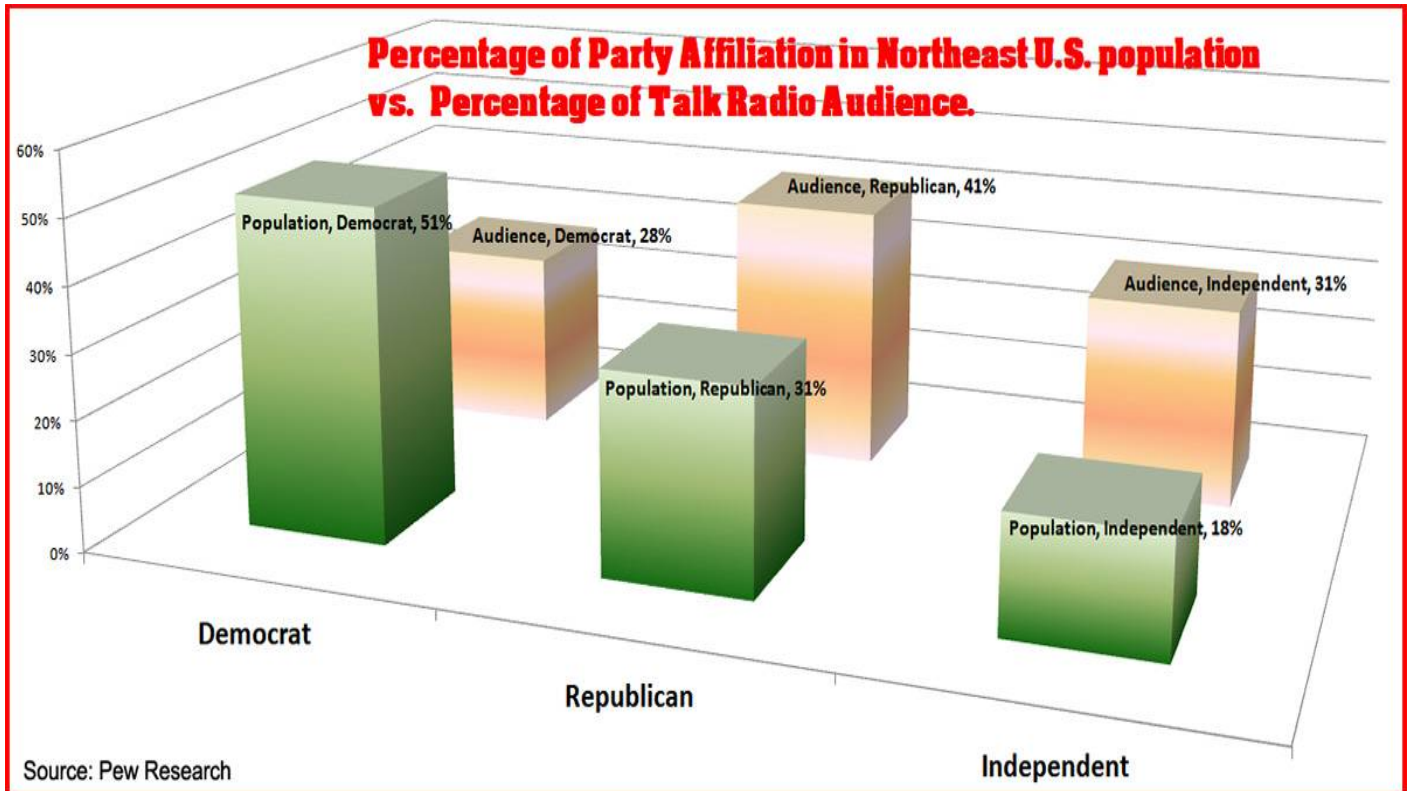


North Central Massachusetts'
WGAW  98.1 FM
AM 1340 
Local NewsTalk





Audience Political Makeup



The Audience Makeup of Talk Radio runs the spectrum. It is 41% Republican, 28 percent Democrat, and 31 percent Independent.

