



WINNER OF NINE 2015
 WISCONSIN BROADCASTERS ASSOCIATION
"AWARDS OF EXCELLENCE"

51% OF ROCK COUNTY LISTENS TO WJVL!

CUME AUDIENCE:

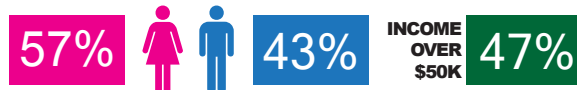
POPULATION 18+	121,873
LISTEN TO WJVL	62,155
CUME HOUSEHOLDS	68,566
HHs LISTENING TO WJVL	34,968

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%

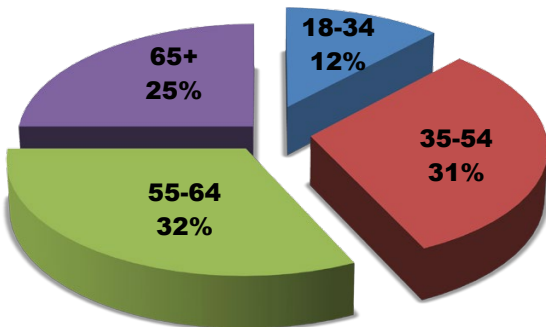
source: unitedstatescensus.gov

AUDIENCE PROFILE



SOURCE: LEEDE RESEARCH

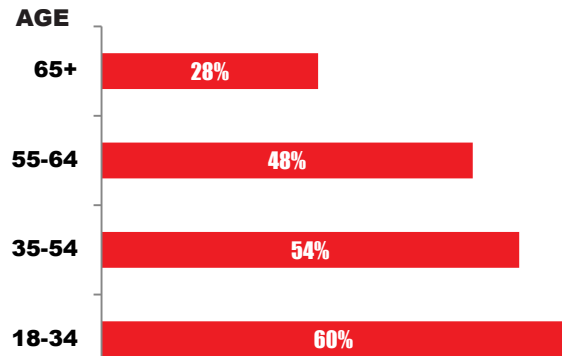
AGES OF SURVEY RESPONDENTS WHO CONSIDER WJVL THEIR FAVORITE STATION



SOURCE: 2016 TROY RESEARCH BRAND AWARENESS STUDY



PERCENT OF ROCK COUNTY RESIDENTS BY AGE WHO LISTEN TO WJVL IN A TYPICAL WEEK



SOURCE: 2016 TROY RESEARCH BRAND AWARENESS STUDY