



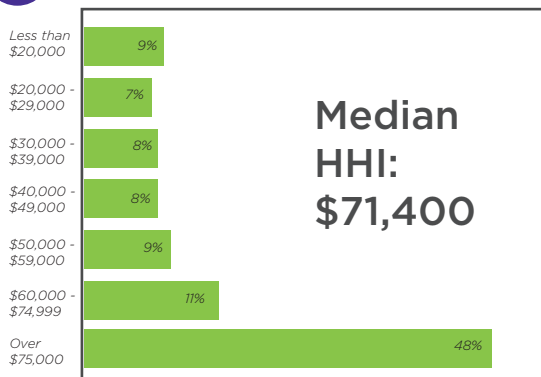
WLLW

➤ Weekly Listener Estimate  
17,500\*

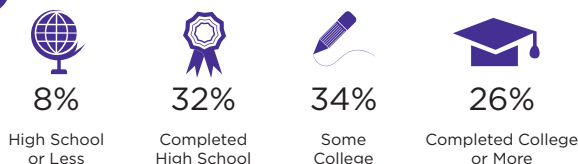
➤ Target  
Men 25-64

➤ 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



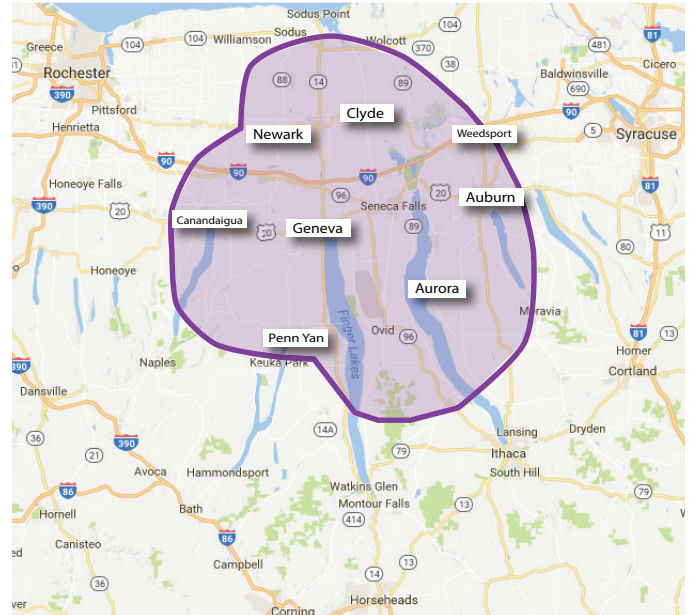
➤ Education



➤ 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

