

Station Profile



Delivering the best Adult CHR music to Ottawa featuring artists such as Adele, Drake, Katy Perry and more!



154,500 people 12+ in Ottawa-Gatineau's full coverage area tune into 105.3 KISS FM, on average, each week!*

Demographic Profile

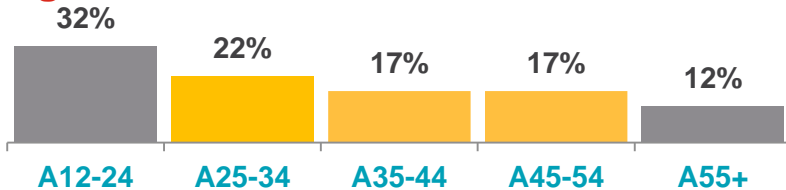
Gender

38%
MALE



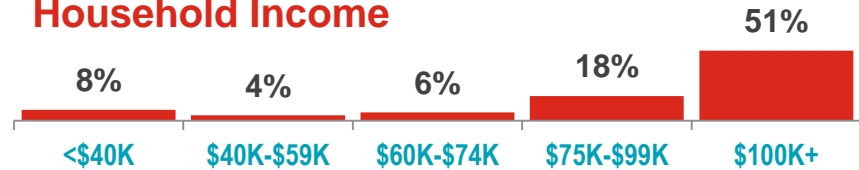
62%
FEMALE

Age

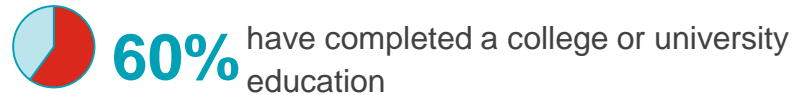


56% of 105.3 KISS FM listeners are aged 25-54 (index: 112)

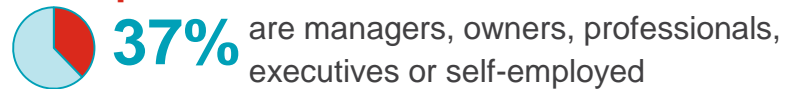
Household Income



Education



Occupation



Marital Status

39% are single/never married



50% are married/living common-law

Home Ownership



53% are homeowners

Household Members



18% have children under 12 in the household
37% have teenagers in the household

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Consumer Profile

105.3 KISS FM listeners index above average in the following areas:

Big Ticket Spending – Past 2 Years	INDEX
<\$19,000 on new vehicle	143
Purchases – Spent \$1+ Past 12 Months	INDEX
Cosmetics & Fragrances	136
Sporting Goods	114
Video Systems/Games	114
Online Goods & Services	111
Children's Clothing	110
Restaurants – 1+ time(s) Past Month	INDEX
Family/Casual Style Restaurants	120
Fast Casuals Style Restaurants	117
Pizza Restaurants	117
Sub/Sandwich Shops	115
Fast Food Restaurants	114

Activities – Sometimes/Regularly	INDEX
Riding Snowmobile/ATV	187
Yoga/Pilates/Martial Arts	147
Racquet Sports	144
Downhill Skiing/Snowboarding	143
Bowling	140
Other Individual/Team Sports	136
Jogging/Running	135
Power Boating/Sailing/Jet Skiing	133
Financials	
Have a RESP	110
Automotive	INDEX
Drive <20,000+ km/year	118
Drive Imported Vehicle Most Often	121

Radio Websites – Accessed in the past week



21%

from a mobile device (index: 115)



24%

from a computer (index: 116)

Radio – integral to daily life



88%

listened to radio in the past week



80%

listened to radio yesterday