

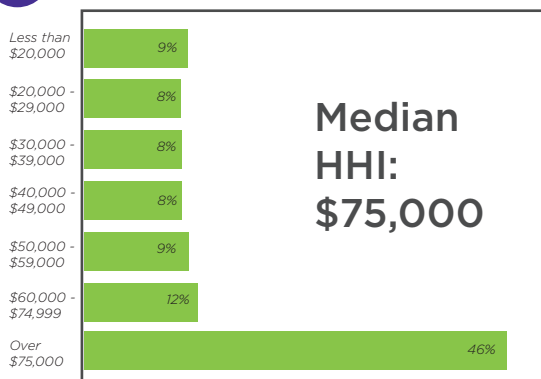


➤ **Weekly Listener Estimate**
44,622*

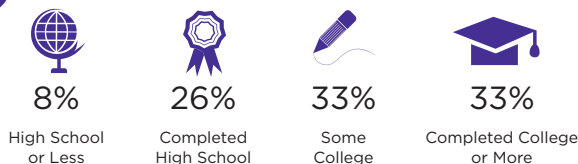
➤ **Target**
Women 25 - 54

➤ **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**



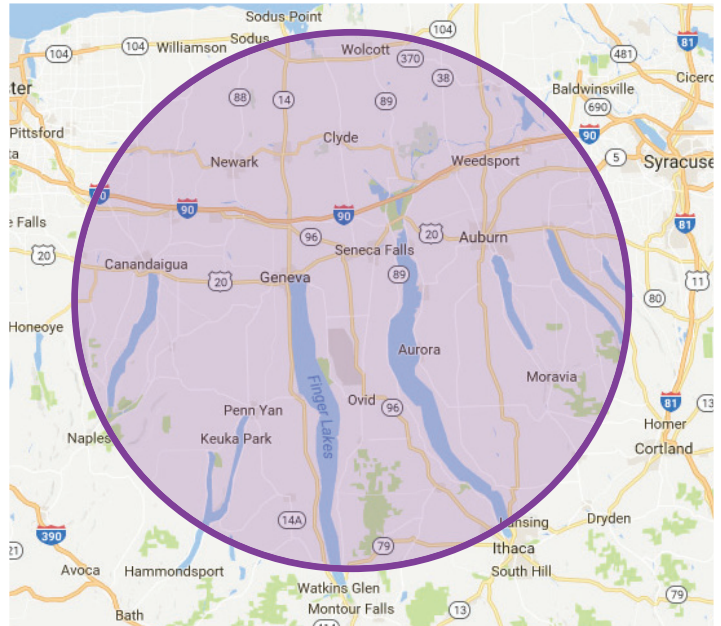
➤ **Education**



➤ **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**

