

# Station Profile



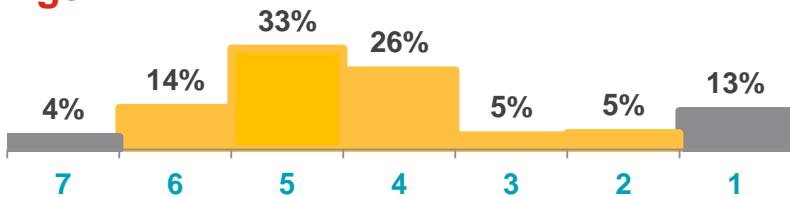
Over 283,900 people 12+ in Edmonton tune into SONiC 102.9 on average each week!\*

## Demographic Profile

### Gender

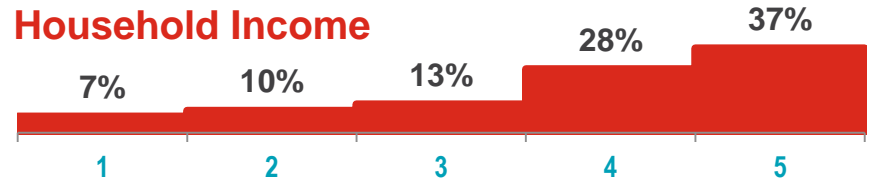


### Age

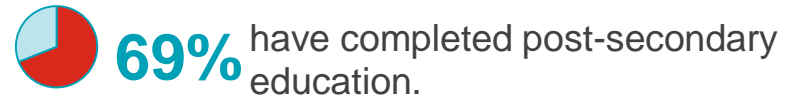


**83%** OF SONiC 102.9 LISTENERS are aged 18-54.

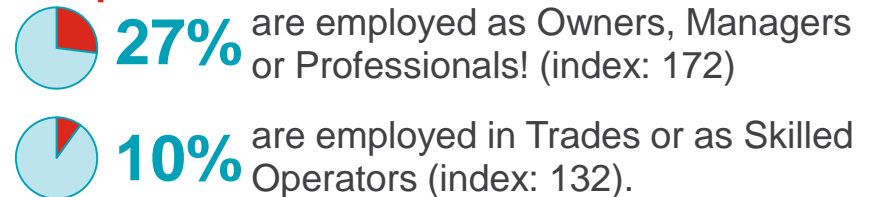
### Household Income



### Education



### Occupation



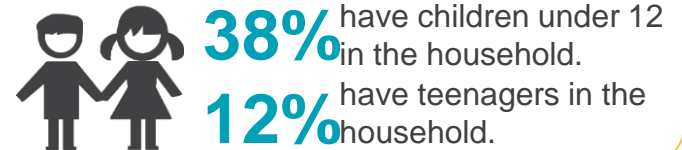
### Marital Status



### Home Ownership



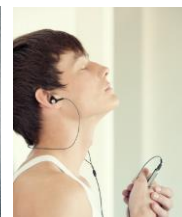
### Household Members



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 CHDI 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. Photo by Boga Rin.



# Station Profile



## Consumer Profile

**SONiC 102.9 listeners index above average in the following areas:**

Restaurants – Past 30 days	INDEX
Coffee/Donut Shop	111
Bar/Pub	145
Spending – Past 12 Months	INDEX
Sporting goods	133
Cosmetics	110
Video Games/Systems	134
Children's clothing	117
Finance/Investments	INDEX
Have a mortgage	134
Automotive	INDEX
Drive an imported vehicle	112
Bought a used car in the past 2 years	130

Activities – Sometimes/Regularly	INDEX
Riding snowmobile/ATV	153
Hiking/camping	115
Power Boating/Sailing/Jet Skiing	169
Skiing/Snowboarding	134
Fishing/Hunting	135
Activities – Past 4 months	INDEX
Movie theatre	114
Sporting events	124
Travel – past year	INDEX
Travelled within Alberta – business trip	120
Travelled to the U.S. – business trip	152
Travelled to the U.S. – personal trip	118

### Radio Listening – Streaming/Apps



**27%**

listen to radio with a mobile device.



**22%**

listen to radio on a computer

### Access Radio by location – past 7 days



**91%**

accessed radio in a private vehicle



**43%**

accessed radio at work

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