



Finger Lakes Country!

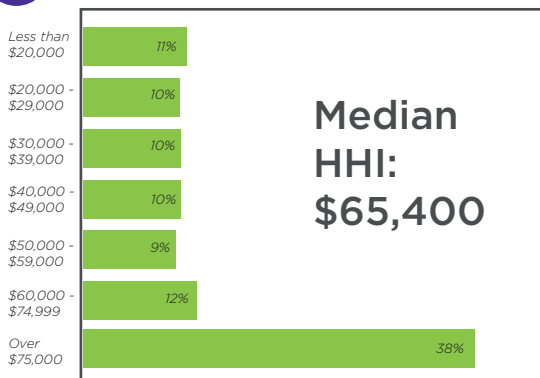
96.1 96.9 101.9 1570

➤ Weekly Listener Estimate
17,420*

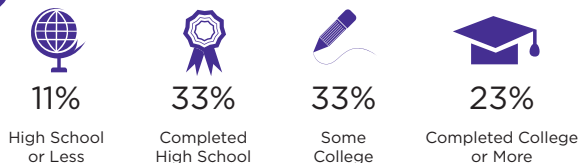
➤ Target
Adults 25 - 64

➤ 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



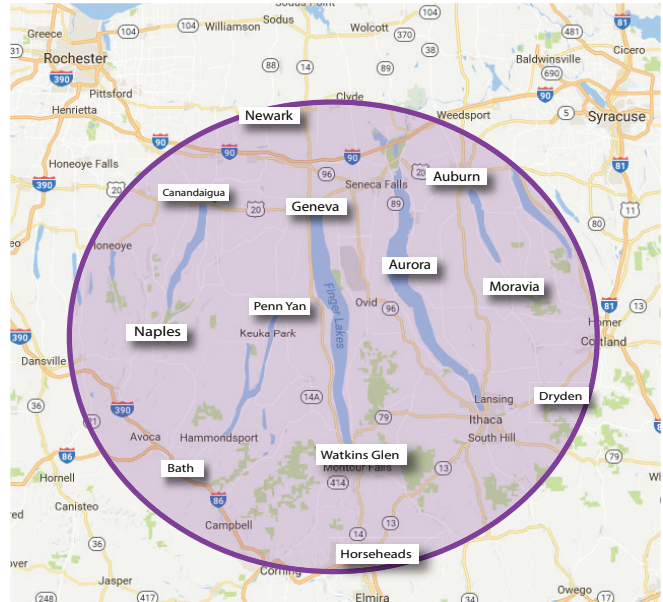
➤ Education



➤ 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

