

# Station Profile



Over 358,600 people 12+ in Edmonton tune into KiSS 91.7 on average each week!\*

## Demographic Profile

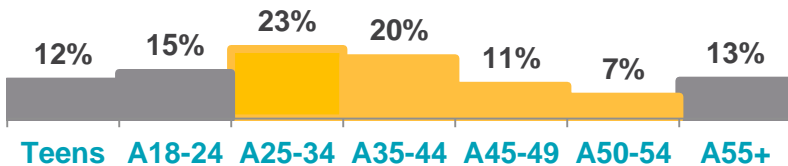
### Gender

**46%**  
MALE



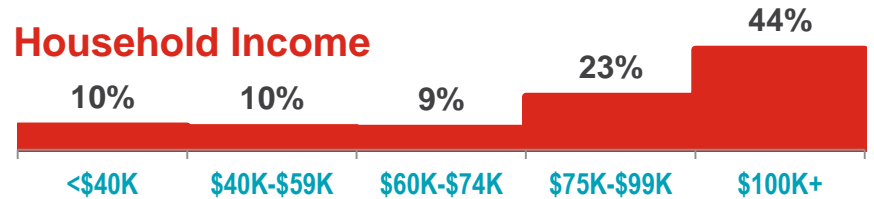
**54%**  
FEMALE

### Age

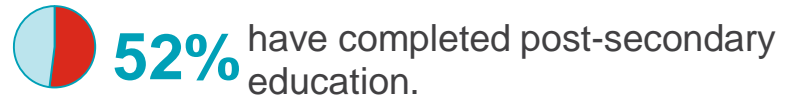


**69%** OF KiSS 91.7 LISTENERS are aged 18-49.

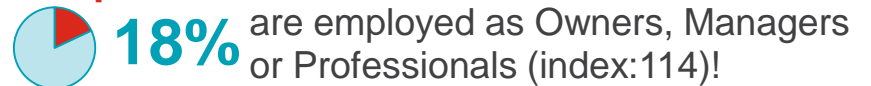
### Household Income



### Education



### Occupation



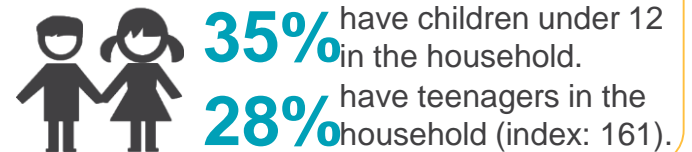
### Marital Status



### Home Ownership



### Household Members



Source: InfoSys+ - Numeris Radio Meter Edmonton CTRL R03 2017 May 29 2017 – Aug 27 2017. Base: P12+ Avg Weekly Cume (000) Reach Plan Mo-Su 5a-1a. Tune in to CHBN 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. Icons: Freepik/Flaticon. Photo by Boga Rin. \*Based on 1 minute reach condition



# Station Profile



## Consumer Profile

**KISS 91.7 listeners index above average in the following areas:**

Restaurants – Past 30 days	INDEX
Fine dining	116
Spending – Past 12 Months	INDEX
Spent \$500+ on children's clothing	171
Spent \$500+ on women's clothing	136
Spent \$1000+ on electronics	126
Spent \$1,000+ on furniture	134
Spent \$1,000+ on computer equipment/accessories	123
Finance/Investments	INDEX
Hold RESPs	149
Hold mortgage	122
Automotive	INDEX
Spent \$40,000+ on new vehicle – past 2 yrs	113

Activities – Sometimes/Regularly	INDEX
Aerobics/Yoga/Pilates	152
Downhill Skiing/snowboarding	132
Hockey/Ice Skating	129
Power Boating/Sailing/Jet skiing	139
Activities – Past 4 months	INDEX
Movie theatre	138
Sporting events	180
Musical concerts	128
Travel – past year	INDEX
Travelled to U.S. – personal trip	145
Travelled to U.S. – business trip	130
Travelled outside U.S./Canada – personal trip	149

### Radio Listening – Streaming/Apps



**29%**

listen to radio with a mobile device.



**16%**

listen to radio on a computer

### Access Radio by location – past 7 days



**86%**

accessed radio in a private vehicle



**36%**

accessed radio at work