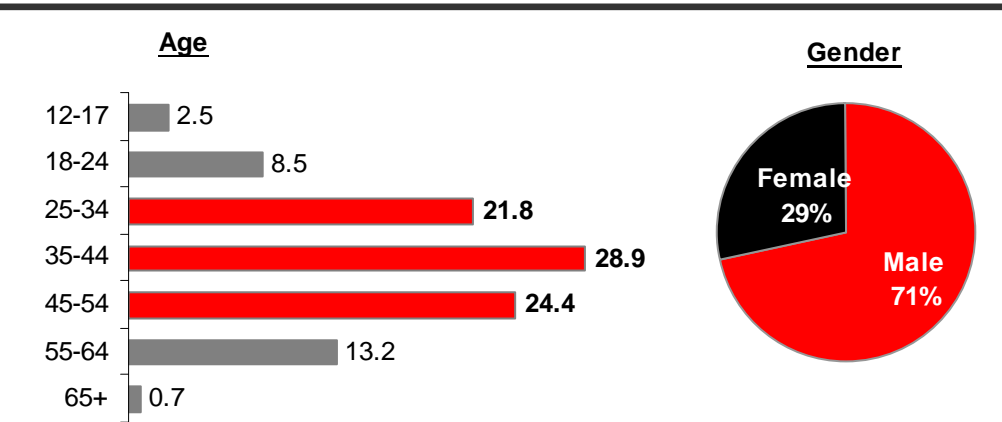


Station Profile – Fall 2014



Call Letters: **CFBR FM**
 Dial Position: **100.3**
 Format: **Mainstream Rock**
 Market: **Edmonton**
www.thebearrocks.com

The BEAR reaches 254,500 people weekly in its full coverage area.
 The BEAR reaches 208,900 Edmonton listeners each week and 80,000 listeners are reached DAILY!



Demographic Profile

Age/Gender: Adults 25-54: 75% (index 142)
 Male: 71% (index 141)
 Female: 29%

Education: Post-Secondary Education: 57%
 College/Trade School: Index 158

HH Income: \$100,000+: 43% (index 108)
 \$125,000+: Index 158
 \$150,000+: Index 151

Household: Married: 61% (index 119)
 Children <12: 24%

Occupation: Work Full-time: 86% (index 160)
 Middle Managers: Index 203
 Skilled Trades: Index 361; Self Employed: Index 123

Online Profile

The BEAR Listeners Are On-The-Go:

- Visit social networking site – Index 128
- Shop – Index 129
- Post Content – Index 165
- Download/use apps – Index 114



Lifestyle Profile

Activities: Bike, ski, hike/camp, garden, boat/sail, snowmobile, play hockey and golf
 Eat out at family restaurants: 78% (index 116), fast food restaurants: 79%, bar/pub restaurants: 37% (index 133), coffee donut shops: 82% (index 120), fine dining restaurants: 26% (index 108), order take out or delivery: 69% (index 122)
 Go out to the movies – 69% (index 136); casinos (index 106)

Home: Homeowners: 70%
 Home Improvement Spenders: 71%

Vacation: In Province: 72% (index 109)
 Outside Province Within Canada: 47% (index 124)

Investments: RRSPs: 62% (index 124)
 RESPs: 19%
 Stocks/Mutual Funds: 31%