

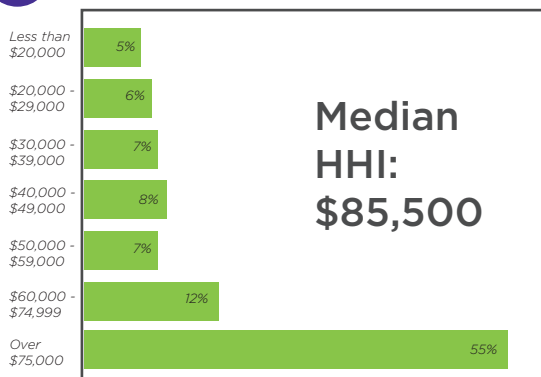


➤ **Weekly Listener Estimate**  
17,442\*

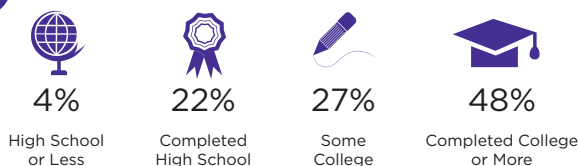
➤ **Target**  
Adults 35+

➤ **Personalities**  
5:30 to 9 a.m. - Finger Lakes Morning News with Ted Baker, Greg Cotterill & Steve Penstone  
9 a.m. to Noon - Brian Kilmeade  
Noon to 2 p.m. - Dave Ramsey  
2 to 5 p.m. - Clark Howard  
5 to 6 p.m. - Shannon Joy  
High School Sports  
Syracuse University Football & Basketball  
New York Giants Football

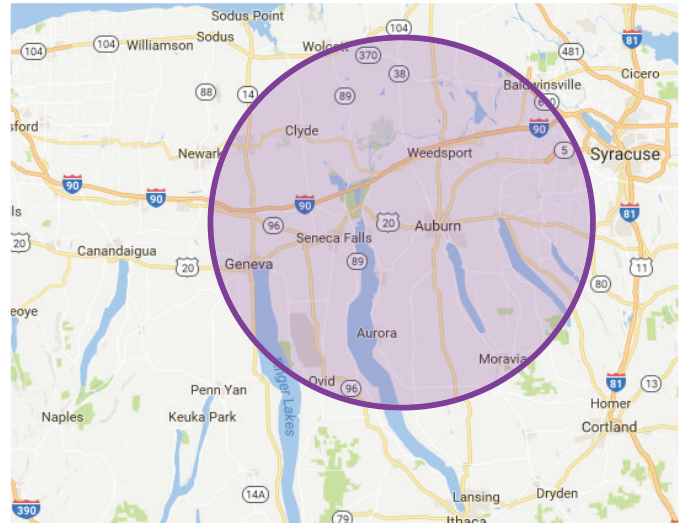
➤ **Household Income**



➤ **Education**



➤ **Coverage**



➤ **Home Ownership**   
82% Own Home

➤ **Occupation**

Professional and Related Occupations	20%
Management, Business and Financial	16%
Sales and Office	13%
Natural Resources, Construction, Maintenance	5%
Other	12%

➤ **Households with Children**   
32% Have Children at Home

➤ **Marital Status**

