

Station Profile

570 NEWS

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

61,000 people in Kitchener-Waterloo's CTRL area tune into 570 NEWS, on average, each week!

Demographic Profile

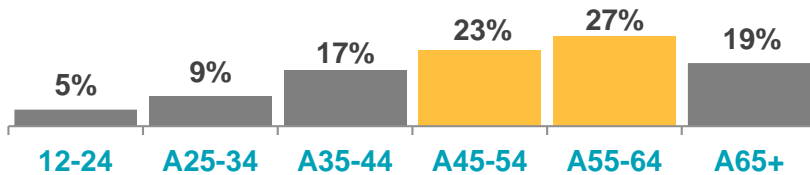
Gender

61%
MALE



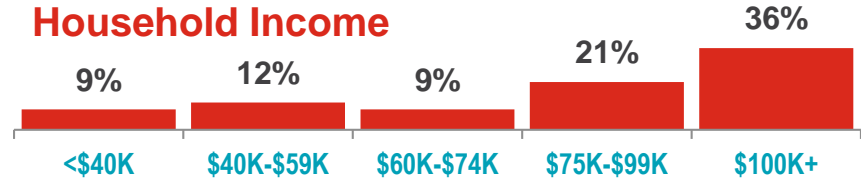
39%
FEMALE

Age

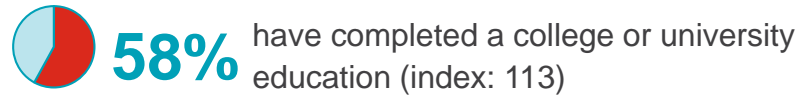


50% of 570 NEWS listeners are between 25 to 54 years of age (index: 162)

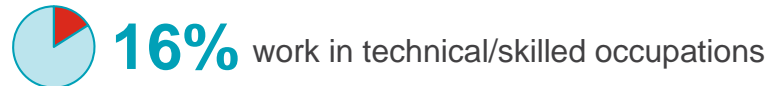
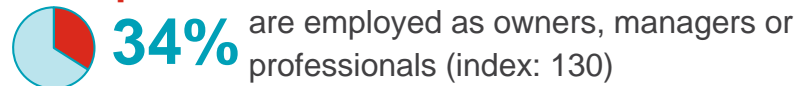
Household Income



Education



Occupation



Marital Status

16% are single/
never married



74% are married/
living common-law

Home Ownership



75% are homeowners
(index: 129)

Household Members



21% have children under 12
in the household
15% have teenagers in the household

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Consumer Profile

570 NEWS listeners index above average in the following areas:

Big Ticket Spending – past two years	INDEX
\$10,000+ on Home Improvements	184
\$30,000+ on a New Vehicle	177
Restaurants – 1+ times in the past month	INDEX
Chicken Style Restaurants	137
Fine Dining Style Restaurants	119
Burger Style Restaurants	113
Spending – Spent \$500+ Past Year	INDEX
Charitable Donations	158
Men's Clothing	146
Electronics	128

Activities – Sometimes/Regularly	INDEX
Cross Country Skiing/Snowshoeing	137
Golfing	124
Gardening	123
Bowling	112
Hockey/Ice Skating	111
Attendance – 2+ times Past 12 Months	INDEX
Prof. Sporting Events/Racing/Air Shows	156
Casinos	125
Financials (have/use)	INDEX
Financial Planner	126
Mutual Funds	124
Stocks/Bonds	123

Radio Listening



75%

are medium to heavy radio listeners (index: 127)

Radio – integral to daily life



85%

Listened to radio in the past week (index: 113)



72%

Listened to radio yesterday (index: 114)

