

# Station Profile - Fall 2018

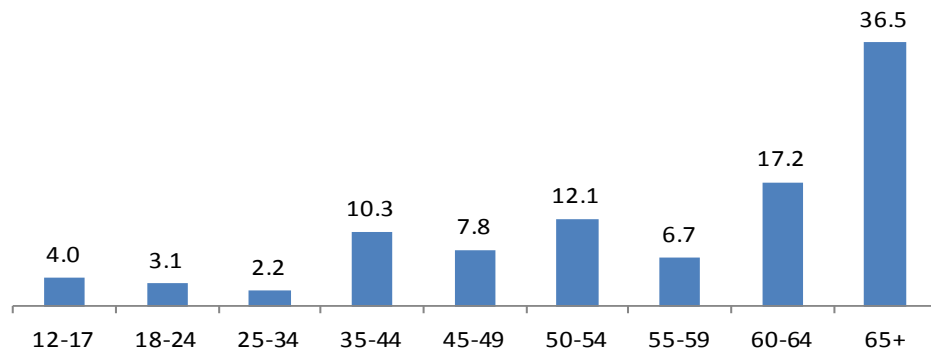
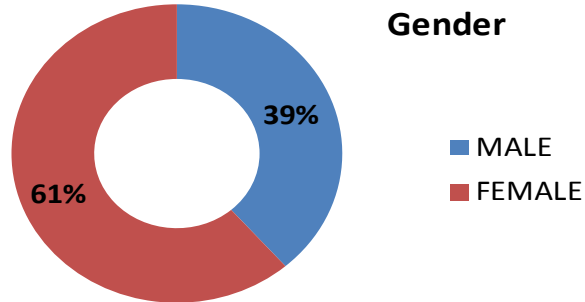
Call Letters  
Dial Position  
Format  
Market  
URL

**CKOR+**  
**800**  
**AC**  
**Penticton**

<http://www.iheartradio.ca/ez-rock/ez-rock-penticton>



Full Coverage Reach: **16,100**  
Central Weekly Reach: **14,200**



## Demographic Profile

		Comp %	Index
Age/Gender:	Adults 25-64	56	107
	Male	39	81
	Female	61	117
Education:	Post Secondary	57	103
HHI Income:	\$60,000+	42	
	\$75,000+	33	
Household:	Married	66	109
	2 Person HH	51	117
Occupation:	Employed	48	
	Work Full-time	30	
	EMPs	10	

## Lifestyle Profile

		Comp %	Index
Home	Owners	78	111
	Improvement Spenders	74	111
Automotive	Purchased/Past 2 Years	15	
	Purchased New/Past 2 Years	11	102
Vacations	In Province	56	102
	To USA	33	106
Investments	RRSPs	58	116
	Term Deposits/GICs	32	107
	Mutual Funds	43	107
	Stocks/Bonds	33	120

## Online Profile

	Comp %	Index
On Mobile:		
Social Networking	39	96
Banking	31	
Shopping	24	104
Access Radio Station Site	19	115
Streaming Radio	15	101