

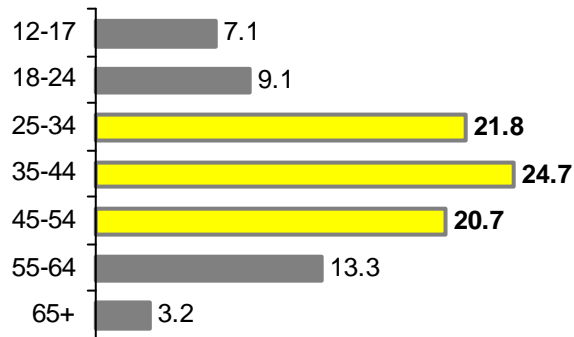
Station Profile – Fall 2014



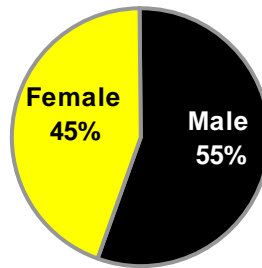
Call Letters: CKX FM
 Dial Position: 96.1
 Format: **Adult Pop Hits**
 Market: **Brandon**
 www.961bobfm.ca

96.1 BOB FM reaches 37,900 people weekly in its full coverage area.
96.1 BOB FM reaches 25,600 Brandon listeners each week!

Age



Gender



Demographic Profile

Age/Gender: Adults 25-54: 67% (index 139)
 Male: 55% (index 114)
 Female: 45%

Education: Post-Secondary Education: 54% (index 112)
 College/Trade School Diploma: Index 116

HH Income: \$60,000+: 61%
 \$100,000-\$125,000: Index 161

Household: Married: 65%
 Children <12: 26% (index 109)
 Teenagers: 26% (index 112)

Occupation: Employed: 81%
 Work Full-time: 66% (index 133)
 Executives/Managers/Professionals: 20% (index 114)

Online Profile

96.1 BOB FM Listeners Are Online:

- Visit social networking site – Index 109
- Banking - Index 112
- Stream Radio – Index 118
- Accessing Radio station site – Index 123
- Shopping – Index 115
- Researching products & services – Index 111



Lifestyle Profile

Activities: Aerobics/workout, bike, garden, hike/camp, jog, boat/sail, snowmobile, yoga/Pilates, play hockey and golf
 Eat out at family, fast food, ethnic, bar/pub restaurants and coffee donut shops
 Go out to amusement parks, galleries/museums, concerts, casinos, local festivals, the movies, nightclubs/bars, sporting events

Home: Homeowners: 67%
 Home Improvement Spenders: 64%
 Spend \$5,000-\$10,000: Index 108

Vacation: Vacationed/Past Year: 51%
 In USA: 29%
 In Europe: Index 110

Investments: RRSPs: 65% (index 119),
 Mutual Funds: 47% (index 107)
 Stocks/Bonds: 22% (index 106)



LISTEN LIVE