

# Station Profile



Delivering the best Mainstream Top 40/CHR music to Sault Ste. Marie featuring artists such as Adele, Drake, Katy Perry and more!



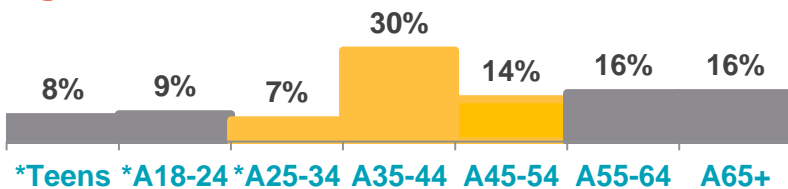
Over 25,700 people 12+ in the full coverage area tune into KISS 100.5 on average each week!\*

## Demographic Profile

### Gender

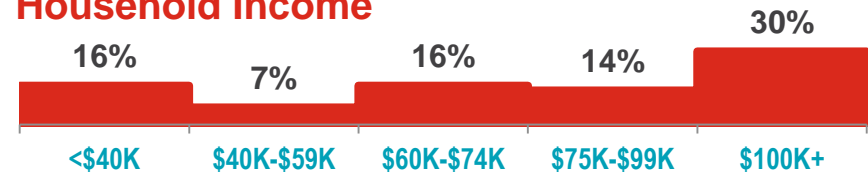


### Age

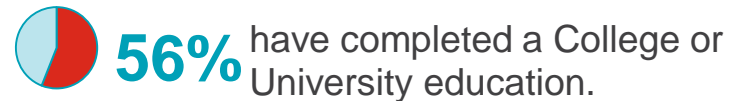


**51%** OF KISS 100.5 LISTENERS are aged 25-54 (index: 139).

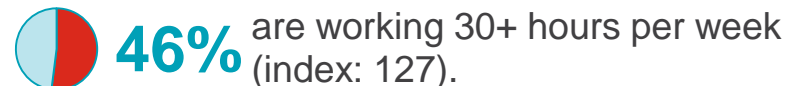
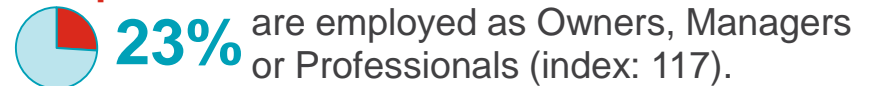
### Household Income



### Education



### Occupation



### Marital Status



### Home Ownership



### Household Members



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## Consumer Profile

**KISS 100.5 listeners index above average in the following areas:**

Beverage Consumption - past week	INDEX
Regular Soft Drinks (4 or more)	143
Spirits/Liquor (1 or more)	116
Coolers (1 or more)	111
Restaurants – 1+ times in the past month	INDEX
Fast Casual Restaurant	147
Sub/Sandwich Shops	134
Coffee/Donut Shops	115
Retail – shopped at in the past year	INDEX
Music/Video Stores (incl. downloads)	133
Bed/Mattress Stores	130
Carpeting/Flooring Stores	128
Spending - \$10,000+ in the past year	INDEX
Home Improvements	128

Spending cont. - \$500+ in the past year	INDEX
Children's Clothing	158
Computer Equip./Accessories & Software	151
Physical Activities – participate in sometimes/regularly	INDEX
Cycling	136
Racquet Sports	155
Fishing/Hunting	126
Entertainment – attended 2+ times in the past year	INDEX
Zoo/Aquarium/Farm	163
Live Theatre/Ballet/Opera/Art Gall./Museum	145
Local Festival	131
Financials	INDEX
Use a Financial Planner	123
Have RESPs	123

### Radio Activities – on a mobile device in the past week

**24%**

listened to radio via streaming/apps (index: 135).



**21%**

accessed a radio station website (index: 120).

### Radio Listening – Yesterday & Past Week

**76%**

tuned in to radio, yesterday (index: 110)

**86%**

tuned in to radio in the past week (index: 108)