

Station Profile



Delivering the best Rock music to North Bay featuring artists such as Kid Rock, AC/DC, Steve Miller Band and more!



Over 22,000 people 12+ in North Bay's full coverage area tune into 101.9 ROCK on average each week!*

Demographic Profile

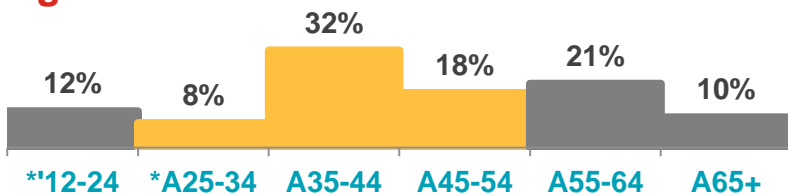
Gender

61%
MALE



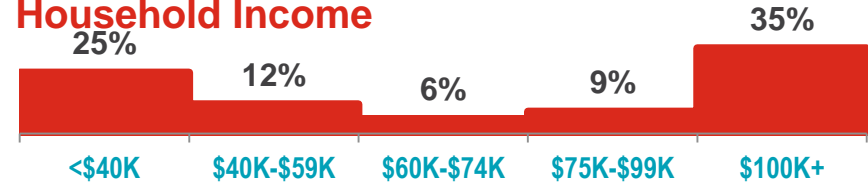
39%
FEMALE

Age



58% OF 101.9 ROCK LISTENERS are between 25 to 54 years of age (index: 137).

Household Income



Education

57% have completed a College or University education (index: 117).

Occupation

27% are employed as Owners, Managers or Professionals (index: 112).

55% are working 30+ hours per week (index: 129).

Marital Status

20% are single.



70% are married/living common-law.

Home Ownership



69% are homeowners.

Household Members



20% have children under 12 in the household.
11% have teenagers in the household.

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Consumer Profile

101.9 ROCK listeners index above average in the following areas:

Beverage Consumption - 4+ in the past week	INDEX
Bottled Water	140
Regular Soft Drinks	139
Juice	135
Restaurants – 1+ times in the past month	INDEX
Sub/Sandwich Shops	186
Pizza Restaurants	159
Coffee/Donut Shops	119
Retail – shopped at in the past year	INDEX
Warehouse/Big Box Stores	133
Music/Video Stores (incl. downloads)	119
Bed/Mattress Stores	117
Spending - \$10,000+ in the past year	INDEX
Home Improvements	148

Spending cont. - \$1+ in the past year	INDEX
Camera Equipment	173
Furniture	164
Physical Activities – participate in sometimes/regularly	INDEX
Riding Snowmobile/ATV	151
Fishing/Hunting	149
Power Boating/Sailing/Jet Skiing	132
Entertainment – attended 2+ times in the past year	INDEX
Zoos/Aquariums/Farms	165
Prof. Sporting Events/Racing/Air Shows	164
Historical Sites	139
Financials	INDEX
Have RESPs	133
Have a Mortgage	132

Radio Activities – on a mobile device in the past week

25%

listened to radio via streaming/apps (index: 156).

15%

accessed a radio station website.

Radio Listening – Yesterday & Past Week

80%

tuned in to radio, yesterday (index: 118)

87%

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