

# Station Profile



STAR 98.3 serves Hope, Chilliwack, Abbotsford, Mission and Aldergrove!  
 STAR 98.3 reaches over 37,000 people 12+ each week!\*



## Demographic Profile

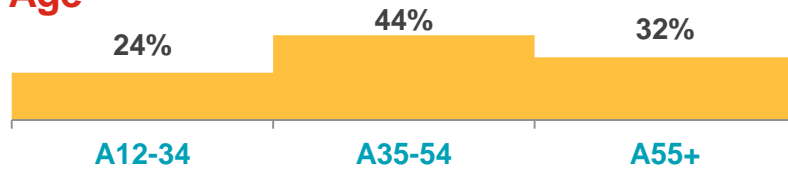
### Gender



### Education

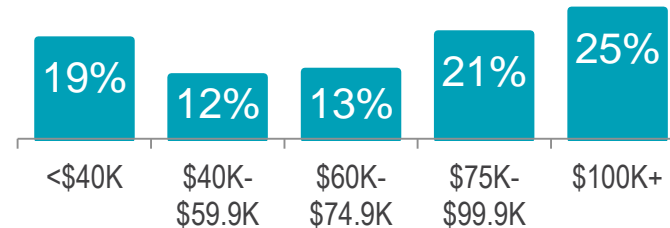
STAR 98.3 listeners are 33% more likely than the average person living in the Fraser Valley to have completed a college or other non-university certificate or diploma (index: 133).

### Age



**55%** OF STAR 98.3 LISTENERS are aged 25-54.

### Household Income



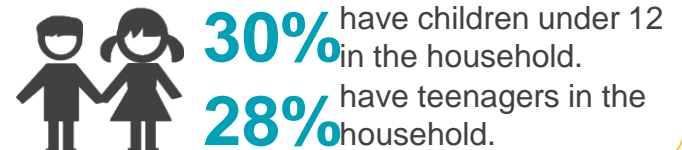
### Marital Status



### Home Ownership



### Household Members



Source: micro+ Numeris Radio Diary Fall 2015/Fall 2016. Numeris recommends a 2-survey trend. P12+ in Fraser Valley SG (9770) who listen to CKSRF+. Please note some profiles may not add up to 100% due to non-respondents. Icons: Freepik/Flaticon.



# Station Profile



## Consumer Profile

**STAR 98.3 listeners index above average in the following areas:**

RESTAURANT VISITS – 1+ TIMES/PAST MONTH	INDEX
Buffet restaurants	140
Bars/pubs	122
Burger restaurants	120
ACTIVITIES – 1+ TIMES/PAST YEAR	INDEX
Bars/Clubs	127
Local festivals	129
Consumer shows	128
SERVICES USED - PAST YEAR	INDEX
Cosmetic procedures	133
Manicure/pedicure	141

STORES SHOPPED - PAST YEAR	INDEX
Bed/Mattress stores	112
Carpet/Flooring stores	136
Garden/Craft stores	124
Toy Stores	124
SPENDING - PAST YEAR (any amount)	INDEX
Camera Equipment	122
Children's Clothing	125
Electronics	114
Furniture	120
Sporting Goods	116

TRAVEL - PAST YEAR	INDEX
Travelled for vacation in Canada (outside B.C.)	111
Travelled for vacation in B.C.	112
AUTOMOTIVE	INDEX
Purchased/leased new vehicle – past 2 years	145
Drive imported vehicle most often	113
INVESTMENTS/FINANCE	INDEX
Have overdraft protection	138
Have stocks/bonds	122
Have auto loan/financing	137
Have TFSA	125

### Radio Listening – Streaming/Apps – past week\*



**15%**

listen to radio with a mobile device.



**17%**

listen to radio on a computer

### Access Radio Station Websites – past week\*



**19%**

accessed a radio station website with a mobile device.



**24%**

accessed a radio station website via computer