

# Station Profile



22,900 people 12+ in Sault Ste. Marie's full coverage area tune into COUNTRY 104.3 on average each week!



Delivering the best Country music to Sault Ste. Marie featuring artists such as Toby Keith, Dallas Smith, George Strait and many more!

## Demographic Profile

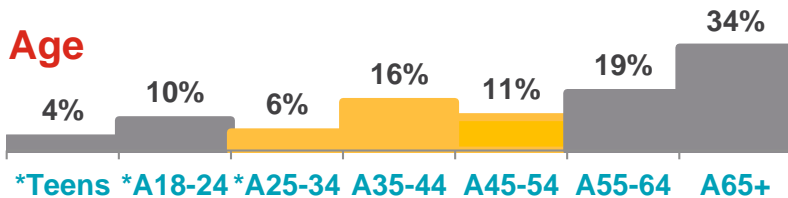
### Gender

40%  
MALE



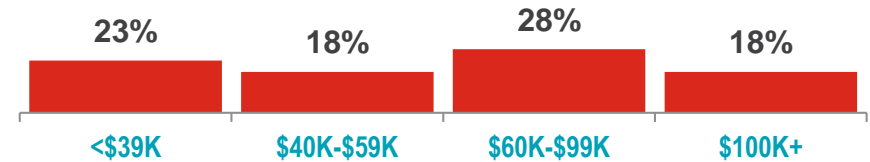
60%  
FEMALE

### Age

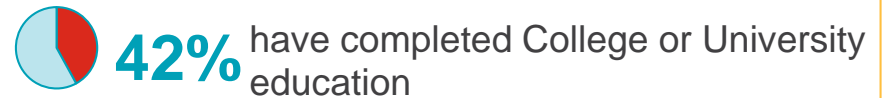


53% of COUNTRY 104.3 listeners fall in to the 55+ age group.

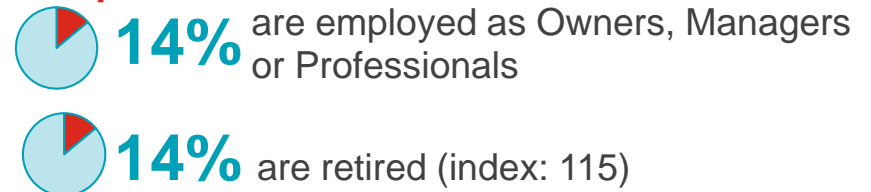
### Household Income



### Education



### Occupation



### Marital Status

16% are widowed/separated or divorced (index: 136)



61% are married/living common-law

### Home Ownership



74% are homeowners

### Household Members



19% have children under 12 in the household

83% Live in a 2+ person HH\*

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## Consumer Profile

**COUNTRY 104.3 listeners index above average in the following areas:**

| Restaurants (1+ times in the past week)               | INDEX |
|---|-------|
| Bars/Pubs   | 130   |
| <b>Retail Stores (visited in the Past 12 Months)</b>  |       |
| Pet Stores  | 124   |
| Carpeting/Flooring Stores                             | 113   |
| Toy Stores  | 111   |
| <b>Retail Spending (\$500+ in the Past 12 Months)</b> |       |
| Children's Clothing                                   | 111   |
| <b>Attendance (2+ times in Past 12 Months)</b>        |       |
| Local Festivals                                       | 145   |
| Concerts  | 133   |

| Physical Activities – Regularly           | INDEX |
|---|-------|
| Riding Snowmobile/ATV                     | 146   |
| Fishing/Hunting                           | 118   |
| Hockey/Ice Skating                        | 117   |
| Yoga/Pilates/Martial Arts                 | 116   |
| <b>Financials</b>                         |       |
| Have GIC/Term Deposits/Gov't Savings Bond | 126   |
| Have a Personal Line of Credit            | 119   |
| <b>Automotive</b>                         |       |
| Domestic Vehicle – Most Likely to Drive   | 137   |
| >\$30k New Vehicle Spent – Past 2 Years   | 111   |
| <19,999km – Driven Per Year               | 120   |

### Radio – Activities on a mobile device (past week)

**22%**

listen to radio via streaming or apps (index: 127)

**21%**

accessed a radio station website (index: 115)

### Radio Listening – Yesterday & Past Week

**86%**

listened to radio yesterday (index: 124)

**91%**

listened to radio in the past week (index: 114)

