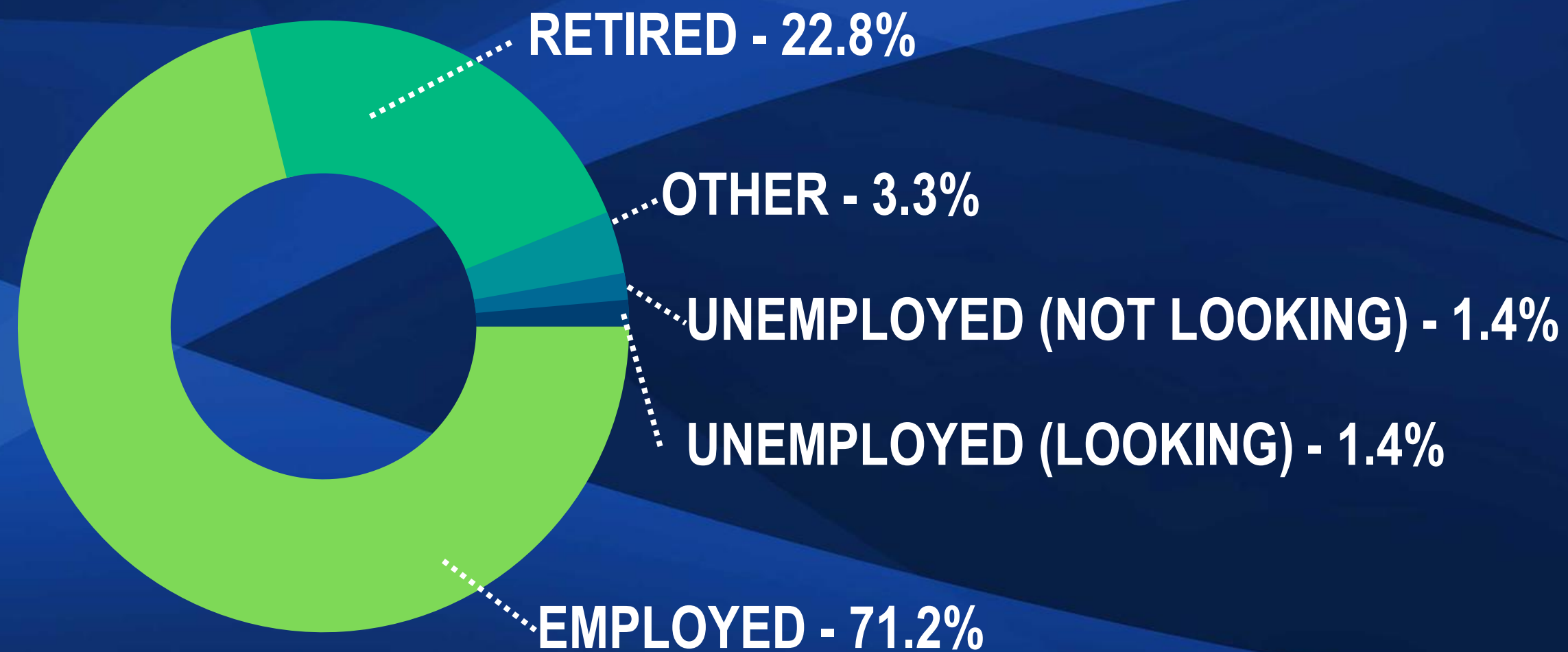
EDUCATION LEVEL

INTERESTS



BACKGROUND

CURRENT OCCUPATION STATUS



SIDE JOB



FINANCIAL

DO YOU HAVE A 401K?



