

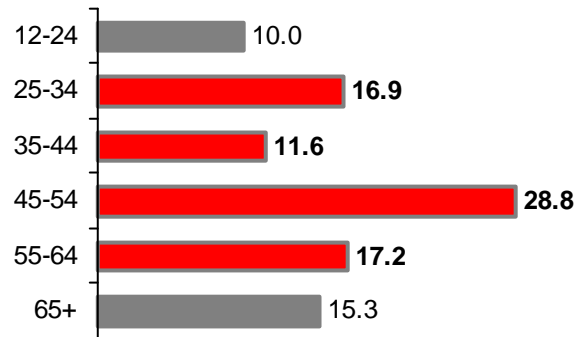
Station Profile – Fall 2014



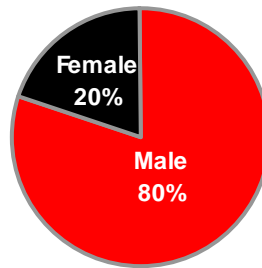
Call Letters: **CFRW**
 Dial Position: **1290**
 Format: **Sports Talk**
 Market: **Winnipeg**
www.tsn.ca/winnipeg

TSN Radio 1290 reaches 58,800 listeners each week in it's full coverage area!
TSN Radio 1290 reaches 47,900 Winnipeg listeners each week!

Age



Gender



Demographic Profile

Age/Gender: Adults 25-64: 75% (index 118)
 Male: 80% (index 162)
 Female: 20%

Education: Post-Secondary Education: 62% (Index 111)
 Undergraduate/Post Graduate Degree: Index 126

HH Income: \$75,000+: 54% (index 123)
 \$125,000+: Index 136

Household: Married: 74% (index 127)
 Children <12: 23% (index 121)

Occupation: Employed: 74% (index 114)
 Work Full-time: 64% (index 129)
 Executives/Managers/Professionals: 35% (index 141)

Online Profile

TSN Radio 1290 Attracts Listeners Who Are Online:

- Researching products/services – Index 114
- Using social networking sites – Index 104
- Banking – Index 107
- Shopping – Index 114
- Streaming Radio - Index 116
- Accessing Radio station website on mobile device – Index 138



Lifestyle Profile

Activities: Aerobics/workout, bike, garden, jog, racquet sports, play hockey and golf
 Eat out at family, fast food, ethnic, fine dining, bar/pub restaurants as well as coffee donut shops
 Go out to: amusement parks, casinos, concerts, local festivals, theatre/opera, the movies, consumer shows, bars/clubs and sporting events

Home: Homeowners: 83% (index 136)
 Home Improvement Spenders/Past 2 Years: 80% (index 132)
 Spent \$10,000+: Index 126

Vacation: Vacationed/Past Year: 72% (index 115)
 To USA: 54% (index 146)
 Caribbean/Mexico: Index 160

Investments: RRSPs: 73% (index 137), RESPs: 29% (index 129)
 Stocks/Bonds 35% (index 149)
 Mutual Funds: 63% (index 151)
 GICs/Term Deposits: 40% (index 130)