

“The First Thing Today, by Joe Thomas”

by the numbers...

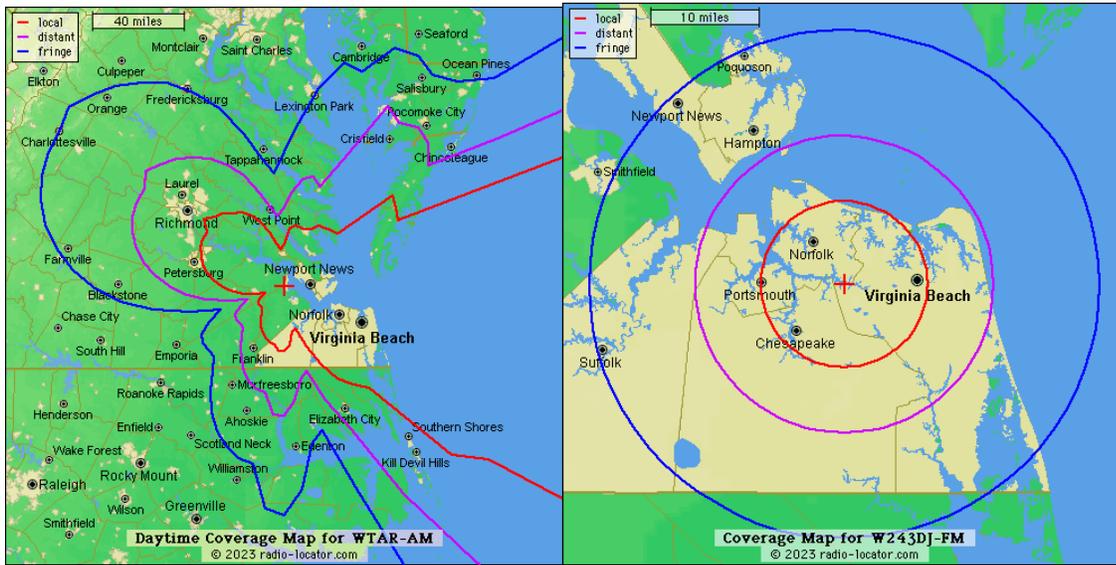
Total Potential Listeners: 55.18 million

Demographic Profile: 51% Male to 49% Female

- The average income of a talk radio listener is higher than that of general market radio listeners. More than 84% of listeners have an HHI over \$50,000 per year, and almost 70% have an HHI over \$75,0004.
- According to Kiplinger’s, the average net worth of a Talk Radio Listener is: \$587,859
- Nearly 59.6 million adults aged 35-49 use radio each month.
- Radio has the largest reach with Generation X (ages 35-54), with 80.5 million listeners tuning in during an average month (97% of the Gen X population).
- Millennials (ages 18-34) have 71.6 million listeners tuning in monthly (95% of the Millennial population).
- According to Nielsen radio listening report, radio still commands the highest share of collective trust in advertising. (1)

Platforms	Trustworthiness Ages 18-34	Trustworthiness Ages 35-49	Trustworthiness Ages 50+
AM/FM Radio	54%	60%	51%
TV	51%	59%	51%
Apps & Websites	45%	53%	40%
Social Media	39%	43%	25%

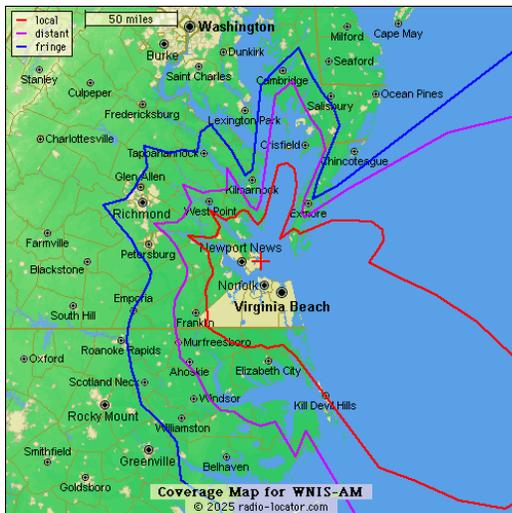
WTAR 850am & 96.5fm; Norfolk, VA / Population: 1,439,000 (M-F 5a-6a et)



Station site: <https://wtar.com/>

AREA NEWS: [norfolk va - Search News](#)

WNIS-AM 790 kHz, Norfolk, Virginia, Pop: 1,439,000 (Mon only 5a-6a et)



Station site: [WNIS – Hampton Roads News and Information Station](#)

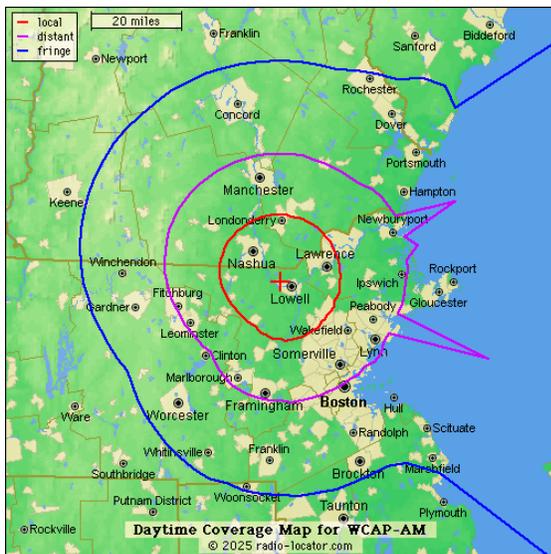
WGSO 990 am; New Orleans, LA / Population: 1,256,300 (M-F 4a, 5a, 11a ct)



Station site: [WGSO 990AM – Community Radio for the Crescent City](#)

Locals news search: [new orleans - Search News](#)

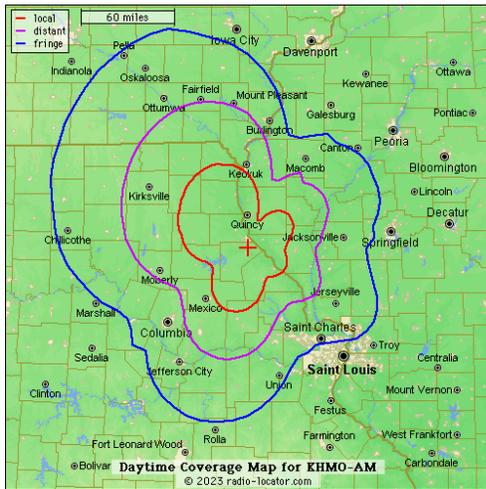
WCAP-AM 980 kHz Lowell, Massachusetts / Population: 312,447 (M-F 5a-5:30a et)



Station Site: [980 WCAP – The Voice of the Valley](#)

Local News Feed: [lowell massachusetts - Search News](#) / [Nashua NH - Search News](#)

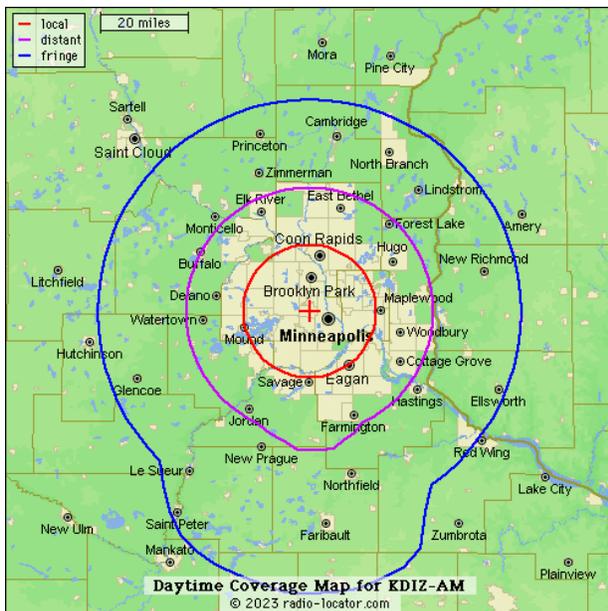
KHMO 1070a; Hannibal MO / Population: 120,234 (M-F 6am-8am ct)



Station Site: [1070 KHMO AM – News-Talk-Sports KHMO Radio – Quincy/Hannibal News Radio](#)

Local News: [News – Muddy River News / Local News | hannibal.net](#)

