

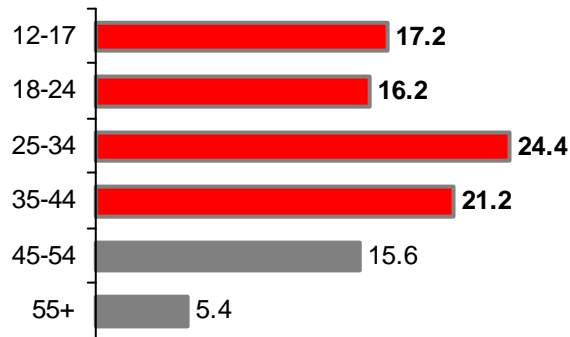
# Station Profile – Fall 2014



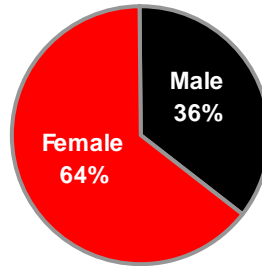
Call Letters: **CKMM FM**  
 Dial Position: **103.1**  
 Format: **CHR**  
 Market: **Winnipeg**  
[www.winnipeg.virginradio.ca](http://www.winnipeg.virginradio.ca)

**103.1 Virgin Radio reaches 184,500 listeners each week in it's full coverage area!**  
**103.1 Virgin Radio reaches 168,500 Winnipeg listeners each week!**

## Age



## Gender



## Demographic Profile

**Age/Gender:** Adults 12-44: 79% (index 151)  
 Adults 18-44: 62% (index 140)  
 Male: 36%  
 Female: 64% (index 127)

**Education:** Post-Secondary Education: 51%  
 Undergraduate/Post Graduate: 31%

**HH Income:** \$75,000+: 52% (index 118)  
 \$125,000+: Index 142

**Household:** Single: 44% (index 146); Married: 49%  
 Children <12: 27% (index 141); Teens: 39% (index 168)

**Occupation:** Employed: 72% (index 110)  
 Work Full-time: 54% (index 109)  
 Executives/Managers/Professionals: 24%

## Online Profile

### 103.1 Virgin Radio Listeners Are Using Their Mobile Device To:

- Research products/services – Index 126
- Use social networking sites - Index 138
- Bank - Index 134
- Shop - Index 131
- Stream Radio - Index 131
- Access Radio Station Site – Index 125



## Lifestyle Profile

**Activities:** Aerobics, yoga/Pilates, bike, garden, hike/camp, jog, downhill ski, powerboat/jet ski, play racquet sports and hockey  
 Eat out at family, fast food, ethnic, fine dining, bar/pub restaurants as well as coffee donut shops  
 Go out to: amusement parks, galleries/museums, concerts, local festivals, theatre/opera, the movies, bars/clubs and sporting events

**Home:** Homeowners: 51%  
 Home Improvement Spenders/Past 2 Years: 55%

**Vacation:** Vacationed/Past Year: 67% (index 107)  
 To USA: 39% (index 107)

**Investments:** RRSPs: 45%  
 RESPs: 29% (index 130)  
 Mutual Funds: 34%