



Lisa – Key 103’s Listener in Frederick, MD:

Lisa is always looking for a new adventure.



Age
46

Married

Has two kids
under 18

Her spouse is
also employed

Homeowner

Lisa

Has some college or
more

Plans to travel within the US
in the next year

**Has a household income
of \$100K or more**

Plans to complete a
home improvement in
the next year

Plans to visit a theme park
in the next year

Activities in the past year:

Hiking

Jogging

Swimming

Bowling

Volunteer work

Gardening