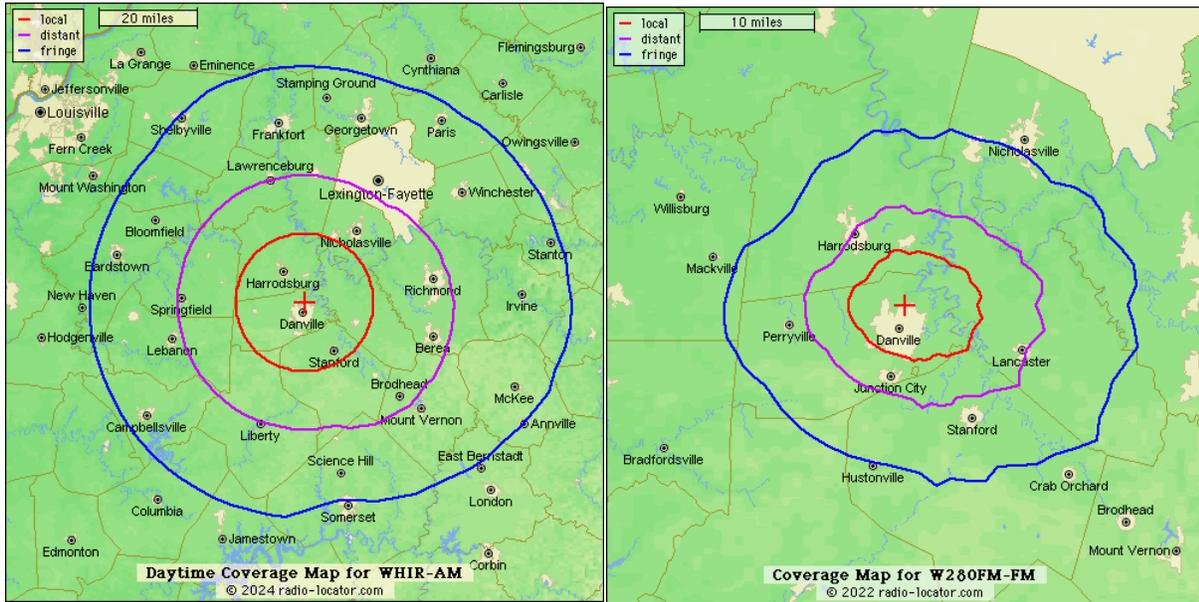
KDIZ 1570a; Minneapolis-St. Paul, MN / Population: 3,105,700 (M-F 5a-8a ct)



Station site: [Freedom 1570 | KDIZ 1570 - Minneapolis, MN](#)

Local news: [minneapolis - Search News](#)

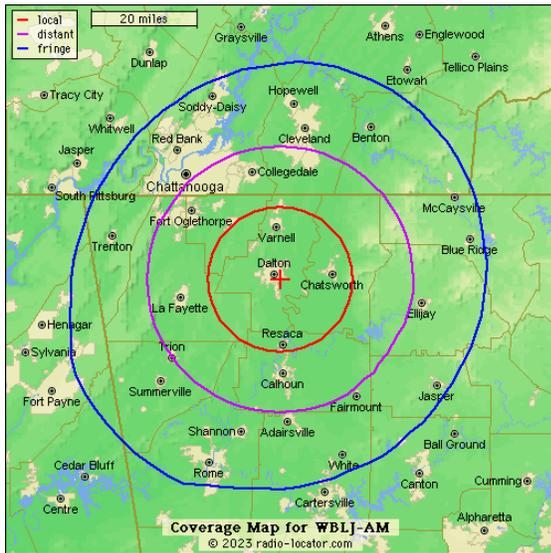
WHIR 1230am & 103.9fm Danville KY / Population 17,300 (M-F 5a – 6a et)



Station Site: [Hometown Radio Network - Radio Station, Big Deals](#)

Local news: [kentucky - Search News](#)

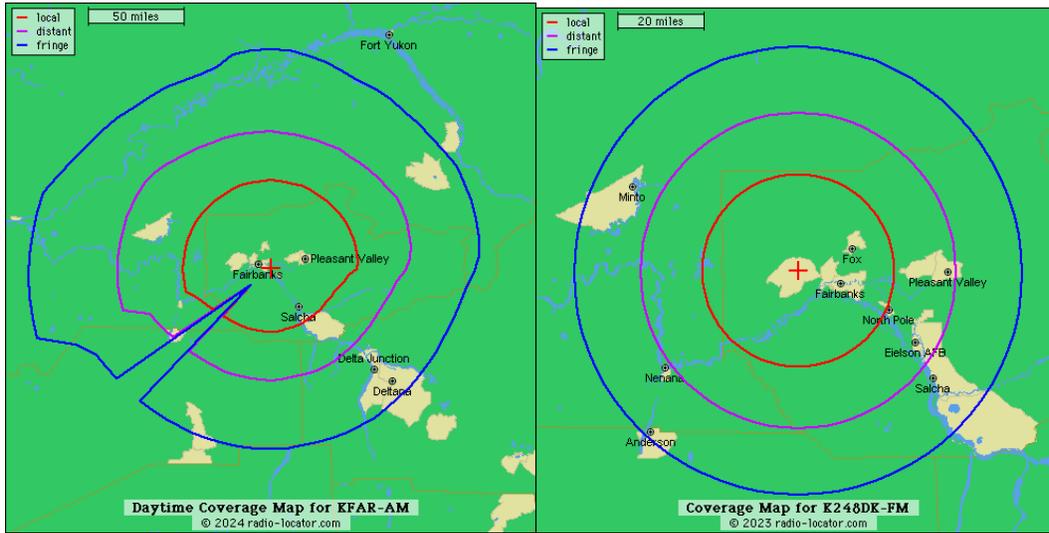
WBLJ 1230a Dalton, GA / Regional Population 942,597 (M-F 6a-9a et)



Station Site: [News Talk 1230 WBLJ | Dalton, GA](#)

Local news: [dalton ga - Search News / Dalton Daily Citizen](#)

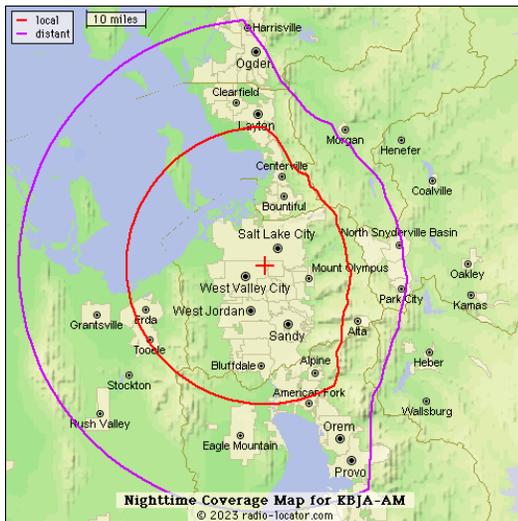
KFAR-AM 660 kHz / 97.5 fm Fairbanks AK / Metro Population 96,651 (M-F 4a-6a akt)



Station site: [KFAR RADIO – News & Conversation](#)

Local News: [fairbanks alaska - Search News / Fairbanks, Alaska, news, sports and weather](#)
[| The voice of Interior Alaska](#)

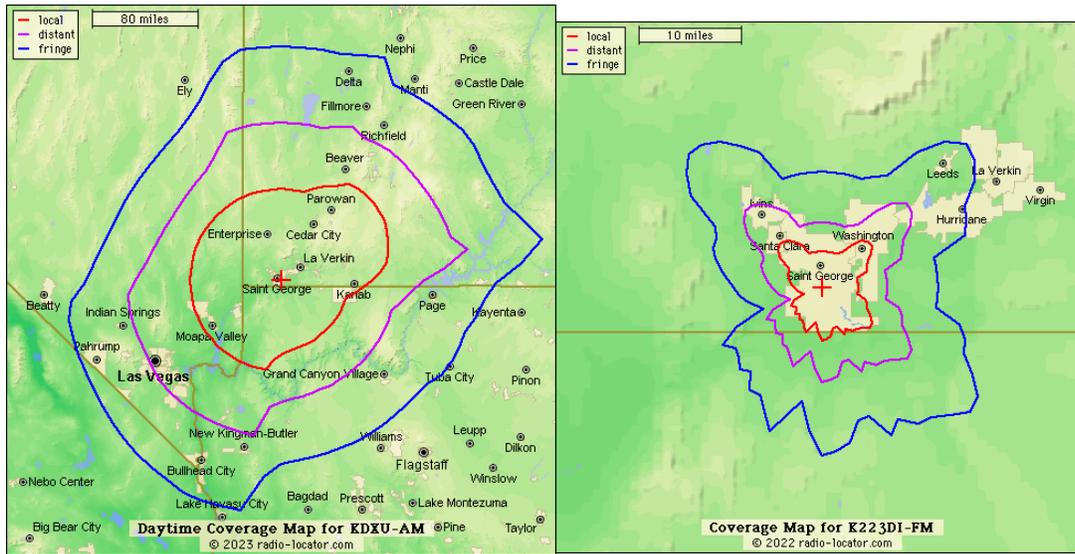
KBJA 1640a Salt Lake City UT / Population: 2,149,000 (M-F 5a -7a mt)



