



<https://943nowradio.com/welcome/>

Tune in to hear artists such as Bruno Mars, Taylor Swift, Ed Sheeran, Adele, The Weeknd and many more!

## DEMOGRAPHICS

44%

Male



56%

Female



Married/common law partner  
(Index: 104)

55%



Are single/have never married

37%



Have teens under 18 years old

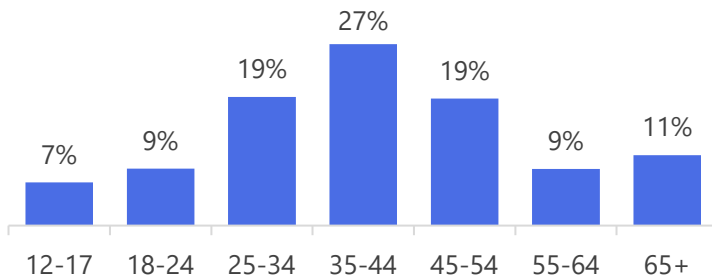
18%



Have kids <12 years old

10%

66% of listeners are in the 25-54 age group



## EDUCATION & OCCUPATION



Have a college/trades education  
(Index: 113)

21%



Have a university degree

36%



HH income of \$100K+ per year

38%



Homeowners

55%



Employed  
(Index: 109)

66%



Working full-time  
(Index: 109)

49%



Employed as OMPs

26%



Work in technical/skilled jobs, in trade occupations or as skilled equipment operators  
(Index: 173)

18%

29,166  
Weekly Listeners

82% are medium to heavy radio users.

## AUDIO LISTENING IN PAST 7 DAYS



Listened to radio  
(Index: 137)

72%



Listened to radio via streaming/apps  
(Index: 128)

31%



Accessed radio station website  
(Index: 104)

27%



Download/play podcasts  
(Index: 126)

37%



Listeners index above average in the following areas, example:  
94.3 NOW!RADIO listeners are 49% more likely to visit toy stores compared to an average person living in Winnipeg, indexing at 149.





Spent \$2,500+ on home improvement in the past 2 years, index: 103




Spent \$150+ on groceries in the past 7 days, index: 107


 DINING OUT	
IN PAST MONTH	INDEX
Family/ casual restaurants	127
Fine dining	121
Fast food	120


 AUTOMOTIVE	
IN PAST 12 MONTHS	INDEX
Used vehicle purchased/leased in past 2 yrs	198
\$20,000+ on a new vehicle	160
SUV/Crossover	136


 FINANCIAL	
HAVE OR USE	INDEX
Automobile loan/financing	134
TFSA	116
RRSP	115


 SPORTS & ACTIVITIES	
SOMETIMES OR REGULARLY	INDEX
Power boating/sailing/jet-skiing	181
Riding snowmobile/ATV	180
Fishing/hunting	145


 STORES VISITED	
IN PAST 12 MONTHS	INDEX
Toy stores	149
Office supply stores	129
Garden/craft stores	121

 AUTOMOTIVE AFTERMARKET	
SPECIALTY AUTO CENTRE/ DEALERSHIP	INDEX
Auto body repair	153
Repair brakes	142
Tune-up	136


 ENTERTAINMENT	
IN PAST 12 MONTHS	INDEX
Amusement park/theme park/water park	142
Nightclubs/bars	138
Movie theatre	131

 TRAVEL (PERSONAL)	
IN PAST 12 MONTHS	INDEX
Caribbean, Mexico, Central/ South America	172
In own province	127
U.S.	106

 RETAIL SPENDING	
IN PAST 12 MONTHS (\$1+)	INDEX
Video systems/games	153
Computer equipment/accessories & software	137
Small appliances	133

 CAR TYPES	
OWNED	INDEX
SUV/ Crossover	136

 BEVERAGES	
IN PAST WEEK	INDEX
Coolers	193
Sports drinks	176
Regular soft drinks	132

 ONLINE ACTIVITIES	
IN PAST WEEK	INDEX
Purchases products/ services	124
Research products/ services	115