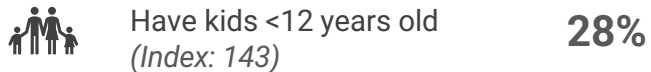
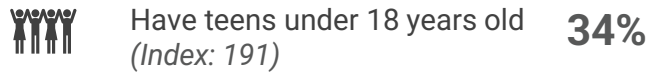
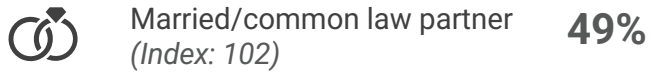




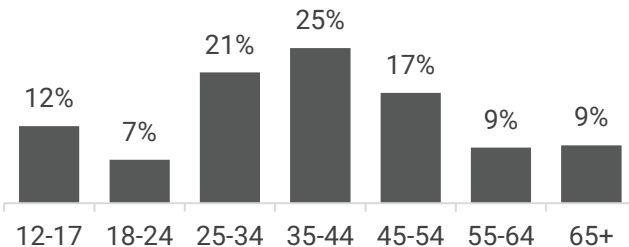
Tune in to hear artists such as Ed Sheeran, Adele, The Weeknd, P!nk, Dua Lipa, Bryan Adams and many more!

<https://www.1015todayradio.com/>

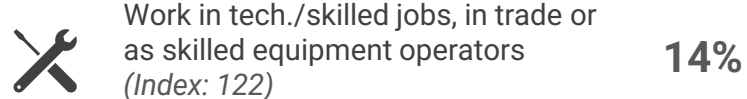
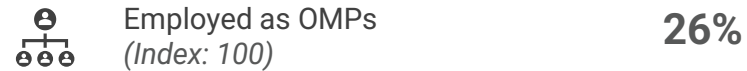
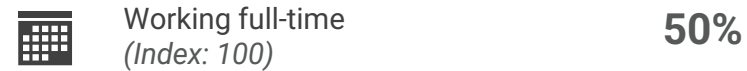
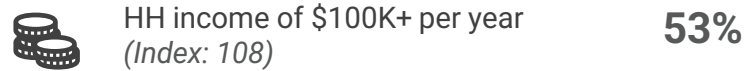
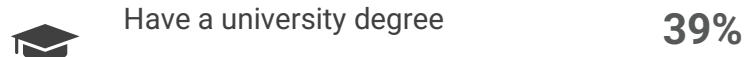
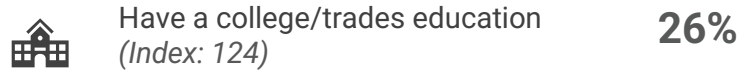
DEMOGRAPHICS



63% of listeners are in the 25-54 age group

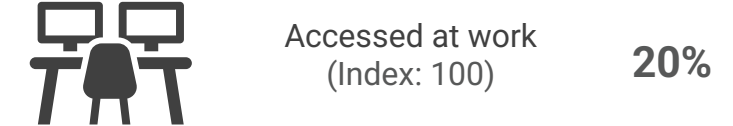
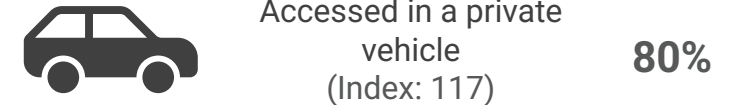


EDUCATION & OCCUPATION

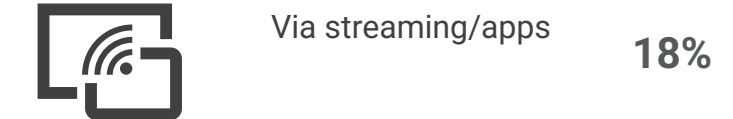


198,079
Weekly Listeners*

RADIO LISTENING LOCATION



RADIO LISTENING





Tune in to hear artists such as Ed Sheeran, Adele, The Weeknd, P!nk, Dua Lipa, Bryan Adams and many more!

Listeners index above average in the following areas, example:
101.5 TODAY RADIO listeners are 68% more likely to participate in power boating/sailing/jet-skiing sometimes/regularly compared to an average person living in Calgary, indexing at 168.

<https://www.1015todayradio.com/>



HOME IMPROVEMENT

IN PAST 2 YEARS	
Home Improv. spend > \$2,500	41%
TYPES OF PROJECTS:	INDEX
Carpets or flooring	142
Roof	137
Landscaping	121



DINING OUT

IN PAST 12 MONTHS	INDEX
Casual/family dining restaurant	109



RETAIL SPENDING

IN PAST 12 MONTHS (\$500+)	INDEX
Small appliance	136
Large appliance	119
Furniture	114



SPORTS & ACTIVITIES

SOMETIMES OR REGULARLY	INDEX
Power boating/sailing/jet-skiing	168
Riding snowmobile/ATV	153
Bowling	150
Hockey/ice skating	128
Downhill skiing/snowboarding	123



ENTERTAINMENT

IN PAST 12 MONTHS	INDEX
Movie theatre	122
Consumer shows (auto,home,finance,etc.)	121



TRAVEL (PERSONAL)

IN PAST 12 MONTHS	INDEX
Caribbean, Mexico, Central/South America	132
U.S.	117



AUTOMOTIVE AFTERMARKET

SPECIALTY AUTO CENTER	INDEX
Repair brakes	149
Replace muffler/exhaust	139
Auto body repair	125
Replace/change tires	121
Tune-up	117



FINANCIAL

HAVE OR USE	INDEX
Will/estate planner	172
Financial planner	139
RESP	136
Automobile loan/financing	123
Mortgage	117