



WCLO Audience Profile:

- 60% women; 40% men
- The only LOCAL news/talk station providing news in the mornings, afternoons, and weekends.
- Core audience profile: 35+ years of age.
- Married with children.
- Own their home.
- Time spent listening per week: 7 hours and 50 minutes.
- 41,771 listeners in Rock County.
- #1 news/talk station in Rock County.
- 33% of Rock County listens to WCLO every week!
- Very active website with an average of over 4,000 visitors a month (based on first quarter 2005 stats)