

# Station Profile



## Today's Best Rock & Killer Classics!

### Station Profile



#### Killer Rock

ROCK 97.7 features today's best rock with artists like the Foo Fighters, U2, Metallica, as well as classics by Led Zeppelin, Van Halen, Ozzy Osbourne, and many more.



#### Serving the Community

ROCK 97.7 has been proudly serving the Grande Prairie region for 79 years.



#### Gender<sup>3</sup>

52%  
MALE



48%  
FEMALE

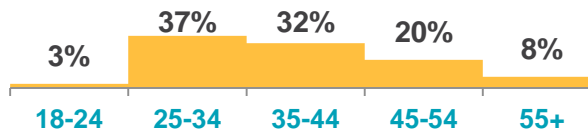
ROCK STAR VIP CLUB MEMBERS



#### Essential Information

ROCK 97.7 provides information Grande Prairie regional residents want to hear. ROCK 97.7 broadcasts the latest news, weather, concerts and event information, as well as the latest in Rock news!

#### Age<sup>3</sup>



**89%** OF ROCK STAR VIP CLUB MEMBERS are aged 25-54.



### Community

#### Trading Area Population<sup>4</sup>

The city of Grande Prairie is home to 68,556 people and a **primary trading area population of 156,000 people.**

With repeaters in Tumbler Ridge, BC and Peace River, **we serve a total trading area population of 242,000 people!**

#### Marital Status<sup>2</sup>

**58%** of Grande Prairie residents are married or living common-law. **30%** are single (never married).

#### Household Income<sup>2</sup>

Grande Prairie residents have an **average household income of \$97,229.**

**43%** of households earn **\$100,000+** per year. Grande Prairie households have money to spend!