



# CHAT 94.5 – CHAT FM

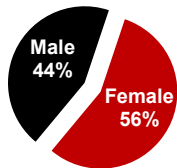


## MEDICINE HAT

Chat 94.5 plays Today's Country! Tune in to hear great music from Brooks & Dunn, George Strait, Martina McBride, Keith Urban, Tim McGraw, Faith Hill, The Dixie Chicks and much more! Chat 94.5 also provides the latest in country news, as well as location information and community events!

### Demographic Profile

#### Gender



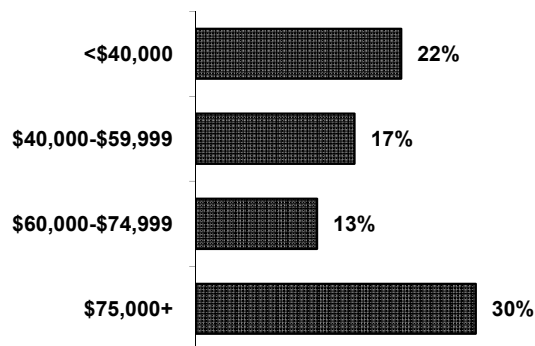
Prairie Country listeners have a slight female skew at 56% (index: 110).

#### Age

Almost half (49%) of Prairie Country listeners are in the adult 25-54 age demographic.

#### Household Income

Over a quarter (30%) of Prairie Country listeners are earning a household income of \$75,000 + per year!



#### Education

Almost half of Prairie Country listeners have attended or completed a post-secondary education.

#### Home Ownership

Three quarters (75%) of Prairie country listeners own their own home and are more likely to do so (index: 111).

### Radio Listening

Country listeners are more likely to be heavy radio listeners (indexing at 121).

### Consumer Profile

Listeners to Chat 94.5 are likely to index above average in the following areas.

| SHOPPING                               | INDEX |
|--|-------|
| Chicken Restaurants 2+ times/ month    | 142   |
| Lottery Spending \$50+/ month          | 124   |
| SHOPPING PAST YEAR                     | INDEX |
| Children's Clothing \$500+             | 112   |
| Bath & Bedding \$500+                  | 112   |
| Hair Salon \$500+                      | 112   |
| INVESTMENTS                            | INDEX |
| Term Deposits                          | 130   |
| GICs                                   | 111   |
| Other Bonds                            | 111   |
| RRIFs                                  | 110   |
| \$20,000+ in Savings/ Investments      | 110   |
| PURCHASED PAST TWO YEARS               | INDEX |
| Car Alarm/ Security System             | 130   |
| Camping Trailer/ Motor Home            | 125   |
| Gas BBQ                                | 120   |
| Fireplace (any)                        | 117   |
| Camera – Video                         | 113   |
| INTEND TO PURCHASE IN THE NEXT 2 YEARS | INDEX |
| Snowmobile/ ATV                        | 127   |
| GENERAL LEISURE / SPORTS ACTIVITIES    | INDEX |
| Snowmobiling                           | 133   |
| Attended Dinner Theatre                | 110   |
| VACATION PAST 3 YEARS                  | INDEX |
| Cuba                                   | 122   |
| Other Northeast U.S.                   | 110   |