Station Site: [Home - Ktalk Media](#)

Local News: [salt lake city - Search News / Salt Lake City News, Weather, Sports, Breaking News / The Salt Lake Tribune](#)

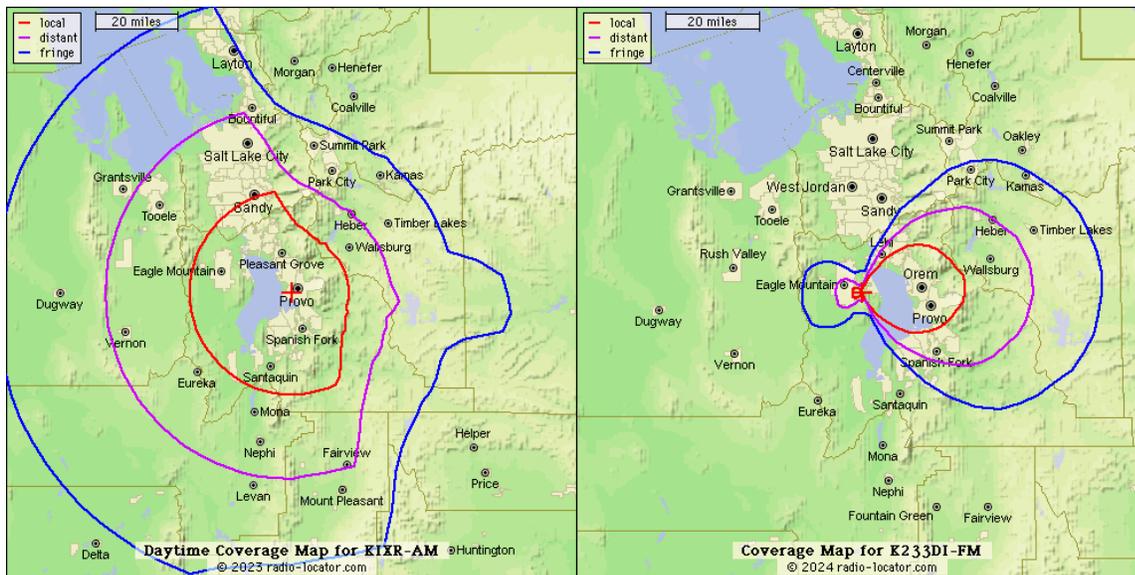
KDXU 890am & 92.5fm; St. George UT / Population 197,680 (M-F 4a-6a mt)



Station Site: [106.1 KDXU - News Radio](#)

Local News: [St. George UT - Search News](#)

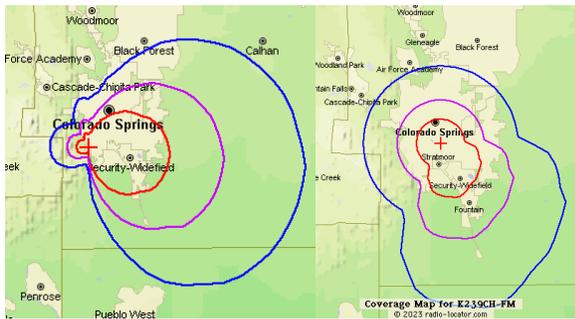
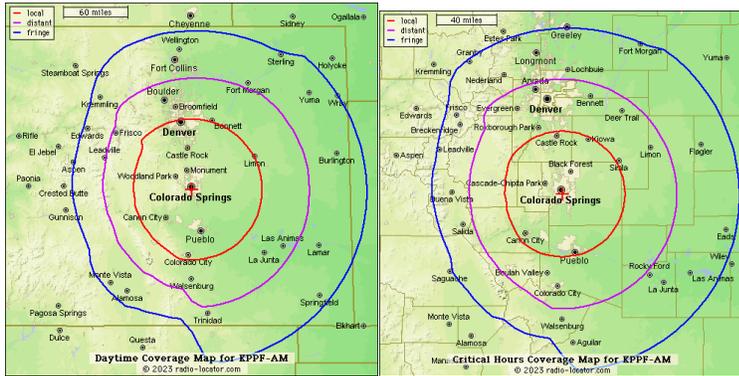
KIXR 1400am & 94.5fm; Provo, UT / Population 113,343 (M-F 3a -7a mt)



Station Site: [KIXR 1400 AM – Utah County's Retro Hit Station](#)

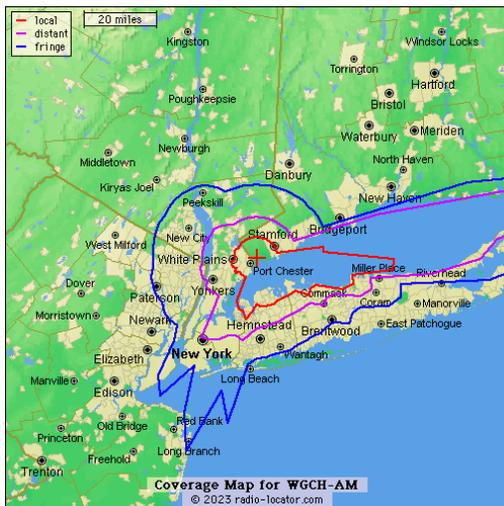
Local News: [provo utah - Search News](#)

KPPF 1040am, 95.7 & 98.5fm; Colorado Springs CO / Population: 636,200 (M-F 6a – 7a mt)



Station Site: [Home - Powertalk 1040](#)

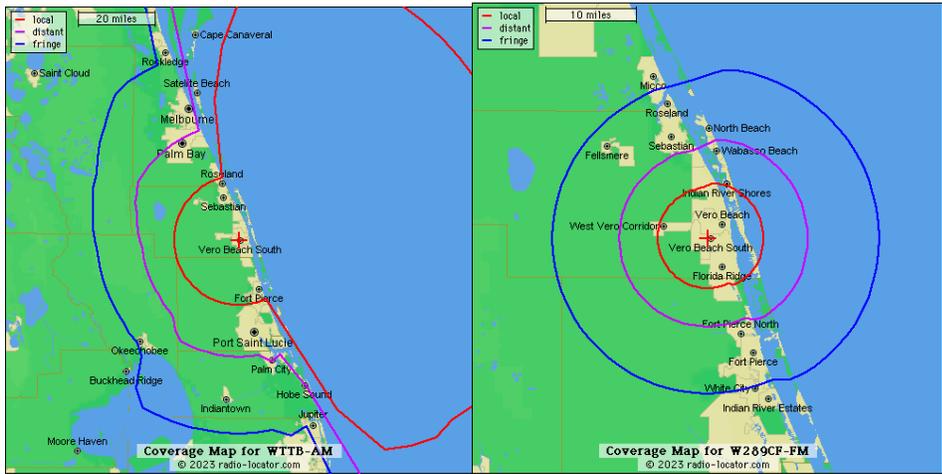
WGCH 1490 AM; Greenwich, CT / Listening area population: 1,199,795 (M-F 5a-7a, 12n et)



Station Site: [WGCH Instant Information & Entertainment](#)

Local News: [greenwich connecticut - Search News](#)

