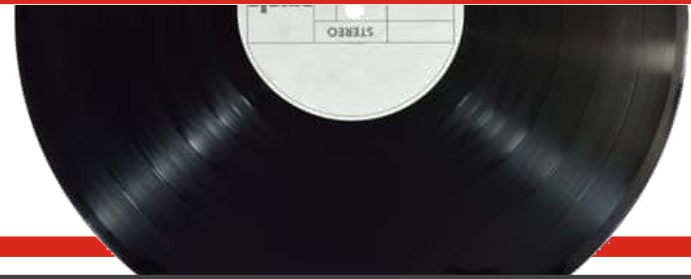


Station Profile



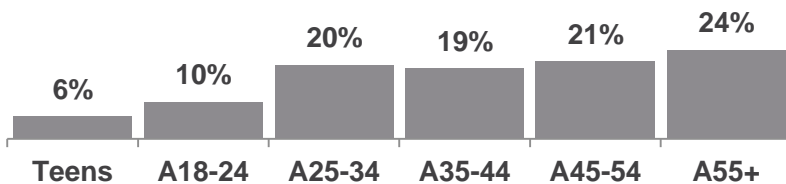
Over 68,000 people 12+ in London tune into **102.3 JACK FM** weekly. They spend over 527,000 hours weekly tuning in.

Demographic Profile

Gender

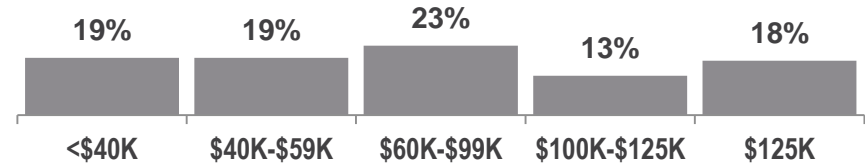


Age

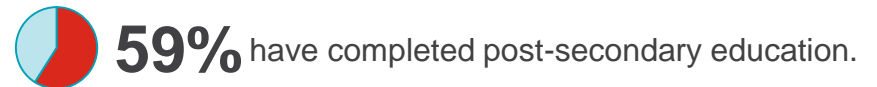


60% of 102.3 JACK FM listeners are aged 25-54.

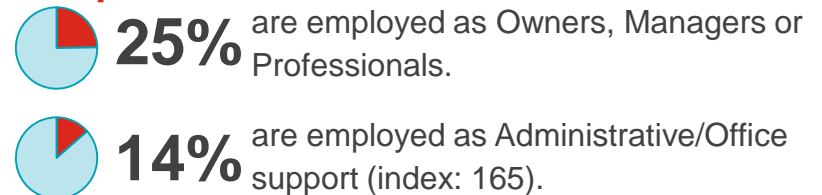
Household Income



Education



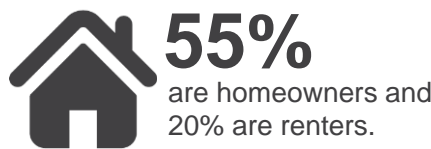
Occupation



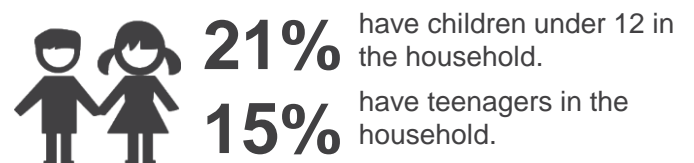
Marital Status



Home Ownership



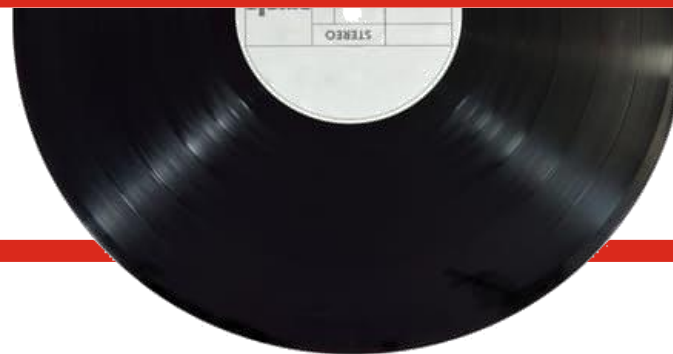
Household Members



Source: Source: micro+ Numeris Radio Diary Fall 2016 (Sept. 5 – Oct. 30, 2016), London P12+ who tune into CHST-FM, Mo-Su 5a-1a; Please note some profiles may not add up to 100% due to non-respondents. Icons: Freepik/Flaticon



Station Profile



Consumer Profile

102.3 JACK FM listeners index above average in the following areas:

Restaurants Visited in the Past Month	INDEX
Family/Casual Dining	124
Sub/Sandwich Shops	114
Fast Food	112
Bars/Pubs	110
Stores Shopped at in the Past Year	INDEX
Toy Stores	136
Pet Stores	119
Music/Video Stores (incl. downloads)	118
Book Stores (incl. downloads)	114
Garden/Craft Stores	110
Spending \$500+ in the Past Year	INDEX
Women's Clothing	146
Large Appliances	125
Children's Clothing	119
Online Goods & Services	115

Activities – Sometimes/Regularly	INDEX
Cross Country Skiing	152
Bowling	123
Hiking/Camping	117
Aerobics/Working Out	113
Golfing	112
Attend 2+ Times in the Past Year	INDEX
Casino	133
Nightclubs/Bars	124
Local Festivals	117
Concerts	113
Finance/Investments	INDEX
Have a mortgage	122
Have an automobile loan	122
Hold RRSPs	121

Radio Listening Habits



46%

listen to radio via the internet.



48%

listen to radio via their television service.

Radio Listening Habits



69%

are medium to heavy users of radio



23%

accessed radio station website in past week.

Source: Source: micro+ Numeris Radio Diary Fall 2016 (Sept. 5 – Oct. 30, 2016), London P12+ who tune into CHST-FM, Mo-Su 5a-1a; Please note some profiles may not add up to 100% due to non-respondents. Icons: Freepik/Flaticon

