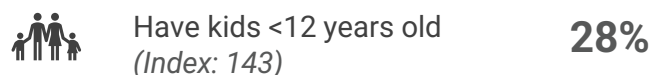
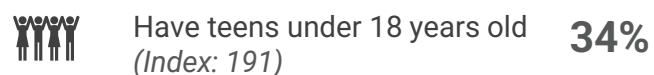
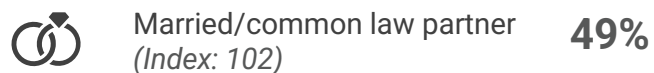




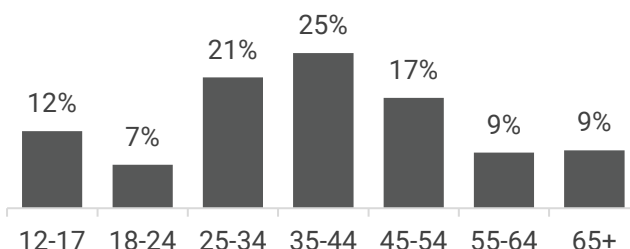
Tune in to hear artists such as Taylor Swift, Backstreet Boys, Ed Sheeran, P!nk, Bruno Mars, Spice Girls, and many more!

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

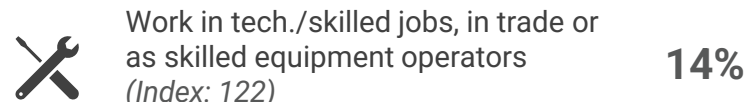
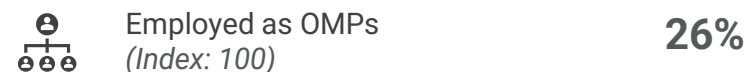
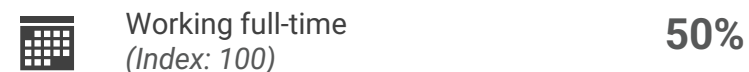
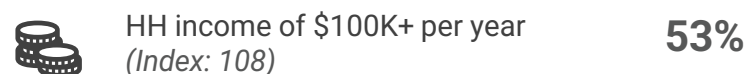
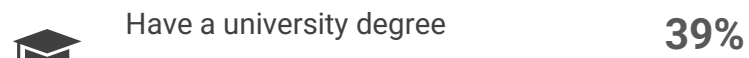
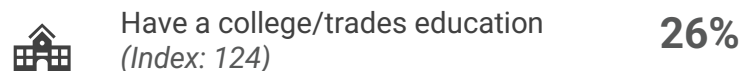
## DEMOGRAPHICS



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

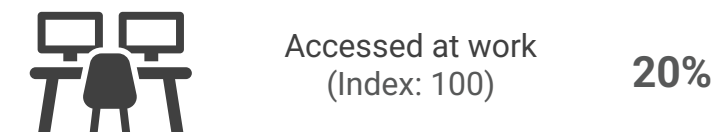
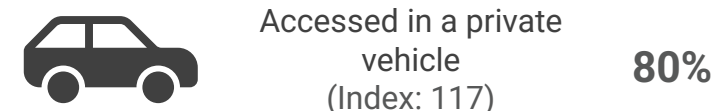


## EDUCATION & OCCUPATION

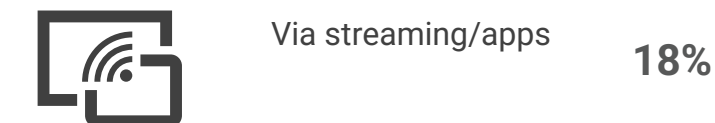


198,079  
Weekly Listeners\*

## RADIO LISTENING LOCATION



## RADIO LISTENING





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

Tune in to hear artists such as Taylor Swift, Backstreet Boys, Ed Sheeran, P!nk, Bruno Mars, Spice Girls, 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.



#### HOME IMPROVEMENT

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



#### DINING OUT

| IN PAST 12 MONTHS               | INDEX      |
|---------------------------------|------------|
| Casual/family dining restaurant | <b>109</b> |



#### RETAIL SPENDING

| IN PAST 12 MONTHS (\$500+) | INDEX      |
|----------------------------|------------|
| Small appliance            | <b>136</b> |
| Large appliance            | <b>119</b> |
| Furniture                  | <b>114</b> |



#### SPORTS & ACTIVITIES

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



#### ENTERTAINMENT

| IN PAST 12 MONTHS                       | INDEX      |
|-----------------------------------------|------------|
| Movie theatre                           | <b>122</b> |
| Consumer shows (auto,home,finance,etc.) | <b>121</b> |



#### TRAVEL (PERSONAL)

| IN PAST 12 MONTHS                        | INDEX      |
|------------------------------------------|------------|
| Caribbean, Mexico, Central/South America | <b>132</b> |
| U.S.                                     | <b>117</b> |



#### AUTOMOTIVE AFTERMARKET

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



#### FINANCIAL

| HAVE OR USE               | INDEX      |
|---------------------------|------------|
| Will/estate planner       | <b>172</b> |
| Financial planner         | <b>139</b> |
| RESP                      | <b>136</b> |
| Automobile loan/financing | <b>123</b> |
| Mortgage                  | <b>117</b> |