



Finger Lakes Country!

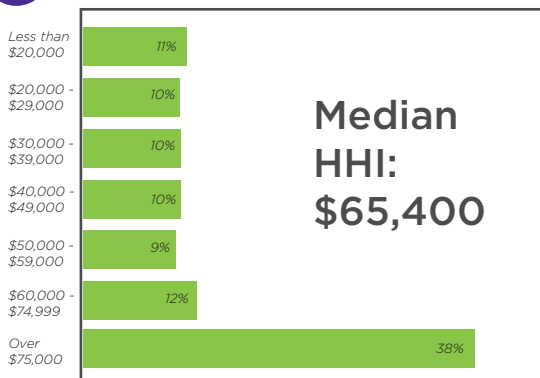
96.1 96.9 101.9 1570

➤ Weekly Listener Estimate  
17,420\*

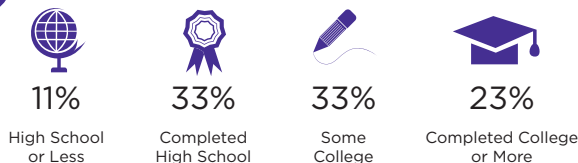
➤ Target  
Adults 25 - 64

➤ 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



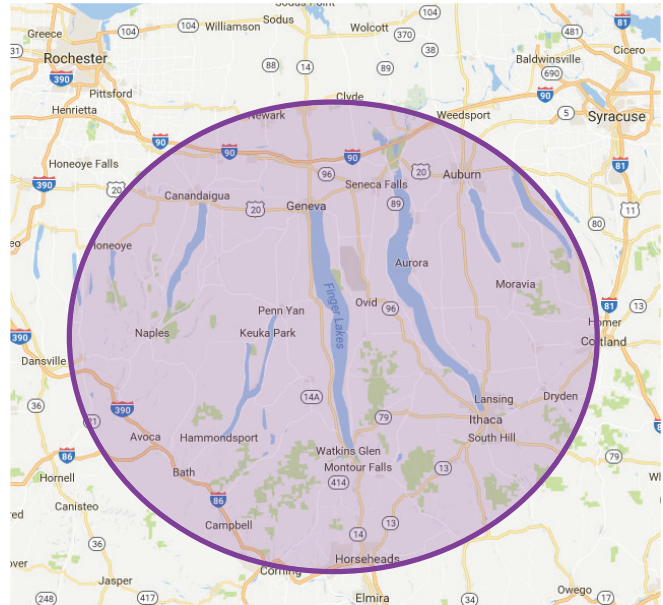
➤ Education



➤ 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

