

K97 LISTENERS = YOUR CUSTOMERS

39%  |  61%

*177,443 people listen to K97 classic Rock in Edmonton in an average week**

Our primary target is Adults 25-64 with an on-air sound that's fun and edgy

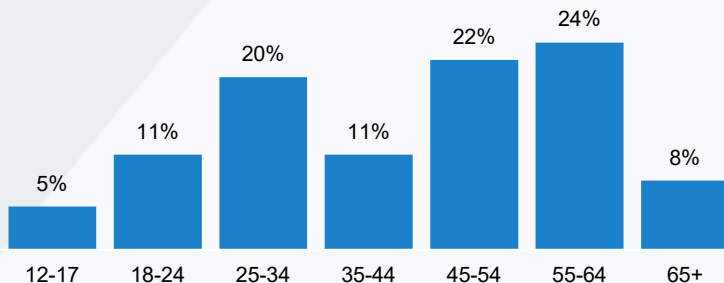
K97 LISTENERS ...

- **77%** in the 25-64 age group
- **17%** are Owners, Managers, Professionals
- **72%** own their own homes
- **44%** are married
- **41%** have \$100k+ HHLD Income
- **63%** work full time

- **55%** purchased computer equipment in the past year
- **41%** have a line of credit
- **47%** have registered retirement savings
- **44%** like to cycle
- **24%** go golfing

K97 LISTENERS:

Listener Age Composition



K97 HOUSEHOLD INCOME:

Listener HHI Composition

