

Station Profile



Delivering the best Mainstream Top 40/CHR music to North Bay featuring artists such as Adele, Drake, Katy Perry and more!



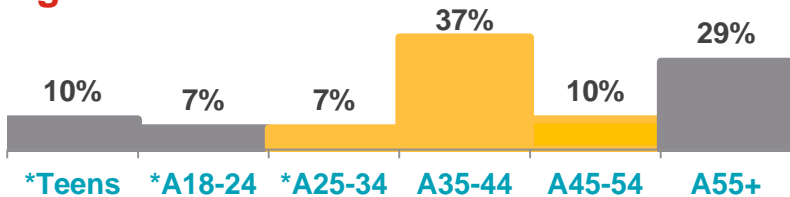
Over 47,500 people 12+ in the full coverage area tune into KISS 100.5 on average each week!*

Demographic Profile

Gender

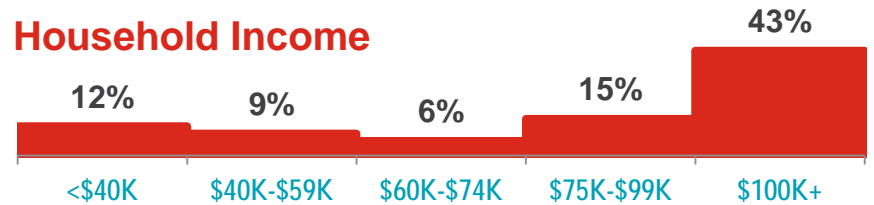


Age

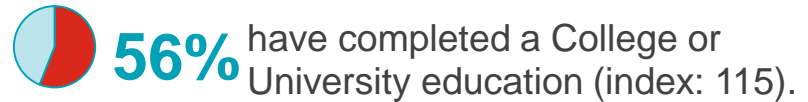


54% OF KISS 100.5 LISTENERS are aged 25-54 (index: 127).

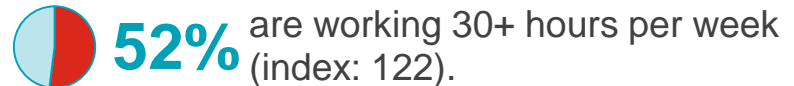
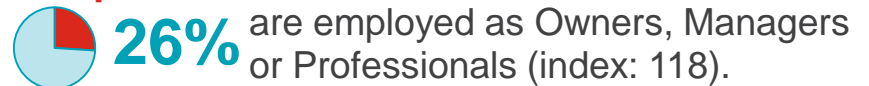
Household Income



Education



Occupation



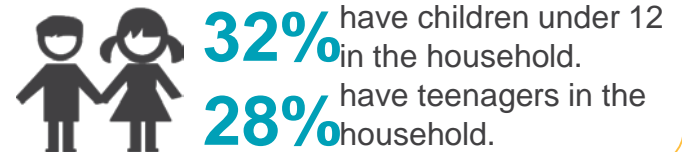
Marital Status



Home Ownership



Household Members



Station Profile



Delivering the best Mainstream Top 40/CHR music to North Bay featuring artists such as Adele, Drake, Katy Perry and more!



Consumer Profile

KISS 100.5 listeners index above average in the following areas:

Beverage Consumption - 4+ in the past week	INDEX
Diet Soft Drinks	153
Bottled Water	116
Milk	112
Restaurants – 1+ times in the past month	INDEX
Fast Casual Restaurants	152
Coffee/Donut Shops	128
Sub/Sandwich Shops	116
Retail – shopped at in the past year	INDEX
Home Décor Stores	128
Music/Video Stores (incl. downloads)	124
Toy Stores	122
Spending - \$10,000+ in the past year	INDEX
Home Improvements	130

Spending cont. - \$500+ in the past year	INDEX
Computer Equip./Accessories & Software	152
Women's Clothing	132
Physical Activities – participate in sometimes/regularly	INDEX
Racquet Sports	158
Downhill Skiing/Snowboarding	143
Power Boating/Sailing/Jet Skiing	142
Entertainment – attended 2+ times in the past year	INDEX
Amusement/Theme/Water Parks	151
Concerts	142
Nightclubs/Bars	138
Financials	INDEX
Have RESPs	141
Have a Mortgage	121

Radio Activities – on a mobile device in the past week

17%

listened to radio via streaming/apps (index: 108).



23%

accessed a radio station website (index: 123).

Radio Listening – Yesterday & Past Week

75%

tuned in to radio, yesterday (index: 112)

87%

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