

# 37% OF ROCK COUNTY LISTENS TO WCLO!

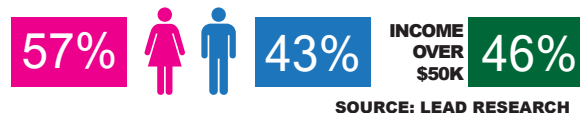
## CUME AUDIENCE:

POPULATION 18+ ..... 121,873  
 LISTEN TO WCLO ..... 45,093  
 CUME HOUSEHOLDS ..... 68,566  
 HHs LISTENING TO WCLO ..... 25,369

## ROCK COUNTY DEMOGRAPHICS (2015)

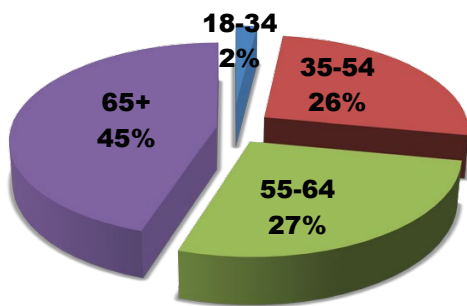
TOTAL POPULATION ..... 161,488  
 MEDIAN AGE ..... 38.6  
 PROJECTED HOUSEHOLD GROWTH..0.07%  
 MEDIAN HOUSEHOLD INCOME ..... \$55,664  
 HOME OWNERSHIP ..... 69.8%

Source: unitedstatescensus.gov



SOURCE: LEAD RESEARCH

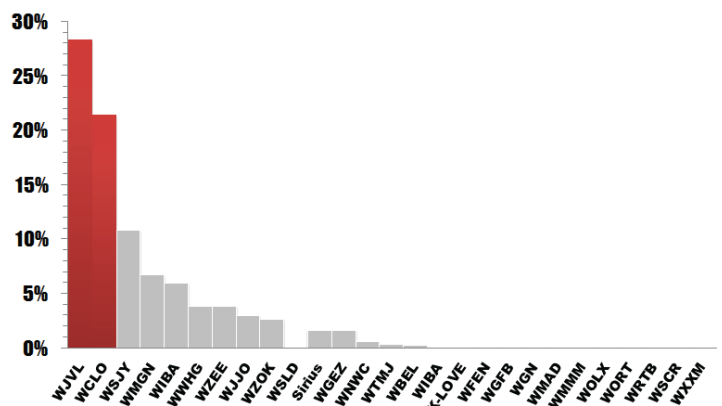
## AGES OF SURVEY RESPONDENTS WHO CONSIDER WCLO THEIR FAVORITE STATION



SOURCE: 2016 TROY RESEARCH BRAND AWARENESS STUDY



## SURVEY APRIL 2016: "WHICH STATION DID YOU LISTEN TO MOST IN THE LAST WEEK?"



SOURCE: 2016 TROY RESEARCH BRAND AWARENESS STUDY