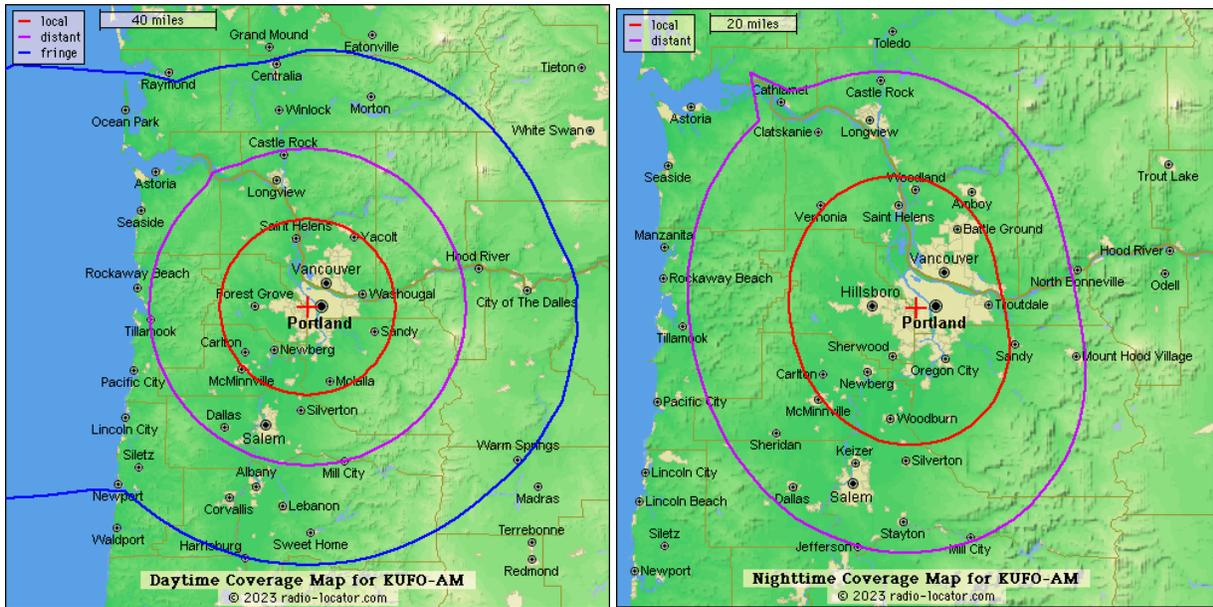
WTTB 1490am & 105.7fm; Ft. Pierce-Stuart-Vero Beach FL / Pop: 601,500 (M-F 6a-8a et)



Station Site: [News Radio WTTB | Vero Beach, FL](#)

Local News: [treasure coast florida - Search News](#)

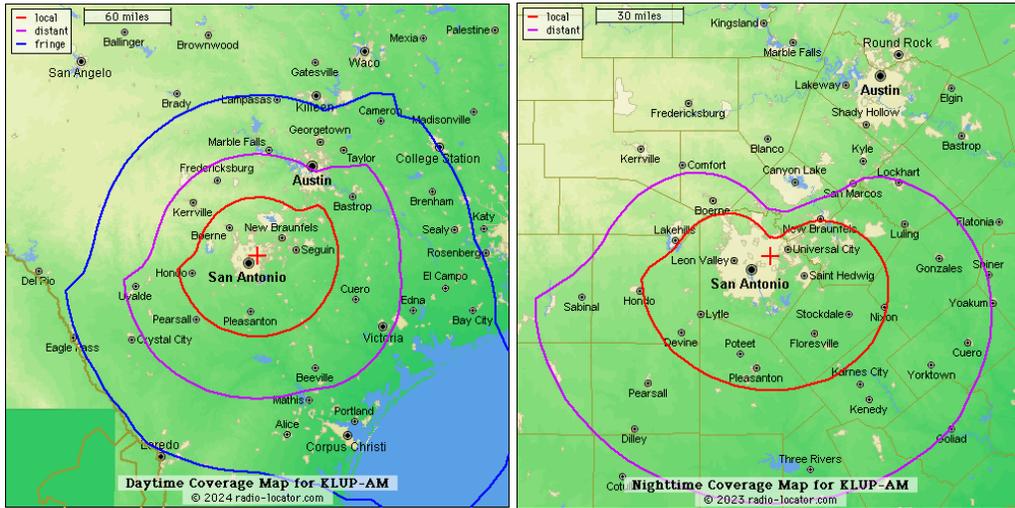
KUFO 970am; Portland OR / Population 2,453,300 (M-F 2am – 5a pt)



Station Site: [Freedom 970](#)

Local News: [portland oregon - Search News](#)

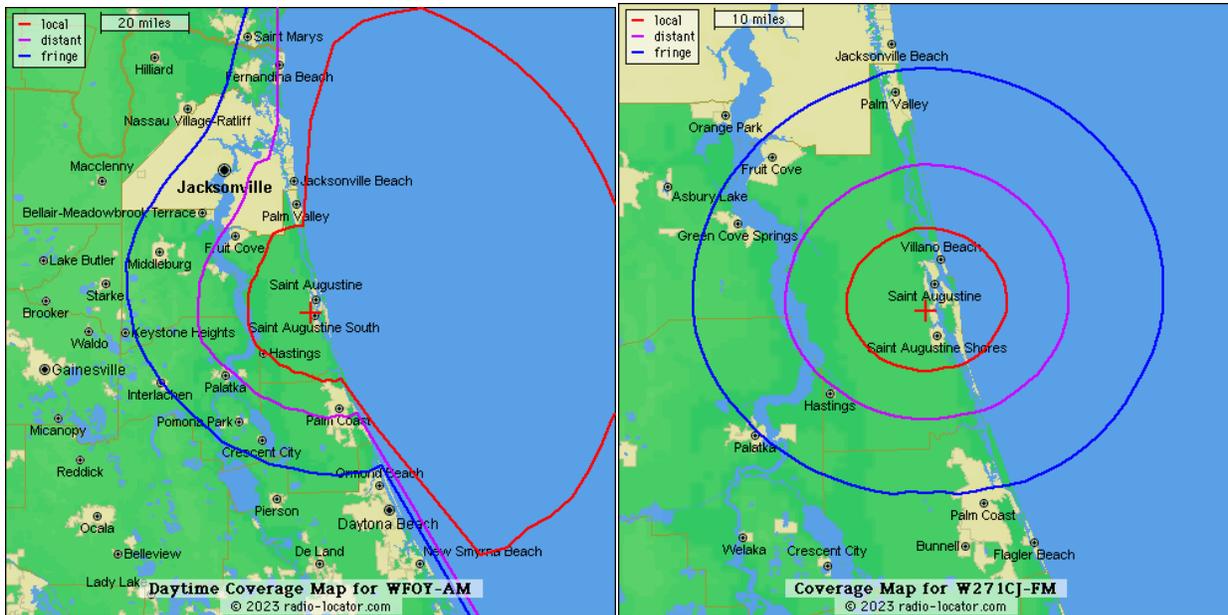
KLUP 930am; San Antonio, TX / Population; 2,235,300 (M-F 4AM – 5AM ct)



Station Site: [930 AM The ANSWER | 930 AM The ANSWER - San Antonio, TX](#)

Local News: [san antonio - Search News](#)

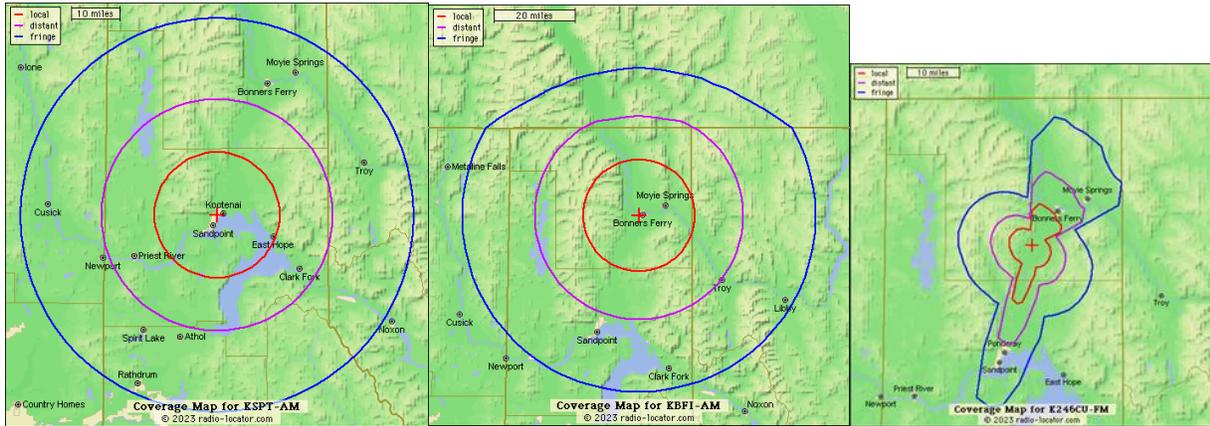
WFOY 1240am & 102.1fm; St Augustine, FL / population: 344,329 (M-F 7a-8a et)



