



CJOC-FM Station Profile

Format: Classic Hits
cjocfm.com

Music Format

Classic Hits features the biggest artists and songs from the late 70s through the 80s and 90s and the early 2000s.

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

Target Audience



Broad Target: Adults 25-54. **Narrow Target:** Adults 35-49.



City of Lethbridge 2016 Population¹: 96,828



Coverage/Trading Area Population²: 341,180

Local Programming

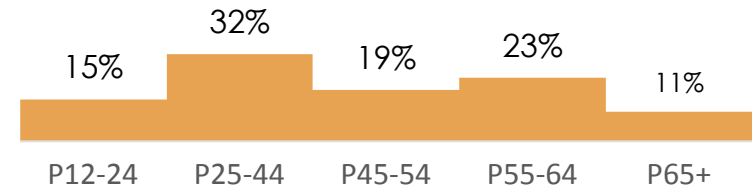
94.1 CJOC targets an affluent adult with a focus on those aged 35 and older playing familiar music the audience grew up with mixed with local information that is important and relevant to this demo.

CJOC broadcasts live from our downtown Lethbridge studios with listener interaction, local personalities and hourly news, weather & sports anchored by our RTDNA award winning news team.



clearskyradio.com

Listener Profile³



CJOC-FM reaches **47,000*** listeners weekly who tune **432,000 hours***.



57% of CJOC-FM listeners are male. **43%** are female.



28% are managers, professionals, executives or are self-employed. **23%** work in sales/service or office admin.



CJOC listeners have high household incomes. **55%** earn \$75,000+ annually and **37%** earn \$100K+ annually.



52% have completed post-secondary education.



64% are married/common law. **27%** are single/never married.



24% have children under 12 in the household.

Sources: (1) City of Lethbridge 2016 Municipal Census; (2) Lethbridge Trade Area & Commercial Catchment Basin Study Report, Environics Sep 2016 choosethbridge.ca; (3) micro+ Numeris Fall 2016 P12+ who tune in to CJOC-FM. Reach Plan Mo-Su 5a-1a. *Full Coverage. Icons: Freepik/Flaticon.