



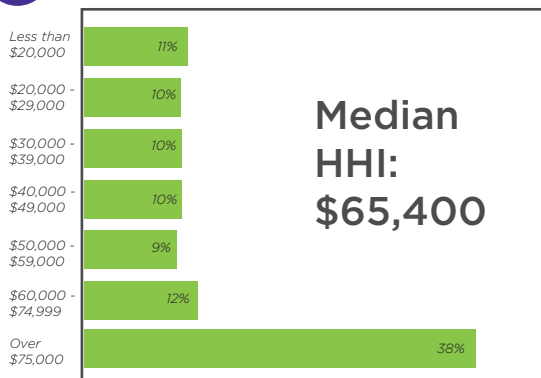


➤ Weekly Cume  
17,420

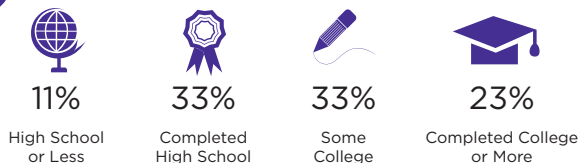
➤ Gender  
54%  46% 

➤ Personalities  
5:30 to 9 a.m. - Mike Smith and Lucas Day  
The Finger Lakes Favorite Country Music  
24-Hour Local News  
High School Sports  
NASCAR

➤ Household Income

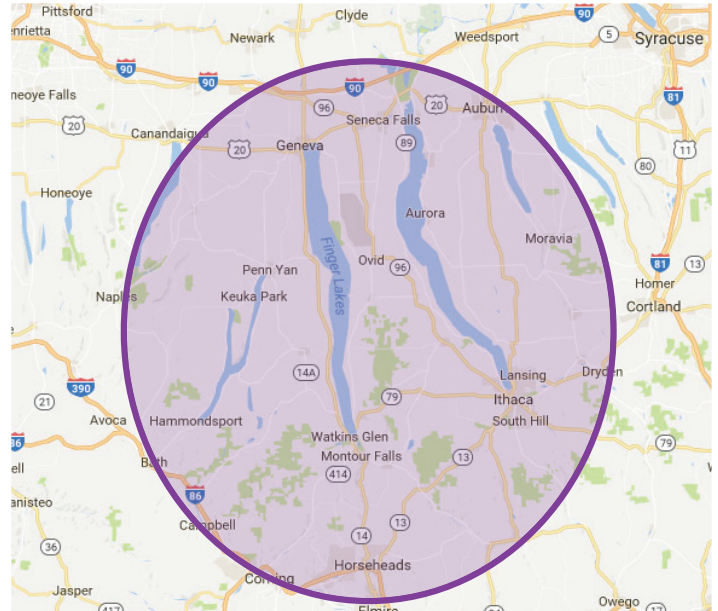


➤ Education



➤ Home Ownership  
73% Own Home 

➤ Coverage



➤ Occupation

Professional and Related Occupations	13%
Management, Business and Financial	10%
Sales and Office	16%
Natural Resources, Construction, Maintenance	8%
Other	20%

➤ Households with Children  
44% Have Children at Home 

➤ Marital Status

