

Demographic Information



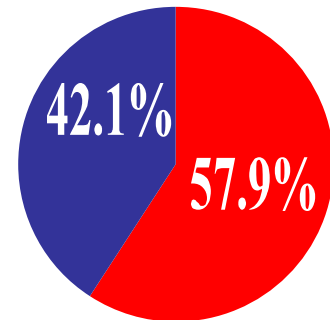
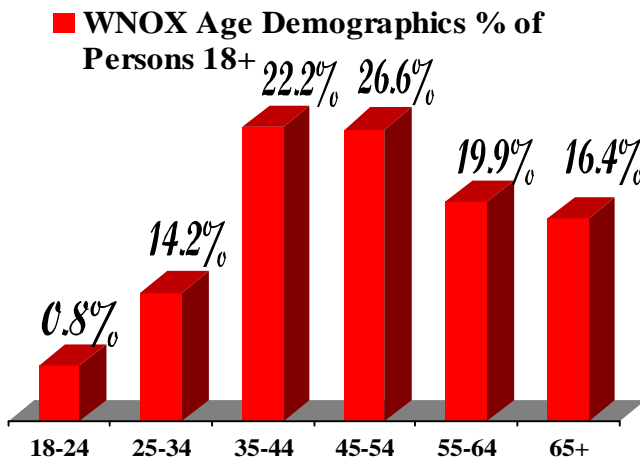
WNOX NewsTalk – 100 listener Profile

NewsTalk 100 is Knoxville’s ONLY talk radio station! NewsTalk 100 targets Knoxville’s most-educated radio audience with compelling news, talk, and sports programming. In fact, an independent survey completed by Moyers Research Group found that NewsTalk 100 owned the following perceptions in the minds of Knoxville radio listeners:

- Best **Traffic**
- Best **Weather**
- Where to Tune in Time of **Emergency**
- First with **Breaking News**

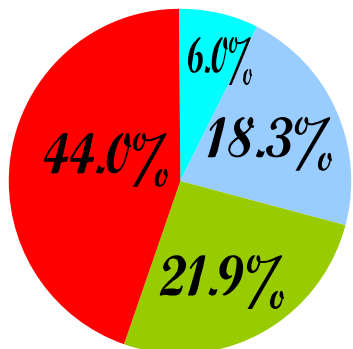


WNOX Male/Female Composition % of Persons 18+



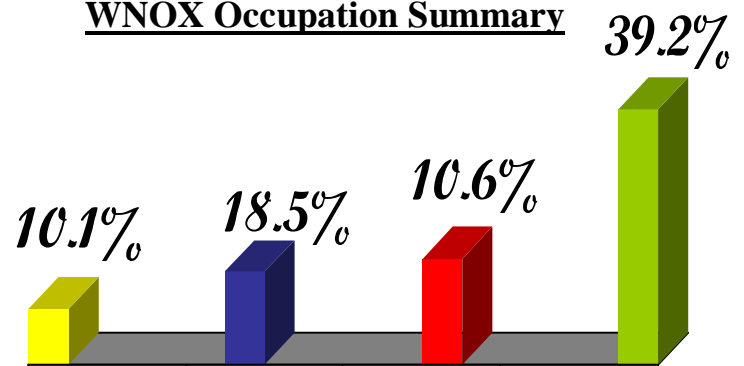
■ Males 18+ ■ Female 18+

WNOX Household Incomes



- \$25K - \$35K
- \$35K - \$50K
- \$50K - \$75K
- \$75K +

WNOX Occupation Summary



- Mgr/Business/Finance
- Sales/Office
- Professional
- White Collar