

# Station Profile - Fall 2018

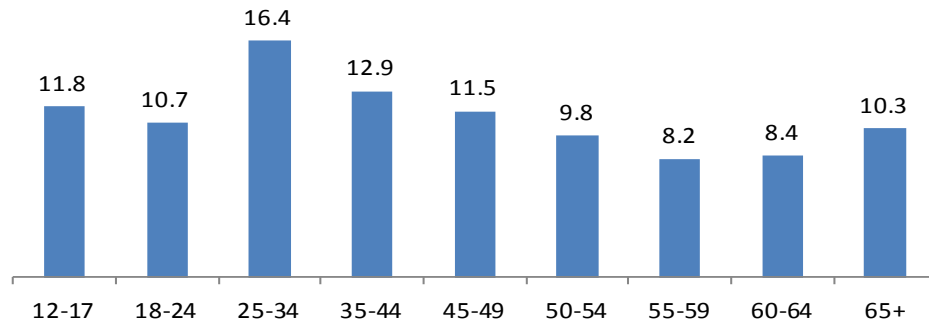
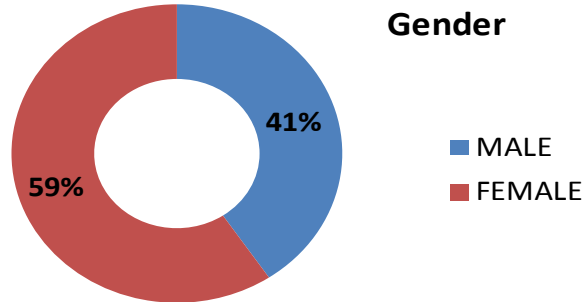
Call Letters  
Dial Position  
Format  
Market  
URL

**CJMGFM**  
**97.1**  
**CHR/Top 40**  
**Penticton**  
<http://www.iheartradio.ca/sun-fm/97-1-sun-fm>



Full Coverage Reach:  
Central Weekly Reach:

**24,200**  
**21,300**



## Demographic Profile

		Comp %	Index
Age/Gender:	Adults 25-64	67	128
	Male	41	85
	Female	59	114
Education:	Post Secondary	52	93
HHI Income:	\$60,000+	59	114
	\$75,000+	50	131
	Household:	Married	56
	Children <12	21	119
	3+ Person HH	65	161
Occupation:	Employed	69	132
	Work Full-time	47	130
	EMPs	15	97

## Lifestyle Profile

		Comp %	Index
Home	Owners	55	79
	Improvement Spenders	57	85
Automotive	Purchased/Past 2 Years	18	112
	Purchased New/Past 2 Years	15	139
Vacations	In Province	59	108
	To USA	35	111
Investments	RRSPs	47	93
	RESPs	23	120
	Term Deposits/GICs	23	76
	Mutual Funds	37	92

## Online Profile

On Mobile:	Comp %	Index
Social Networking	64	157
Banking	45	133
Shopping	38	163
Access Radio Station Site	30	178
Streaming Radio	24	165