

TODAY'S BEST VARIETY

# move

103.5

Station Profile



# MOVE 103.5

## Station Overview

Today's Best Variety!

We are the station that will get you moving to the perfect blend of your favourite music, with **hits from today** and a **few blasts from the past**.

### Core demographic:

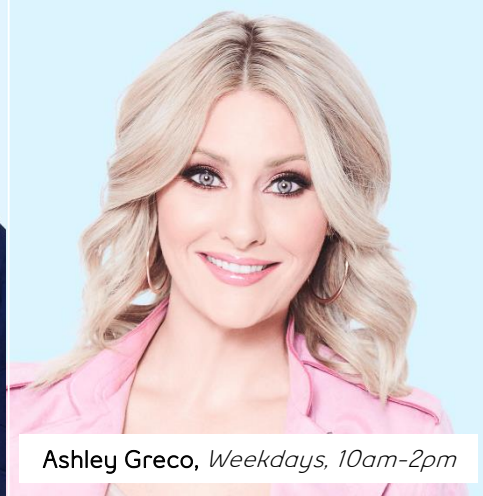
- Adults 30-54
- Employed full time
- Completed post secondary education
- Family oriented
- Planning for their financial future
- Maintain an active lifestyle
- Enjoying going on vacation



50% Female  
50% Male  
Listenership



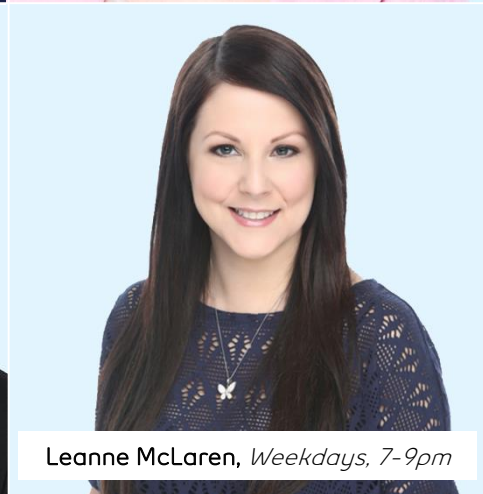
Nat & Drew, *Weekdays, 5:30-10am*



Ashley Greco, *Weekdays, 10am-2pm*



Ray Grover, *Weekdays, 2-7pm*



Leanne McLaren, *Weekdays, 7-9pm*





+939,000

Listeners Each Week



+164,000

Monthly Online Stream Starts



+25,000

Monthly Unique Visitors



+201,000

Monthly Page Views



Profile

Spring 2023

MOVE 103.5

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STATION OVERVIEW

Call letters

Format

Market

CHQMFM - MOVE 103.5

Adult Contemporary

Vancouver CTRL

WEEKLY REACH | FULL COVERAGE

939,000

WEEKLY REACH | CENTRAL MARKET

790,000

Women

Men

50%  
i: 97

50%  
i: 103

	Aud. Comp.	AMA	Index	Wk Reach
A12-24	12%	1 K	77	109 K
A25-34	14%	1 K	80	120 K
A35-44	13%	1 K	76	111 K
A45-54	10%	1 K	71	128 K
A55+	50%	3 K	144	271 K

DEMOGRAPHIC

Age & gender

Household

A35-64  
A35-54  
M35-64

Married, partners  
HH w/ kids <12 y.o.  
2 Person HH

Comp. (%)  
Index

36% 78  
23% 74  
16% 70  
44% 103  
8% 58  
27% 87

Education

Occupation

Household Income

High School+

Work 1+ hours  
Work 30+ hours  
Blue collar

HHI \$60K+

Comp. (%)  
Index

63% 103  
63% 103  
52% 105  
20% 304  
63% 96

LIFESTYLE

Home

Automotive

Media

Owner  
Tenant  
Renovations <2yrs

Vehicle: own  
Vehicle: bought used <2yrs  
Vehicle: <\$30K

Listen Radio at work <7d  
Listen Radio pers. vehicle <7d  
Cable/Satellite TV subscription  
Commute to work: personal vehicle  
Commute to work

Comp. (%)  
Index

57% 96  
38% 111  
55% 89  
81% 106  
15% 91  
16% 115  
24% 134  
69% 106  
87% 125  
43% 137  
57% 117

Vacations

Investment

Travel: personal <1yr  
Travel: perso. out of province <1yr  
Travel: perso. in own province <1yr

Use financial planner services  
Own RRSP  
Own RESP

Comp. (%)  
Index

64% 88  
9% 54  
58% 85  
29% 104  
41% 83  
13% 64

See digital profile on next page...

Numeris (PPM), Mo-Su, 2a-2a, FC, A2+ (Reach)/Vancouver CTRL, A12+ (Profile) | Dig: Comscore Media Matrix Multi-Platform & Adobe Analytics, Oct-Dec 2022 | Social: Facebook, Instagram, Twitter

