

Station Profile



120,800 people 12+ in Calgary tune in to Sportsnet 960 The FAN each week!*

Demographic Profile

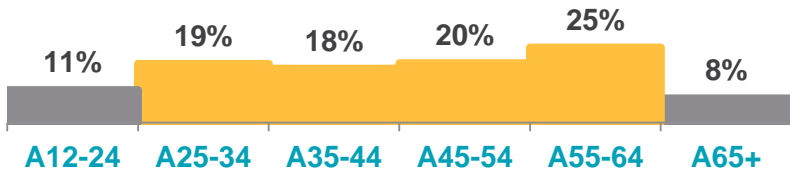
Gender

76%
MALE



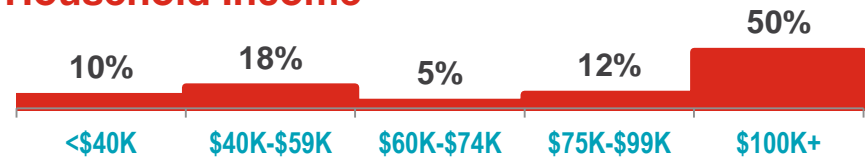
24%
FEMALE

Age

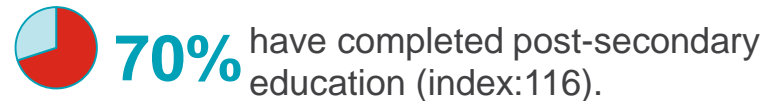


81% OF SPORTSNET 960 THE FAN LISTENERS are aged 25-64.

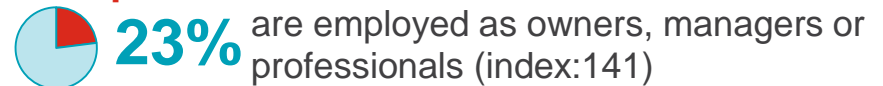
Household Income



Education



Occupation



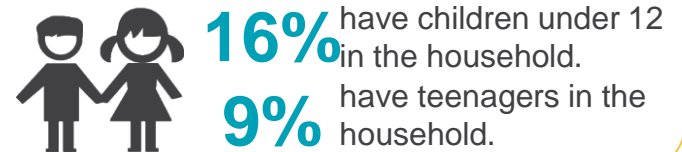
Marital Status



Home Ownership



Household Members



¹ 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 CFAC 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




Consumer Profile


Sportsnet 960 The FAN listeners index above average in the following areas:

Spending – Past 12 Months	INDEX
Men's clothing	124
Sporting goods	127
Furniture	121
Finance/Investments	INDEX
Have a mortgage	112
Hold Stocks/Mutual Funds	150
Hold RRSPs	131
Have a line of credit	114
Activities – past 4 months	INDEX
Sporting events	177
Casino	287

Activities – Sometimes/Regularly	INDEX
Golfing	244
Cross Country Skiing	180
Hockey/Ice Skating	182
Travel – past 12 months	INDEX
Business travel to the United States	142
Business travel within Alberta	143
Personal travel to the United States	154
Automotive	INDEX
Spent \$40,000+ on vehicle purchase or leased/past 2 years	134
Purchased/leased new vehicle – past 2 years	110
Purchased/leased used vehicle – past 2 years	115


Radio Listening – Streaming/Apps

 **30%**
listen to radio with a mobile device.

 **18%**
listen to radio on a computer

Access Radio by location – past 7 days

 **89%**
accessed radio in a private vehicle

 **45%**
accessed radio at work

