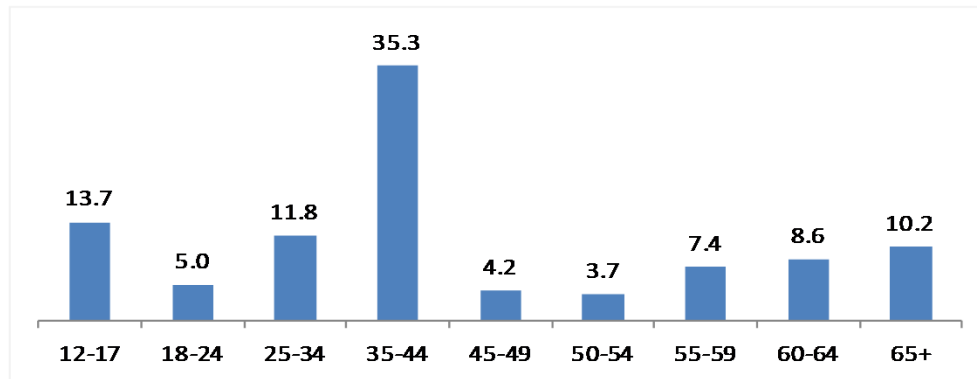
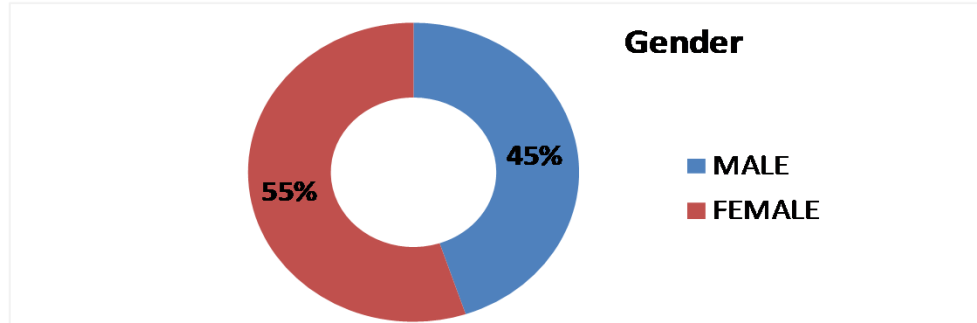


Station Profile - Fall 2016

Call Letters **CICFFM**
Dial Position **105.7**
Format **CHR/Top 40**
Market **Vernon**
URL <http://www.iheartradio.ca/sun-fm/105-7-sun-fm/>



Full Coverage Reach: **25,600**
Average Weekly Reach: **17,300**



Demographic Profile

		Comp %	Index
Age/Gender:	Adults 25-64	71	126
	Male	45	92
	Female	55	108
Education:	Post Secondary	53	99
HHI Income:	\$75,000+	57	148
	\$100,000+	31	169
	Household:	Married	61
Household:	Children <12	37	207
	3+ Person HH	58	148
	Occupation:	Employed	72
Occupation:	Work Full-time	45	144
	EMPs	18	126

Lifestyle Profile

		Comp %	Index
Home	Owners	65	97
	Improvement Spenders	56	92
Automotive	Purchased/Past 2 Years	20	108
	Purchased New/Past 2 Years	14	117
Vacations	In Province	47	106
	To USA	28	126
Investments	RRSPs	57	103
	RESPs	35	154
	Term Deposits/GICs	29	90
	Mutual Funds	41	85
Top Physical Activities	Workout, Bike, Hike/Camp		
Top Leisure Activities	The Movies, Parks, Zoos/Aquariums		
Top Restaurant Types	Family, Fast Food, Coffee/Donut Shop		

Online Profile

On Mobile:	Comp %	Index
Social Networking	49	153
Banking	36	133
Shopping	21	146
Access Radio Station Site	13	126
Streaming Radio	16	133