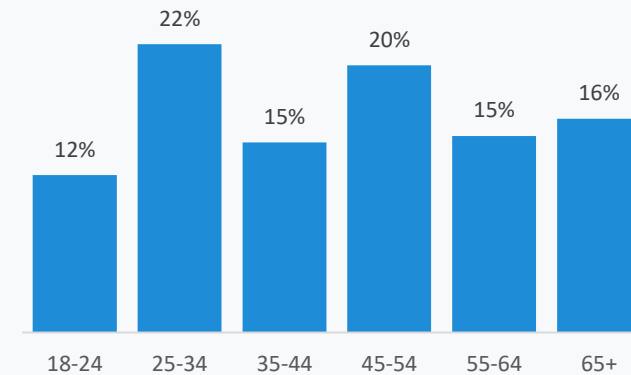


# NEW COUNTRY 100.7

**31,389** people listen to New Country 100.7 in an average week

*Our primary target is females 25-54 with a broader target of both men and women aged 25-54, and an on-air sound that's fun and edgy but always family friendly.*

- 57 % of New Country 100.7 listeners are age 25-54
- 15% more likely to be an owner, manager or professional (34% of listeners)
- New Country 100.7 listeners are 20% more likely to be business decision makers (34% of listeners)
- 63% of listeners are married and 24% more likely have children under the age of 12 in the household
- **38%** have a HHI of \$125,000+ per year



## Families and business people:

- ...are **28%** more likely to be the principal grocery shopper;
- ...are **38%** more likely to commute in their own vehicle;
- ...are active, affluent and busy;
- ...are the influencers for their kids...:
  - ...Education;
  - ...Health;
  - ...Nutrition;
  - ...Employment;
  - ...Lifestyle.



# KELOWNA RADIO COVERAGE MAP

