

# Station Profile

**NEWS 95.7**

Serving the Halifax community with the most up-to-date news, traffic, weather and Sports.

44,900 people 12+ in Halifax's CTRL area tune into NEWS 95.7, on average, each week!

## Demographic Profile

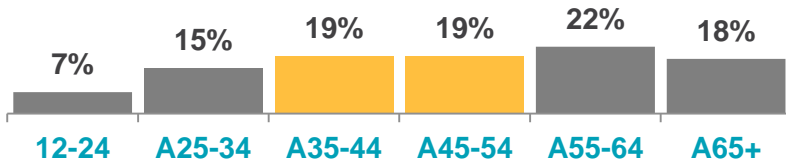
### Gender

**64%**  
MALE



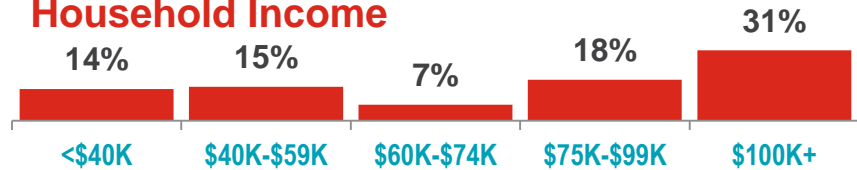
**36%**  
FEMALE

### Age

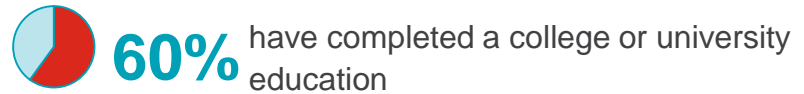


**38%** of NEWS 95.7 listeners are aged 35-54 (index: 120)

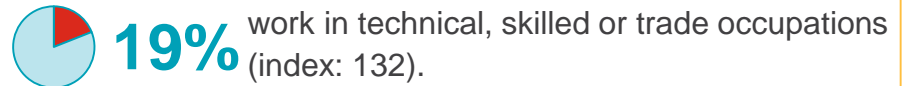
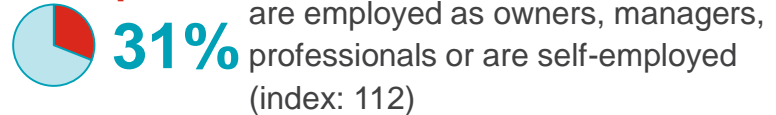
### Household Income



### Education



### Occupation



### Marital Status

**16%**  
are single/  
never married



**69%**  
are married/  
living common-law

### Home Ownership



**73%**  
are homeowners  
(index: 128)

### Household Members



**24%** have children under 12 in the household  
**14%** have teenagers in the household

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## Consumer Profile

**NEWS 95.7 listeners index above average in the following areas:**

Big Ticket Spending — Past 2 Years	INDEX
\$10,000+ on Home Improvements	113
Restaurants — 1+ time(s) Past Month	INDEX
Family/Casual Style Restaurants	120
Pizza Style Restaurants	110
Chicken Style Restaurants	109
Spending — Spent \$500+ Past Year	INDEX
Children's Clothing	122
Charitable Donations	118
Electronics	118
Large Appliances	117
Camera Equipment	117
Sporting Goods	117

Activities — Sometimes/Regularly	INDEX
Racquet Sports	144
Fishing/Hunting	134
Power Boating/Sailing/Jet Skiing	120
Bowling	117
Attendance — 2+ times Past 12 Months	INDEX
Prof. Sporting Events/Racing/Air Shows	159
Casinos	130
National/Provincial Parks	118
Financial (have/use)	INDEX
Mortgage	131
RRIF	117
Personal Line of Credit	116

### Radio Listening



**74%**

are medium to heavy radio listeners (index: 118)

### Radio – integral to daily life



**84%**

Listened to radio in the past week (index: 110)



**76%**

Listened to radio yesterday (index: 115)