



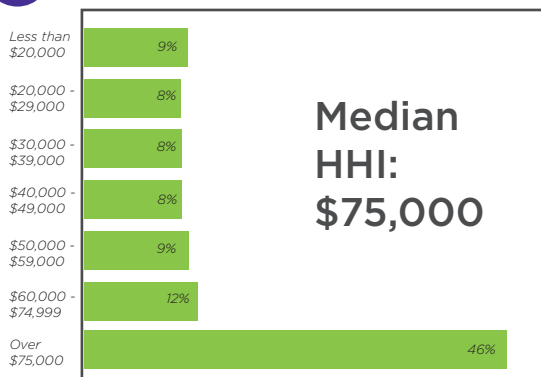
> **Potential Listener Estimate**
82,000*

> **Music: Easy Rock**
Artists like Eagles, Jackson Browne, Bruce Springsteen

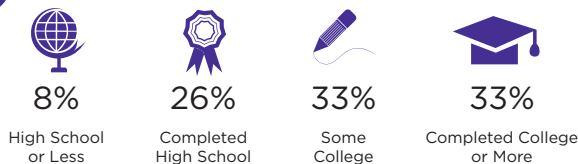
> **Target**
Women 35 - 64

> **Limited Commercial Breaks**
The Lake has a strict 6 minutes per hour limit on commercials.

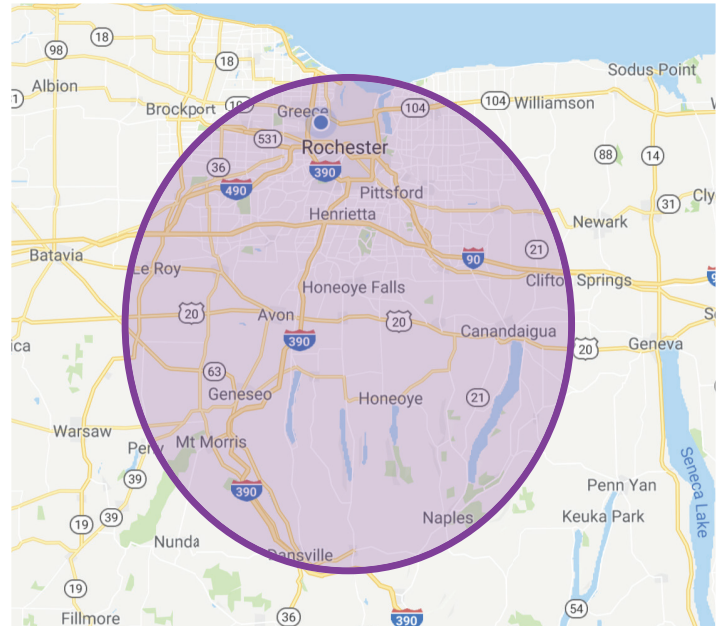
> **Household Income**



> **Education**



> **Coverage**



> **Occupation**

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

> **Home Ownership**

71% Own Home



> **Marital Status**

