

# Station Profile



Playing the Foo Fighters, Led Zeppelin, Bon Jovi, Green Day, The Tragically Hip and many more!



20,300 people in Kingston's CTRL area tune into K ROCK, on average, each week!

## Demographic Profile

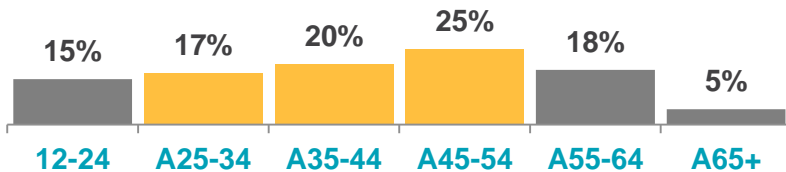
### Gender

62%  
MALE



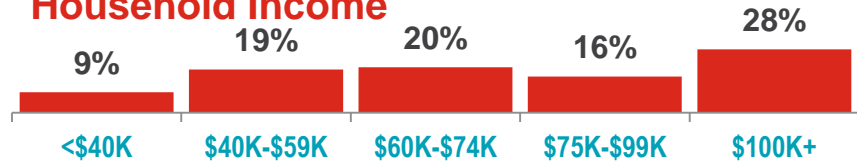
38%  
FEMALE

### Age

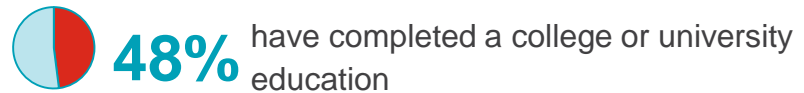


62% of K ROCK listeners are aged 25-54 (index: 132)

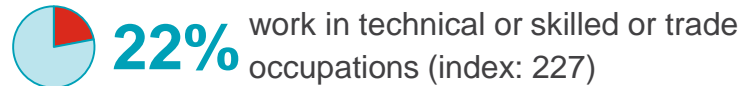
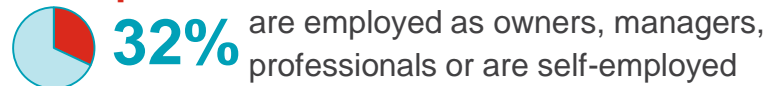
### Household Income



### Education



### Occupation



### Marital Status

25% are single/  
never married



63% are married/  
living common-law

### Home Ownership



70% are homeowners  
(index: 115)

### Household Members



23% have children under 12  
in the household  
19% have children under 6  
in the household

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## Consumer Profile

**K ROCK listeners index above average in the following areas:**

Big Ticket Spending – Past 2 Years	INDEX
\$20,000+ on a new vehicle	188
\$10,000+ on home improvements/renovations	113
Restaurants – 1+ time(s) Past Month	INDEX
Family/Casual Style Restaurants	195
Pizza Style Restaurants	191
Fast Food Restaurants	122
Spending – Spent \$500+ Past Year	INDEX
Children's Clothing	167
Computer Equip./Accessories & Software	142
Women's Clothing	136
Large Appliances	129
Men's Clothing	126

Activities – Sometimes/Regularly	INDEX
Power Boating/Sailing/Jet Skiing	172
Fishing/Hunting	164
Downhill Skiing/Snowboarding	156
Riding Snowmobile/ATV	154
Attendance – 2+ times Past 12 Months	INDEX
Prof. Sporting Events/Racing/Air Shows	186
Nightclubs/Bars	174
Local Festivals	171
Zoo/Aquarium/Farms	144
Concerts	143
Financial (have/use)	INDEX
Mortgage	168
RESPs	159

### Radio Listening – Streaming/Apps (past week)



**30%**

listen to radio with a mobile device (index: 210)



**19%**

listen to radio on a computer (index: 147)

### Radio Listening – Weekday & Yesterday



**85%**

Listened to radio in the past week (index: 117)



**70%**

Listened to radio yesterday (index: 116)