

# Station Profile



Delivering the best  
**ADULT CONTEMPORARY**  
 music to Kitchener-Waterloo featuring artists  
 such as Ariana Grande, Bruno Mars,  
 The Weeknd and more!



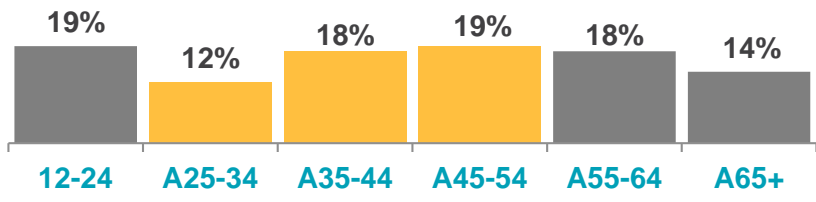
91,200 people in Kitchener-Waterloo's CTRL area tune into 96.7 CHYM, on average, each week!

## Demographic Profile

### Gender

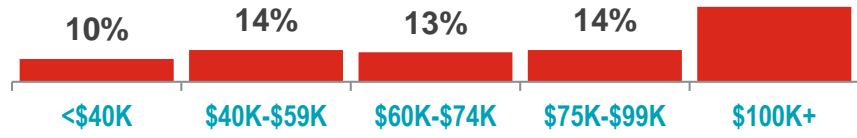


### Age

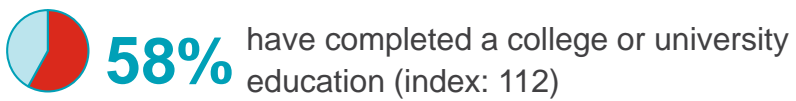


**49%** of 96.7 CHYM listeners are between 25 to 54 years of age

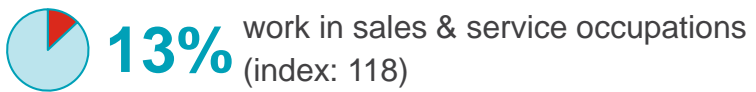
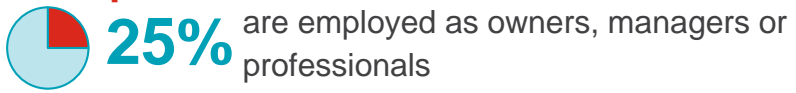
### Household Income



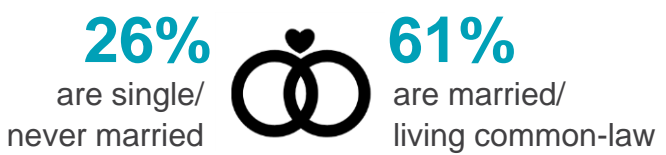
### Education



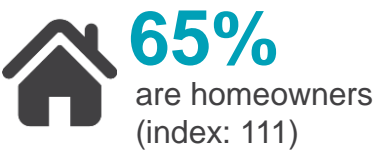
### Occupation



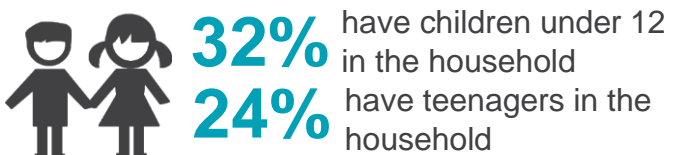
### Marital Status



### Home Ownership



### Household Members



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## Consumer Profile

**96.7 CHYM listeners index above average in the following areas:**

Big Ticket Spending – past two years	INDEX
Spent \$10,000+ on Home Improvements	113
Retail – shopped at in the past year	INDEX
Carpeting/Flooring Stores	134
Toy Stores	119
Pet Stores	118
Spending – Spent \$500+ Past Year	INDEX
Women's Clothing	122
Large Appliances	120
Computer Equip./Accessories & Software	118

Activities – Sometimes/Regularly	INDEX
Racquet Sports	117
Hockey/Ice Skating	115
Gardening	114
Power Boating/Sailing/Jet Skiing	113
Bowling	112
Attendance – 2+ times Past 12 Months	INDEX
Live Theatre/Ballet/Opera/Art Gall./Museum	120
Casino	113
Financials (have/use)	INDEX
RESPs	127
Will/Estate Planner	114
Stocks/Bonds	111

### Radio Listening



**71%**

are medium to heavy radio listeners (index: 120)

### Radio – integral to daily life



**83%**

Listened to radio in the past week (index: 111)



**73%**

Listened to radio yesterday (index: 114)