

Station Profile - Fall 2017

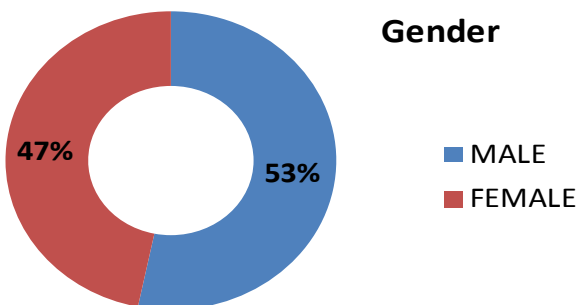
Call Letters
Dial Position
Format
Market
URL

CKFR
1150
News/Talk/Sports
Kelowna

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

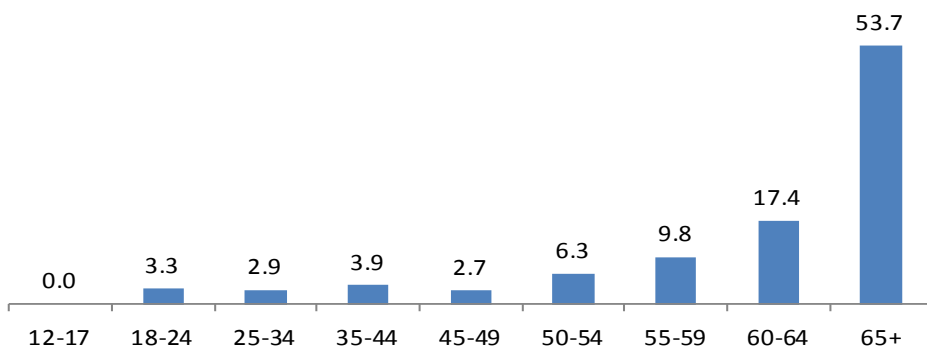


Full Coverage Reach: **23,600**
Central Weekly Reach: **22,500**



Demographic Profile

		Comp %	Index
Age/Gender:	Adults 55+	81	197
	Male	53	109
	Female	47	92
Education:	Post Secondary	57	94
HHI Income:	\$60,000+	49	85
	\$75,000+	40	85
Household:	Married	67	112
	2 Person HH	60	155
Occupation:	Employed	37	62
	Work Full-time	26	59
	Self Employed	7	119



Lifestyle Profile

		Comp %	Index
Home	Owners	78	127
	Improvement Spenders	69	113
Automotive	Purchased/Past 2 Years	17	86
	Purchased New/Past 2 Years	13	128
Vacations	In Province	50	99
	To USA	38	137
Investments	RRSPs	47	91
	Stocks/Bonds	36	145
	Term Deposits/GICs	33	110
	Mutual Funds	60	129

Online Profile

On Computer:	Comp %	Index
Social Networking	22	
Banking	45	109
Shopping	27	
Access Radio Station Site	23	134