

Station Profile



AM 1240 • WJON
INFORMATION RADIO

Station: WJON-AM (“Information Radio”)
Frequency: 1240 AM
Power: 1000 watts
Format: Local news, talk, weather, sports
Website: <http://wjon.com>
Target audience: Adults 35+
Total weekly listeners: 22,300*
Gender breakout: Female (48.6%) & Male (51.4%)*
Age breakout: 87.9% of total audience is age 35 or above*
Household income: 59.5% of listeners come from a household that earned 50K+ in the past year*
Education: 63.1% of the audience has anywhere from “some college” education to a bachelor’s or more advanced college degree*
Home ownership: 88.9% 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)

