



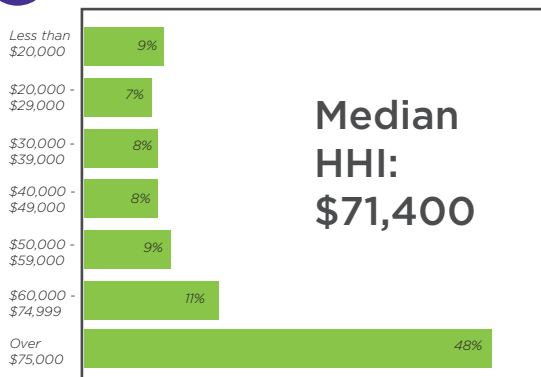
WLLW

➤ **Weekly Listener Estimate**
17,500*

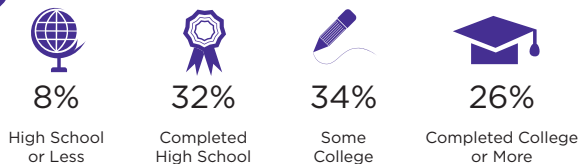
➤ **Target**
Men 25-64

➤ **Personalities**
5:30 to 9:00 am - Ken and Woody
10:00 to Noon - Woody
Noon to 5:00 pm - Paul Szmal on the Wall

➤ **Household Income**



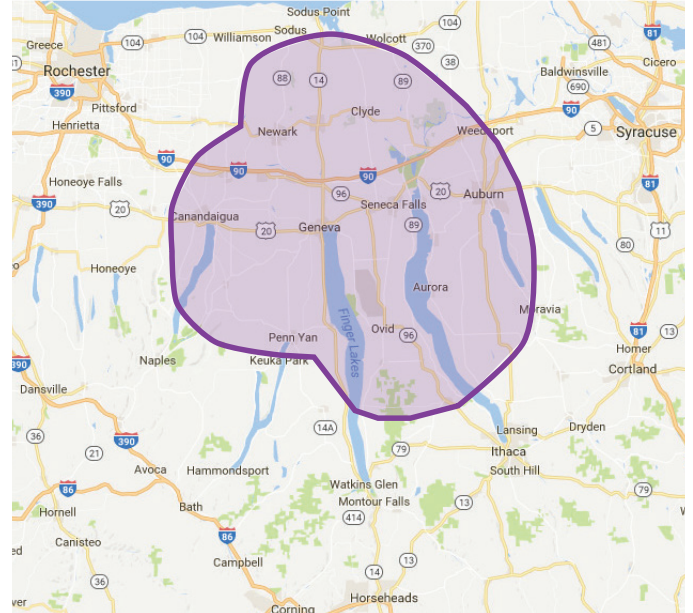
➤ **Education**



➤ **Home Ownership**
72% Own Home



➤ **Coverage**



➤ **Occupation**

Professional and Related Occupations	14%
Management, Business and Financial	12%
Sales and Office	17%
Natural Resources, Construction, Maintenance	11%
Other	22%

➤ **Households with Children**
45% Have Children at Home



➤ **Marital Status**

