

# Station Profile



Country 107.1 is the **ONLY** local radio station serving Aldergrove, Abbotsford and Mission! Over 24,300 people tune into Country 107.1 each week!\*



## Demographic Profile

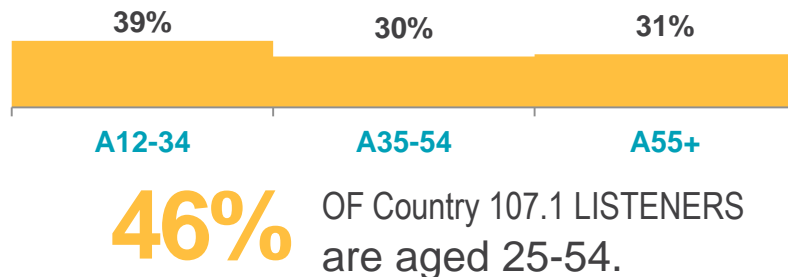
### Gender



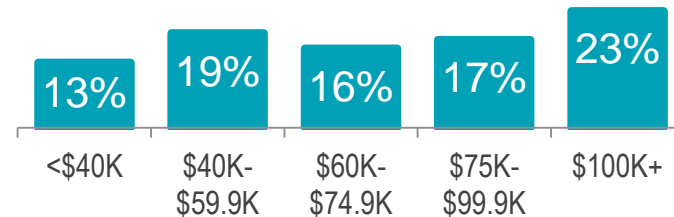
### Education

Country 107.1 listeners are more likely than the average person living in the Abbotsford central area to have completed a college, CEGEP or other non-university certificate or diploma (index: 125) or an apprenticeship, trades certificate or other trades diploma (index: 134).

### Age



### Household Income



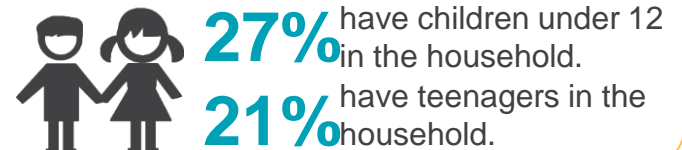
### Marital Status



### Home Ownership



### Household Members



1 Source: micro+ Numeris Radio Diary Blended Fall 2015/Fall 2016. Numeris recommends a 2-book trend. P12+ in Fraser Valley/Abbotsford (9090) who listen to CKQC-FM. \*Full Coverage Cume. Please note some profiles may not add up to 100% due to non-respondents. Icons: Freepik/Flaticon. Photo by Ben White.



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## Consumer Profile

Country 107.1 listeners index above average in the following areas:

RESTAURANT VISITS – 1+ TIMES/PAST MONTH	INDEX
Family/Casual	142
Ethnic	140
Coffee/Donut Shops	136
Bars/Pubs	148
SERVICES USED - PAST YEAR	INDEX
Manicures/pedicures	131
Other spa services (not including manicures/pedicures)	134
STORE TYPES – PAST WEEK	INDEX
Convenience Stores	119
Shopping Malls	126

STORES SHOPPED - PAST YEAR	INDEX
Jewelry	177
Music/Video (incl.downloads)	150
Carpeting/Flooring	195
Bed/mattress	202
SPENDING - PAST YEAR	INDEX
Charitable donations	119
Children's Clothing	126
Cosmetics/Fragrances	165
Furniture	127
Sporting Goods	159

TRAVEL - PAST YEAR	INDEX
1+ Air flights (pleasure/personal)	128
Travelled for vacation outside province (in Canada)	113
AUTOMOTIVE	INDEX
Purchased/leased used vehicle – past 2 years	135
Drive a domestic vehicle most often	151
INVESTMENTS/FINANCE	INDEX
Have RESPs	147
Have RRSPs	115
Have a mortgage	119
Use a financial planner	132

### Purchased products & Services– past 7 days\*

**23%**  
via mobile

**43%**  
via computer

### Access Radio Station Websites – past week\*

**17%**  
accessed a radio station website with a mobile device.

**17%**  
accessed a radio station website via computer

2 Source: micro+ Numeris Radio Diary Blended Fall 2015/Fall 2016. Numeris recommends a 2-book trend. P12+ in Fraser Valley/Abbotsford (9090) who listen to CKQC-FM. \*Fall 2016 Data Only. Please note some profiles may not add up to 100% due to non-respondents. Icons: Freepik/Flaticon. Photo by Ben White.

