

Station Profile



Tune in to hear artists such as Keith Urban, Dallas Smith, Tim McGraw, High Valley, Zac Brown Band and many more.



25,000 people in Kingston's CTRL area tune into COUNTRY 93.5, on average, each week!

Demographic Profile

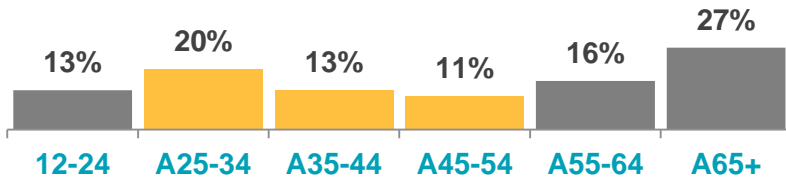
Gender

56%
MALE



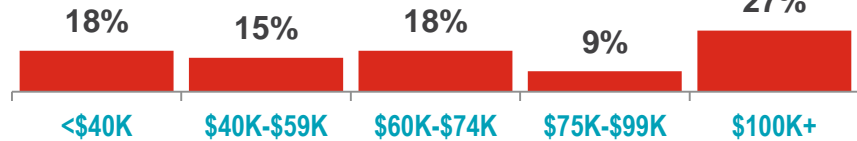
44%
FEMALE

Age

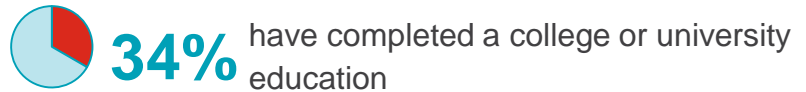


44% of COUNTRY 93.5 listeners are aged 25-54

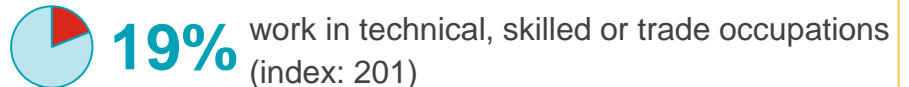
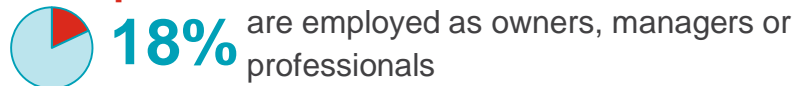
Household Income



Education



Occupation



Marital Status

23% are single/
never married



62% are married/
living common-law

Home Ownership



63% are homeowners

Household Members



26% have children under 12 in the household
19% have children under 6 in the household

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Consumer Profile

COUNTRY 93.5 listeners index above average in the following areas:

Restaurants – 1+ time(s) Past Month	INDEX
Chicken Style Restaurants	166
Buffet Style Restaurants	143
Fast Food Restaurants	128
Burger Style Restaurants	128
Spending – Spent \$1+ Past Year	INDEX
Camera Equipment	146
Video Systems/Games	120
Large Appliances	118
Attendance – 2+ times Past 12 Months	INDEX
Concerts	130
Local Festivals	121
Nightclubs/Bars	113

Big Ticket Spending – Past 2 Years	INDEX
\$20,000+ on a new vehicle	162
Activities – Sometimes/Regularly	INDEX
Riding Snowmobile/ATV	227
Fishing/Hunting	203
Bowling	165
Power Boating/Sailing/Jet Skiing	143
Hockey/Ice Skating	142
Financial (have/use)	INDEX
Overdraft Protection	120
Personal Line of Credit	119
RRIF	118
GIC/Term Deposit/Gov't Savings Bond	118

Radio Listening – Streaming/Apps



22%

listen to radio with a mobile device (index: 157)



21%

listen to radio on a computer (index: 168)

Radio – integral to daily life



90%

Listened to radio in the past week (index: 124)



82%

Listened to radio yesterday (index: 136)