



## David – 106.9 The Eagle's Listener in Hagerstown, MD:

David is hardworking and always looking for an upgrade.



Age  
**51**

Employed  
full-time

Doesn't have  
kids under 12

Has two  
people in his  
household

Homeowner

**David**

**Has a household income  
of \$75K or more**

Has a college degree or more

Attended a local sporting event in the past year

Made a purchase at an electronics store in the past month

Plans to purchase a mattress in the next year

Plans to purchase a major appliance in the next year