



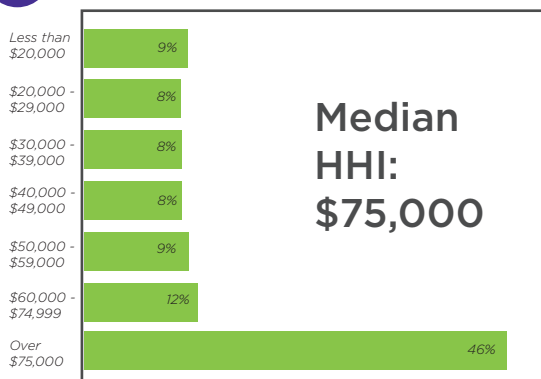


➤ **Weekly Listener Estimate**  
44,622\*

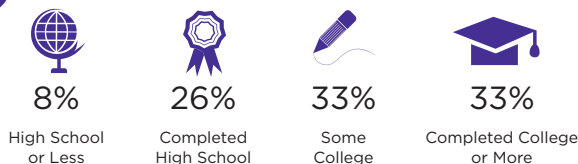
➤ **Gender**  
59%  41% 


➤ **Personalities**  
5:30 to 9:00 a.m. — Jim and Mary  
9:00 a.m. to Noon — Jim Schreck  
Noon to 5:00 p.m. — Sorah  
5:00 to 9:00 p.m. — John Tesh

➤ **Household Income**

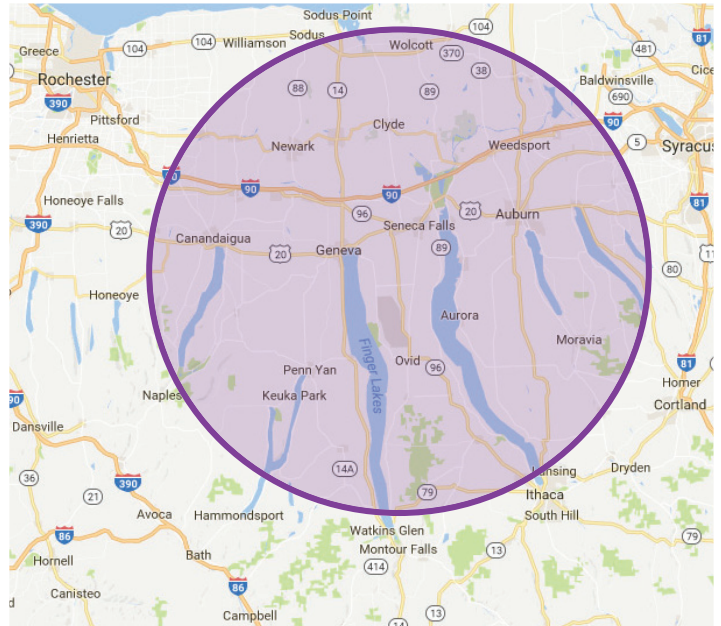


➤ **Education**



➤ **Home Ownership**  
71% Own Home 

➤ **Coverage**

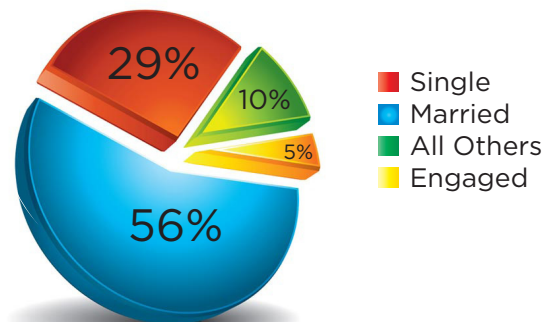


➤ **Occupation**

Professional and Related Occupations	17%
Management, Business and Financial	12%
Sales and Office	17%
Natural Resources, Construction, Maintenance	5%
Other	19%

➤ **Households with Children**  
49% Have Children at Home 

➤ **Marital Status**



\*RAB GIK MRI Doublebase 2015