



CHAT 94.5 – CHAT FM

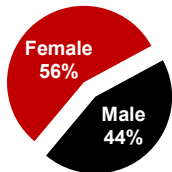


MEDICINE HAT

Chat 94.5 plays Today's Country! Tune in to hear great music from Kenny Chesney, George Strait, Keith Urban, Carrie Underwood, Rascal Flatts, Alan Jackson, Paul Brandt, Brad Paisley and much more! Chat 94.5 also provides the latest in country news, as well as location information and community events!

Demographic Profile

Gender



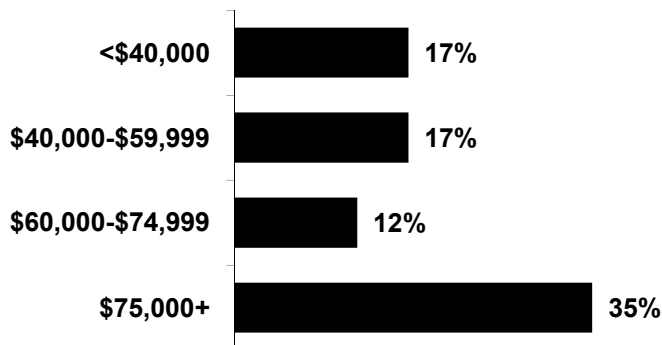
Prairie Country listeners have a slight female skew at 56% (index: 110).

Age

Almost half (48%) of Prairie Country listeners are in the adult 25-54 age demographic.

Household Income

Over a third (35%) of Prairie Country listeners are earning a household income of \$75,000 + per year!



Education

Almost half (49%) 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.

Radio Listening

Country listeners are more likely to be heavy Radio users (indexing at 128).

Consumer Profile

Listeners to Country/ Chat 94.5 are likely to have a high disposable income and are also likely to index above average in the following areas.

SHOPPING/ RESTAURANT VISITS	INDEX
Seafood Restaurants 2+ times/ month	128
Chicken Restaurants 2+ times/ month	126
Lottery Spending \$50+/ month	118
SPENDING PAST YEAR \$500+	INDEX
Legal/Lawyer's Notary Services	137
Gift Certificates/Cards	115
PURCHASED PAST TWO YEARS	INDEX
Camping Trailer/ Motor Home	142
Gas BBQ	118
Car Stereo	117
Patio Furniture	111
INTEND TO PURCHASE IN THE NEXT 2 YEARS	INDEX
Snowmobile/ATV	132
Boat	126
Major Appliances (e.g. fridge, dryer)	109
INVESTMENTS	INDEX
Term Deposits	130
RRIFs	117
GICs	112
Canadian Savings Bonds	111
VACATION PAST 3 YEARS	INDEX
Jamaica	112
Cuba	111
Las Vegas	110
Australia/ New Zealand	109

