

Educated. Upscale. Involved.

Education is important to WFCC listeners - 64% hold at least a college degree.

More than 75% of WFCC listeners own their homes ... and more than 20% have a second/vacation home.

More than 1/3 of WFCC listeners have annual household incomes above \$100,000.

WFCC listeners are involved with their community. They're 185% more likely (than the market average) to make a contribution to an arts or cultural organization and 130% more likely to donate to a social care or welfare organization.