Web: [102.1 FM WFOY News Sports & Talk for St Johns County - Newstalk 102.1 FM WFOY](#)

Local News: [St Augustine FL - Search News](#)

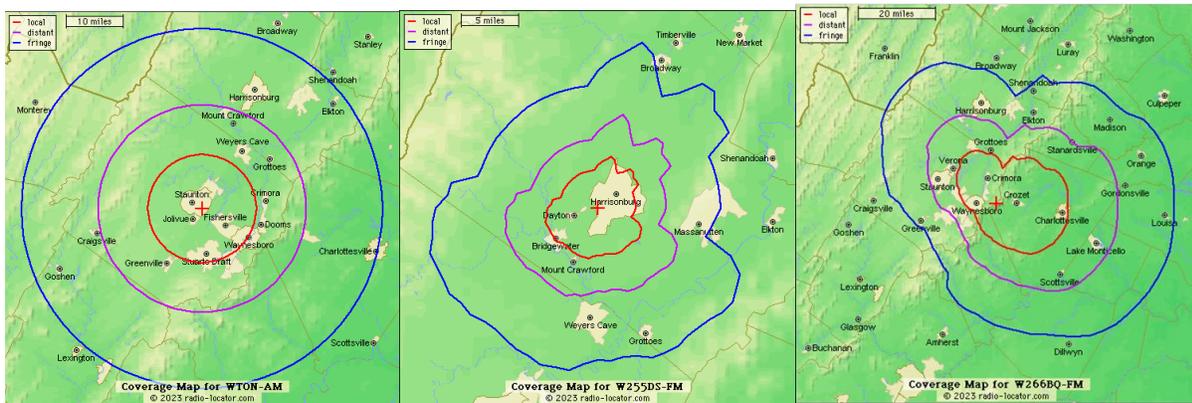
KSPT 1400 am & 105.3fm; Sandpoint, ID / Population: 8,692 (M-F 3a-6a pt)



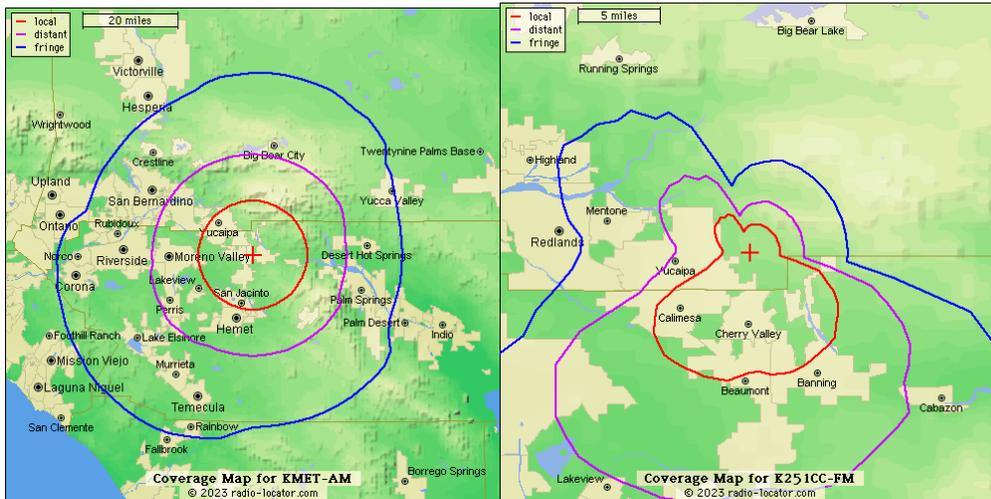
Station Site: [KSPT KBFI News Talk Sports 97.1 FM 1400 AM 1450AM](#)

Local News: [Sandpoint ID - Search News](#)

#Flagship: WTON 1240am; 101.1 & 98.9fm / Staunton-Harrisonburg-Charlottesville, VA / (M-F 5-9a et) Pop: 349,000



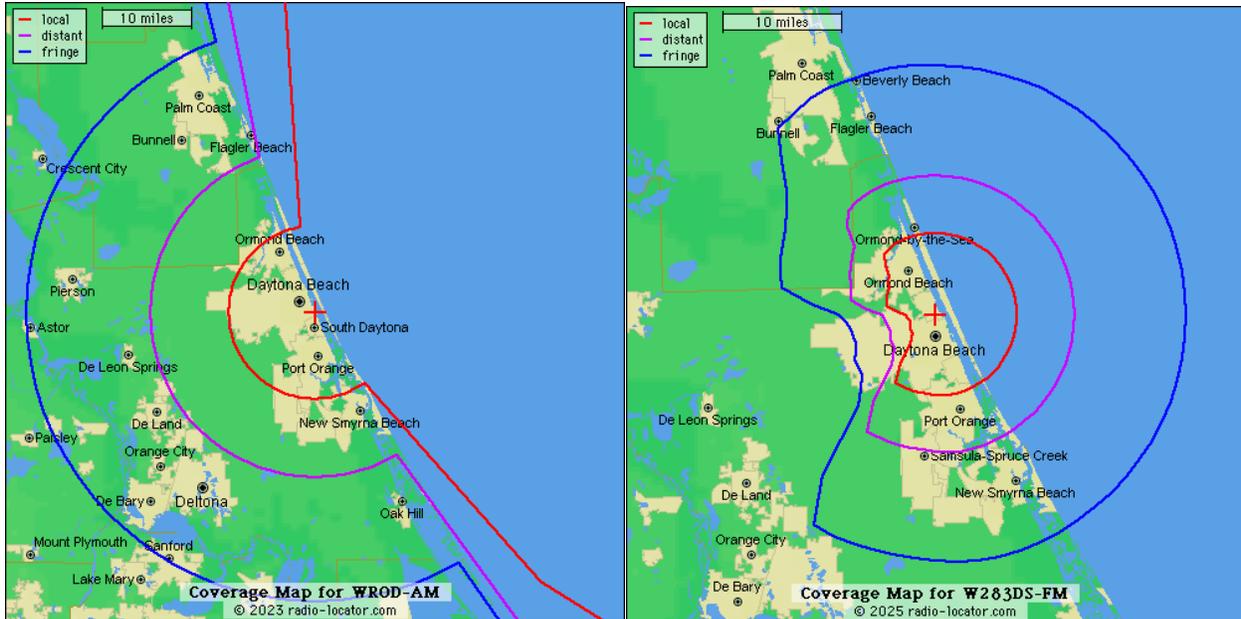
KMET 1490 AM / 98.1 fm, Banning (Redlands), CA / Population; 317,000 (M-F 3a-6a pt)



Station Site: [KMET 1490 AM ABC News Radio STATION](#)

Local News: [San Bernadino CA - Search News](#)

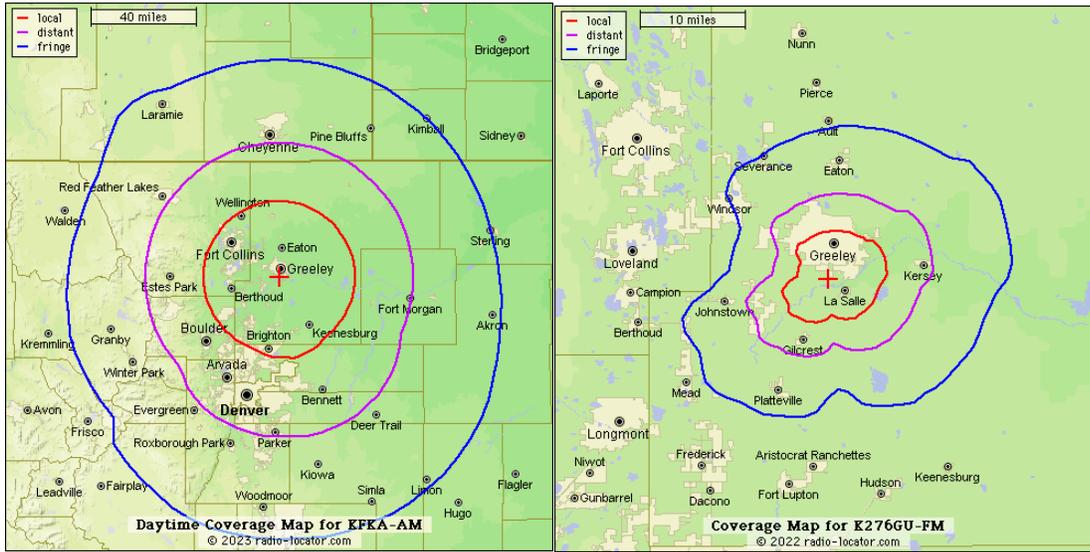
WROD 1340 AM / 104.5 FM, Daytona Beach, FL / Metro Population 619,000 (M-F 5a-7a et)



