

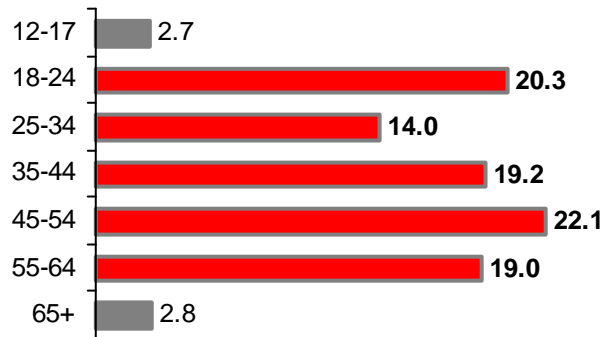
Station Profile – Fall 2014



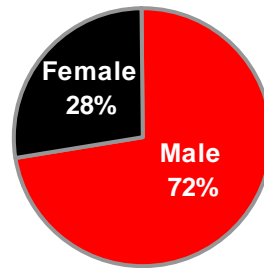
Call Letters: **CJAY FM**
 Dial Position: **92.1**
 Format: **Mainstream Rock**
 Market: **Calgary**
 www.cjay92.com

CJAY 92 reaches 351,000 people weekly in its full coverage area.
CJAY 92 reaches 272,600 Calgary listeners each week and 104,800 listeners are reached DAILY!

Age



Gender



Demographic Profile

Age/Gender: Adults 18-49: 76% (index 131)
 Male: 72% (index 143)
 Female: 28%

Education: Post-Secondary Education: 56%
 College/Trade School: Index 167

HH Income: \$60,000+: 62%
 \$75,000+: 38%
 \$125,000-\$149,999: Index 139

Household: Married: 49%
 Children <12: 27%

Occupation: Work Full-time: 83% (index 160)
 Middle Managers: Index 150; Self Employed: Index 122
 Trades: Index 268

Online Profile

CJAY 92 Listeners Are Online Using Their Mobile Device:

- Bank – Index 145
- Stream Radio – Index 155
- Download music – Index 173

CJAY92 Mobile App



Lifestyle Profile

Activities: Bike, garden, hike/camp, boat/sail/jet ski, snowmobile and play hockey
 Eat out at family restaurants: 72%, fast food restaurants: 81%, bar/pub restaurants: 51% (index 142), coffee donut shops: 83% (index 192), fine dining restaurants: 43% (index 162), order take out or delivery: 56%
 Go out to casinos: Index 210, sporting events: Index 190, concerts: Index 111

Home: Homeowners: 62%
 Home Improvement Spenders: 65%

Vacation: In Province: 68%
 In Canada Outside Province: 41%

Investments: RRSPs: 63% (index 124)