

WJOI
1230am
Great Songs. Great Memories!



1230 AM | **WJOI**

GREAT SONGS. **GREAT MEMORIES!**

870 GREENBRIER CIRCLE | STE 399 | CHESAPEAKE, VA 23320

Station Profile



1230-AM WJOI plays the most popular songs from the 50s, 60s, 70s and 80s aimed at the upper end of the Baby Boomer generation. Adult Standards is music-intensive, featuring rich and diverse imaging, versus traditional announcers.



Sample Playlist

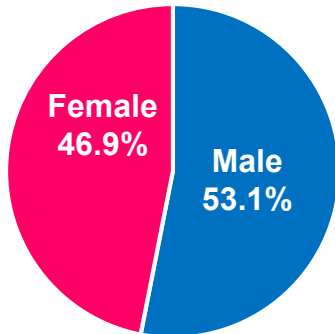
Billy Joel	Just the Way You Are
Van McCoy	The Hustle
Frankie Valli	Can't Take My Eyes Off You
Johnny Mathis	When Sunny Gets Blue
The Commodores	Three Times a Lady
Boz Scaggs	Lowdown
Climax	Precious and Few
B.J. Thomas	Hooked on a Feeling
Frank Sinatra	Can't Take That Away From Me
Barbra Streisand	The Way We Were
Roy Orbison	Pretty Woman

Listener Profile

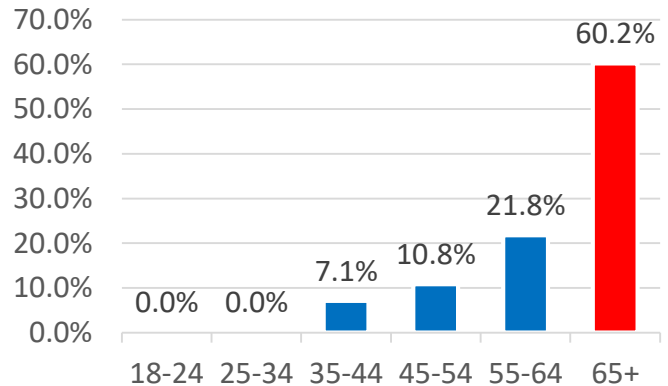
NORFOLK-VIRGINIA BEACH-NEWPORT NEWS-Metro
 Scarborough R1 2018: Feb 17-Mar18
 Adults 18+



GENDER



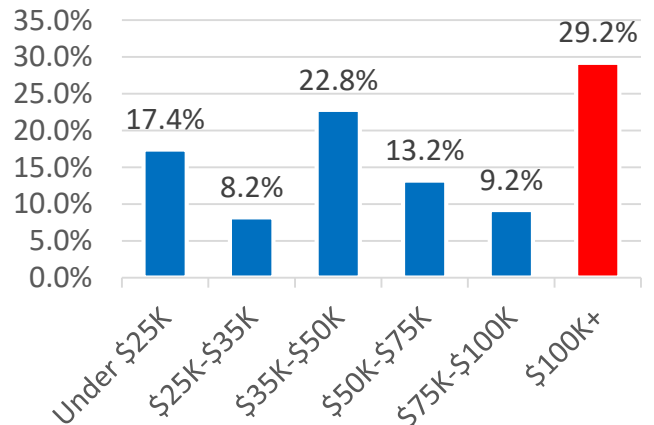
AGE



EMPLOYMENT STATUS

Employment Full-Time	23.8%
Employment Part-Time	11.6%
Not Employed	
Homemaker	0%
Student	0%
Retired	52.8%
Disabled	4.7%
Temporarily Laid-Off	0%
Not Employed-Looking for Work	7.1%
Other	0%

HOUSEHOLD INCOME



OCCUPATION

Management, Business, Financial Operations	8.4%
Professional & Related Occupations	12.2%
Service	1%
Sales & Office	2.5%
Construction, Extractions & Maintenance	1.9%
Production, Transportation & Material Moving	9.3%
Military Specific	0%
White Collar	23.2%
Blue Collar	12.3%

HOME OWNERSHIP

Own	90%
Rent	8.2%
Other	1.8%

EDUCATION

Less Than 12 th Grade	1.1%
High School Graduate or GED	29.9%
Some College	49.9%
College Degree or More	19.1%