



## Rachel – MAX Country's Listener in Frederick, MD:

Rachel has big responsibilities at home and the office.



Age  
**35**

Married

Has three  
kids under 18

Employed  
full-time

Her spouse is  
also employed

# Rachel

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

Homeowner

Has some college or more

Completed a home improvement in the past year

Plans to do a home improvement in the next year

Plans to purchase or lease a vehicle in the next year

## Activities in the past year:

Fishing

Hiking

Gardening

Camping

Biking