

Station Profile



16,000 people 12+ in North Bay's full coverage area tune into COUNTRY 101.1 on average each week!



Delivering the best Country music to North Bay featuring artists such as Toby Keith, Dallas Smith, George Strait and many more!

Demographic Profile

Gender

45%
MALE



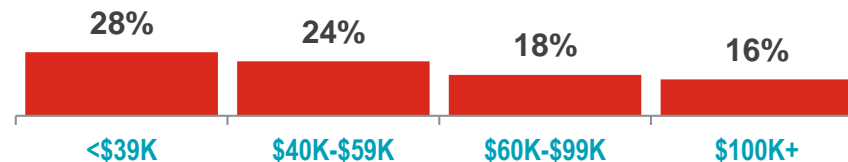
55%
FEMALE

Age

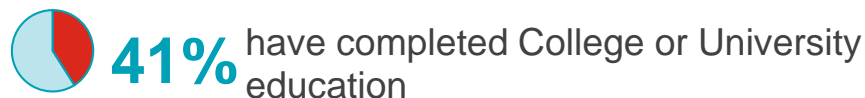
60%

of COUNTRY 101.1 listeners fall in to the 65+ age group (index: 247).

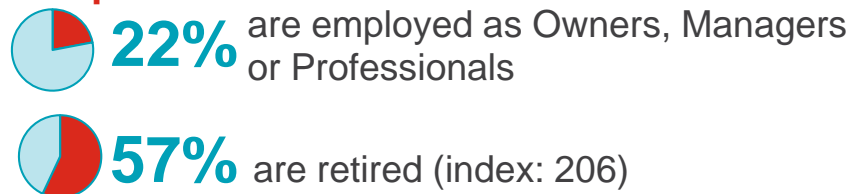
Household Income



Education



Occupation



Marital Status

18% are widowed/separated or divorced



75% are married/living common-law

Home Ownership



84% are homeowners (index: 125)

Household Members



14% have children under 12 in the household

87% Live in a 2+ person HH*

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Consumer Profile

COUNTRY 101.1 listeners index above average in the following areas:

Restaurants (1+ times in the past week)	INDEX
Buffet Restaurants	148
Fine Dining Restaurants	140
Chicken Style Restaurants	139
Retail Stores (visited in the Past 12 Months)	INDEX
Carpeting/Flooring Stores	139
Garden/Craft Stores	126
Optical Stores	125
Retail Spending (\$500+ in the Past 12 Months)	INDEX
Large Appliances	134
Computer Equip./Accessories & Software	132
Attendance (2+ times in Past 12 Months)	INDEX
Casino	184
Amusement/Theme/Water Parks	176

Physical Activities – Regularly	INDEX
Fishing/Hunting	138
Cycling	132
Aerobics/Working Out	124
Gardening	138
Financials	INDEX
Have a RRIF	185
Use a Will/Estate Planner	146
Automotive	INDEX
Domestic Vehicle – Most Likely to Drive	131
>\$30k New Vehicle Spent – Past 2 Years	111
<19,999km – Driven Per Year	116

Radio – Activities on a computer (past week)

12%

listen to radio via streaming or apps



13%

accessed a radio station website

Radio Listening – Yesterday & Past Week

74%

listened to radio yesterday (index: 110)

88%

listened to radio in the past week (index: 116)