

## Roger — 98.9FM WARK's Listener in Hagerstown, MD:

Roger is an affluent listener with a handle on his finances.



Age  
**52**

Married

Has one kid  
under 18

Primary wage  
earner

Homeowner

# Roger

**Has a household income  
of \$150K or more**

Employed in management, business, or financial operations

Has a post-graduate degree

Completed a home improvement in the past year

Volunteered for a charitable organization in the past year

Plans to invest more in the next year

## Activities in the past year:

Weightlifting

Golf

Biking

Backpacking/hiking

Yoga