

Station Profile



Playing Maroon 5, Adele and P!nk mixed with Queen, The Rolling Stones and AC/DC or Train, Bruno Mars & Katy Perry mixed with Bon Jovi, U2 & Twisted Sister!



40,200 people 12+ in Halifax's CTRL area tune into JACK 92.9, on average, each week!

Demographic Profile

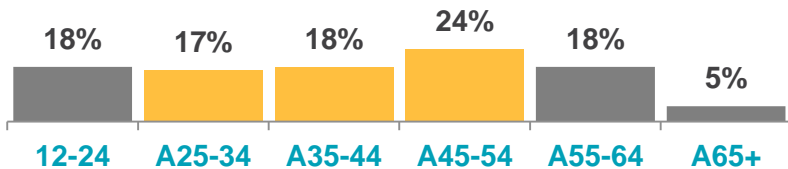
Gender

39%
MALE



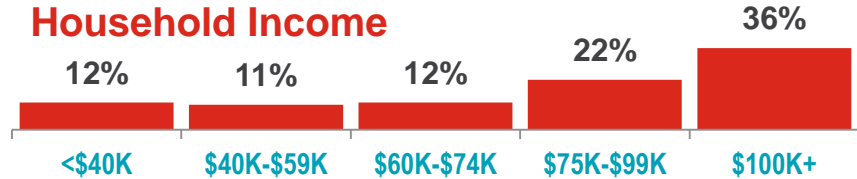
61%
FEMALE

Age

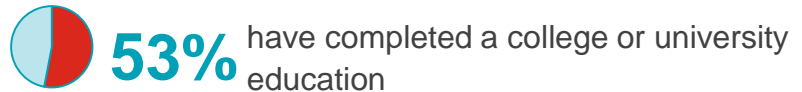


59% of JACK 92.9 listeners are aged 25-54 (index: 116)

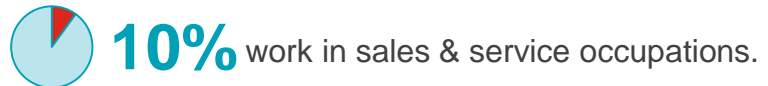
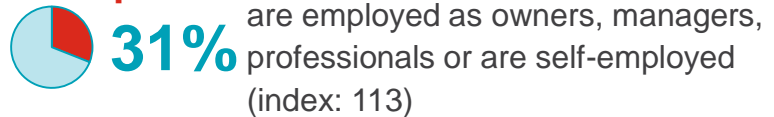
Household Income



Education



Occupation



Marital Status

27%
are single/
never married



61%
are married/
living common-law

Home Ownership



61%
are homeowners

Household Members



24% have children under 12 in the household
22% have teenagers in the household

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Consumer Profile

JACK 92.9 listeners index above average in the following areas:

Big Ticket Spending — Past 2 Years	INDEX
\$10,000+ on Home Improvements	114
Restaurants — 1+ time(s) Past Month	INDEX
Chicken Style Restaurants	117
Pizza Style Restaurants	110
Fast Food Restaurants	110
Spending — Spent \$500+ Past Year	INDEX
Large Appliances	140
On-Line Goods & Services	118
Furniture	115

Activities — Sometimes/Regularly	INDEX
Bowling	138
Hockey/Ice Skating	136
Fishing/Hunting	132
Golfing	130
Attendance — 2+ times Past 12 Months	INDEX
Zoo/Aquarium/Farms	138
Amusement/Theme/Water Parks	132
Prof. Sporting/Racing/Air Shows	113
Historical Sites	110
Financial (have/use)	INDEX
RESPs	146
Mortgage	122
Tax Preparation Service	119

Radio Listening



77%

are medium to heavy radio listeners (index: 123)

Radio – integral to daily life



85%

Listened to radio in the past week (index: 112)



77%

Listened to radio yesterday (index: 116)