



# British Columbia's Adult Contemporary RADIO Network MORE MUSIC VARIETY

**EZ ROCK** is designed to specifically target the 35-54 audience. The music played appeals to this demographic as it addresses the listener's "musical memory" with songs they've grown to love and turn up when they hear them.

With an emphasis on late 70's and 80's music right through today, every song heard on EZ Rock is instantly familiar.

Content on the station is targeted at families, lifestyle and music within that demographic.



**KELOWNA – SUMMERLAND – PENTICTON – OSOYOOS – SALMON ARM – REVELSTOKE  
GOLDEN – KOOTENAY/BOUNDARY – TERRACE – KITIMAT – PRINCE RUPERT – INVERMERE**

## ADULT CONTEMPORARY RADIO FORMAT

Weekly Reach Profile Index to Population 18+  
BBM DIARY FALL 2011 – BC SOUTH REGION

**31% of Females 18+ are reached weekly.  
26% Market Share of RADIO Tuning.**

Female Head of Household: Index 114  
(Index 100 baseline: 14% higher likelihood)  
Adults 35-54 (117) / 1-2 Kids 7-11 (112)  
Principal Grocery Shopper (107)

HH Income \$50,000-\$75,000 (133) /  
\$125,000-\$150,000 (119)

Occupation Administrative (143) > 30% RADIO Tuning At Work (38% higher than average)  
Home Owners (110) / Home Improvement \$5,000+ Past Year (116)  
SUV Drivers (113) / Most recent vehicle purchased 'New' (116)

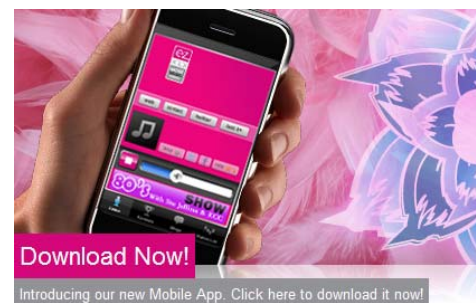
**83% Listened to RADIO yesterday (114) 'Heavy' Radio Tuning (140)**



## ADULT CONTEMPORARY

*Indexed to Canadians 15+ in urban markets; those who are AC Listeners are more likely to be categorized in the following value segments:*

CONFIDENCE IN ADVERTISING	136
NEED FOR STATUS RECOGNITION	124
CONCERN FOR APPEARANCE	124
RITUAL	123
IMPORTANCE OF BRAND	122
INTROSPECTION & EMPATHY	120
MEANING OF LIFE = POSSESSSIONS	120
INTUITIVE POTENTIAL	117
NETWORKING	117
SPIRITUAL QUEST	115
BELONGING TO GLOBAL VILLAGE	115
SEARCH FOR ROOTS	113
ENTHUSIASM FOR TECHNOLOGY	112



### BBM-RTS FALL 2011 STUDY

Index to all BC Adults 18+

**Adult Contemporary Weekly Listeners**

#### LIFE EVENTS HAPPENED PAST 2 YEARS:

- Got Married (128) / Divorced (114)
- Child Born-Adopted (112) / Grandchild (119)
- Retire (132)
- Adult Child Leaves Home (139)
- Parent–Retirement/Nursing Home (146)
- Made Last Mortgage Payment (140)

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Typical Adult Contemporary Listeners 18+  
Compared to general BC Adult Population (Index 100):

36% have been motivated by RADIO Advertising  
to visit a store – Index 111.

**30% higher than average strongly agree:**  
*“Advertising is an important source of  
information to me’.*

**Brand Ambassadors: 71% offer recommendations of products/services to other people.**

AC Listeners are 22% more likely to agree that **“Information about products & services I  
might like to try or buy, is an important RADIO attribute.”**

‘Being part of my day at work’ is an important attribute for 34% of listeners (Index 122).  
**At Work RADIO Tuning – Index 129**

**21% Strong Agree: ‘I value companies who  
give back to the community’ – Index 131**



**RADIO Program Types Regularly:**  
Special Music Programs (124)  
Community News & Local Events (112)

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## Sold on print? Extend the reach to an engaged audience...

According to the BBM-RTS Fall 2011 Study, 46% of Adult Contemporary Listeners reached in the average week *occasionally or frequently look for advertising* when reading daily newspaper; compared to 35% of the BC Population. That is if the print advertisement stands out...

**44% read selected pages/sections and skim through the rest.**

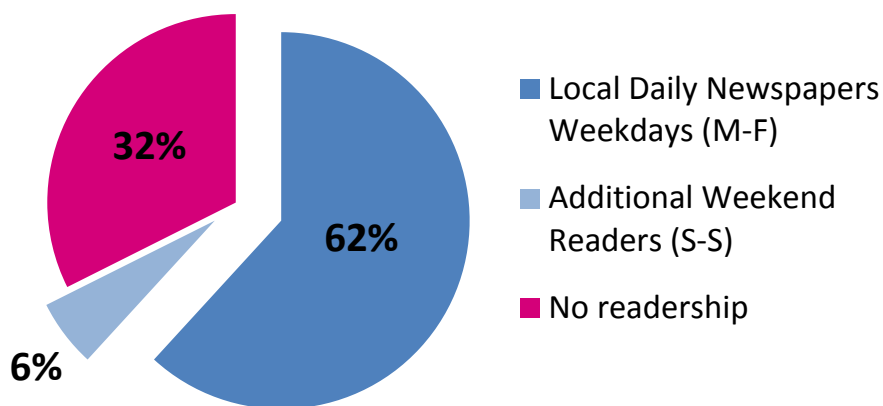


## BBM Fall 2010 Diary Survey – BC South 18+ Profile of the AC RADIO Format Audience –

Of the half a million residents 18+ in this region, one third are reached by AC RADIO Format in an average week; 38% of these listeners did read a daily newspaper yesterday... **84% tuned to RADIO yesterday (116).**

They are **25% more likely to regularly use flyers** inserted into daily newspapers. 31% of BC Adults who never use newspaper flyers are reached weekly.

## Adult Contemporary RADIO Listeners Daily Newspapers Readership - BC 18+



*59% of AC Listeners 'Never' Read Any Issues of the local daily newspapers weekend editions.*

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Why it makes sense for **'Financial Services Companies'**  
to target EZ Rock Listeners...

**2/3** of Adult Contemporary RADIO Listeners

'Take care of money & bill matters in their household'  
Index 114 to the population to reach HH Money Managers.

*50% Use a Debit Card for purchases at least once a week (107).*



**Credit Cards** – EZ ROCK Listeners are more likely to have a variety of options

American Express (121), MasterCard (111), VISA (102), Department Stores (107)  
Travel & Entertainment (125), Gas Service Cards (129)

In the past week - 30% Collected Loyalty Points for 'Airline Frequent Flyer Programs' (114).

## Type of Financial Institution Used for Investments

*Index greater than 100 indicates a higher propensity to reach  
BC Adults who invest with this type of financial institution:*

- 49% - Bank (97)
- 24% - Financial Planner (100)
- 19% - **Credit Union (110)**
- 14% - **Mutual Fund Company (115)**
- 12% - **Full Service Investment Broker (117)**
- 7% - **Insurance Company (118)**
- 5% - **Trust Company (128)**

**AC Listeners are more likely to  
have these Financial Services:**

- Automobile Loan (106)
- Private Life Insurance (106)
- Banking Services Package (112)
- Investment Real Estate (116)
- Canada Savings Bonds (123)
- Will/Estate Planning (125)
- RSP Loan (133)

**75% Agree: 'Family life and having children  
are most important to me' – Index 111**