



# RADIO PROFILE



Today's  
**Homeowner**<sup>®</sup>  
with *Danny Lipford*

# RADIO PROFILE



Today's  
**Homeowner**  
with *Danny Lipford*



64% female  
36% male



97% own  
homes



\$52,900  
median  
income



92% of  
listeners are  
age 35+

## FASTEST-GROWING HOME IMPROVEMENT RADIO PROGRAMMING IN THE U.S.

Weekly **2-Hour Radio Show**

**:90 TIPS for Today's Homeowner** Vignettes



# 94%



**take action** after listening to *Today's Homeowner* Radio. (64% have used tips & ideas in their own homes and 46% go online to search more about a featured product or brand.)

# 97%



**have bought** (45%) or would **consider buying** (52%) a product featured on *Today's Homeowner*.