



# A Snapshot of the 105.1 The River listener

www.105theriver.ca

## RADIO habits of the 105.1 The River Listener

70%

fall in to the medium to heavy radio listening quintiles

92%

listened to radio in the past week (index: 119)

87%

listened to radio, yesterday (index: 135)

### Access to radio via...

25%

a television service

38%

the internet

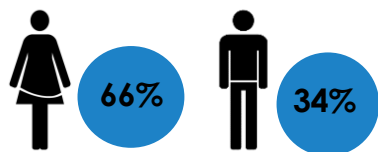
44%

a mobile device (index: 111)



105.1 The River plays the best Hot Adult Contemporary featuring artists such as Taylor Swift, Maroon 5, Ariana Grande, Pink, Imagine Dragons, Rihanna and many more.

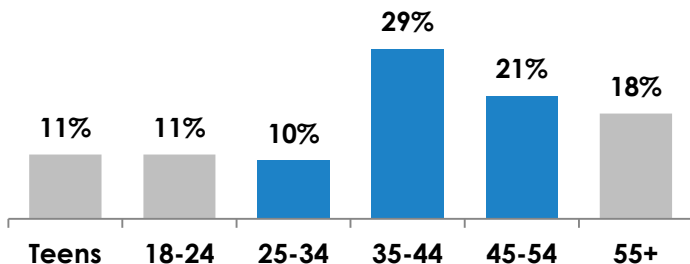
## CJED-FM Demographics



Market Population: **406,074**

### Age

60% of the 105.1 The River audience falls into the to 25 to 54 age group (index: 145)



### Household Income

33% of 105.1 The River listeners earn a household income of \$100,000 or more per year (index: 114)



- 64% are married or living in a common law relationship (index: 113)
- 28% are single or have never married



- 30% have children under the age of 12 years of age in the household (index: 164)
- 28% have teenagers (index: 169)



- 62% have completed a college or university education (index: 122)



- 84% are employed with 63% working full-time (30+ hours/week)
- 34% are working as managers, owners, professionals, executives or are self-employed (index: 153)
- 24% are working in sales & service occupations (index: 185)



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CJED-FM listeners index above average in the following areas.

Example: **105.1 The River** listeners are **53%** more likely to enjoy cycling compared to the average person in St. Catharines-Niagara, indexing at **153**.

 <b>DINING OUT</b> 1+ TIMES/PAST MONTH	INDEX
Family/casual style restaurants	<b>141</b>
Sub/sandwich shops	<b>136</b>
Pizza style restaurants	<b>124</b>

 <b>ENTERTAINMENT ATTENDANCE</b> 2+ TIMES/PAST YEAR	INDEX
Zoos/aquariums/farms	<b>160</b>
National/provincial parks	<b>143</b>
Movie theatre	<b>138</b>
Historical sites	<b>132</b>
Live theatre/ballet/opera/art gall./museum	<b>121</b>
Casinos	<b>110</b>

 <b>SPORTS/ACTIVITIES</b> SOMETIMES/REGULARLY	INDEX
Cycling	<b>153</b>
Power boating/sailing/jet skiing	<b>140</b>
Yoga/Pilates/martial arts	<b>135</b>
Jogging/running	<b>132</b>
Hiking/camping	<b>130</b>
Gardening	<b>121</b>

 <b>INVESTMENTS/FINANCES</b> HAVE/USE	INDEX
RESP	<b>171</b>
Mortgage	<b>156</b>
GIC/term deposits/gov't savings bonds	<b>124</b>

 <b>STORES VISITED</b> PAST YEAR	INDEX
Toy stores	<b>178</b>
Pet stores	<b>145</b>
Office supply stores	<b>121</b>
Shoe stores	<b>116</b>
Book stores (incl. downloads)	<b>115</b>

 <b>STORE TYPES SHOPPED</b> SPENT \$500+/PAST YEAR	INDEX
Large appliances	<b>133</b>
Women's clothing	<b>131</b>
Furniture	<b>121</b>
Men's clothing	<b>114</b>
On-line goods & services	<b>110</b>