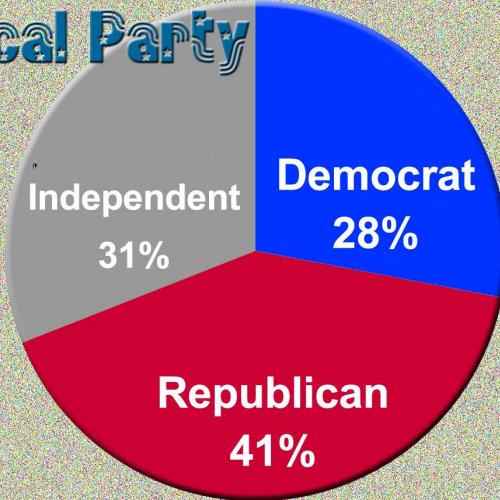
The Republican percentage is 33% percent higher than the population share, Independent percentage is 72 % higher than the population share, and Democrat percentage share is 45% less than the population share.

No matter what product or service you are marketing WGAW AM 1340 – 98.1 FM can deliver a compelling message to an strongly engaged group of potential customers.

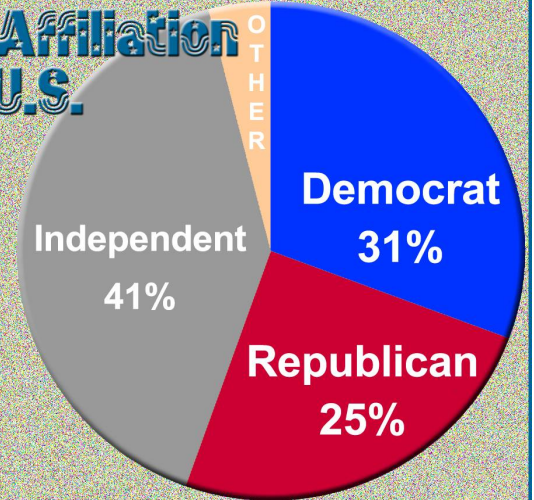


Audience Political Makeup

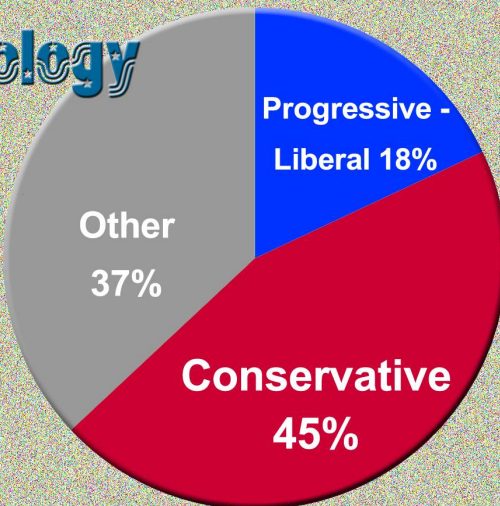
Political Party



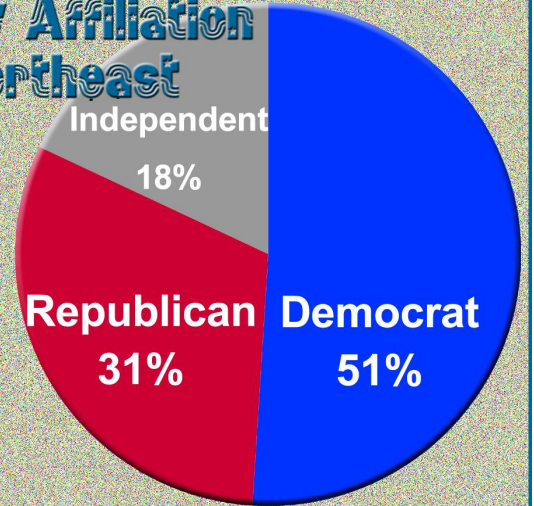
Party Affiliation U.S.



