

Station Profile



395,800 people 12+ in Calgary tune into KiSS 95.9 on average each week!*

Demographic Profile

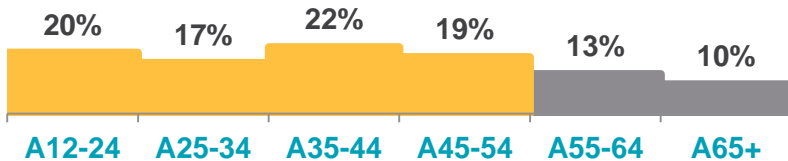
Gender

45%
MALE



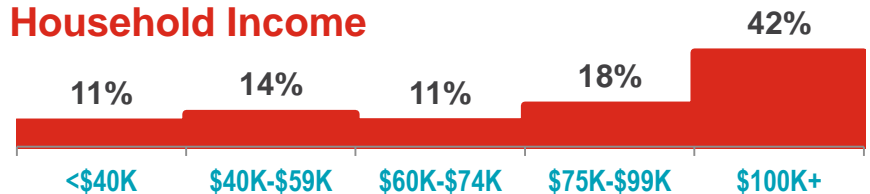
55%
FEMALE

Age

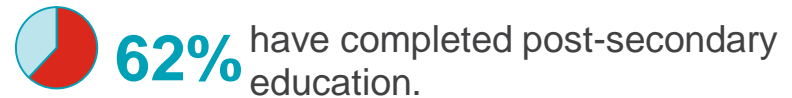


57% OF KiSS 95.9 LISTENERS are aged 25-54.

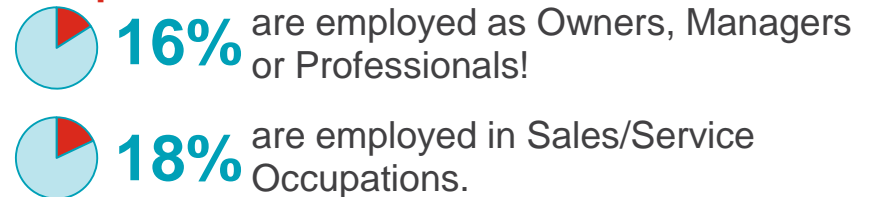
Household Income



Education



Occupation



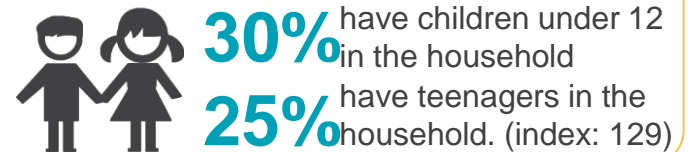
Marital Status



Home Ownership



Household Members



1 Source: InfoSys+ - Numeris Radio Meter Calgary CTRL R03 2017 May 29 2017 - Aug 27 2017. Base: P12+ Avg Weekly Cume (000) Reach Plan Mo-Su 5a-1a Tune in to CHFM-FM 15 minute minimum weekly exposure All data processed using maximum panel Please note some profiles may not add up to 100% due to non-respondents *Based on 1 minute reach condition. Icons: Freepik, Flaticon. Photo by Boga Rin.



Station Profile



Consumer Profile

KISS 95.9 listeners index above average in the following areas:

Spending – Past 12 Months	INDEX
Spent \$500+ on children's clothing	120
Spent \$500+ on women's clothing	112
Spent \$500+ on sporting goods	123
Spent \$1000+ on appliances	124
Finance/Investments	INDEX
Have RESPs	142
Have personal line of credit	110
Have mortgage	118
Restaurant Types – past month	INDEX
Bar/pub	110
Casual/family dining	112

Activities – Sometimes/Regularly	INDEX
Skiing/snowboarding	113
Hockey/ice skating	121
Hiking/camping	117
Activities – Past 4 months	INDEX
Sporting events	125
Home Improvements – Past 12 Months	INDEX
Spent \$10,000+	122
Travel – past year	INDEX
Travelled to U.S. – personal trip	119
Travelled to U.S. – business trip	114
Travelled outside Alberta (within Canada) – personal trip	110
Travelled outside U.S. and Canada – personal trip	116

Radio Listening – Streaming/Apps



17%

listen to radio with a mobile device.



14%

listen to radio on a computer

Access Radio by location – past 7 days



89%

accessed radio in a private vehicle



35%

accessed radio at work