

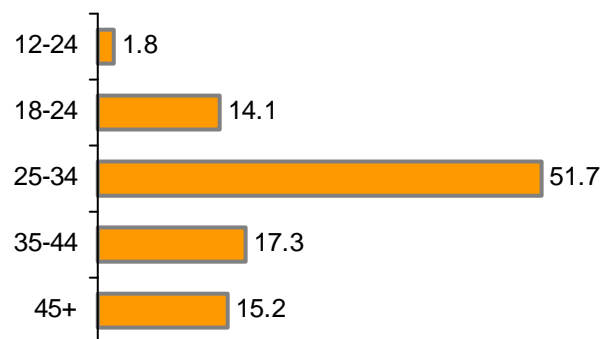
Station Profile – Fall 2014



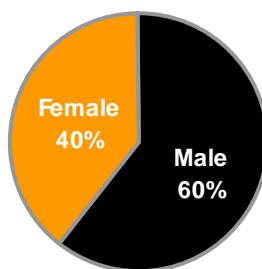
Call Letters: CKLC FM
Dial Position: 98.9
Format: **Classic Alternative**
Market: **Kingston**
www.989thedrive.com

The DRIVE reaches 22,000 listeners each week in it's full coverage area!
The DRIVE reaches 16,700 Kingston listeners each week!

Age



Gender



Demographic Profile

Age/Gender: Adults 18-44: 83% (index 200)
Adults 25-44: 69% (index 224)
Male: 60% (index 120)
Female: 40%

Education: Post-Secondary Education: 65%
College Diploma: Index 145

HH Income: \$60,000+: 65% - Index 126
\$125,000-\$149,999: Index 127

Household: Married: 63%
Children <12: 42% (index 186)

Occupation: Employed: 87%
Work Full-time: 71% - Index 171
Managers/Professionals: 35% - Index 180

Online Profile

The DRIVE Listeners Are Active On Their Mobile Device:

- Streaming Radio – Index 169
- Visiting Station Website – Index 208
- Researching Products/Services – Index 132
- Shopping – Index 116
- Banking – Index 152
- Social Networking - Index 144
- Entering online contests – Index 202



Lifestyle Profile

Activities: Working out, yoga/Pilates/martial arts, bike, hike/camp, jog, and play golf, hockey
Eat out at family / casual restaurants, fast food restaurants, bar/pub and ethnic restaurants
More likely to go out to casinos, art gallery/museum, movies, bars/clubs, sporting events, local festivals and concerts

Home: Homeowners: 58%
Home Improvement Spenders: 67%
Spend \$10,000-\$19,999: Index 181

Vacation: Vacationed/Past Year: 51%
To USA: 22%

Investments: RRSPs: 58% - Index 121
RESPs: Index 141
Mutual Funds: 40%