Ideology



Party Affiliation Northeast

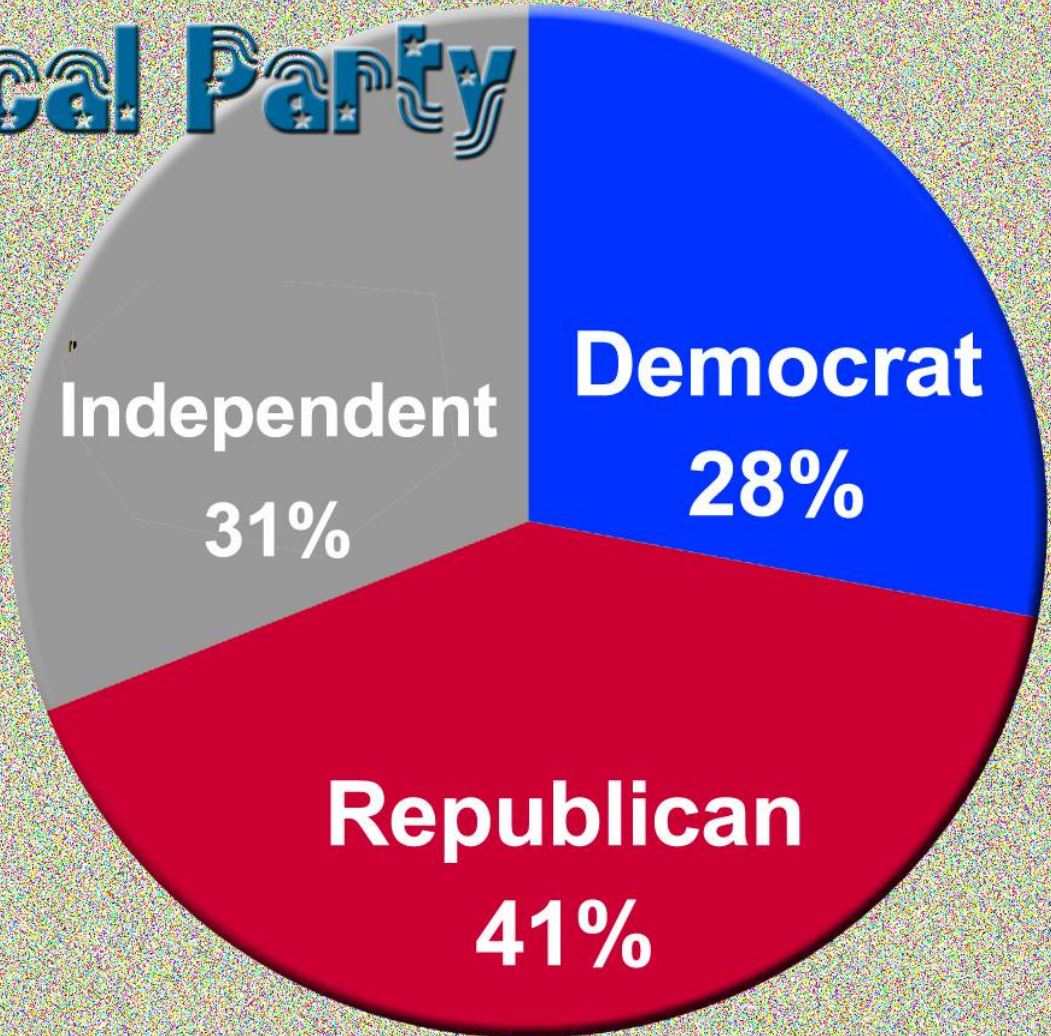


NewsTalk Audience Political Makeup



