



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

RADIO & PODCAST PROFILE



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91% own homes



Listener income
<\$50k 41.3%
\$50-100k 41.1%
\$100K+ 17.6%



95% of listeners are age 35+

Today's
Homeowner
with **Danny Lipford**

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*.

75%

of homeowners **plan to spend** up to **\$10,000** on their home in the next 12 months.

TOP PROJECTS

AREAS OF THE HOME INCLUDE:

Painting:	42%
Bathroom:	40%
Lawn & Garden:	39%
Kitchen:	31%
Outdoor Living: (Decks/Patios/etc.)	35%
Exterior:	29%
Flooring:	28%