74.6%



25.4%

DO YOU USE FINANCIAL ADVISOR
OR BROKERAGE FIRM



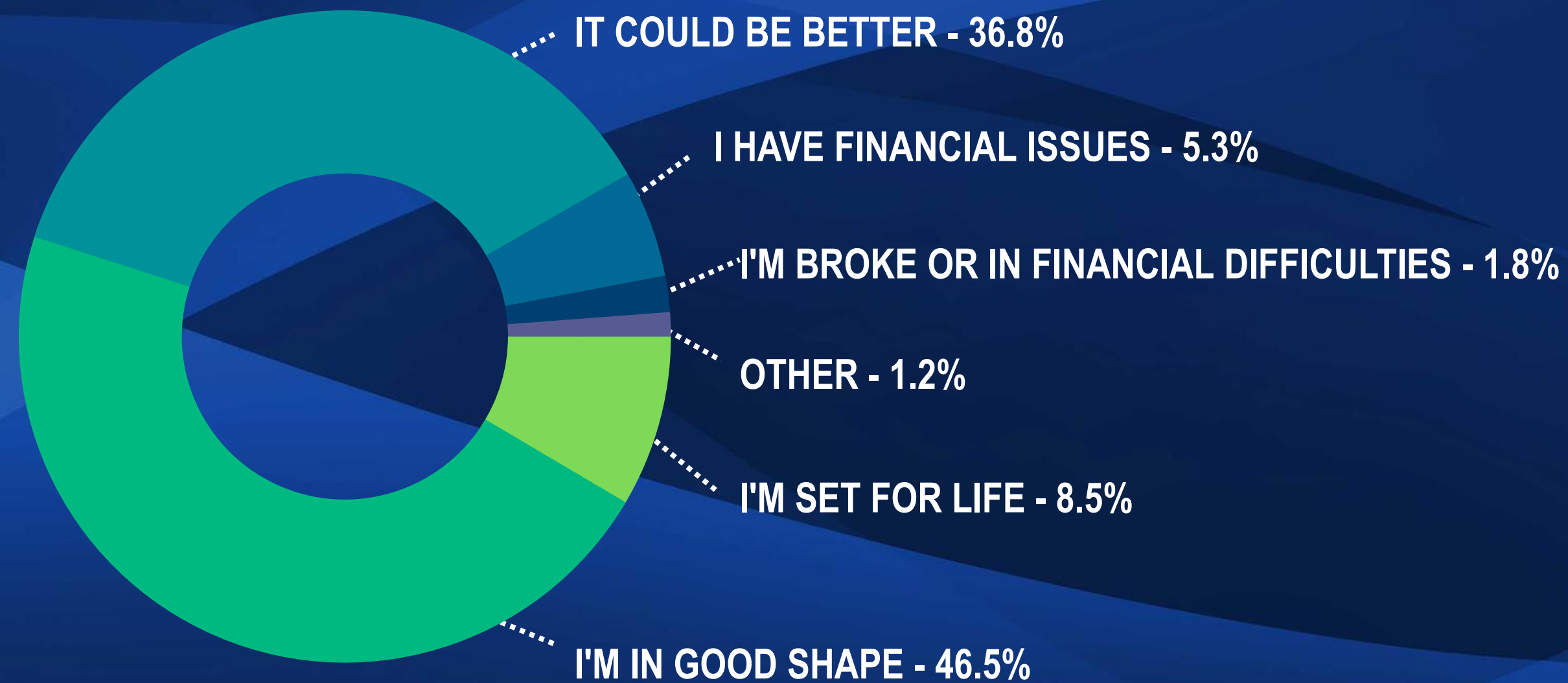
57.2%



42.8%

FINANCIAL

FINANCIAL SITUATION



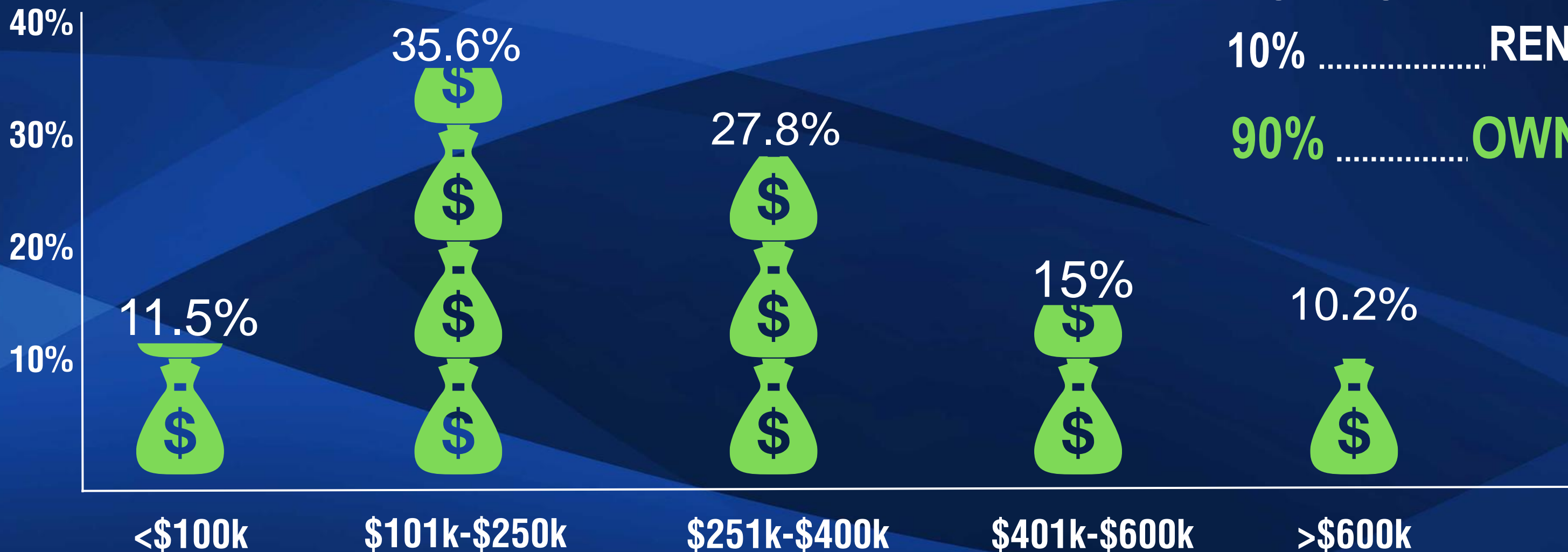
HOMEOWNER

DO YOU HAVE A MORTGAGE ON YOUR MAIN HOME?

