

Station Profile

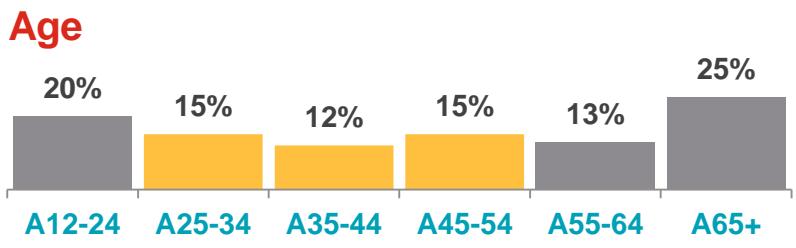
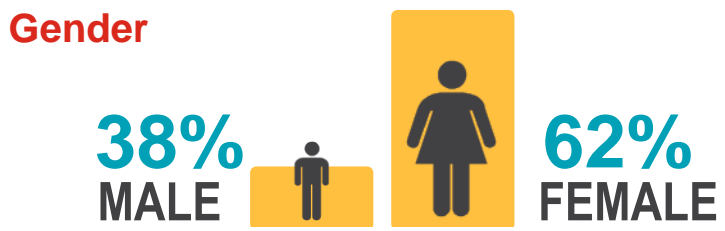


Delivering the best COUNTRY music to Ottawa-Gatineau featuring artists such as Black Shelton, Carrie Underwood, Luke Bryan, Little Big Town and many more!

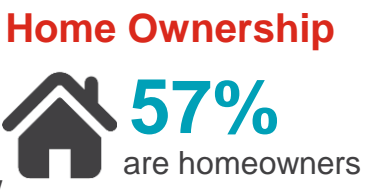
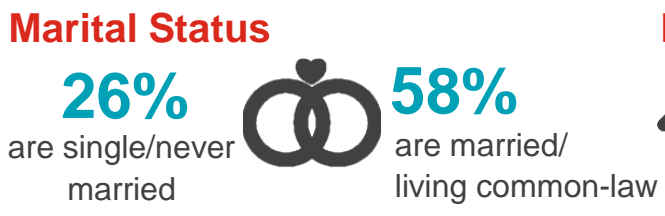
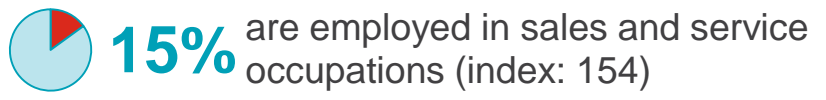
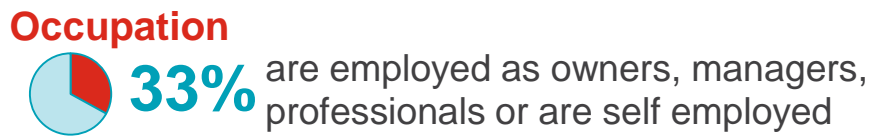
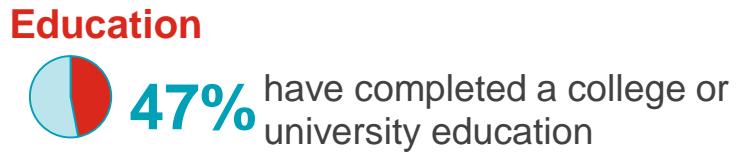
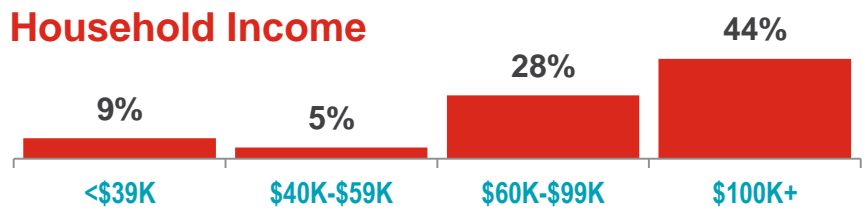


95,700 people 12+ in Ottawa-Gatineau tune into COUNTRY 101.1, on average, each week!

Demographic Profile



42% of COUNTRY 101.1 listeners are aged 25-54



1 Source: Micro+ Numeris Radio Diary, Ottawa-Gatineau Anglo CTRL Fall 2016 (Sept. 5 – Oct. 30, 2016). Base: P12+ Reach % Comp, Reach Plan Mo-Su 5a-1a. Tune in to CKBY-FM. Please note some profiles may not add up to 100% due to non-respondents. ICONS: FLATICONS.COM . *FC Cume. Banner courtesy of pexels.com.



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Consumer Profile

COUNTRY 101.1 listeners index above average in the following areas:

Restaurants (1+ time(s) in the past week)	INDEX
Family/Casual Style Restaurants	136
Burger Style Restaurants	116
Fast Food Restaurants	112
Retail Stores (visited in the Past 12 Months)	INDEX
Jewelry Stores	131
Toy Stores	114
Warehouse/Big Box Stores	110
Retail Spending	INDEX
\$500+ on Children's Clothing	120
Attendance (2+ times in Past 12 Months)	INDEX
Casino	147
Prof. Sporting Events/Racing/Air Shows	129
Zoo/Aquarium/Farms	124

Physical Activities – Sometimes/Regularly	INDEX
Riding Snowmobile/ATV	198
Fishing/Hunting	170
Power Boating/Sailing/Jet Skiing	165
Hockey/Ice Skating	131
Financials	INDEX
Have RRIF	162
Use a Tax Preparation service	127
Automotive	INDEX
Drive a Pick-Up-Truck Most Often	294
Drive a Domestic Vehicle Most Often	204
Drive <20,000 KMs Per Year	170

Radio – Activities On A Computer (past week)

12%

listen to radio via streaming or apps

24%

accessed a radio station website (index: 116)

Radio Listening – Yesterday & Past Week

83%

listened to radio yesterday (index: 132)

89%

listened to radio in the past week (index: 120)