

# Station Profile



234,300 people 12+ in Calgary tune into 660 News each week!\*

## Demographic Profile

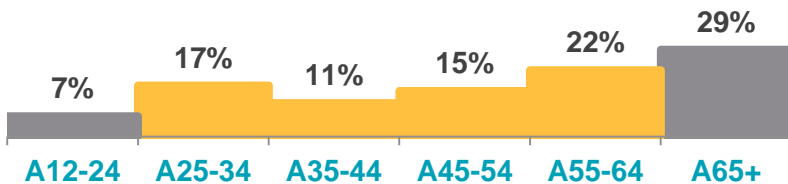
### Gender

**59%**  
MALE



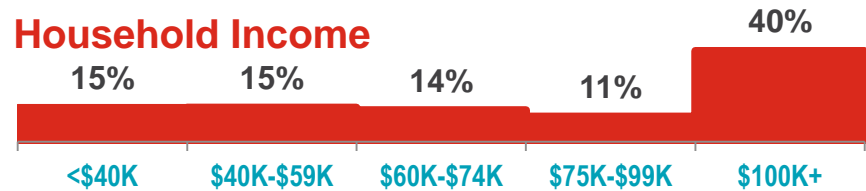
**41%**  
FEMALE

### Age



**65%** OF 660 News LISTENERS are aged 25-64.

### Household Income



### Education

**70%** have completed post-secondary education (index:117).

### Occupation

**28%** are employed as managers, professionals or are self-employed.

**14%** are employed in Sales/Service Occupations.

### Marital Status

**20%** are single/  
never married

**61%** are married/  
living common-law

### Home Ownership

**85%** are homeowners.

### Household Members

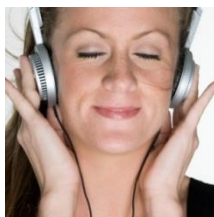
**13%** have children under 12 in the household.

**8%** have teenagers in the household.

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 CFFR 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.



# Station Profile



## Consumer Profile

660 News listeners index above average in the following areas:

Spending – Past 12 Months	INDEX
Spent \$500+ on men's clothing	163
Spent \$500+ on women's clothing	112
Spent \$500+ on sporting goods	180
Finance/Investments	INDEX
Hold Stocks/Mutual Funds	134
Have a personal line of credit	134
Hold RRSPs	119
Have term deposits/GICs	111
Activities – past 4 months	INDEX
Casino	116

Activities – Sometimes/Regularly	INDEX
Gardening	117
Fishing/hunting	113
Cross Country Skiing	146
Travel – past 12 months	INDEX
Business travel within Alberta	123
Business travel outside Alberta (within Canada)	114
Personal travel within U.S.	137
Business travel within U.S.	173
Automotive	INDEX
Oil change at auto dealership	118
Bought new vehicle – past 2 years	116

### Radio Listening – Streaming/Apps



15%

listen to radio with a mobile device.



12%

listen to radio on a computer

### Access Radio by location – past 7 days



89%

accessed radio in a private vehicle



34%

accessed radio at work