

# LISTENER PROFILE



**98.5**  
**Ocean**

Victoria's Perfect Music Mix





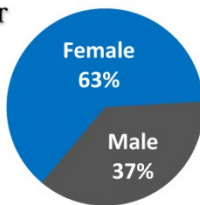
Victoria's Perfect Music Mix



Ocean 98.5 plays "Victoria's Perfect Music Mix!" Tune in to hear hits from Michael Buble, Lady Gaga, Katy Perry, Bon Jovi, Pink, Rihanna, Coldplay, Maroon 5, Black Eyed Peas, Kelly Clarkson, Sheryl Crow, Dido, John Mayer, Daughtry, Taylor Swift, and many more!

## Demographic Profile

### Gender



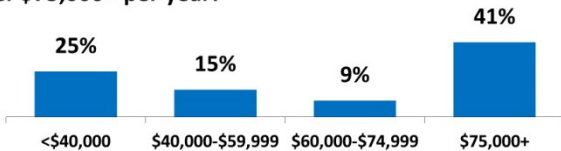
Ocean 98.5 listeners have a female skew at 63%.

### Age

Over three quarters (76%) of Ocean 98.5 listeners are in the 25-64 age demographic.

### Household Income

Over 40% of Ocean 98.5 listeners earn a household income over \$75,000+ per year!



### Marital Status

Over half (54%) of Ocean 98.5 listeners are married or living in a common law relationship., while 28% are single/never married.

### Education

Ocean 98.5 listeners are more likely than the average person living in Victoria to have completed a college education (index: 115).

### Home Ownership

Almost 60% of Ocean 98.5 listeners are homeowners.

## RADIO Listening

Ocean 98.5 listeners are more likely to be heavy RADIO users (index: 143). Ocean 98.5 listeners listened to RADIO through streaming/apps in the past month, with 35% listening on a computer and 28% with a mobile device. In the past month, 40% of Ocean 98.5 listeners accessed a RADIO station's website by computer and 19% with a mobile device.

## Consumer Profile

Ocean 98.5 listeners index above average in the following areas.

Category	INDEX
<b>RESTAURANT VISITS/SHOPPING</b>	<b>INDEX</b>
Family/casual restaurants 5+ times/past month	191
Ethnic restaurants 5+ times/past month	187
Coffee/donut shops 5+ times/past month	153
Shopping malls/past week	126
Spent \$150-\$200 on groceries/past week	118
<b>SERVICES USED IN THE PAST YEAR</b>	<b>INDEX</b>
Cosmetic procedures	150
Manicures/pedicures	141
Health services (e.g. Chiropractor, Acupuncture, etc.)	122
<b>STORES SHOPPED IN THE PAST YEAR</b>	<b>INDEX</b>
Home Décor Stores	142
Carpet/Flooring Stores	138
Shoe Stores	127
Department Stores	120
Home Building/Improvement Stores	116
<b>SPENDING IN THE PAST YEAR (\$1,000+)</b>	<b>INDEX</b>
Women's Clothing	154
Computer Equipment/Accessories/Software	151
Men's Clothing	125
Appliances	111
<b>SPENDING IN THE PAST TWO YEARS</b>	<b>INDEX</b>
Spent \$20,000+ on home improvements	121
<b>INVESTMENTS</b>	<b>INDEX</b>
Use a Will/Estate Planner	137
Use a Financial Planner	125
RRSPs	120
Mutual Funds	119
RESPs	119
<b>TRAVEL IN THE PAST YEAR</b>	<b>INDEX</b>
Caribbean/Mexico	119
Three or more business flights	112

Source: MicroBBM Spring 2014 P12+ in Victoria who listen to CIOC FM





**Forbes and Marshall**  
**Weekday Mornings 5:30 am – 10:00 am**  
**Saturdays 6:00 am – 10:00 am**



**Mel Z**  
**Weekday Afternoons 10:00 am – 2:00 pm**  
**Sundays 6:00 am – 10:00 am**



**Rob Michaels**  
**Weekday Afternoons 2:00 pm – 7:00 pm**

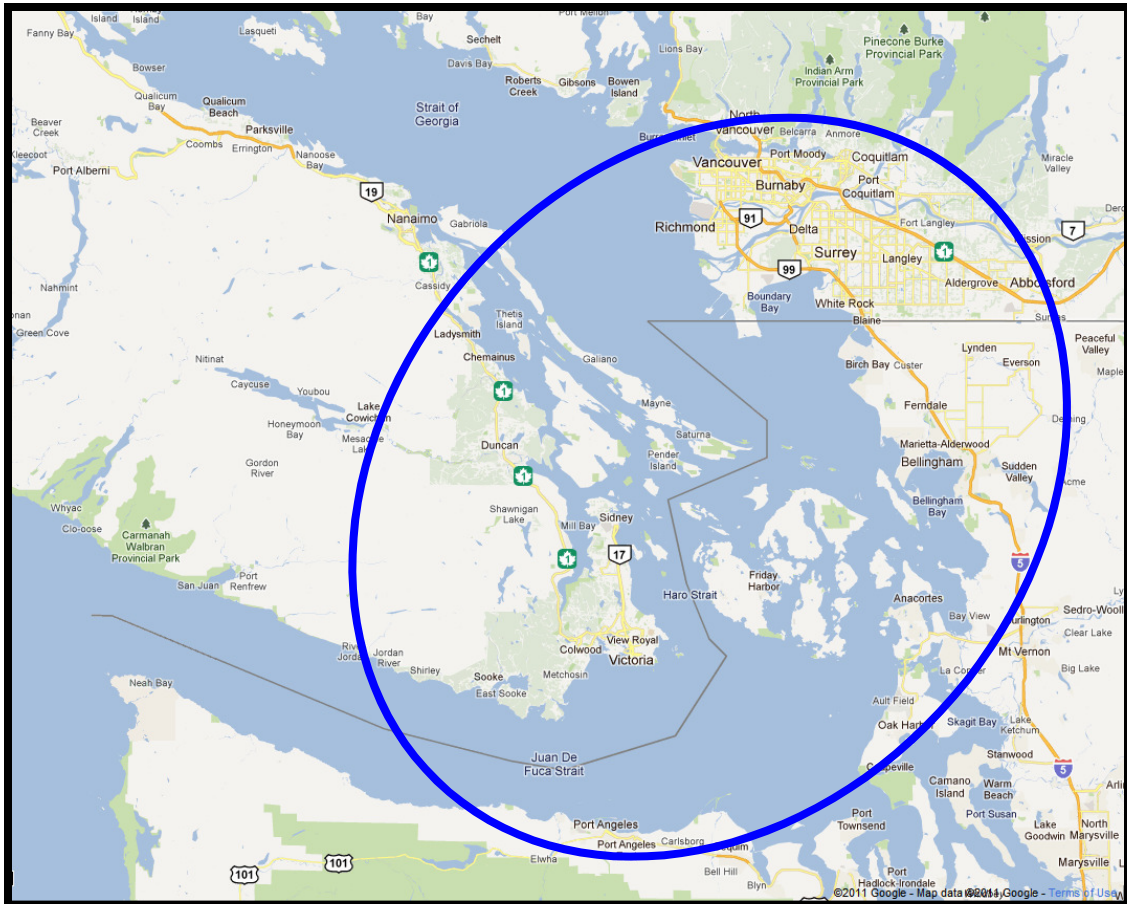


**Marc Belke**  
**Weekends 10:00 am – 6:00 pm**





# COVERAGE MAP



**Rogers Victoria Radio Group**  
817 Fort Street  
Victoria, B.C. V8W 1H6  
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