



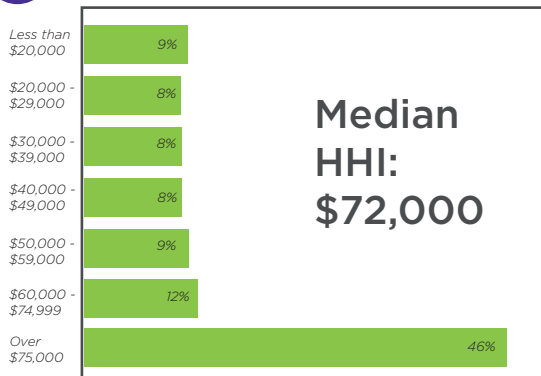
WFLK

➤ Weekly Listener Estimate  
38,423\*

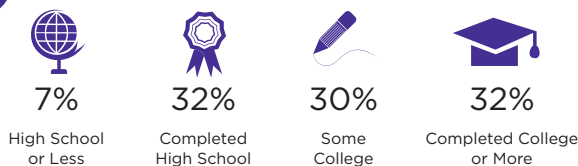
➤ Target  
Adults 35 - 64

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

➤ Household Income



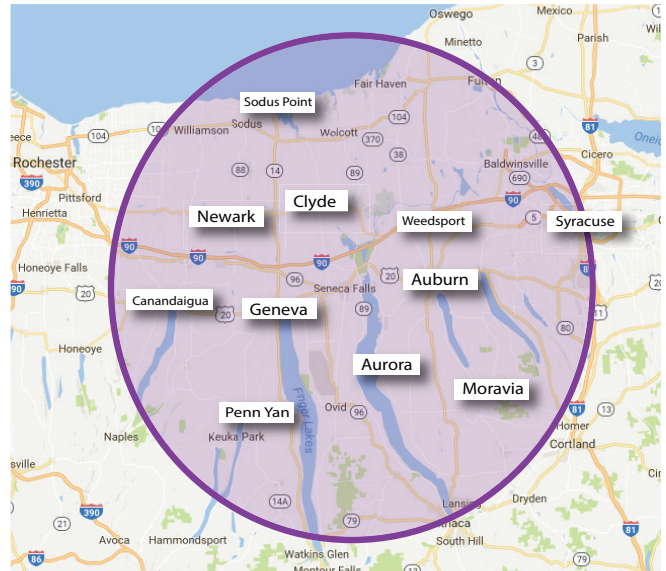
➤ Education



➤ 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

