

# Station Profile



**106.7 ROCK** plays today's best **ADULT ROCK** music, along with the biggest Classic Rock songs of all time! **106.7 ROCK** appeals to both men and women, with a broad age spectrum between 18 and 54. Our listeners love our New Rock music from today's biggest stars. And, most of our listeners grew up with the Classic Rock we love to play.

## Demographic Profile

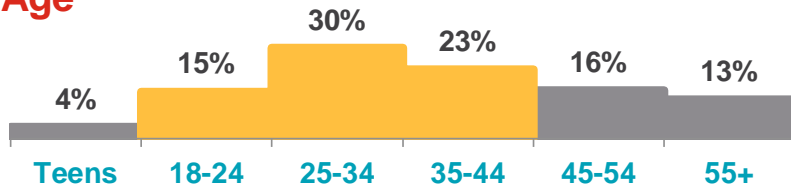
### Gender



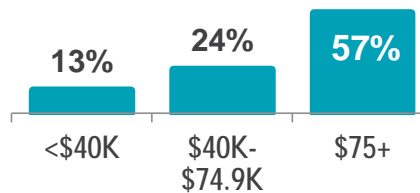
### Education

53% of 106.7 ROCK listeners have completed post-secondary education. 106.7 ROCK listeners are more likely than the average Lethbridge resident to have completed a college, CEGEP or other non-university certificate or diploma (index: 118).

### Age



### Household Income



### Occupation



**77%** OF 106.7 ROCK LISTENERS are aged 18-49.

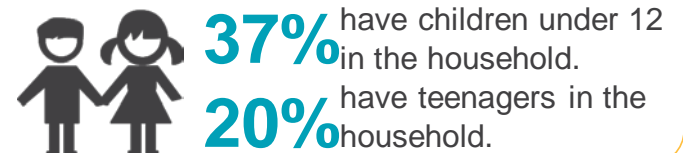
### Marital Status



### Home Ownership



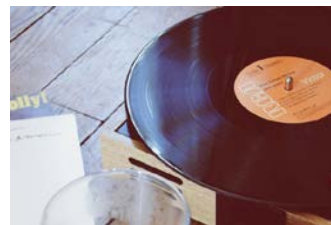
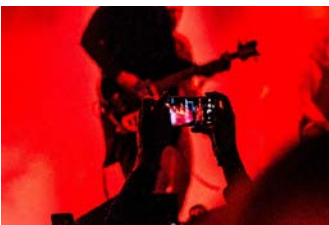
### Household Members



Source: micro+ Numeris Radio Diary Spring 2017/Fall 2016 Blended. Numeris recommends a 2-book blend. P12+ in Lethbridge who listen to CJRX-FM. Please note some profiles may not add up to 100% due to non-respondents. Icons: Freepik, Flaticon. Photos (L to R) by: Alejandro Ortiz, Andre Bocan.



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## Consumer Profile

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

RESTAURANT VISITS – 1+ TIMES/PAST MONTH	INDEX
Burger Restaurants	142
Ethnic Restaurants	129
Coffee/Donut Shops	119
Bars/Pubs	136
Chicken Restaurants	110
Pizza Restaurants	145
SPENDING - PAST YEAR (\$500+)	INDEX
Electronics	206
Sporting Goods	266
Video Games/Systems	266

STORES SHOPPED - PAST YEAR	INDEX
Toy	133
Warehouse/Big Box	121
Pet	128
Music/Video (incl. downloads)	148
GENERAL LEISURE ACTIVITIES – PAST YEAR	INDEX
Nightclubs/Bars	122
Local Festivals	130
Concerts	120
Movie Theatre (2+ times)	131
Consumer Shows (2+ times)	172

SPORTS ACTIVITIES**	INDEX
Bowling	141
Golfing	132
Downhill skiing/snowboarding	138
Hockey/Ice Skating	151
Fishing/Hunting	117
INVESTMENTS/FINANCE	INDEX
Auto Loan/Financing	126
Mortgage	112
RESPs	138
Personal line of credit	111

Research products/services – past 7 days

**54%**  
on a mobile device.

**53%**  
on a computer

Access Radio Station Websites – past 7 days

**21%**  
accessed a radio station website with a mobile device.

**14%**  
accessed a radio station website via computer