

Station Profile



Playing The Weeknd, Ed Sheeran, Chainsmokers, Bruno Mars and many more!



14,500 people in Kingston's CTRL area tune into KiSS 102.7, on average, each week!*

Demographic Profile

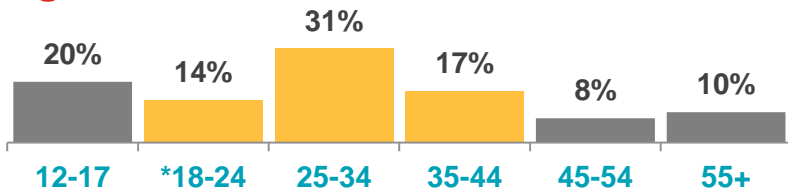
Gender

41%
MALE



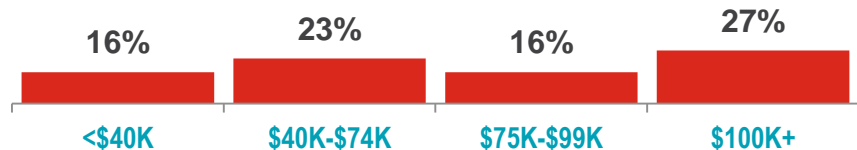
59%
FEMALE

Age

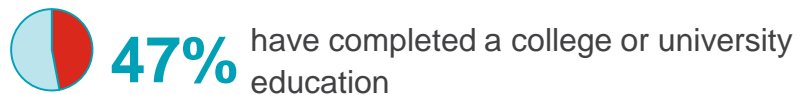


62% of KiSS 102.7 listeners are aged 18-44 (index: 154)

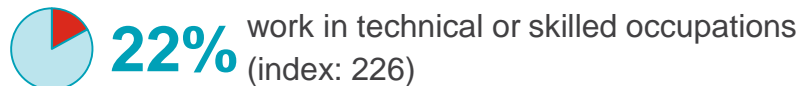
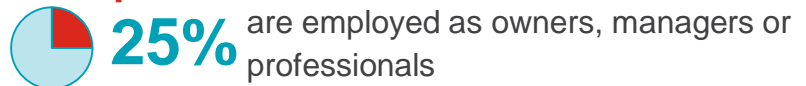
Household Income



Education



Occupation



Marital Status

38% are single/never married



50% are married/living common-law

Home Ownership



49% are homeowners

Household Members



46% have children under 12 in the household
35% have teenagers in the household

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Consumer Profile

KiSS 102.7 listeners index above average in the following areas:

Big Ticket Spending – Past 2 Years	INDEX
\$30,000+ on a new vehicle	185
Restaurants – 1+ time(s) Past Month	INDEX
Burger Style Restaurants	285
Sub/Sandwich Shops	273
Fast Food Restaurants	170
Coffee/Donut Shops	128
Attendance – 2+ times Past 12 Months	INDEX
Zoos/Aquariums/Farms	168
Amusement/Theme/Water Parks	146
Historical Sites	139
Casinos	139
Movie Theatre	137

Activities – Sometimes/Regularly	INDEX
Downhill Skiing/Snowboarding	196
Bowling	191
Hockey/Ice Skating	184
Fishing/Hunting	175
Spending – Spent \$500+ Past Year	INDEX
Large Appliances	179
Computer Equip./Accessories & Software	131
On-Line Goods & Services	115
Financial (have/use)	INDEX
RESPs	166
GICs/Term Deposits/Gov't Savings Bonds	139
Mortgage	120
On-Line Banking	112

Radio Listening & Websites (past week on a mobile device)



34%

listen to radio with a mobile device
(index: 238)



31%

access radio station website
(index: 190)

Radio Listening (Weekday & Yesterday Media Exposure)



89%

Listened to radio in the past week
(index: 123)



79%

Listened to radio yesterday
(index: 131)