



Station Profile

Call Letters: WWQM-FM
Website: www.q106.com

Power: 4,500 watts
Target Demo: Adults 25-54

Radio Frequency: 106.3FM
Format: Country

Weekly Listeners: 78,500

Median Age: 37

Audience Composition: 56% A25-54/58% A18-44

Gender: 44% Male/56% Female

Annual HH Income: 74% \$50K +

Education: 74% college educated

Employment: 83% are employed

Home Ownership: 75%

Weekdays

5:30am-10am: Q106 Morning Show

10am-1pm: "Super" Dave Ogden

1pm-3pm: Fletcher Keyes

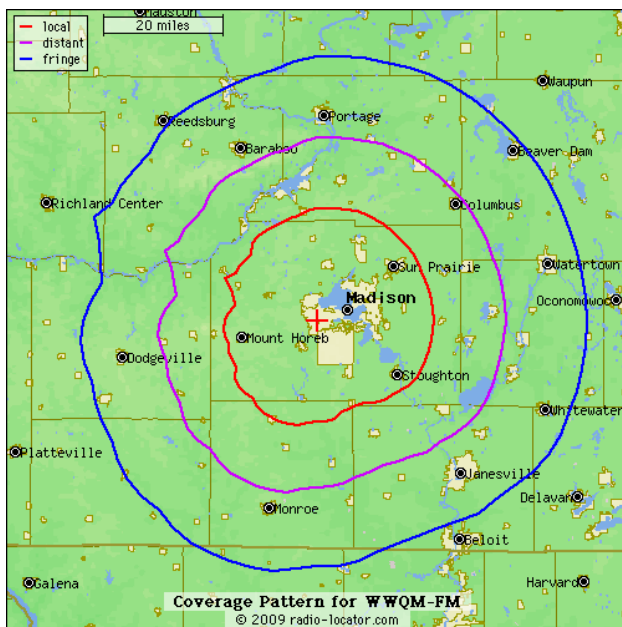
3pm-7pm: Justin Brown

7pm-Midnight: Mark Van Allen

Weekends

CMT Country Countdown

Madison Music Marathon



Wisconsin Population

Wisconsin	Population
Dane	488,073
Columbia	56,833
Green	36,842

For more information please visit



Audience Source: Arbitron SP13 TSA/Metro