Station Site: [Daytona Talk Radio](#)

Local News: [daytona florida - Search News](#)

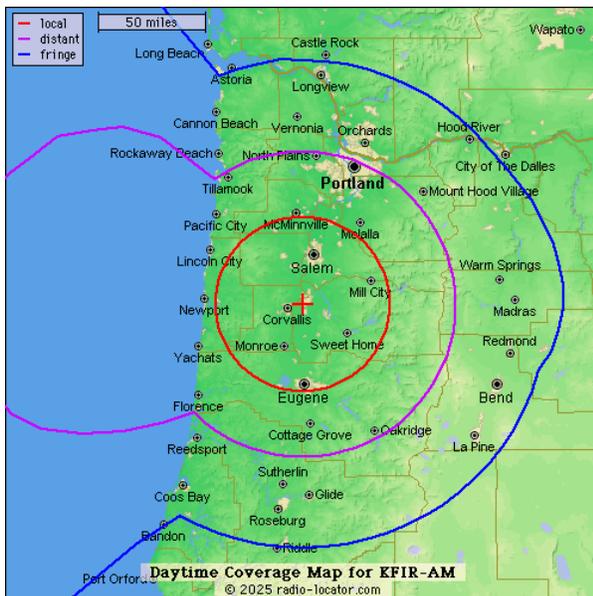
KFKA-AM 1310 kHz / 103.1 FM Ft Collins/Greeley, CO Pop: 284,000 (M-F 3a-6a mt)



Station Site: [1310 KFKA - Northern Colorado's Home for News, Sports & Talk](#)

Local News: [fort collins colorado - Search News](#)

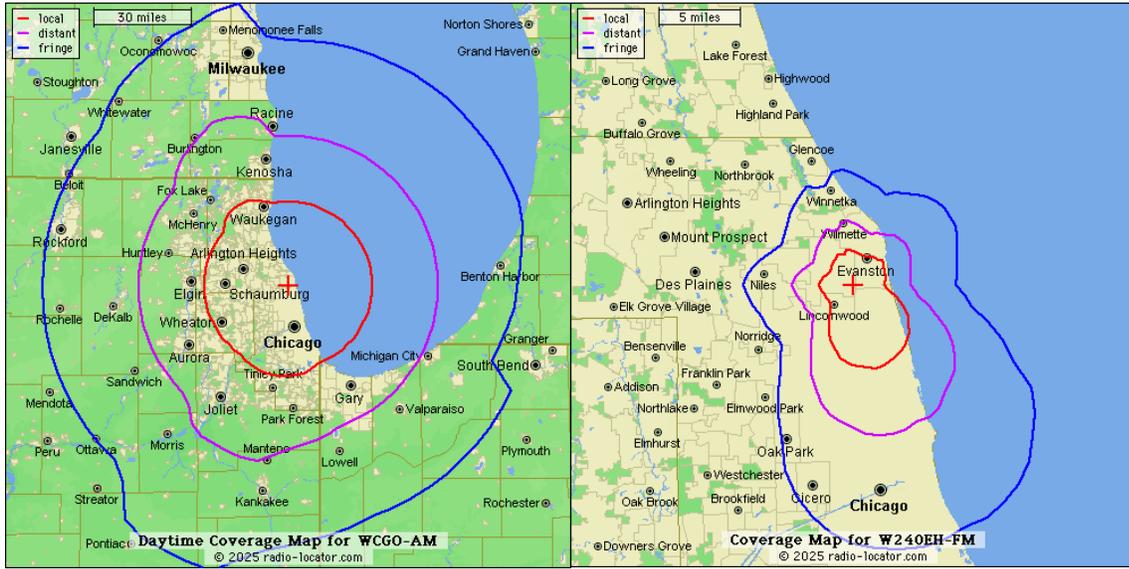
KFIR 720 AM, Corvallis/Salem, OR - Population: 242,300 (M-F 3a-6a pt)



Station Site: [KFIR 720 AM](#)

Local News: [corvallis oregon - Search News](#)

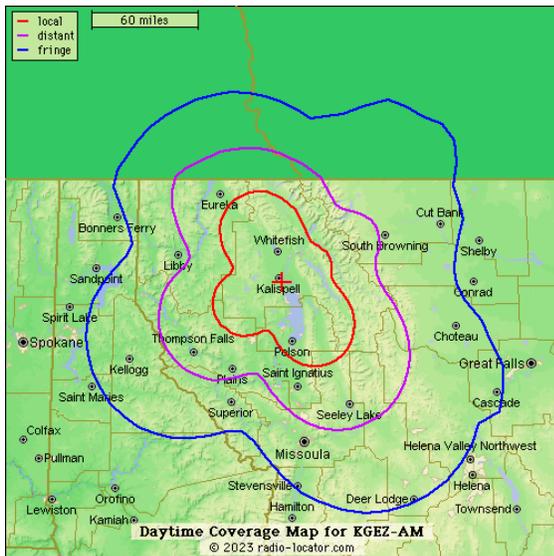
WCGO-AM 1590 kHz / 95.9 FM, Evanston, IL, Pop: 6,119,759 (M-F 5a-6a ct)



Station Site: [WCGO RADIO](#)

Local News: [Evanston IL - Search News](#)

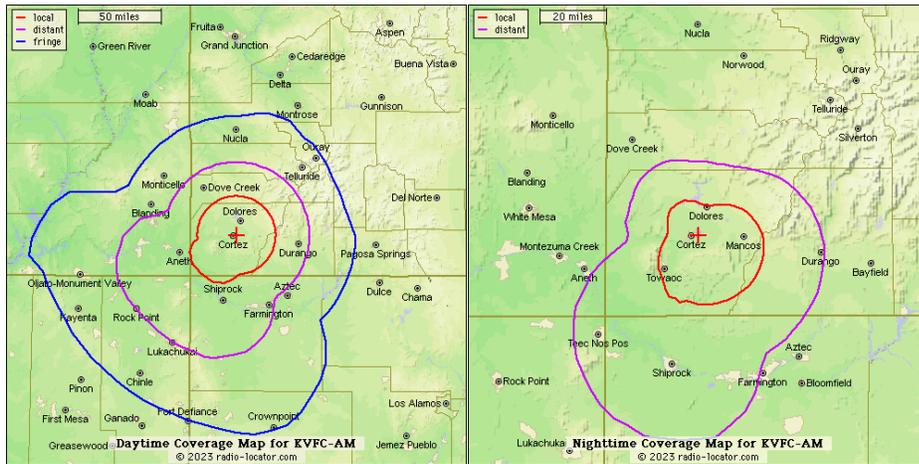
KGEZ-AM 600 kHz / Kalispell, Montana Population 147,930 (M-F 3a-7a mt)



Station Site: [KGEZ Radio | Northwest Montana's Original Radio Station](#)

Local News: [kalispell montana - Search News](#)

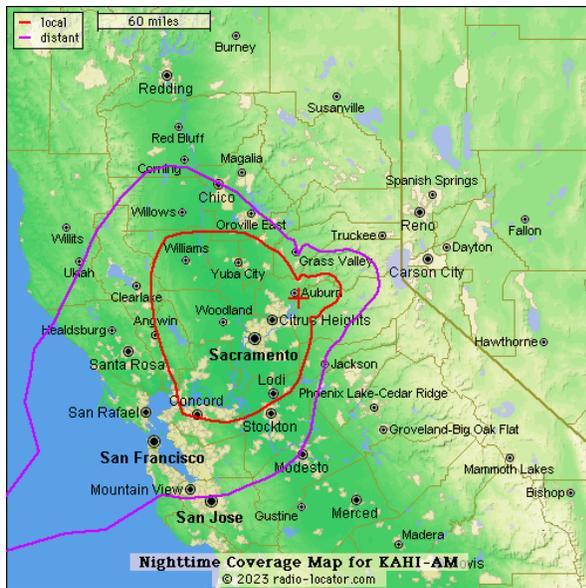
KVFC-AM 740 kHz, Cortez, Colorado (Four Corners) Population: 26,841 (M-F 3a-7a mt)



