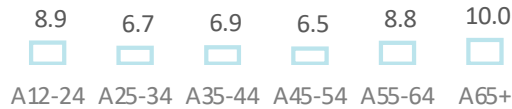


STATION BEHAVIOUR PROFILE

Approximately 48,000 people 12+ in Ottawa-Gatineau tune in to Country 92.3 each week!*



Age (AvWkCume(000))



42% of 101.1 Country listeners are aged 25-54

Gender



58% Female (index 115)

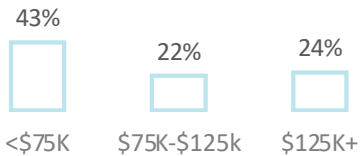
42% Male



18% have children under 12 in household

17% have teenagers in the household

Household Income (% Composition)



58% are homeowners

Marital Status



60% are married/living common-law (index: 106)

24% are single/never married

Audience Highlights

- 13% more likely to dine at family/casual restaurants one or more times in the past month compared to the average person in Ottawa-Gatineau (index: 113)
- 97% more likely to have spent \$40,000+ on a new vehicle in the past 2 years (index: 197)
- 13% more likely to have been on vacation to the Caribbean/Mexico/ Central America (index 113)
- Almost 10% more likely to have a Mutual Funds (index: 109)
- 32% more likely to have tuned in to radio, yesterday (index: 132)

Social Followers



11,499
Twitter Followers



6,259
Instagram Followers



86,423
Facebook Likes

Online Streams

67K

average monthly sessions

11K

average monthly unique visitors

Digital Visitors

53K

average monthly page views

11K

average monthly unique visitors

App Visitors

9K

average monthly page views

647

average monthly unique visitors

Source: micro+ - Numeris Radio Diary, Ottawa-Gatineau Anglo CTRL, Spring 2020. Base: P12+. *Based on CKBY-FM at 101.1 FM. Tune in to CKBY-FM Monday - Sunday 5a-1a. Icons: Freepik, Flaticon. Omniture & LeanStream: Jan-Apr 2020

