

Station Profile



Delivering the best Rock music to Ottawa featuring artists such as Kid Rock, AC/DC, Steve Miller Band and more!



194,100 people 12+ in Ottawa-Gatineau's full coverage area tune into CHEZ 106, on average, each week!*

Demographic Profile

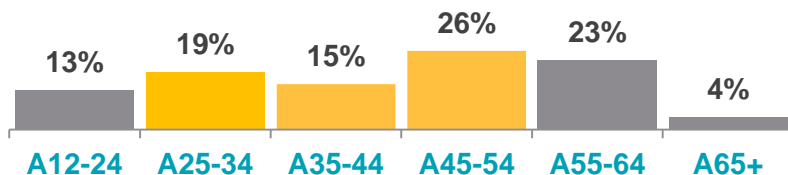
Gender

63%
MALE



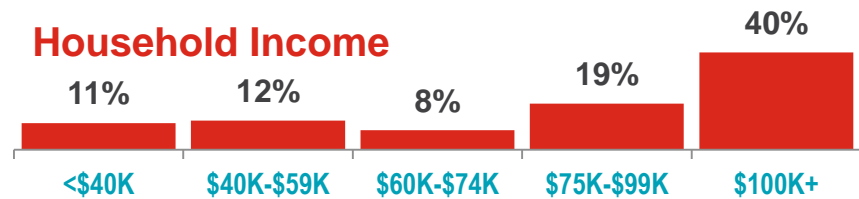
37%
FEMALE

Age

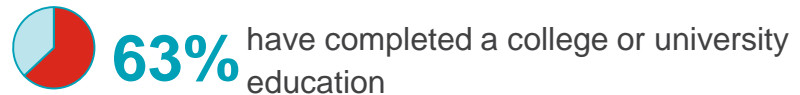


60% of CHEZ 106 listeners are aged 25-54 (index: 119).

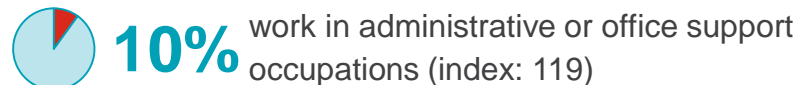
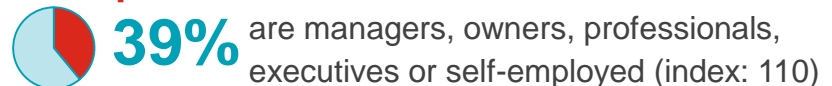
Household Income



Education



Occupation



Marital Status

26% are single/never married



63% are married/living common-law

Home Ownership



64% are homeowners (index: 109)

Household Members



19% have children under 12 in the household
22% have teenagers in the household

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Consumer Profile

CHEZ 106 listeners index above average in the following areas:

Big Ticket Spending – Past 2 Years	INDEX
\$2,500+ on home improvements/renovations	114
\$20,000+ on new vehicle	109
Purchases – Spent \$1+ Past 12 Months	INDEX
Video Systems/Games	126
Electronics	120
Computer Equip./Accessories & Software	119
Sporting Goods	118
Camera Equipment	116
Restaurants – 1+ time(s) Past Month	INDEX
Bars/Pubs	125
Burger Style Restaurants	120
Fast Food Style Restaurants	113
Family/Casual Style Restaurants	112
Sub/Sandwich Shops	110

Activities – Sometimes/Regularly	INDEX
Riding Snowmobile/ATV	149
Fishing/Hunting	146
Golfing	144
Bowling	138
Downhill Skiing/Snowboarding	135
Power Boating/Sailing/Jet Skiing	126
Racquet Sports	120
Hockey/Ice Skating	118
Financials	INDEX
Have Automobile Loan/Financing	125
Have RRSPs	120
Automotive	INDEX
Last Oil Change by Specialty/Auto Repair Shop	140
Drive a Domestic Vehicle Most Often	127
New Vehicle Purchased/Leased (past 2 years)	112

Radio On A Mobile Device (Past Week)

21%

access radio station website on a mobile device

18%

listen to radio via streaming/app

Radio – Past Week & Yesterday Exposure



84%

listened to radio in the past week (index: 114)



77%

listened to radio yesterday (index: 122)