




CJCY-FM
Format: Adult Hits
 cjcyfm.com

Station Profile



Core Artists: Elton John, U2, Bryan Adams, Bon Jovi, Madonna, Doobie Brothers, Fleetwood Mac, The Eagles, Prince, The Police, Stevie Wonder, Rolling Stones, Hall & Oates, & more.

 **Target Listener:** 30-50 year old women and men.

 **City of Medicine Hat 2015 Population¹:** 63,018

 **Coverage/Trading Area Population²:** 175,000

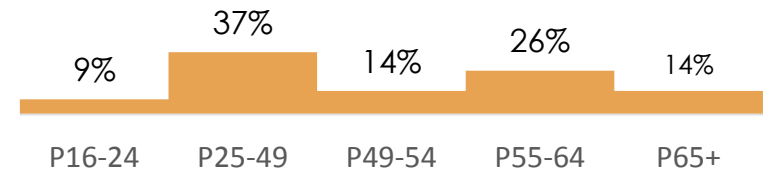
Local Programming

102.1 CJCY is **connected to the community** with Live Morning, Midday, Afternoon and Weekend shows originating from our Medicine Hat Studios. Local News, Weather & Sports airs throughout the day anchored by our award winning news team.



Listener Profile

Pop & Rock Hits (70's, 80's, 90's) Format³



42% of Adult Hits listeners are male.
58% are female.



59% have completed post-secondary education.



64% are married or living in a civil or domestic partnership. **14%** are single/never married.



20% have children under 12 in the household, and **20%** have teens in the household.



34% are employed as managers, professionals or managers with professional responsibilities.



Adult Hits listeners have high household incomes. **50%** earn \$75K+ annually and **36%** earn \$100K+ annually.

Sources: (1) City of Medicine Hat 2015 Municipal Census; (2) investmedicinehat.ca; (3) TouchPoints Canada 2015 (CBQ). Audio Genres-Pop and Rock Hits (70's, 80's, 90's). Base: P16+. Icons: Freepik/Flaticon.