

Station Profile



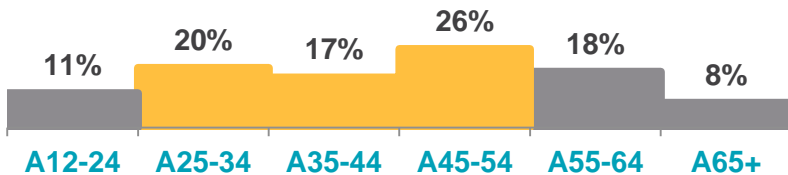
659,700 people 12+ in Vancouver tune into JACK FM each week!*

Demographic Profile

Gender

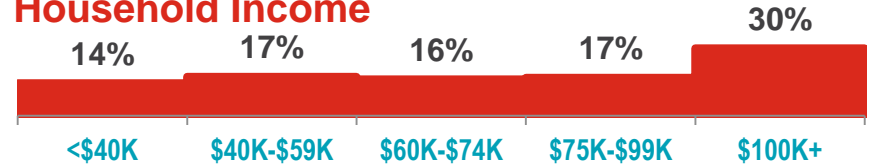


Age

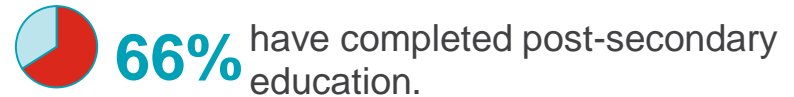


62% OF JACK FM LISTENERS are aged 25-54.

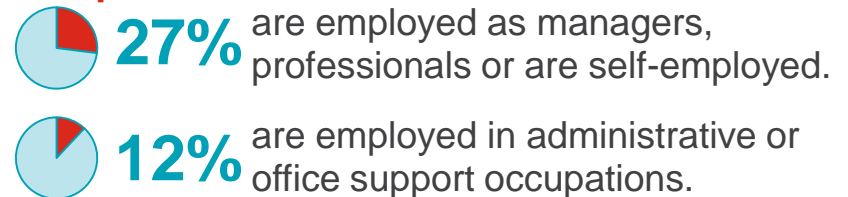
Household Income



Education



Occupation



Marital Status



Home Ownership



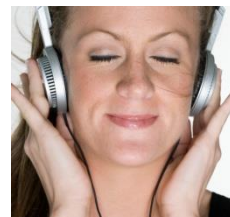
Household Members



Source: InfoSys+ - Numeris Radio Meter Vancouver CTRL R03 2017 May 29 2017 - August 27 2017. Base: P12+ Avg Weekly Cume (000) Reach Plan Mo-Su 5a-1a Tune in to CJAX-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
Appliances (\$1000+)	114
Children’s clothing	119
Video games/systems	123
Sporting goods	115
Finance/Investments	INDEX
Hold a mortgage	119
Have a personal line of credit	117
Hold an RRSP	111
Automotive	INDEX
Purchased used vehicle – past 2 years	134
Own/lease a domestic vehicle	122

Activities – Sometimes/Regularly	INDEX
Golfing	146
Gardening	114
Hockey/Ice Skating	120
Fishing/hunting	124
Power Boating/Sailing/Jet Skiing	118
Activities – Past 4 months	INDEX
Movie theatre	111
Casino	110
Travel	INDEX
Personal travel outside B.C. (within Canada)	111
Business travel inside B.C.	127
Business travel to U.S.	113

Radio Listening – Streaming/Apps



23%

listen to radio with a mobile device.



15%

listen to radio on a computer

Access Radio by location – past 7 days



84%

accessed radio in a private vehicle



45%

accessed radio at work

