



<https://www.jrcountry.ca/>

**Tune in to hear artists such as Keith Urban, Eric Church, Dierks Bentley, Luke Bryan, Florida Georgia Line and many more!**

## DEMOGRAPHICS

**53%**



**47%**

Male

Female



Married/common law partner  
(Index: 119)

**50%**



Single  
(Index: 88)

**34%**



Have teens under 18 years old  
(Index: 74)

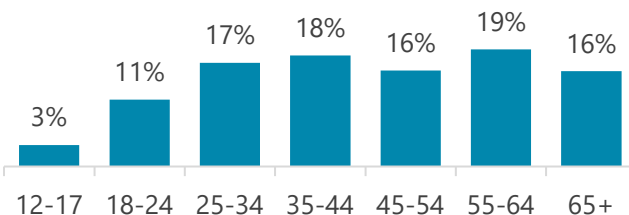
**12%**



Have kids <12 years old  
(Index: 86)

**12%**

**51%** of listeners are in the 25-54 age group



## EDUCATION & OCCUPATION



Have a college/trades education  
(Index: 121)

**28%**



Have a university degree  
(Index: 85)

**33%**



HH income of \$100K+ per year  
(Index: 123)

**51%**



Homeowners  
(Index: 102)

**61%**



Employed  
(Index: 108)

**66%**



Working full-time  
(Index: 110)

**54%**



Employed as OMPs  
(Index: 102)

**24%**



Work in technical/skilled jobs, in trade occupations or as skilled equipment operators  
(Index: 134)

**15%**

**297,167**

**Weekly Listeners\***

## RADIO LISTENING LOCATION



Accessed in a private vehicle  
(Index: 115)

**74%**



Accessed at work  
(Index: 164)

**29%**

## RADIO LISTENING



Via streaming/apps  
(Index: 110)

**28%**

Source: Numeris Radio Meter R03/R04 (May 29, 2023 - Nov 26, 2023), Vancouver P12+ who tune in to CJJRFM, Mo-Su 5a-1a. AvWkCume (000) with 15 min minimum non-consecutive listening in any week over the 27-weeks \*Based on 1 min reach (Index = Affinity Index vs Total A12+)



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Listeners index above average in the following areas, example:

JR COUNTRY listeners are 55% more likely to visit bar/pub compared to an average person living in Vancouver, indexing at 155.



#### HOME IMPROVEMENT

IN PAST 2 YEARS	INDEX
Home Improv. spend < \$10,000	95
<b>Types of projects:</b>	
Carpets or flooring	156
Roof	142
Replaced major appliances	117



#### DINING OUT

IN PAST 12 MONTHS	INDEX
Bar/pub	155
Fast food restaurant	111
Coffee/donut shop	108
Casual/family dining restaurant	104



#### RETAIL SPENDING

IN PAST 12 MONTHS (\$500+)	INDEX
Large appliance	151
Men's clothing	143
Computer equipment/accessories	113



#### SPORTS & ACTIVITIES

SOMETIMES OR REGULARLY	INDEX
Riding snowmobile/ATV	237
Fishing/hunting	224
Power boating/sailing/jet-skiing	142
Golf	131
Bowling	115



#### ENTERTAINMENT

IN PAST 12 MONTHS	INDEX
Professional sporting event	141
Casino	132
Musical concerts	121
Consumer shows (auto,home,finance,etc.)	120
Live/ballet/opera/art/museum	107



#### TRAVEL (PERSONAL)

IN PAST 12 MONTHS	INDEX
U.S.	109
Out of province	107
Own province	104



#### AUTOMOTIVE AFTERMARKET

SPECIALTY AUTO CENTER	INDEX
Oil change	153
Replace muffler/exhaust	144
Replace/repair windshield	118
Repair brakes	113
Replace/change tires	110



#### FINANCIAL

HAVE OR USE	INDEX
Automobile loan/financing	170
Will/estate planner	142
RRSP	112
Financial planner	111
Personal line of credit	110

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