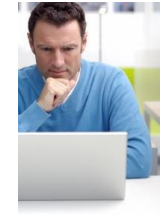
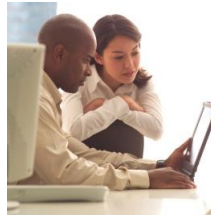


Station Profile



397,000 people 12+ in Vancouver tune into News 1130 each week!*

Demographic Profile

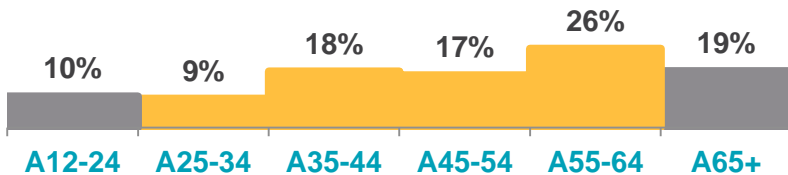
Gender

55%
MALE



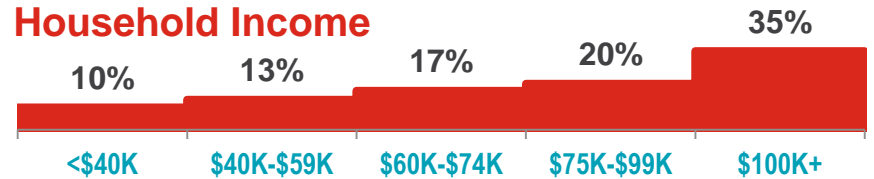
45%
FEMALE

Age

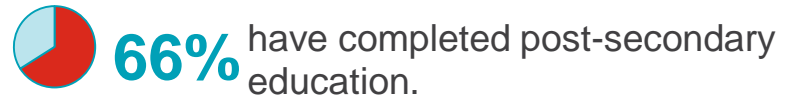


71% OF NEWS 1130 LISTENERS are aged 25-64.

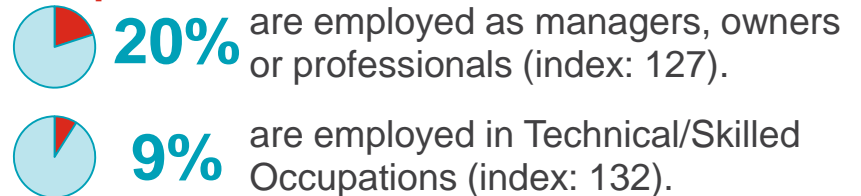
Household Income



Education



Occupation



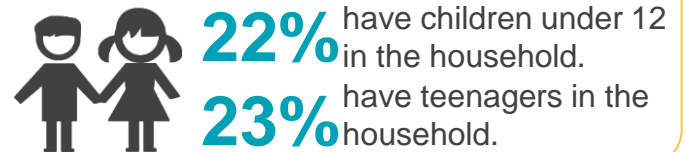
Marital Status



Home Ownership



Household Members

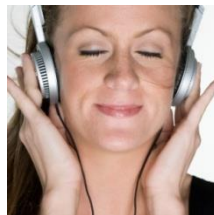


1 Source: InfoSys+ - Numeris Radio Meter Vancouver CTRL R03 2017 - August 27 2017. Base: P12+ Avg Weekly Cume (000) Reach Plan Mo-Su 5a-1a Tune in to CKWX 15 minute minimum weekly exposure All data processed using maximum panel Please note some profiles may not add up to 100% due to non-respondents *Based on 1 minute reach condition. Icons: Freepik, Flaticon.



Station Profile

NEWS 1130



Consumer Profile

News 1130 listeners index above average in the following areas:

Spending – Past 12 Months	INDEX
Children's clothing	116
Women's Clothing (under \$500)	112
Appliances (\$1,000+)	139
Finance/Investments	INDEX
Have a personal loan	124
Hold Stocks/Mutual Funds	122
Hold RRSPs	135
Hold RESPs	115
Commuting/Travel	INDEX
Commute via private vehicle	143
Travel to U.S. – business trip	126
Travel outside U.S./Canada – personal trip	115

Activities – Sometimes/Regularly	INDEX
Aerobics/Yoga/Pilates	119
Gardening	124
Golfing	120
Activities – Past 4 months	INDEX
Casino	120
Sporting Events	138
Automotive	INDEX
Spent \$30,000+ on vehicle purchase or lease/past 2 years	149
Purchased/leased new vehicle – past 2 years	137
Oil change at auto dealership	122
Tune up at specialty auto centre	121

Radio Listening – Streaming/Apps



17%

listen to radio with a mobile device.



16%

listen to radio on a computer

Access Radio by location – past 7 days



84%

accessed radio in a private vehicle



34%

accessed radio at work