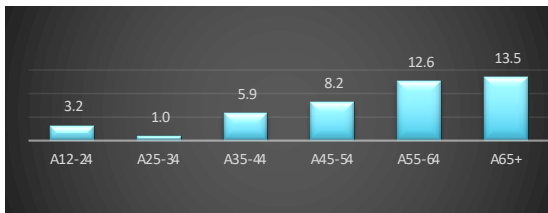


STATION BEHAVIOUR PROFILE

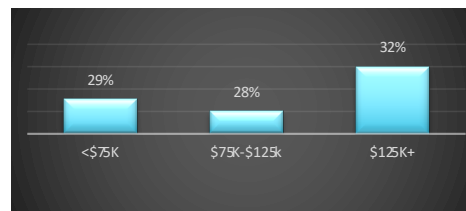
CityNews

Age (AvWkCume(000))



34% of CityNews Ottawa listeners are aged 25-54

Household Income (% Composition)



78% are homeowners (index 136)

Gender



42% Female

58% Male (index 118)



12% have children under 12 in household

8% have teenagers in the household

Audience Highlights

- 28% more likely to have spent \$5,000+ on home improvements in the past 2 years compared to the average person in Ottawa-Gatineau (index: 128)
- 43% more likely to have travelled south on business to Caribbean, Mexico/Central America (index: 143)
- 27% more likely to have mutual funds (index: 127)
- 20% more likely to have tuned in to radio, yesterday (index: 120)



76% are married/living common-law (index: 134)

12% are single/never married

Based on CIWW (1310 NEWS) on 1310 AM only.

Source: Micro+ - Numeris Radio Diary, Ottawa-Gatineau Anglo CTRL, Spring 2020. Base: P12+.

Tune in to CIWW-AM Monday - Sunday 5a-1a. Icons: Freepik, Flaticon. Omniture & LeanStream: Jan-Apr 2020