

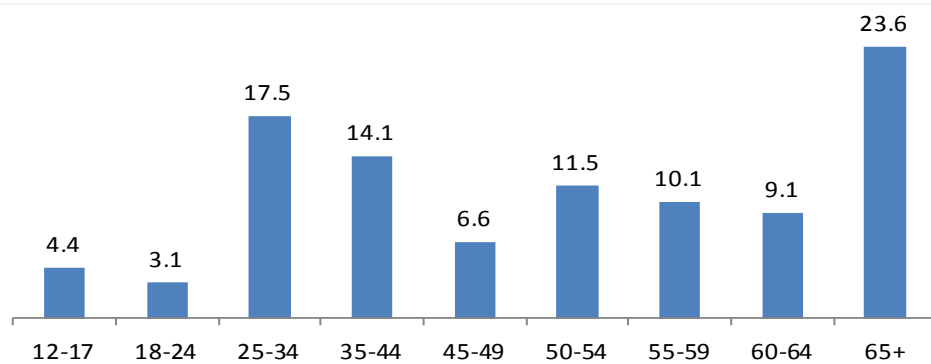
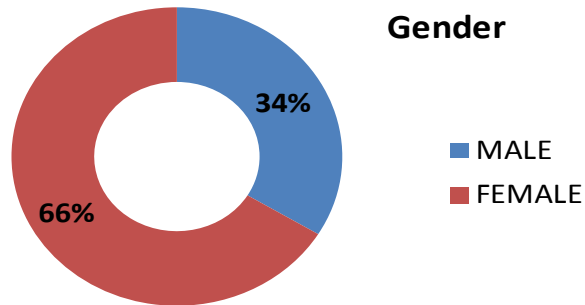
Station Profile - Fall 2018

Call Letters
Dial Position
Format
Market
URL

CILKF+
101.5
AC
Kelowna
<http://www.iheartradio.ca/ez-rock/ez-rock-kelowna>



Full Coverage Reach: 27,600
Central Weekly Reach: 25,000



Demographic Profile

		Comp %	Index
Age/Gender:	Adults 50+	54	111
	Male	34	69
	Female	66	130
Education:	Post Secondary	69	112
HHI Income:	\$75,000+	34	
	\$100,000+	24	
Household:	Married	65	111
	Children <12	19	146
	2 Person HH	39	103
Occupation:	Employed	63	103
	Work Full-time	47	100
	EMPs	30	125

Lifestyle Profile

		Comp %	Index
Home	Owners	68	107
	Improvement Spenders	71	112
Automotive	Purchased/Past 2 Years	15	
Vacations	In Province	52	109
	To USA	30	102
Investments	RRSPs	56	105
	RESPs	23	111
	Term Deposits/GICs	34	122
	Mutual Funds	45	104
	Stocks/Bonds	29	102

Online Profile

On Mobile:	Comp %	Index
Social Networking	50	109
Banking	44	98
Shopping	33	123
Access Radio Station Site	23	134
Stream Radio	17	109