

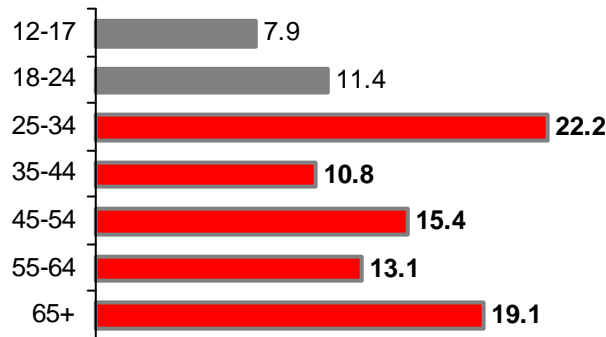
Station Profile – Fall 2014



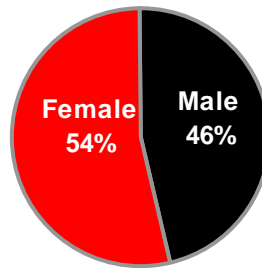
Call Letters: **CJBX FM**
 Dial Position: **92.7**
 Format: **Country**
 Market: **London**
 www.bx93.com

BX 93 reaches 158,600 people weekly in its full coverage area.
BX 93 reaches 81,600 London listeners each week!

Age



Gender



Demographic Profile

Age/Gender: Reaching Adults 25+
 Male: 46%
 Female: 54%

Education: Post-Secondary Education: 51%
 College Diploma: Index 108

HH Income: \$60,000+: 51%
 \$100,000-\$124,999: Index 124

Household: Married: 58%
 Teens In HH: 24% (index 123)

Occupation: Employed: 64%
 Work Full-time: 46%
 Executives/Managers/Professionals: 15%
 Technical, Trades, Self Employed, Sales & Service

Online Profile

BX93 Listeners Are On Their Mobile Device:

- Using social networking sites – Index 111
- Researching products & services – Index 110
- Streaming Radio – Index 135
- Accessing Radio station site – Index 135
- Entering online contests – Index 148



Lifestyle Profile

Activities: Aerobics/workout, bike, garden, hike/camp, jog, yoga/Pilates, play hockey, golf
 Eat out at family, fast food restaurants and coffee donut shops
 Go out to amusement parks, concerts, casinos, consumer shows, local festivals, the movies, nightclubs/bars

Home: Homeowners: 61% (index 107)
 Home Improvement Spenders: 56%
 Spend \$5,000-\$9,999: Index 119

Vacation: Vacationed/Past Year: 52%
 In USA: 26%

Investments: RRSPs: 46%
 RESPs: Index 115
 Mutual Funds: 43%
 Use a Will/Estate Planner: Index 118