



Profile

What is WKTK?

WKTK is a high-profile, community involved radio station featuring heritage morning personality – Storm Roberts. 98.5 KTK plays established favorites like Fleetwood Mac, the Eagles, Billy Joel, James Taylor, and Elton John, as well as a few contemporary hit-makers. We are consistently one of the most-listened-to radio stations at work. Our family friendly approach appeals to upscale, well-educated women and adults with plenty of disposable income!

Who Listens to WKTK?

77% of WKTK's audience is 25-64 years old. 80% own their home, 49% have attended college and 72% are employed full-time or part time with 49% having an income over \$50,000 annually.

In addition to reaching more than 125,000 listeners in the Heart of Florida each week, here's where we rank among radio stations in Gainesville/Ocala:

Women 25-64

- #2 Household Incomes \$50,000+
- #2 Employed
- #1 College Degree or Higher
- #2 Own Home