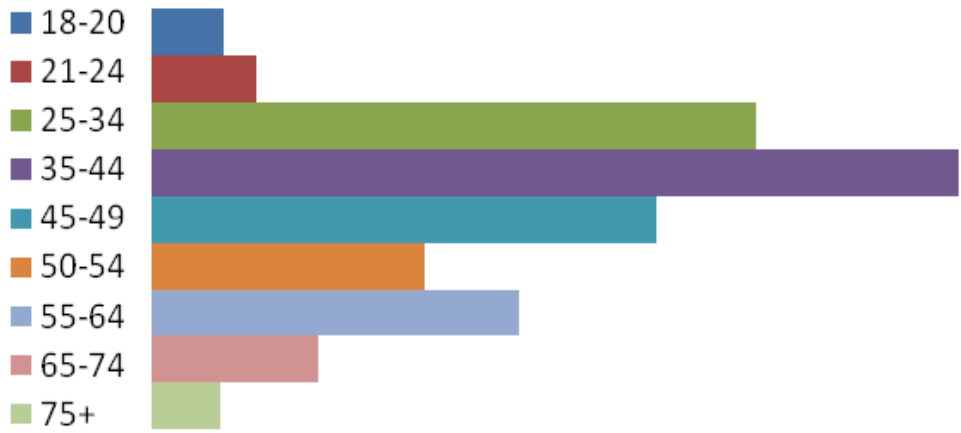




Men 46%



Women 54%



Occupation:

White Collar	57%
Blue Collar	14%
Business Owner/Corporate Officer	12%

- 75% of the WLKY.com audience falls within the A25- 54 demo
- 39% of the audience has a household income of \$75K+
- College educated – 72% have some college or higher
- 40% use the internet 3 hours or more per day
- 95% own a cell phone with 42% of them using mobile web in the past week.

Source:Media Audit 2011 Release