

LISTENER PROFILE



98.5
Ocean

Victoria's Perfect Music Mix

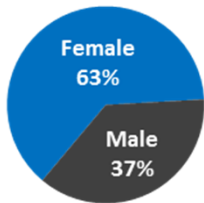




Ocean 98.5 plays “Victoria’s Perfect Music Mix”. Tune in to hear hits from Michael Buble, Lady Gaga, Katy Perry, Bon Jovi, Pink, Rihanna, Coldplay, Maroon 5, Black Eyed Peas, Kelly Clarkson, Sheryl Crow, Dido, John Mayer, Daughtry, Taylor Swift and many more!

Demographic Profile

Gender



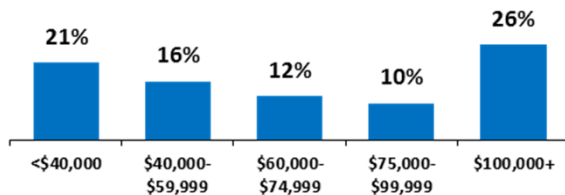
Ocean 98.5 listeners have a female skew at 63%.

Age

Over 70% of Ocean 98.5 listeners are in the 25-64 age demographic.

Household Income

Over a quarter (26%) of Ocean 98.5 listeners earn a household income over \$100,000+ per year!



Marital Status

Almost 60% of Ocean 98.5 listeners are married or living in a common law relationship.

Education

Ocean 98.5 listeners are more likely than the average person living in Victoria to have completed a college or university education (index: 113).

Home Ownership

Sixty percent of Ocean 98.5 listeners are homeowners.

RADIO Listening

Ocean 98.5 listeners are more likely to be medium to heavy RADIO users (index: 120). Ocean 98.5 listeners listened to RADIO through streaming/apps in the past month, with 42% listening on a computer and 29% with a mobile device. In the past month, 44% of Ocean 98.5 listeners accessed a RADIO station's website by computer and 13% with a mobile device.

Consumer Profile

Ocean 98.5 listeners index above average in the following areas.

RESTAURANT VISITS/SHOPPING	INDEX
Family/casual restaurants 2+ times/past month	118
Coffee/donut shops 2+ times/past month	113
Shopping malls/past week	131
Convenience stores/past week	111
Spent \$100-\$150 on groceries/past week	137
SERVICES USED IN THE PAST YEAR	INDEX
Health services (e.g. Chiropractor, Acupuncture, etc.)	110
STORES SHOPPED IN THE PAST YEAR	INDEX
Home Décor Stores	139
Optical Stores	122
Bed/Mattress Stores	120
Shoe Stores	116
Garden/Craft Stores	110
SPENDING IN THE PAST YEAR (\$1,000+)	INDEX
Women's Clothing	151
Electronics	113
Furniture	112
SPENDING IN THE PAST TWO YEARS	INDEX
Spent \$10,000-\$20,000 on home improvements	143
TRAVEL IN THE PAST YEAR	INDEX
Europe	111
Caribbean/Mexico	111
ONLINE/MOBILE ACTIVITES IN THE PAST MONTH	INDEX
Entered contests online (computer)	149
Banked online (computer)	116
SPORTS ACTIVITIES (REGUARLY PARTIPCATE)	INDEX
Racquet Sports	166
Power Boating/Sailing/Jet Skiing	120
Fishing/Hunting	116

Source: MicroBBM Fall 2013 P12+ in Victoria who listen to CIOC FM
Please note some profiles may not add up to 100% due to non-respondents



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



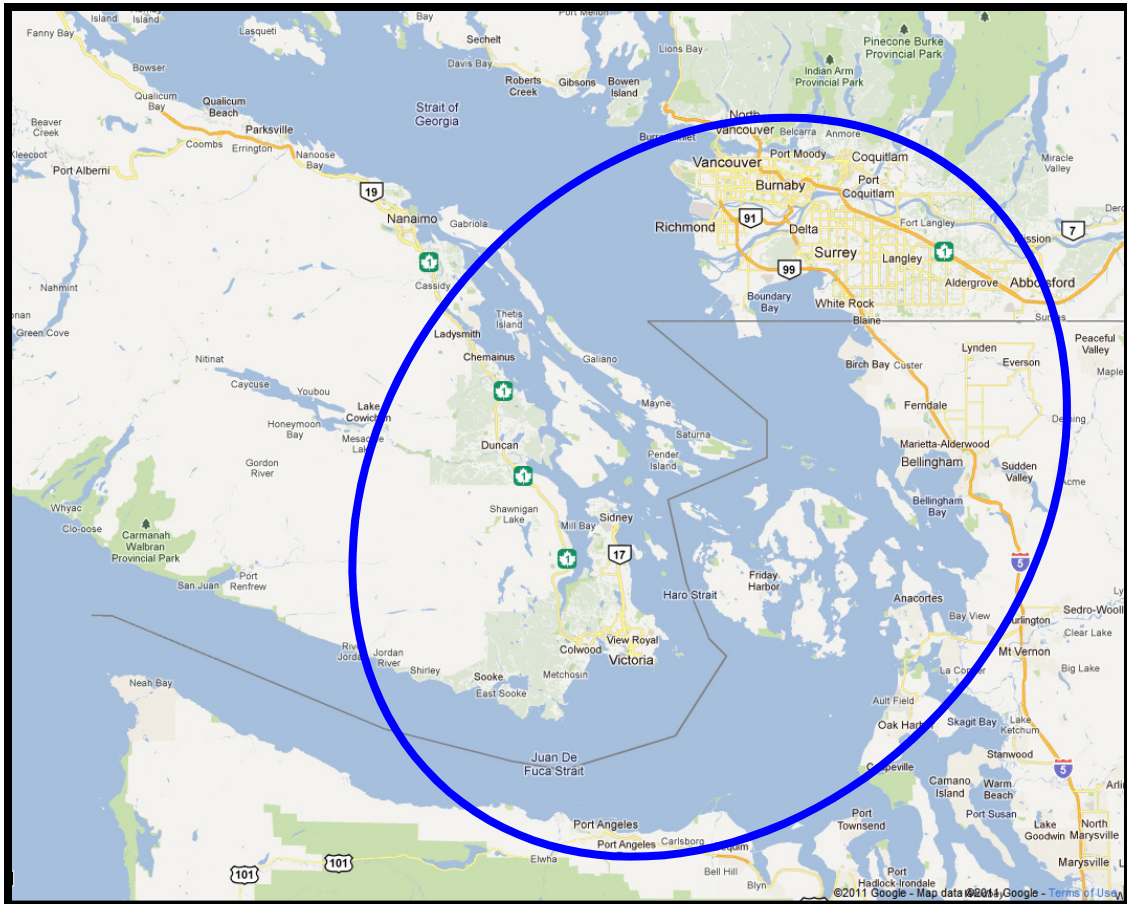
Rob Michaels
Weekday Afternoons 2:00 pm – 7:00 pm



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



COVERAGE MAP



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