

# Station Profile



**98 COUNTRY**  
98.1 FM

<b>Station:</b>	WWJO-FM ("98 Country")
<b>Frequency:</b>	98.1 FM
<b>Power:</b>	100,000 watts
<b>Format:</b>	Country
<b>Website:</b>	<a href="http://98country.com">http://98country.com</a>
<b>Target audience:</b>	Adults 25-54
<b>Total weekly listeners:</b>	89,700*
<b>Gender breakout:</b>	Female (52.9%) & Male (47.1%)
<b>Age breakout:</b>	58.8% of total audience is 25 to 54 years of age
<b>Household income:</b>	67.8% of listeners come from a household that earned 50K+ in the past year
<b>Education:</b>	58% of the audience has anywhere from "some college" education to a bachelor's or more advanced college degree
<b>Home ownership:</b>	90.4% of listeners report living in a residence that they own

\* (All listenership figures are from Arbitron surveys of the St. Cloud area done over the Spring and Fall of 2006)

