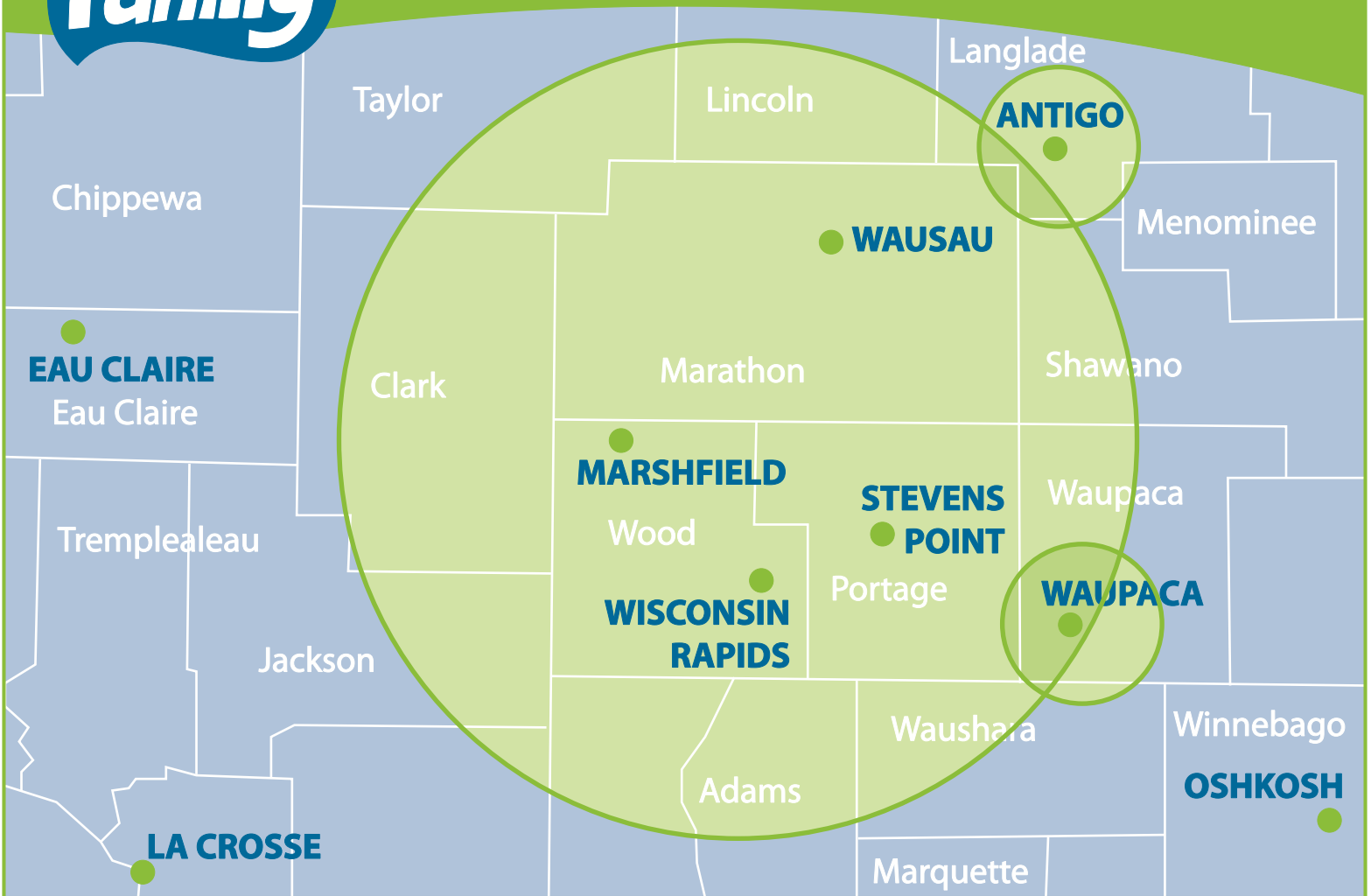




# WGNV's listening area



## 88.5 WGNV Listener Profile:

- **64%** of The Family listeners are **25-54** years of age\*
- **69%** are female, largest majority are **35-44** years of age\*
- **77%** are more likely to hold a bachelor's degree\*\*
- **42%** are more likely to have a post-graduate degree\*\*
- The Family listeners ranked **2nd overall** in education, with **16 formats** studied\*\*

\* Radio Research Consortium  
 \*\* Simmons Market Research

### WGNV

88.5FM Wausau/Stevens Point/  
 Central Wisconsin

94.1FM Antigo

107.3FM Waupaca

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