

BREEZE LISTENERS = YOUR CUSTOMERS



331,061 people listen to **96.3 The Breeze Edmonton** in an average week*

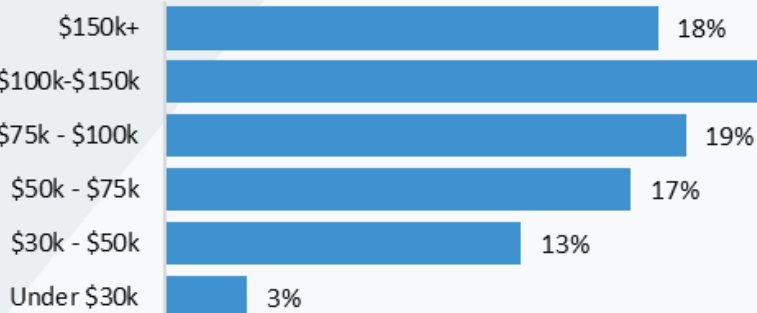
96.3 The Breeze Edmonton reaches an affluent, active, and engaged audience, who are spending their disposable income across a broad range of categories including automotive, fine dining, furniture, apparel, appliances, and travel. The Breeze target audience consists of adults aged 25-64, and more specifically **females** aged 35-64.

THE BREEZE LISTENERS...

- 22% are owners/manager/professionals
- 54% are married or common law
- 76% own their own home
- 66% live in a single detached home
- 48% work full time
- 41% have a \$100k+ household income
- 65% have purchased men's clothing in the past year
- 52% do aerobics/work out
- 50% have purchased small appliances in the past year
- 44% go cycling
- 52% go hiking/camping
- 44% have Registered retirement savings

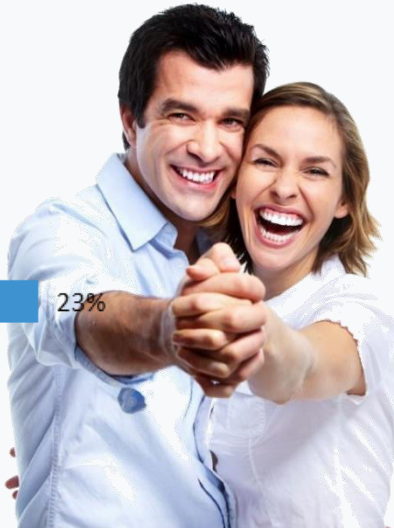
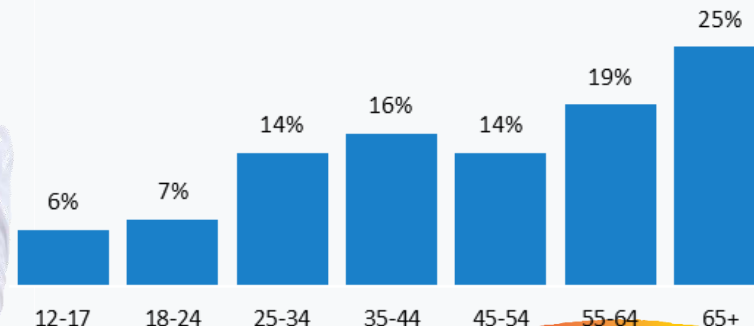
THE BREEZE HOUSEHOLD INCOME:

Listener HHI Composition



THE BREEZE AGE BREAKDOWN:

Listener Age Composition



Source: Numeris Radio Meter | R04 Fall 2023 (August 28–November 26, 2023) | AllWeek | Base: 12+ Average Weekly Cume (000) with a 15 minute non-consecutive reach condition. | *No reach condition Some profiles may not add up to 100% due to rounding and non-response.