

Station Profile

1310 NEWS

Serving the Ottawa-Gatineau community with the most up-to-date news, traffic, weather and Sports.

58,800 people 12+ in Ottawa-Gatineau tune into 1310 News, on average, each week!*

Demographic Profile

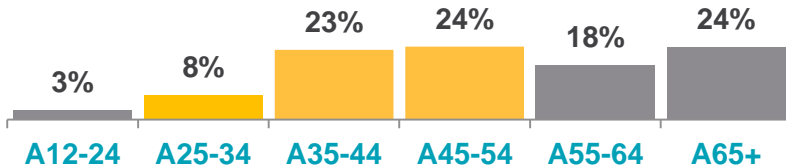
Gender

64%
MALE



36%
FEMALE

Age

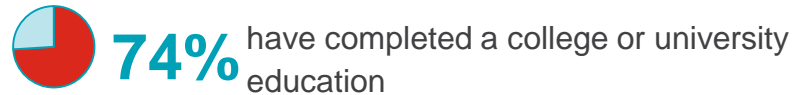


55% of 1310 News listeners are aged 25-54 (index: 110).

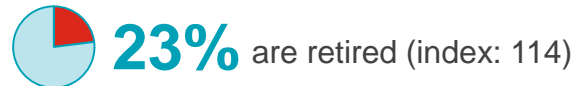
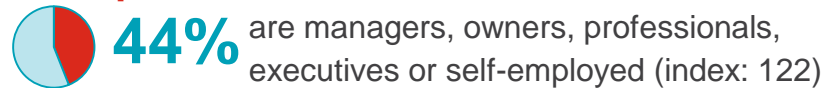
Household Income



Education



Occupation



Marital Status

13% are single/never married



73% are married/living common-law (index: 127)

Home Ownership



77% are homeowners (index: 130)

Household Members



22% have children under 12 in the household
23% have teenagers in the household

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Consumer Profile

1310 News listeners index above average in the following areas:

Big Ticket Spending – Past 2 Years	INDEX
\$10,000+ on home improvements/renovations	146
\$30,000+ on new vehicle	144
Purchases – Spent \$500+ Past 12 Months	INDEX
Charitable Donations	150
Children's Clothing	150
Sporting Goods	149
Men's Clothing	137
Large Appliances	133
Restaurants – 1+ time(s) Past Month	INDEX
Family/Casual Style Restaurants	124
Coffee/Donut Shops	115
Attendance – 2+ times in Past 12 Months	INDEX
Prof. Sporting Events/Racing/Air Shows	163
Live Theatre/Ballet/Opera/Art Galleries/Museums	128

Activities – Sometimes/Regularly	INDEX
Golfing	154
Hockey/Ice Skating	127
Bowling	127
Financials	INDEX
Have Stocks/Bonds	148
Use a Financial Planner	145
Have RRIF	144
Travel – Past 12 Months	INDEX
In Own Province (For Business)	132
In Own Province (For Personal)	117
Travel to USA (For Personal)	115
Automotive	INDEX
Drive >20,000+ KM Per Year	162
Drive A Domestic Vehicle Most Often	119

Radio Listening – Streaming/Apps (past week)



20%
listen to radio with a mobile device
(index: 118)



12%
listen to radio on a computer.

Radio – integral to daily life



83%
Listened to radio in the past week
(index: 112)



76%
Listened to radio yesterday
(index: 120)