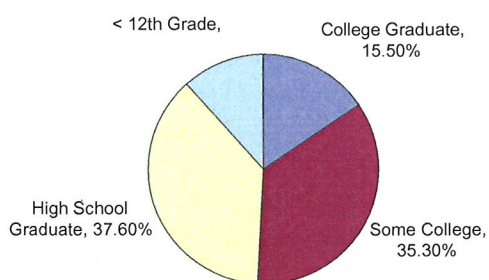


## America's Music

Country is radio's most popular music format throughout the country in share of listening, and that is certainly reflected in Lamoille County. WLVB has long had a commanding lead in audience share, showing again and again that it is Lamoille County's radio station of choice.

### The Country Music Audience

#### Education



Research shows that the country music audience continued to show increases in levels of education and household income in the past few years. The segment of the Country audience that attended or graduated from college rose to 51%, and nationally a higher percentage of its listeners were high school graduates than any other radio format.

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The percentage of Country listeners with household incomes of \$75,000 a year or more increased to 26%. Of all country music listeners, 71% are employed full-time, and 79% own their residence.

Most important to advertisers, country music listeners are among the least likely to download or listen to music clips or to buy a satellite radio service. They like their local country music station and rely on it for their music.

#### Household Income