37%.....NO

63%.....YES

HOUSEHOLD VALUE

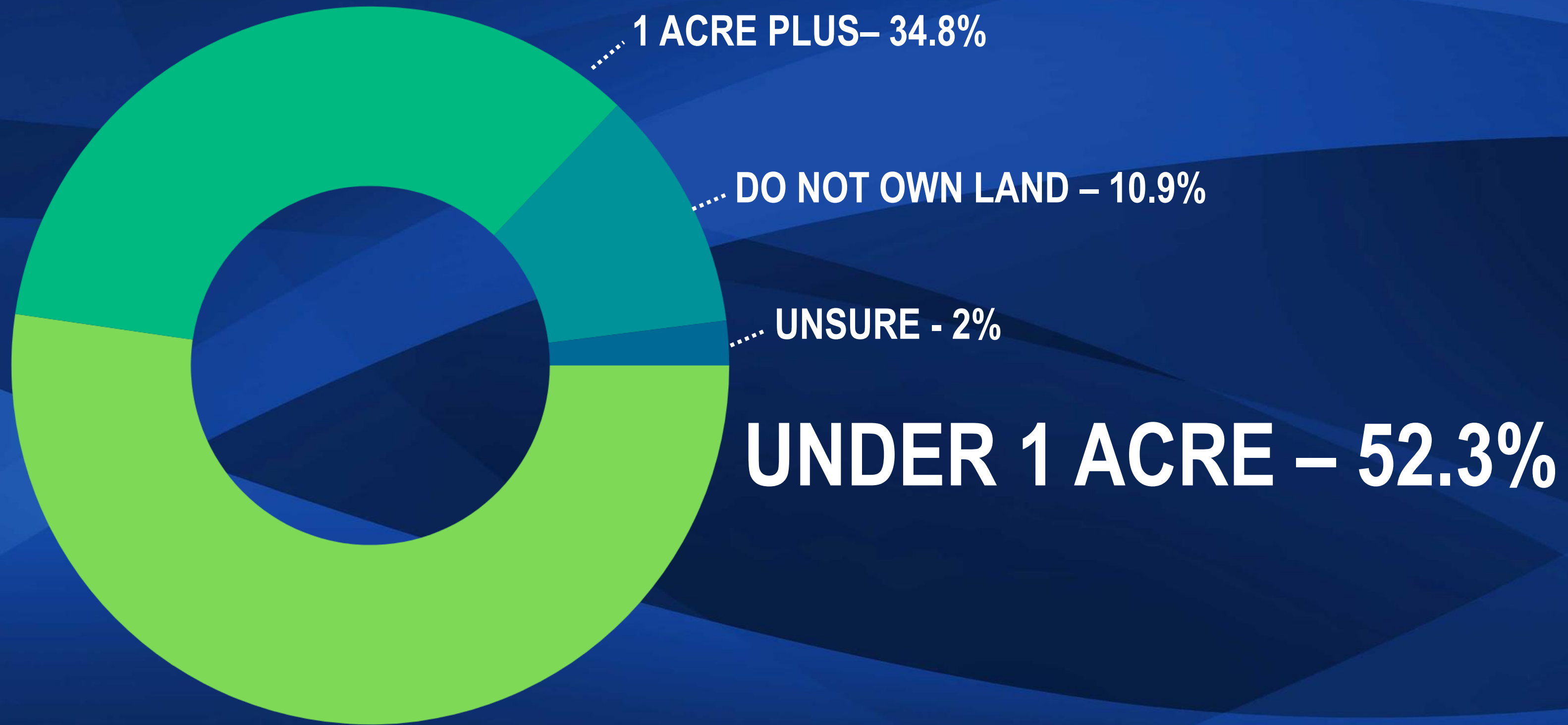


HOMEOWNER

10%.....RENTER

90%.....OWNER

HOMEOWNER

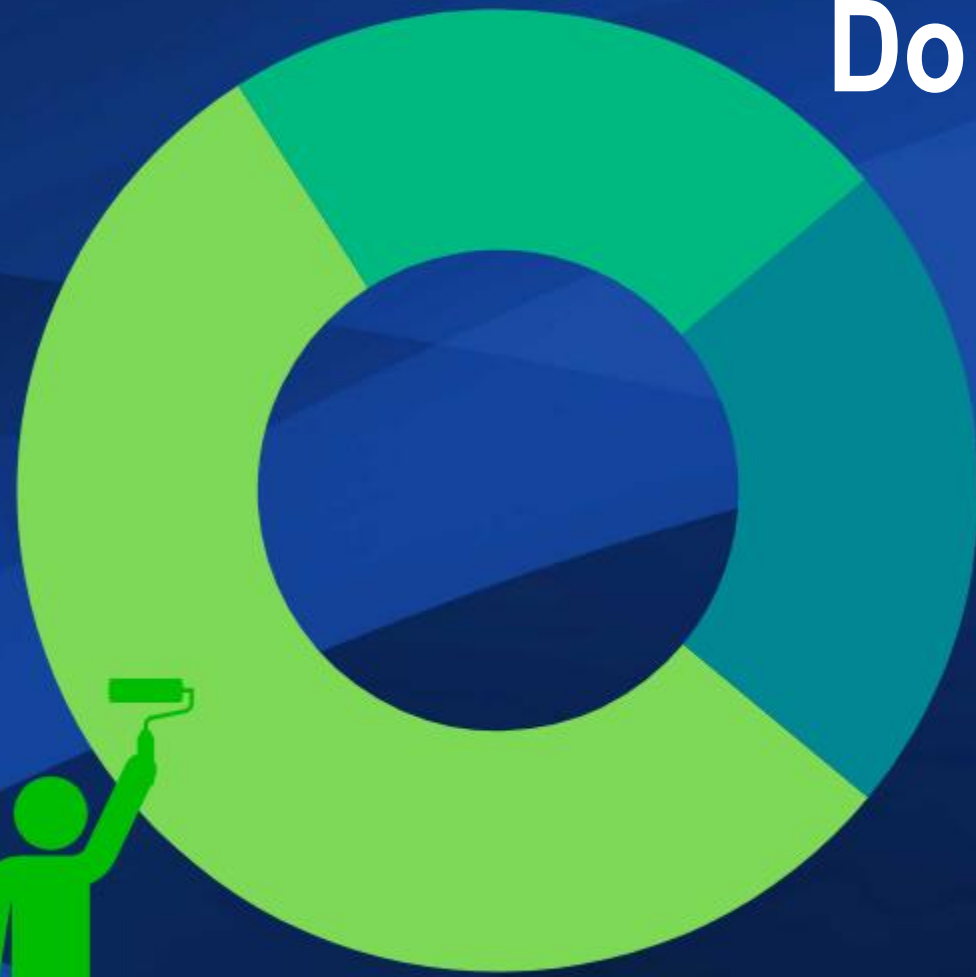


HOME IMPROVEMENT

Do it Yourself.....22.9%

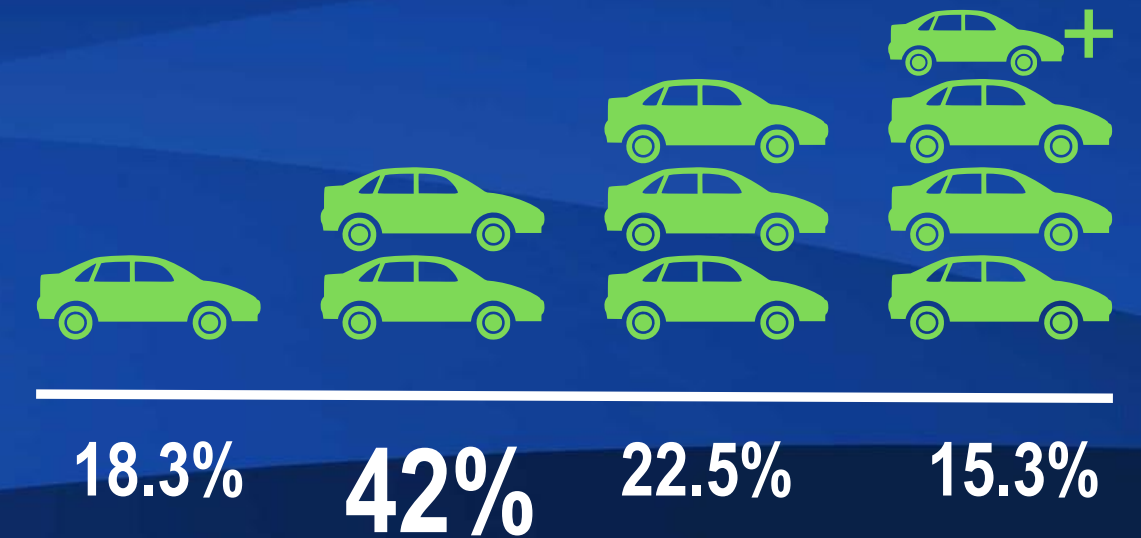
Use a professional.....22.2%

