



Music You Know and Love

# CJCY-FM “102.1 THE LOUNGE” STATION PROFILE

## 102.1 The Lounge is CJCY-FM Medicine Hat Playing “The Music You Know and Love”

“The Lounge” believes in **LIVE LOCAL RADIO**. The CJCY News Team covers the city with live reports and local newscasts on the hour all day.

Our Announcers “Know and Love” Medicine Hat and Southeast Alberta. Start your day with **Lounge Mornings** featuring Local News and Information every 30 minutes, Fun and Games and plenty of “The Music You Know and Love”.

From 9am to 2pm, it’s “**The Lounge No Repeat Workday**”. We guarantee you won’t hear the same song twice between 9am and 5pm weekdays. Starting at 7pm, it’s “**The John Tesh Radio Show**” with “Music and Intelligence For Your Life” on Medicine Hat’s most unique evening radio show.

CJCY-FM is Southern Alberta Owned and Operated by Clear Sky Radio Inc. headquartered in Lethbridge.



[www.clearskyradio.com](http://www.clearskyradio.com)





# “102.1 THE LOUNGE” STATS

**Station:** CJCY-FM “102.1 The Lounge”

**Frequency:** 102.1 FM

**Format:** Full Service Gold Adult Contemporary

**Target Audience:** Adults 35+

**Station Ownership:** Clear Sky Radio based in Lethbridge

**City of Medicine Hat Population:** 56,997<sup>1</sup>

**Coverage/Trading Area Population:** 75,000<sup>2</sup>

**Coverage Area Includes:** Medicine Hat and surrounding Southeast Alberta Communities including Redcliff, Bow Island, Dunmore, Seven Persons, Irvine, Elkwater, Manyberries, Orion, Etzikom, Foremost, Burdett, Suffield, Ralston, Onefour and others.



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Source: 1. Stats Canada 2006 Census City of Medicine Hat. 2. Southeast Alberta Economic Development Alliance

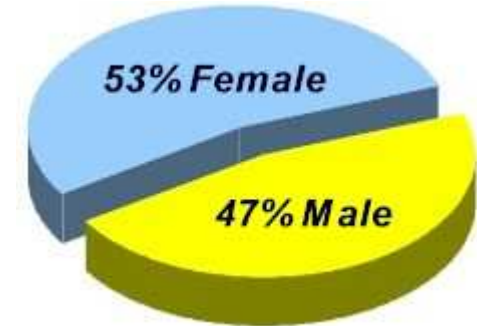
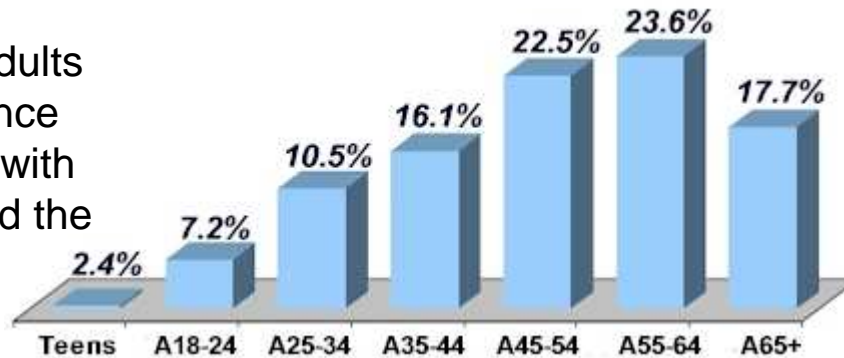




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# “102.1 THE LOUNGE” LISTENERS

The Lounge targets adults aged 35+. Our audience skews slightly female with 53% being women and the balance men.<sup>1</sup>



At our sister station CJOC-FM Lethbridge, 49% of the Lounge audience falls into the Adult 25-54 age group and 62% of the Lounge audience falls into the Adult 35-64 age group. According to the 2008 BBM S1 results, The Lounge has a reach of 29,759 weekly listeners. These consumers spend 172,000 weekly hours tuned into “94.1 The Lounge”.<sup>2</sup>

## Lounge Listeners Household Income

No Reply	>\$30,000	\$30,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000+
16.1%	9.2%	15.6%	26.4%	12.5%	20.2%

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Source: 1. Average 2007 BBM S4 and 2008 BBM S1: All Week 12+, Lethbridge CTRL 2. 2008 BBM S1: All Week 12+, FC Cume



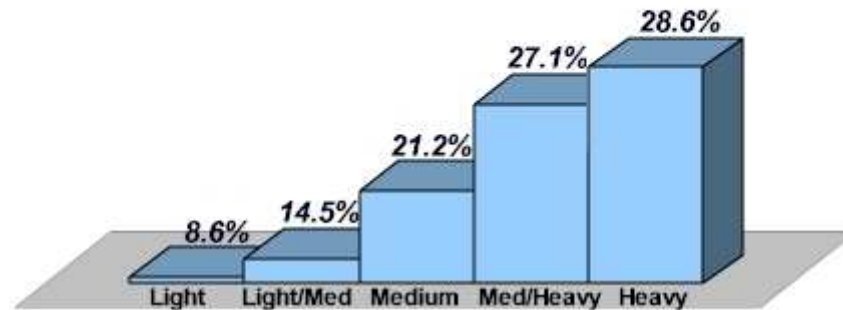


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# “102.1 THE LOUNGE” LISTENERS

