

# Station Profile



KiSS 107.7 has a bright sound for the Southern Alberta market! KiSS 107.7 delivers Today's Best Music Mix from artists like Pink, The Police, Avril Lavigne, Fleetwood Mac, Lady Gaga, Savage Garden, Jason Mraz, and Nickelback.

## Demographic Profile

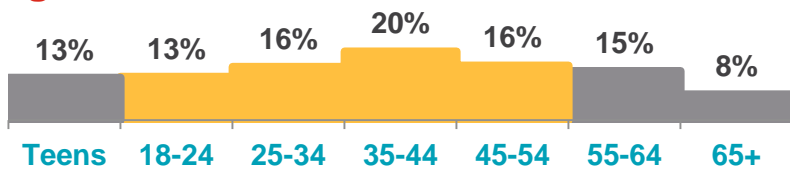
### Gender



### Education

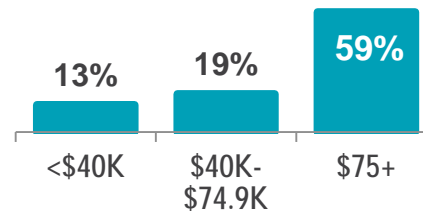
51% of KiSS 107.7 listeners have completed post-secondary education. 42% have completed a university or college degree, diploma or certificate.

### Age



**65%** OF KiSS 107.7 LISTENERS are aged 18-54.

### Household Income



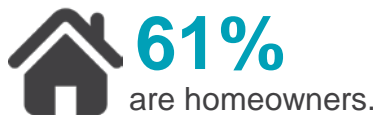
### Occupation



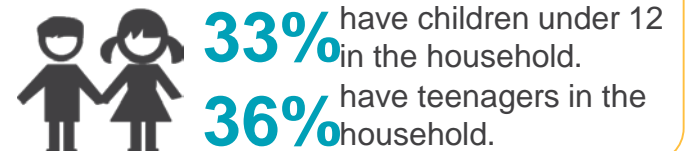
### Marital Status



### Home Ownership



### Household Members



# Station Profile



## Consumer Profile

**KISS 107.7 listeners index above average in the following areas:**

RESTAURANT VISITS – 1+ TIMES/PAST MONTH	INDEX
Buffet Restaurants	114
Pizza Restaurants	115
SPENDING - PAST YR (\$500+)	INDEX
Children's Clothing	150
Electronics	124
Women's Clothing	118
Small Appliances	110
Cosmetics & Fragrances	114

STORES SHOPPED - PAST YEAR	INDEX
Discount/Dollar	113
Home Décor	112
Toy Stores	115
GENERAL LEISURE ACTIVITIES – PAST YEAR	INDEX
Amusement/Theme/Water Parks	137
Bingo	114
Local Festivals (2+)	131
Movie Theatres (2+)	110

SPORTS ACTIVITIES**	INDEX
Aerobics/Working Out	121
Downhill Skiing/Snowboarding	153
Hockey/Ice Skating	118
Jogging/Running	123
Racquet Sports	133
Yoga/Pilates/Martial Arts	125
INVESTMENTS/FINANCE	INDEX
Mortgage	111
RESPs	121
SERVICES	INDEX
Health services	111
Other spa services (not manicure/pedicure)	135

### Radio Listening – Streaming/Apps past week



**16%**

listen to radio with a mobile device.



**11%**

listen to radio on a computer

### Access Radio Station Websites – past week



**16%**

accessed a radio station website with a mobile device.



**17%**

accessed a radio station website via computer

Source: micro+ Numeris Radio Diary Spring 2017/Fall 2016 Blended. Numeris recommends a 2-book blend. P12+ in Lethbridge who listen to CFRV-FM. Please note some profiles may not add up to 100% due to non-respondents. Icons: Freepik, Flaticon. Photo by Boga Rin.

\*\*Sometimes/regularly.