Audience Political Makeup

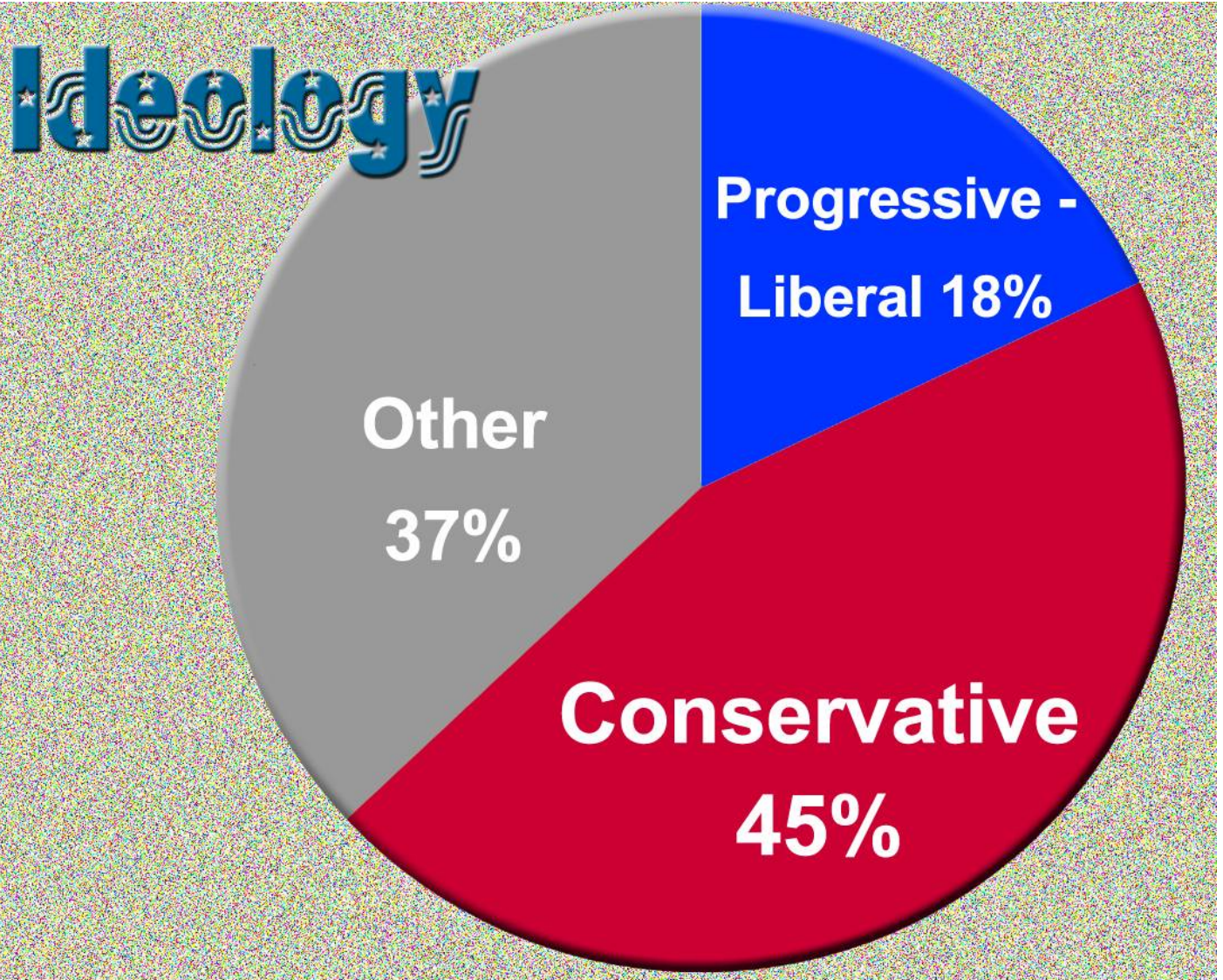
Political Party



NewsTalk Audience Political Makeup