Do simple things myself/
hire a pro for the hard stuff....54.9%

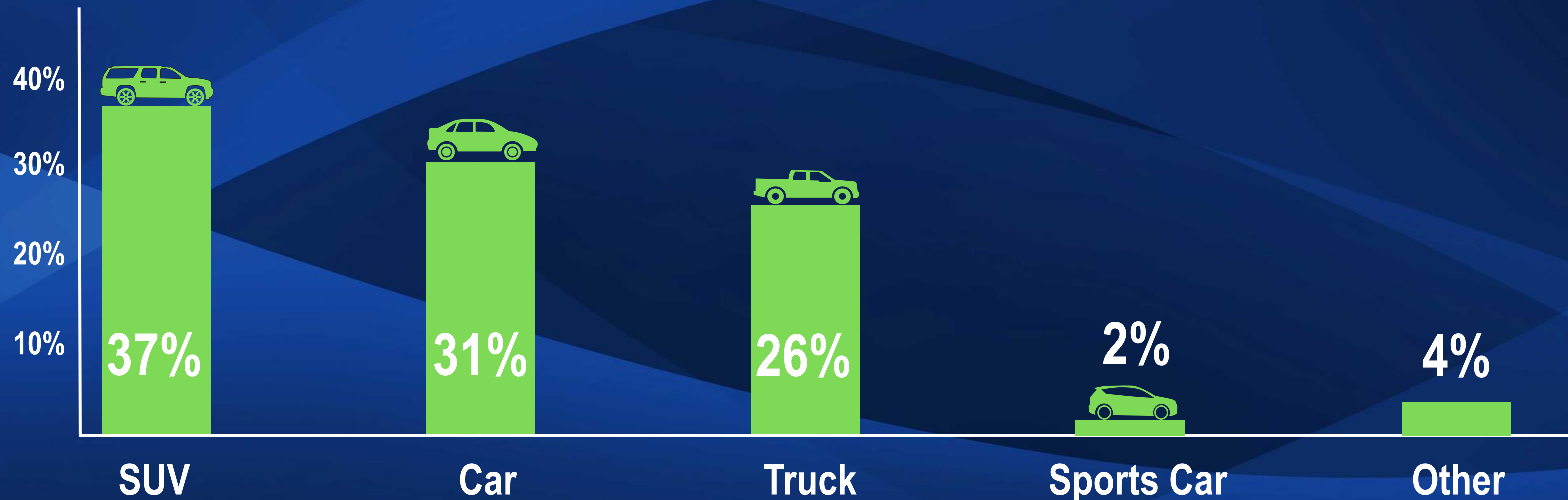


AUTOMOTIVE

VEHICLES OWNED

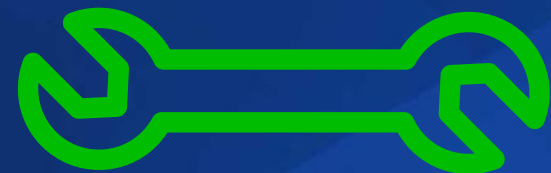


TYPES OF VEHICLES MOST DRIVEN



AUTOMOTIVE

VEHICLE MAINTENANCE / REPAIRS



Do it Yourself..... 7.7%



Do simple things myself/
everything else goes to mechanic.... 34.4%

Garage / Dealer for all Work... 55.8%

AUTOMOTIVE

DO YOU HAVE A COMMERCIAL DRIVER'S LICENSE?



11.8%



88.2%

MEDICAL

DO YOU HAVE HEALTH INSURANCE?



90.2%



9.8%

MEDICAL

IN THE PAST 5 YEARS, HAVE YOU BEEN TREATED FOR THE FOLLOWING MEDICAL ISSUES?