- 24% of Lounge listeners are employed as Owners, Managers or Professionals, 12% are employed in the in Clerical, 10% work as Service workers and 11% are Skilled Trades.
- 79% of Lounge listeners are home owners.
- 19% of Lounge listeners spent \$20,000 or more on a new car in the past year.
- 64% of Lounge listeners have an RRSP investment and 39% use a financial planner.
- 88% of Lounge listeners own a computer and 80% have high speed internet access and 38% listen to radio via the Internet.
- 74% of Lounge listeners are married or common law.
- 57% of Lounge listeners spent at least \$101 on groceries in the past week.
- 72% of Lounge listeners vacationed in the past year.

**At our sister station CJOC-FM Lethbridge, 97% of Lounge Listeners listened to Radio in the Past Week and 55.7% are considered to be Medium Heavy to Heavy users of Radio**



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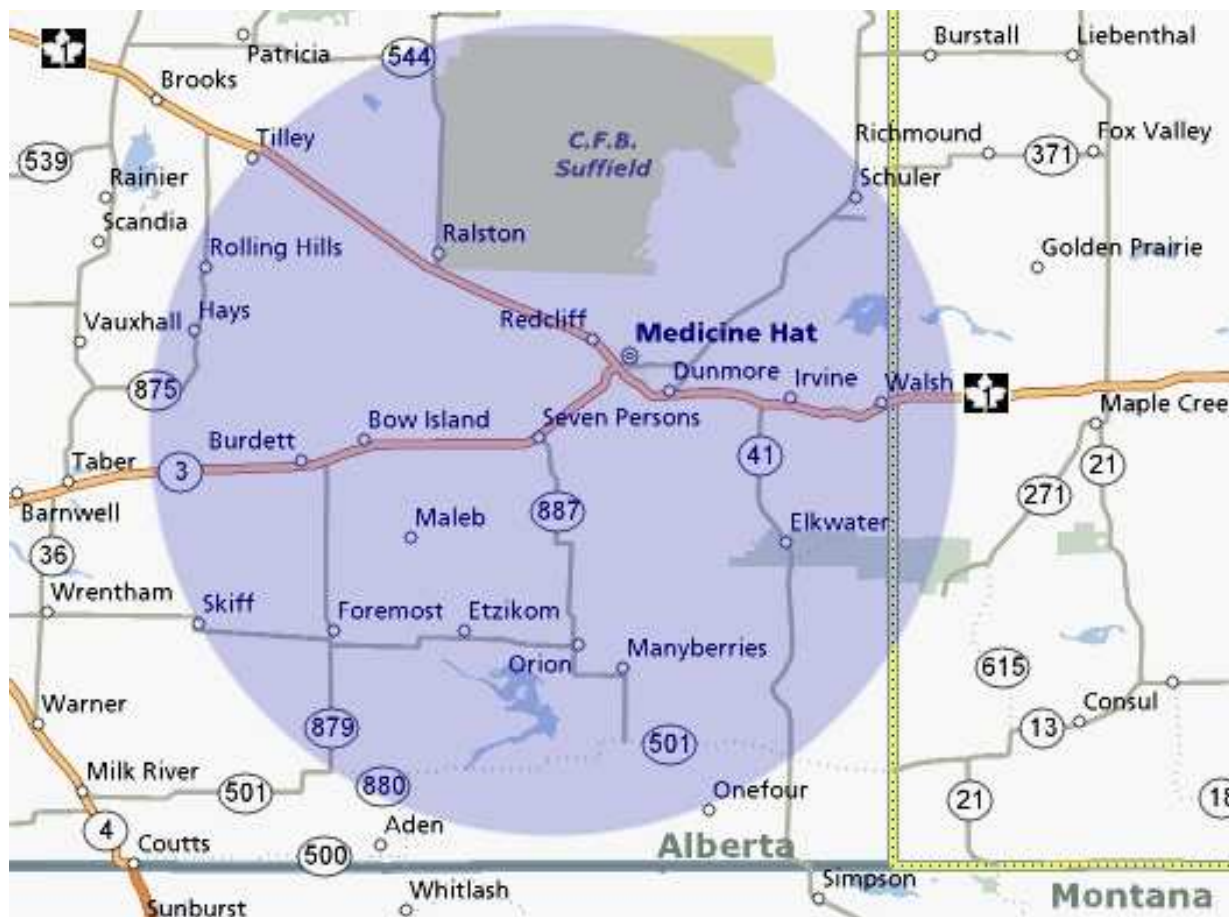
Source: Average 2007 BBM S4 and 2008 BBM S1: All Week 12+, Lethbridge CTRL





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# “102.1 THE LOUNGE” COVERAGE AREA



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