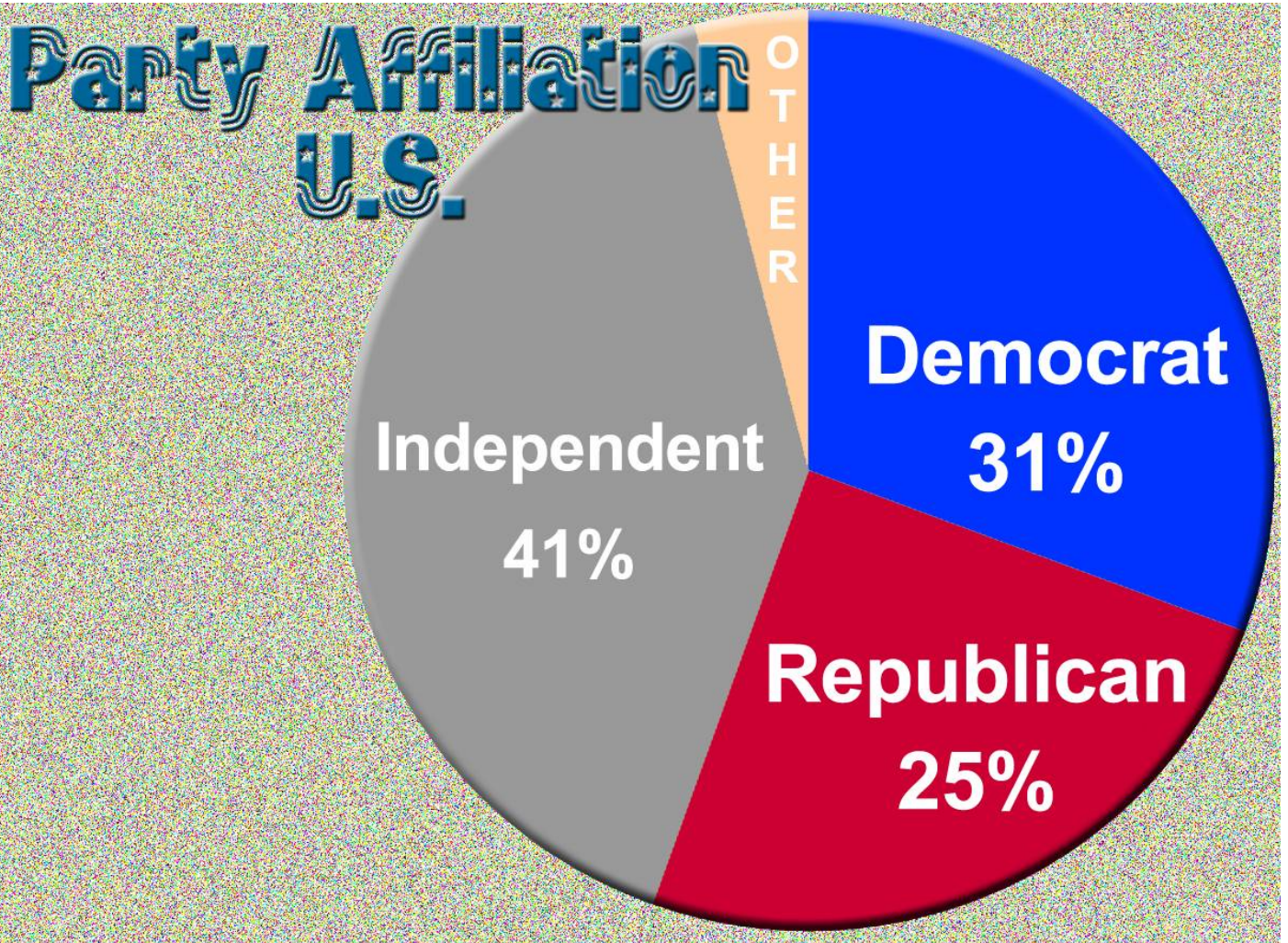
Audience Political Makeup



NewsTalk Audience Political Makeup



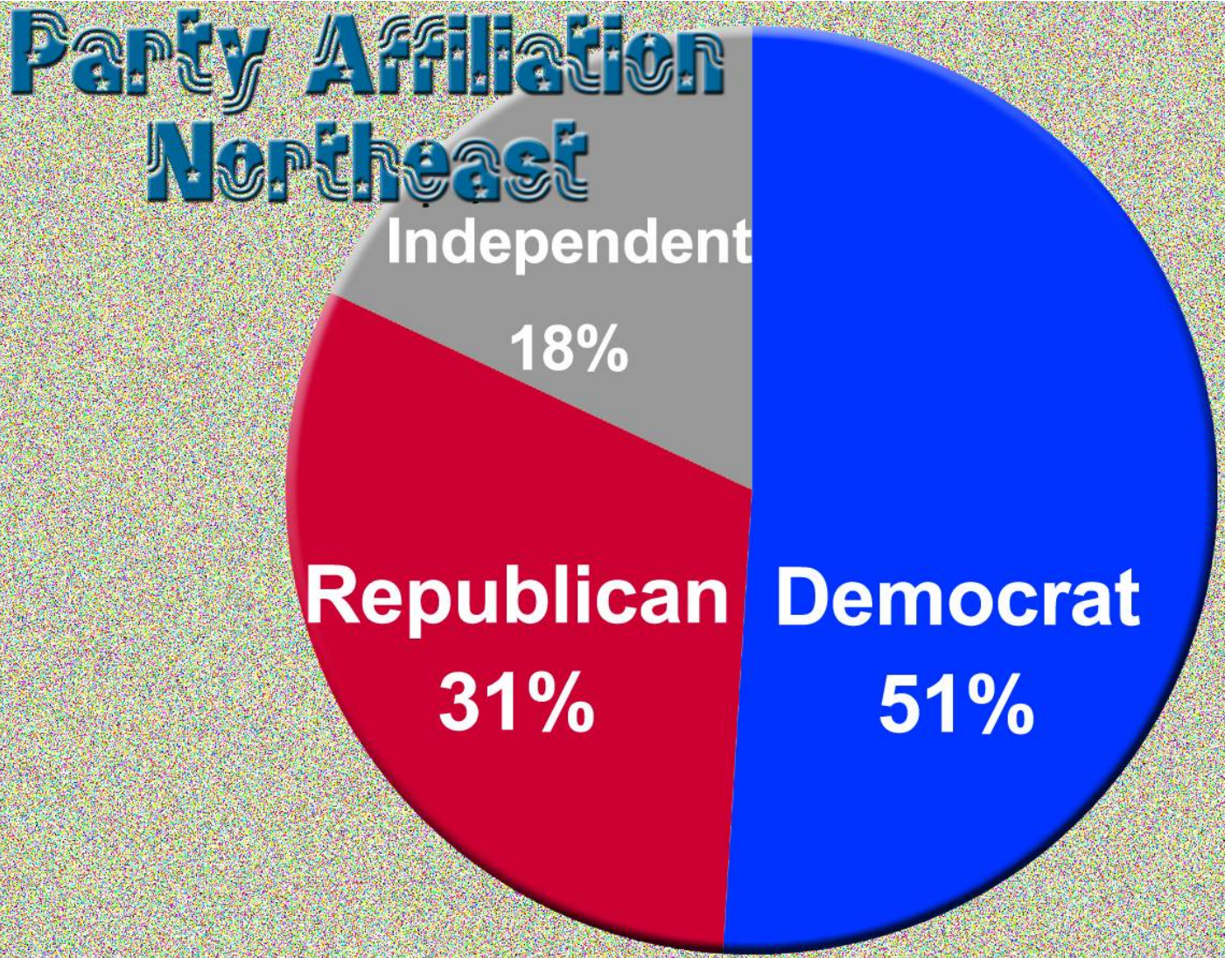
Audience Political Makeup



NewsTalk Audience Political Makeup



Audience Political Makeup



NewsTalk Audience Political Makeup