



## 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 2017 Population<sup>1</sup>:** 98,198



**Trading Area Population<sup>2</sup>:** 341,180

### Local Programming

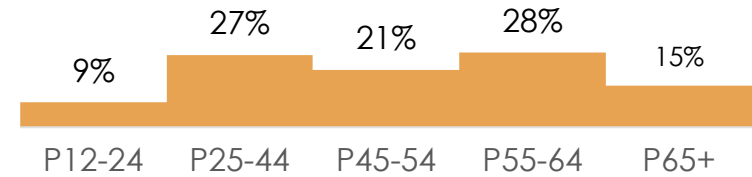
**94.1 CJOC** targets an affluent adult with a focus on those aged 35 and older playing familiar music the audience grew up with mixed with local information that is important and relevant to this demo.

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 Profile<sup>3</sup>



CJOC-FM reaches **44,400\*** listeners weekly who tune **412,500 hours\***.



**51%** of CJOC-FM listeners are male. **49%** are female.



**27%** are managers, professionals, executives or are self-employed. **19%** work in sales/service or office admin.



CJOC listeners have high household incomes. **47%** earn \$75,000+ annually and **34%** earn \$100K+ annually.



**53%** have completed post-secondary education.



**73%** are married/common law.



**26%** have children under 12 in the household.

Sources: (1) City of Lethbridge 2017 Municipal Census; (2) Lethbridge Trade Area & Commercial Catchment Basin Study Report, Environics Sep 2016 chooselethbridge.ca; (3) micro+ Numeris Fall 2017 P12+ who tune in to CJOC-FM. Reach Plan Mo-Su 5a-1a. \*Full Coverage Fall 2017. Icons: Freepik/Flaticon.