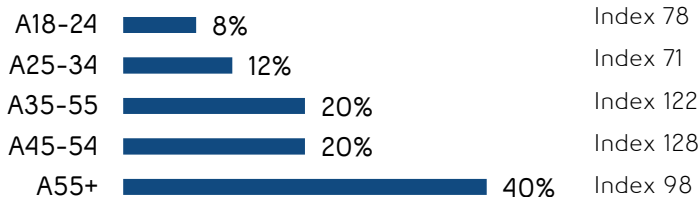
BellMedia

# 103.5 Move Digital Audience

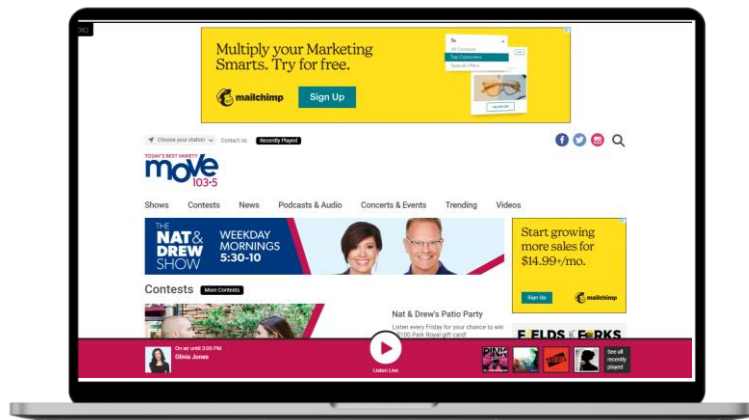
TODAY'S BEST VARIETY  
**move**  
103.5

**25K**  
Monthly Unique Visitors

Male 43% / Female 57%



[iheartradio.ca/move/vancouver](https://iheartradio.ca/move/vancouver)



## PLATFORMS

### TRAFFIC



43K Desktop Visits  
50K Mobile Visits



201K Page Views

### VIDEO



164K Audio Streams  
Avg 114 min/stream

### SOCIAL



18K Facebook Page Likes  
3.8K Twitter Followers  
4.3K Instagram Followers



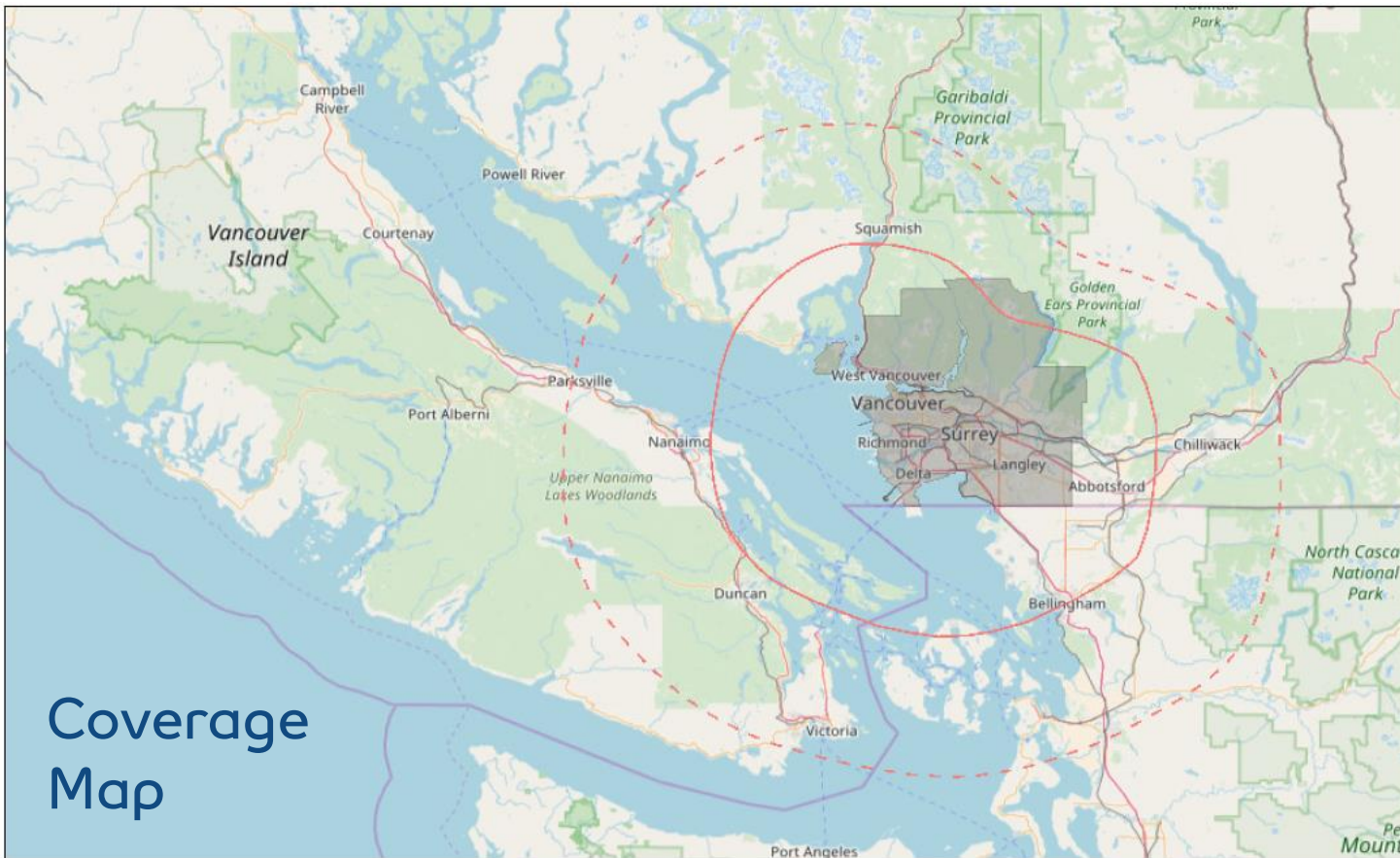
Profile Source: Vividata Spring 2022 Metrica, total Canada. Profile based on format. Profile of network represented.  
Traffic Source: Apr-Jun 2022 UVs/Visits/Page Views: Adobe Analytics. Audio: Triton. Social: Social websites

**Bell**Media

The CHQM signal carries strongly throughout the Lower Mainland and as far south as Bellingham, WA and west into the eastern shore of Vancouver Island.

Also available across the country on the iHeart Radio App.

## Coverage Map



- CHQM
- - - CHQM
- Market Boundaries /  
Frontières des marchés