Station Site: [KVFC Listen Live - 740 kHz AM, Cortez, United States | Online Radio Box](#)

Local News: [Four Corners Free Press | The independent voice of the Four Corners. / cortez colorado - Search News](#)

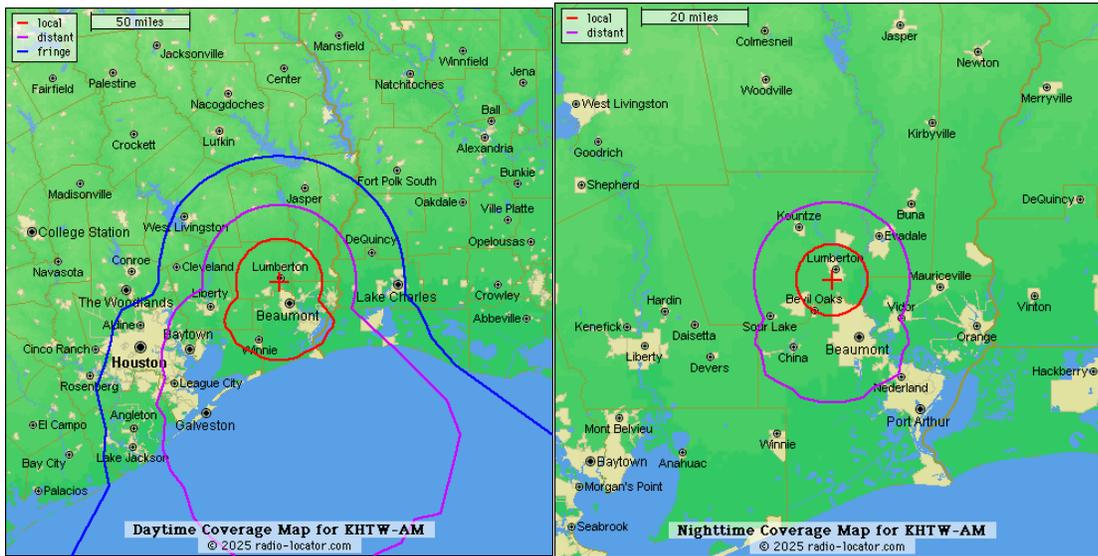
KAHI-AM 950 am 104.5 fm, Auburn (Sacramento), CA Pop: 4,008,881 (M-F 1a-6a pt)



Station Site: [KAHI.com | The Voice of the Foothills](#)

Local News: [sacramento california - Search News](#)

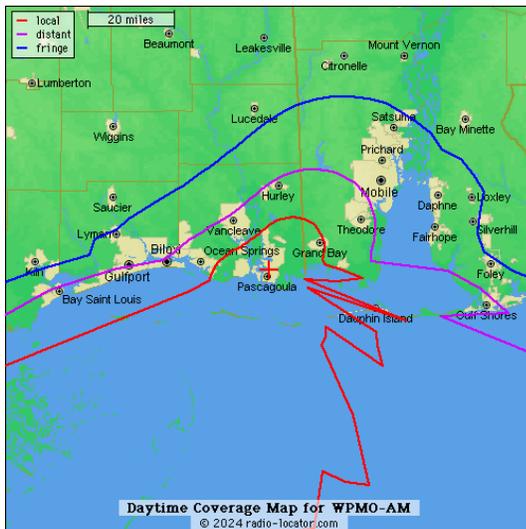
KHTW-AM 1300 kHz Lumberton (Beaumont), Texas Pop: 635,329 (2hrs M-F / Sat)



web: [radio station, Freedom 1300, Texas freedom radio | freedom radio beaumont texas](#)

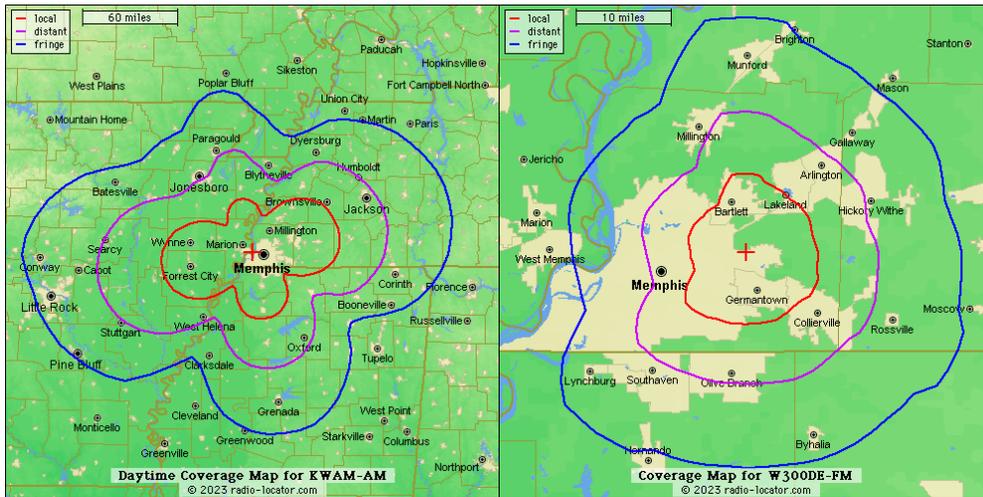
Local News: [Beaumont TX - Search News](#)

WPMO-AM 1580 am Pascagoula-Moss Point, Mississippi (360,762)



Local News: [Pascagoula-Moss Point, Mississippi - Search News](#)

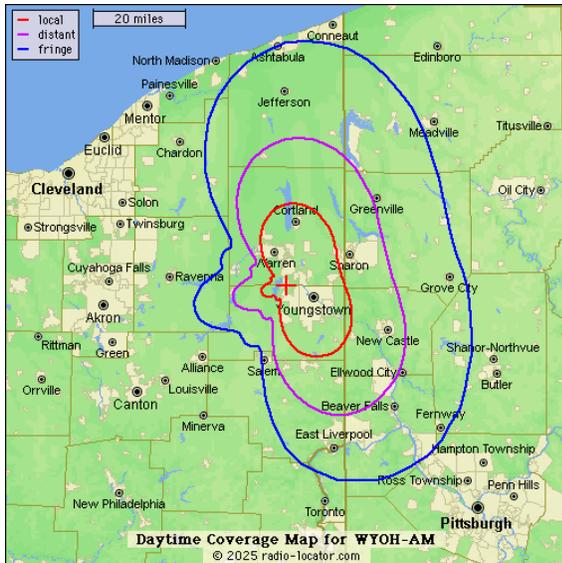
KWAM-AM 990 am / 107.9 fm Memphis, Tennessee (2,536,482)



Station Site: [Home - KWAM - The Mighty 990](#)

Local News: [Memphis TN - Search News](#)

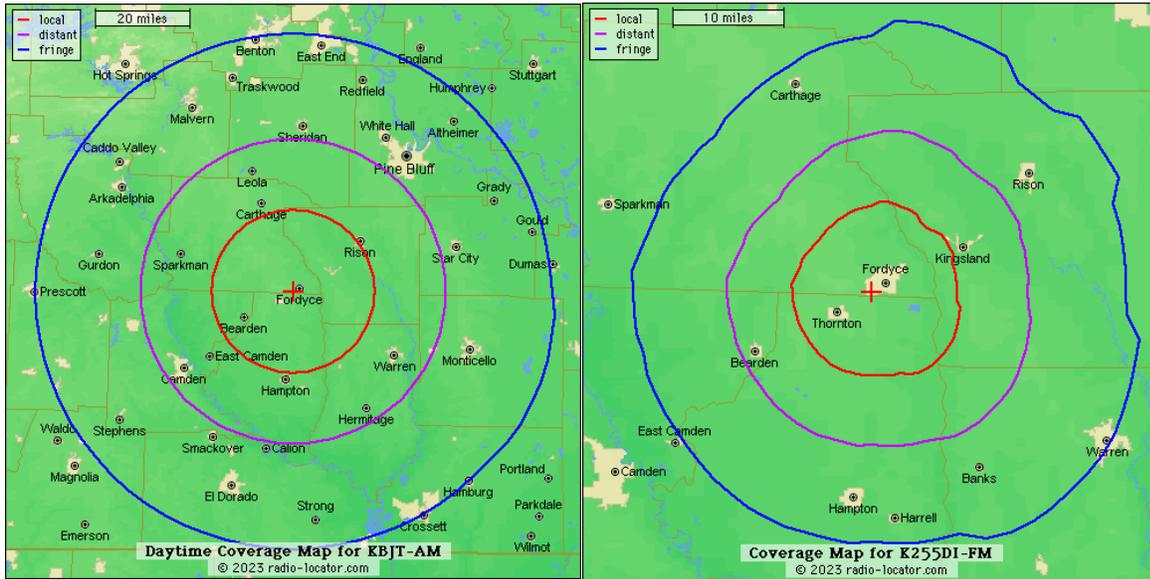
WYOH-AM 1540 kHz Niles (Youngstown), OH Pop: 2,373,239 (M-F5a-9a et)



