

# Station Profile



Over 370,300 people 12+ in Calgary tune into JACK FM each week!\*

## Demographic Profile

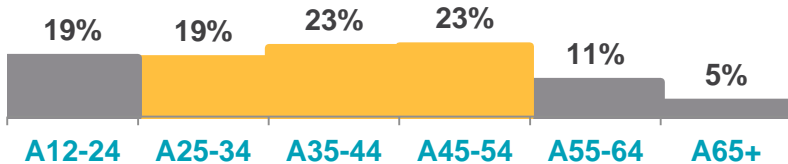
### Gender

**54%**  
MALE



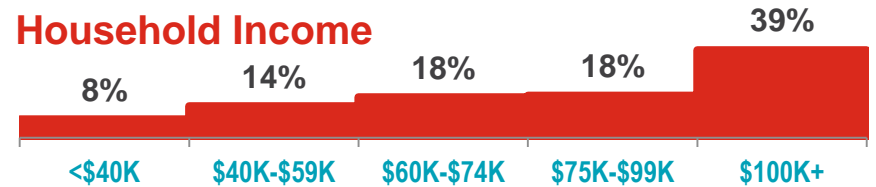
**46%**  
FEMALE

### Age

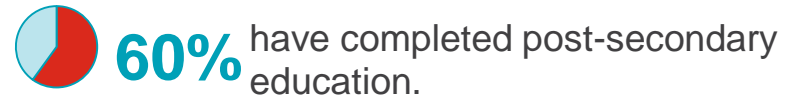


**65%** OF JACK FM LISTENERS are aged 25-54.

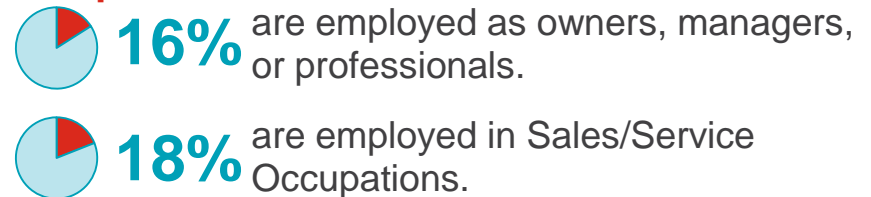
### Household Income



### Education



### Occupation



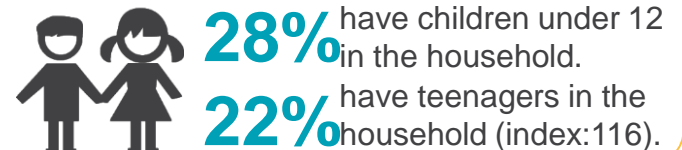
### Marital Status



### Home Ownership



### Household Members



Source: InfoSys+ - Numeris Radio Meter Calgary CTRL R03 2017 May 29 2017 - Aug 27 2017. Base: P12+ Avg Weekly Cume (000) Reach Plan Mo-Su 5a-1a Tune in to CJAQ-FM 15 minute minimum weekly exposure All data processed using maximum panel Please note some profiles may not add up to 100% due to non-respondents \*Based on 1 minute reach condition. Icons: Freepik, Flaticon. Photos (L to R) by: Alejandro Ortiz, Andre Bocan.



# Station Profile




## Consumer Profile


**JACK FM listeners index above average in the following areas:**

Spending – Past 12 Months	INDEX
Sporting goods	120
Spent \$1,000+ on furniture	143
Spent \$500+ on men's clothing	117
Electronics	121
Finance/Investments	INDEX
Have a mortgage	126
Have RRSPs	112
Have line of credit	119
Have RESPs	116
Restaurants – Past 30 days	INDEX
Bar/pub	117

Activities – Sometimes/Regularly	INDEX
Golfing	125
Cross Country Skiing	130
Fishing/Hunting	118
Riding snowmobile/ATV	136
Power Boating/Sailing/Jet Skiing	123
Activities – Past 4 months	INDEX
Sporting events	111
Concerts	113
Travel	INDEX
Travel inside Alberta – business	114
Travel to U.S. – business	126


### Radio Listening – Streaming/Apps

 **19%**  
listen to radio with a mobile device.

 **15%**  
listen to radio on a computer

### Access Radio by location – past 7 days

 **85%**  
accessed radio in a private vehicle

 **37%**  
accessed radio at work