

# Station Profile – Fall 2014



Call Letters: **CFTE**  
Dial Position: **1410**  
Format: **Sports**  
Market: **Vancouver**  
[www.tsn1410.ca](http://www.tsn1410.ca)

**TSN 1410 reaches 108,400 people weekly in its full coverage area.**

**TSN 1410 reaches 67,100 Vancouver listeners each week and 19,000 listeners are reached DAILY!**

## Line Up

Mike & Mike, 5am-9am	WHL's Vancouver Giants
The Jim Rome Show 9am-Noon	Seattle Mariners
The Dan Patrick Show Noon-3pm	Toronto Blue Jays
JT The Brick Show-3pm-7pm	British Open
Vancouver Whitecaps FC	Masters
NFL	US Open
NBA	NCAA Football & Basketball

## Demographic Profile

**Age/Gender:** Adults 35-64: 79% (index 165)  
Male: 81% (index 164)  
Female: 19%

**Education:** Post-Secondary Education: 67%  
College Diploma: Index 164

**HH Income:** \$75,000+: 60% (index 159)  
\$100,000+: 33% (index 145)  
\$125,000+: Index 223

**Household:** Married: 59% (index 122)  
Teenagers: 29% (index 121)

**Occupation:** Work Full-time: 77% (index 167)  
Executives/Managers//Professionals: 21% (index 115)

## Online Profile

### TSN 1410 Listeners Are Online:

- Visiting social networking sites - 48%
- Streaming Radio – Index 199
- Banking – 56% (index 118)
- Shopping on mobile device – Index 150



## Lifestyle Profile

**Activities:** Aerobics/workout, bike, ski, hike/camp, snowmobile, play golf and hockey  
Eat out at family / casual restaurants, fast food, fine food restaurants and bar/pubs as well as coffee/donut shops  
More likely to go out to casinos (index 227) and sporting events (index 258)

**Home:** Homeowners: 58%  
Home Improvement Spenders: 68%  
Spent \$10,000+: Index 334

**Vacation:** In Province: 57%  
Outside Province In Canada: Index 133  
To USA: 75% (index 149)  
Outside North America: Index 150

**Investments:** RRSPs: 67% (index 145); RRIFs: Index 165  
RESPs: Index 134  
Stocks/Mutual Funds: 54% (index 182)  
Government Savings Bonds: Index 295