

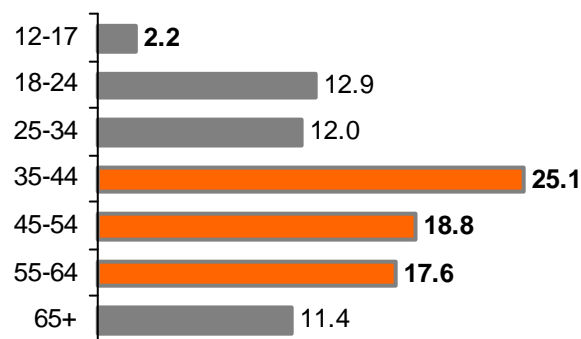
Station Profile – Fall 2014



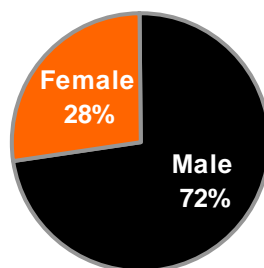
Call Letters: **CHAM**
 Dial Position: **820**
 Format: **Comedy**
 Market: **Hamilton**
www.funny820.com

Funny 820 reaches 161,100 listeners each week in it's full coverage area!
Funny 820 reaches 24,300 Hamilton listeners each week!

Age



Gender



Demographic Profile

Age/Gender: Adults 35-64: 62% (index 133)
 Male: 72% (index 149)
 Female: 28%

Education: Post-Secondary Education: 61%
 College Diploma: Index 130

HH Income: \$75,000+: 55% (index 123)
 \$125,000+: Index 129
 \$150,000+: Index 125

Household: Married: 62% (index 111)
 Children <12: 28% (index 152)

Occupation: Employed: 73% (index 122)
 Work Full-time: 57% (index 134)
 Executives/Managers/Professionals: 19%

Online Profile

Funny 820 Listeners Are Online Using Their Mobile Device:

- Using social networking sites – Index 108
- Banking – Index 115
- Streaming Radio – Index 117
- Research Products/Services – Index 106
- Enter Online Contest – Index 142



LISTEN LIVE!

Lifestyle Profile

Activities: Aerobics/workout, bike, garden, hike/camp, do yoga/Pilates, play hockey and golf
 Eat out at family, fast food, ethnic, bar/pub, fine dining restaurants and coffee/donut shops
 Go out to amusement parks, galleries/museums, casinos, consumer shows, theatre/opera, local festivals, the movies, sporting events

Home: Homeowners: 57%
 Home Improvement Spenders: 61%

Vacation: Vacationed/Past Year: 50%
 In USA: Index 110

Investments: RRSPs: 60% (index 124)
 RESPs: 33% (index 167)
 Mutual Funds: 55% (index 131)
 GICs/Term Deposits: Index 111