

Station Profile - Fall 2018

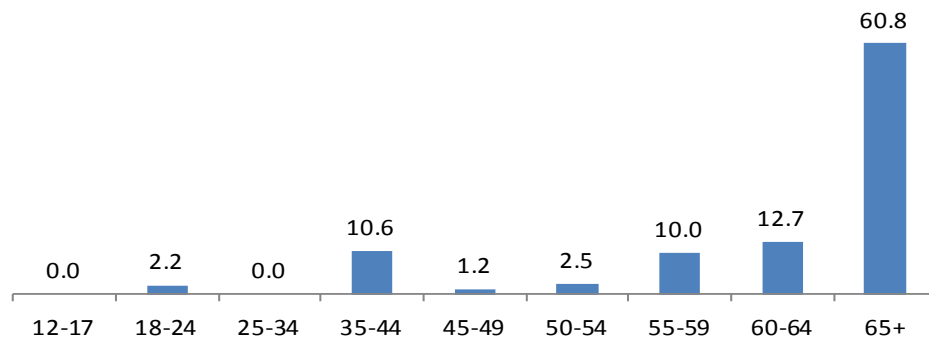
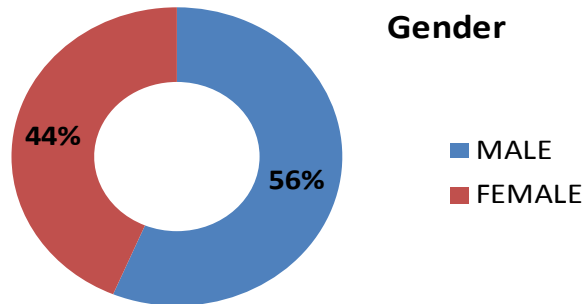
Call Letters
Dial Position
Format
Market
URL

CKFR
1150
News/Talk/Sports
Kelowna

<http://www.iheartradio.ca/am-1150>



Full Coverage Reach: **19,900**
Central Weekly Reach: **18,400**



Demographic Profile

		Comp %	Index
Age/Gender:	Adults 55+	84	202
	Male	56	115
	Female	44	86
Education:	Post Secondary	53	86
HHI Income:	\$60,000+	53	92
	\$75,000+	41	83
Household:	Married	73	124
	2 Person HH	55	143
Occupation:	Employed	37	59
	Work Full-time	28	60
	Self Employed	6	112

Lifestyle Profile

		Comp %	Index
Home	Owners	86	135
	Improvement Spenders	76	121
Automotive	Purchased/Past 2 Years	22	106
	Purchased Used/Past 2 Years	13	128
Vacations	In Province	58	121
	To USA	34	119
Investments	RRSPs	59	110
	Stocks/Bonds	38	135
	Term Deposits/GICs	38	136
	Mutual Funds	61	141

Online Profile

On Computer:	Comp %	Index
Social Networking	37	113
Banking	39	
Shopping	27	