



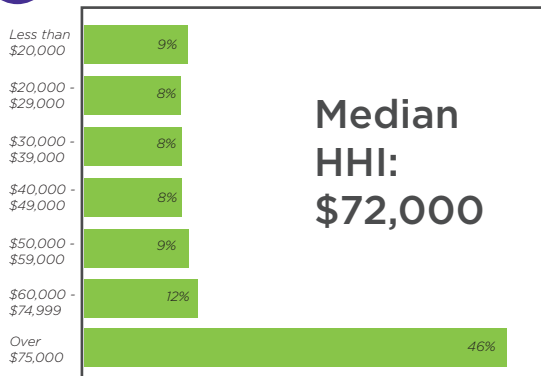
WFLK

➤ Weekly Listener Estimate
38,423*

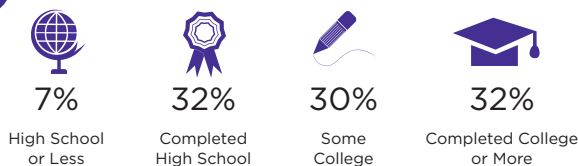
➤ Target
Adults 35 - 64

➤ Personalities
5:30 am to Noon - Dan Preston
Noon to 5:00 pm - Ken Paradise

➤ Household Income



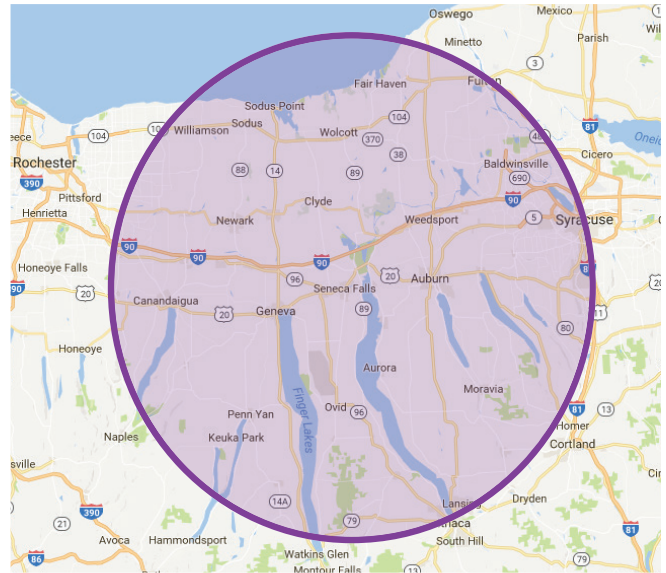
➤ Education



➤ Home Ownership
76% Own Home



➤ Coverage



➤ Occupation

Professional and Related Occupations	14%
Management, Business and Financial	13%
Sales and Office	17%
Natural Resources, Construction, Maintenance	7%
Other	17%

➤ Households with Children
39% Have Children at Home



➤ Marital Status