Station Site: [97.7 FM & WHTX 1570 AM Warren WYOH 1540 AM Niles – A Service Of Sagittarius Communications LLC.](#)

Local News: [youngstown ohio - Search News](#)

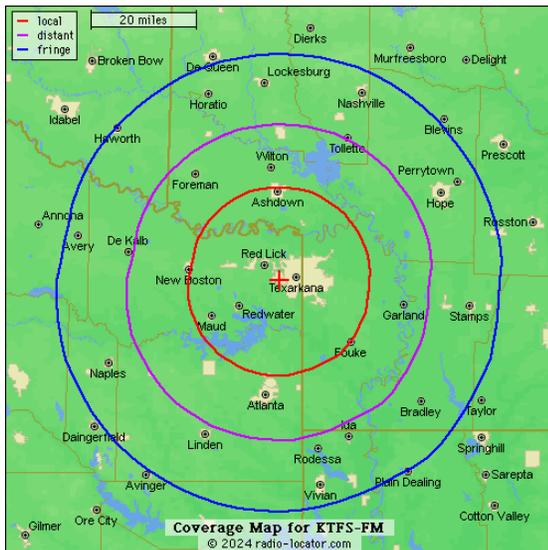
KBJT-AM 1590 kHz 98.9 FM Fordyce, AR Pop: 392,270 (5a-7a)



Station Site: [About KBJT](#)

Local News: [fordyce arkansas - Search News](#)

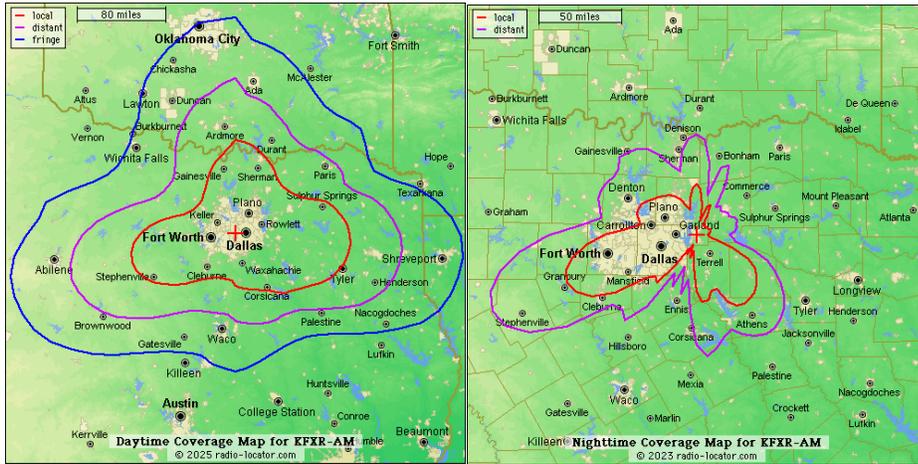
KTFS-FM 107.1 MHz Texarkana, AR Pop: 247,628 (5A-7A)



Station Site: [KTFS-FM](#)

Local News: [Texarkana - Search News](#)

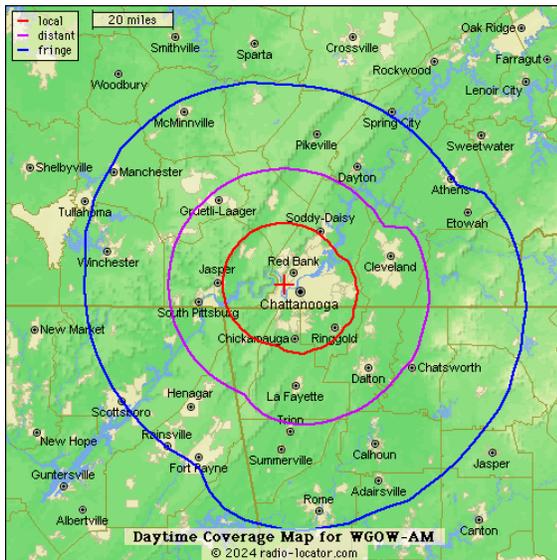
KFXX-AM 1190 kHz Dallas, TX Pop: 8,962,508 (M-F 5a-6a ct)



Station Site: [Talk Radio 1190 - Dallas News Talk](#)

Local News: [Dallas TX - Search News](#)

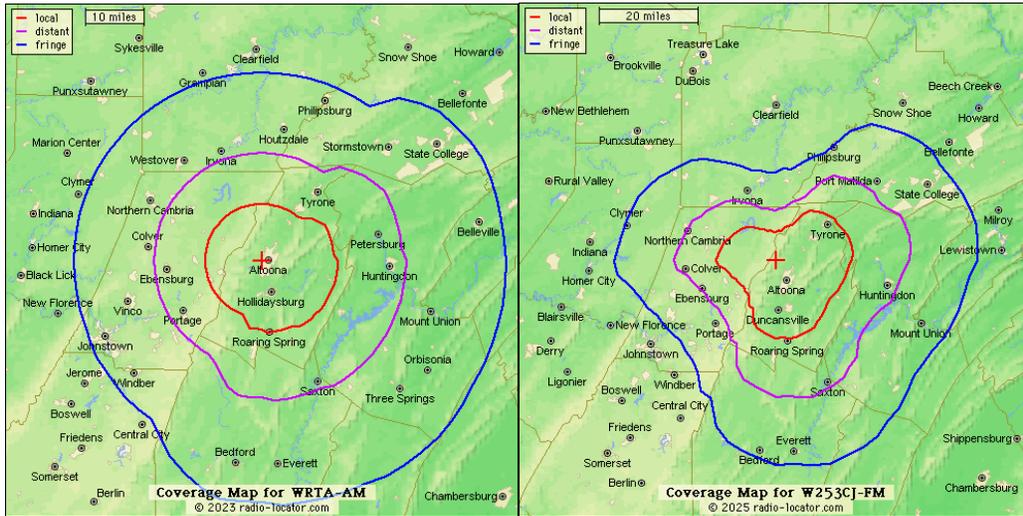
WGOW-AM 1150 kHz, Chattanooga, Tennessee POP: 181,099



Website: [WGOW-AM \(NewsRadio 1150\)](#)

Local News: [chattanooga tn - Search News](#)

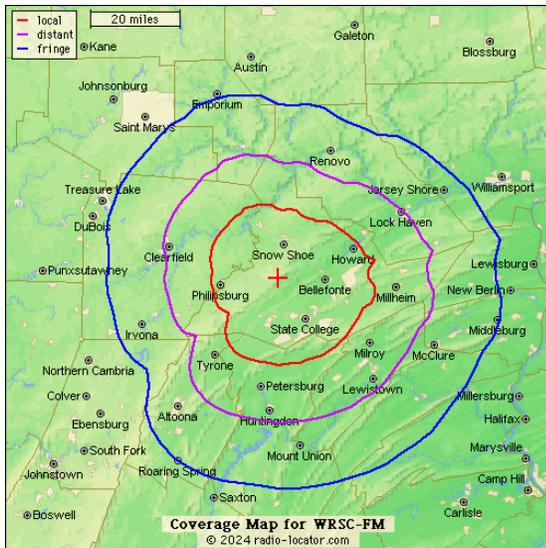
WRTA-AM 1240 kHz / 98.5 fm Altoona, Pennsylvania "Newstalk 1240" (Holidays)



Station Site: [WRTA | Lightner Communications LLC - Altoona,PA](#)

Local News: [Altoona PA - Search News](#)

WRSC-FM 95.3 MHz Bellefonte (State College), Pennsylvania



Station Site: [WRSC | Lightner Communications LLC - Altoona,PA](#)

Local News: [State College PA - Search News](#)
