

# Station Profile



106.7 COUNTRY delivers the best COUNTRY music to Kitchener-Waterloo featuring artists such as Brad Paisley, Dierks Bentley, Dallas Smith and many more.



50,100 people in Kitchener-Waterloo's CTRL area tune into COUNTRY 106.7, on average, each week!

## Demographic Profile

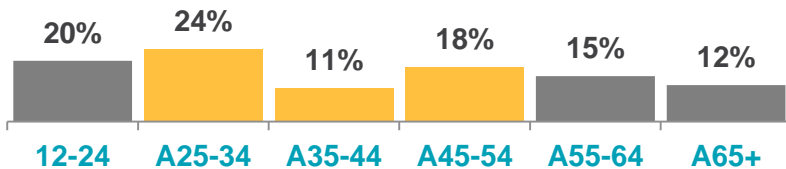
### Gender

43%  
MALE



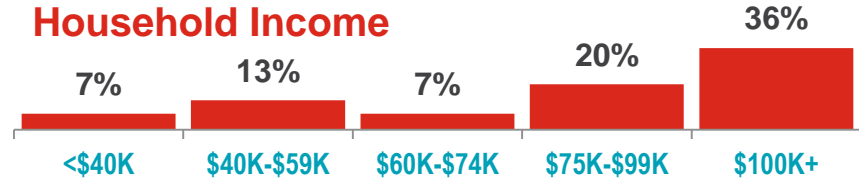
57%  
FEMALE

### Age

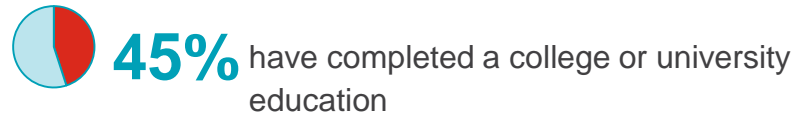


**53%** of COUNTRY 106.7 listeners are between 25 to 54 years of age

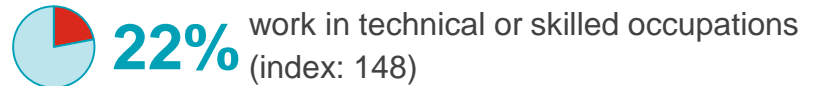
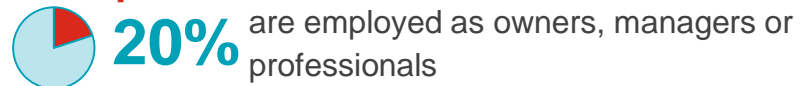
### Household Income



### Education



### Occupation



### Marital Status

33% are single/  
never married



54% are married/  
living common-law

### Home Ownership



62% are homeowners

### Household Members



22% have children under 12 in the household  
21% have teenagers in the household

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## Consumer Profile

**COUNTRY 106.7 listeners index above average in the following areas:**

Restaurants – 1+ time(s) Past Month	INDEX
Bars/Pubs	154
Buffet Style Restaurants	116
Fast Casual Style Restaurants	113
Spending – Spent \$500+ Past Year	INDEX
Large Appliances	135
Women's Clothing	134
On-Line Goods and Services	126
Financials (have/use)	INDEX
Will/Estate Planner	132
Mortgage	126
Overdraft Protection	114
Financial Planner	112

Activities – Sometimes/Regularly	INDEX
Riding Snowmobile/ATV	207
Fishing/Hunting	169
Hockey/Ice Skating	120
Power Boating/Sailing/Jet Skiing	119
Golfing	116
Jogging/Running	111
Attendance – 2+ times Past 12 Months	INDEX
Casinos	183
Prof. Sporting Events/Racing/Air Shows	166
Night Clubs/Bars	162
Consumer Shows	158
Local Festivals	128
Concerts	121

### Radio Listening



**82%**

are medium to heavy radio listeners (index: 139)

### Radio – integral to daily life



**86%**

Listened to radio in the past week (index: 115)



**77%**

Listened to radio yesterday (index: 121)

