

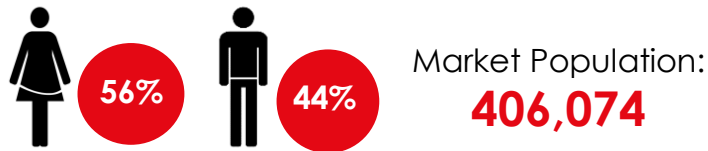


A Snapshot of the 101.1 More FM

www.101morefm.ca

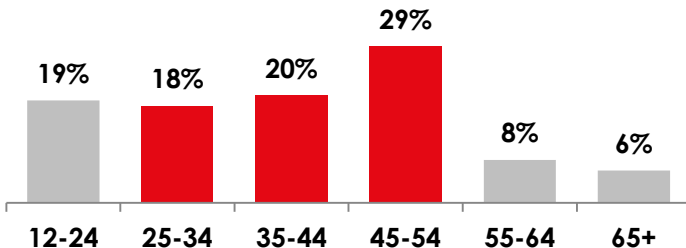
101.1 MORE FM is St. Catharines-Niagara & Fort Erie's radio station that plays the best songs from the 70's, 80's & 90's from Bon Jovi, The Eagles, Bryan Adams, Fleetwood Mac, Aerosmith and many more!

CFLZ-FM Demographics



Age

67% of the **101.1 MORE FM** audience falls into the 25 to 54 age group (index: 162)



Household Income

33% of **101.1 MORE FM** listeners earn a household income of \$100,000 or more per year (index: 113)



- 53% are married or living in a common law relationship
- 37% are single or have never married (index: 139)



- 21% have children under the age of 12 years in the household (index: 113)



- 63% have completed a college or university education (index: 125)



- 78% are employed, while 56% work full-time (30+ hours/week)
- 25% are working as managers, owners, professionals, executives or are self-employed (index: 112)
- 27% are working in sales and service occupations (index: 214)

RADIO

habits of the
101.1 MORE FM Listener

85%

fall in to the medium to heavy radio listening quintiles (index: 130)

89%

listened to radio in the past week (index: 115)

78%

listened to radio yesterday (index: 121)

Access to radio via...

55%

a television service (index: 126)

56%

the internet (index: 131)

50%

a mobile device (index: 127)











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

Example: **101.1 MORE FM** listeners are **71%** more likely to have eaten out at a fast casual restaurant in the past month compared to the average person in St. Catharines-Niagara, indexing at **171**.

 DINING OUT 1+ TIMES/PAST MONTH	INDEX	 SPORTS/ACTIVITIES SOMETIMES/REGULARLY	INDEX	 STORE TYPES SHOPPED SPENT \$1+/PAST YEAR	INDEX
Ethnic style restaurants	186	Jogging/running	167	Small appliances	157
Fast casual style restaurants	171	Bowling	158	Video systems/games	150
Burger restaurants	148	Riding snowmobile/ATV	148	Large appliances	145
Fine dining style restaurants	128	Golfing	140	Electronics	143
Pizza style restaurants	125			Furniture	126
Buffet style restaurants	114			On-line goods & services	125
		 INVESTMENTS/FINANCES HAVE/USE	INDEX	Women's clothing	121
		Stocks/bonds	153	Computer equip./accessories & software	121
		RESP	178		
		GIC/term deposit/gov't savings bonds	126		
 ENTERTAINMENT ATTENDANCE 2+ TIMES/PAST YEAR	INDEX	 STORES VISITED PAST YEAR	INDEX		
Local festivals	190	Music/video stores (incl. downloads)	154		
Casinos	188				
Historical sites	178				
Movie theatre	151				



Source: micro+ Numeris Radio Diary, Spring 2019 (March 4 – April 28, 2019). P12+, CFLZ-FM; St. Cath/Niagara, Mo-Su 5a-1a. Please note some profiles may not add up to 100% due to non-respondents. Icons: Freepik/Flaticon.