



MY 96 FM – CFMY FM

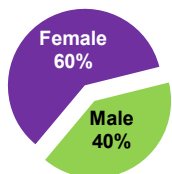


MEDICINE HAT

My 96 plays today's best hits, as well as your all time favourites! Tune in to hear great music from Rihanna, Nickelback, Pink, Hedley, Bryan Adams, Matchbox 20, Maroon 5, The Fray and many more of your favourite artists! My 96 also provides the latest in local news and events!

Demographic Profile

Gender

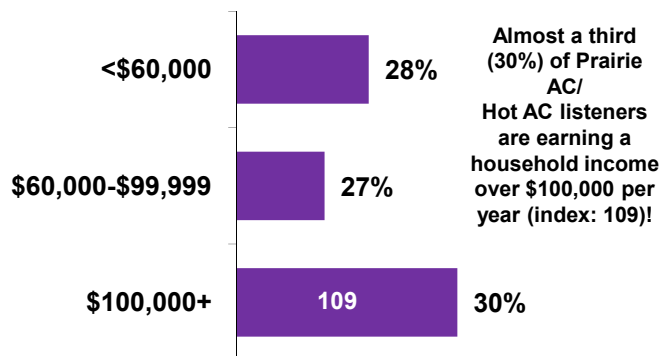


My 96 listeners are more likely to be female. Prairie Adult Contemporary/ Hot Adult Contemporary female listeners index at 118.

Age

The majority (60%) of AC/ Hot AC listeners are in the adult 25-54 age demographic (index: 115).

Household Income



Education/ Occupation

AC/ Hot AC listeners are more likely to have attended or completed post-secondary education (index: 114). They are also more likely to be occupied as owners, managers or professionals (index: 112).

Home Ownership

Over two thirds (68%) of Prairie AC/ Hot AC listeners own their own home.

Radio Listening

Adult Contemporary/ Hot Adult Contemporary listeners are more likely to be heavy radio users (indexing at 115).

Consumer Statements

Adult Contemporary/ Hot Adult Contemporary listeners agree they like to try new and different products (index: 112).

Consumer Profile

Prairie AC/ Hot AC are more likely to earn a moderate to high household income. They are likely to have more disposable income to spend on their activities and interests.

Listeners to AC/ Hot AC/ My 96 are likely to index above average in the following areas.

RESTAURANT VISITS	INDEX
Ice Cream Parlours/Restaurants 2+ times/ past month	131
Oriental/Asian Restaurants 2+ times/ past month	122
Sub/ Sandwich Restaurants 2+ times/ past month	115
SPENDING PAST YEAR	INDEX
Home Décor \$500+	139
Jewellery \$500+	130
Women's Clothing \$500+	128
Hair Salon \$500+	119
Sporting Goods \$500+	115
INTEND TO PURCHASE NEXT 2 YEARS	INDEX
Fireplace (any)	183
Car Alarm/ Security System	169
Golf Equipment	148
Gas BBQ	138
Hot tub/Spa	138
Patio Furniture	136
Major Appliances (e.g. fridge, dryer)	126
INVESTMENTS	INDEX
RESP	117
Investment Real Estate	116
Term Deposits	114
Mutual Funds	110
VACATION PAST 3 YEARS	INDEX
Jamaica	141
France	131
New York	129
San Francisco	125

