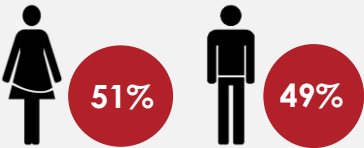


Nanaimo, British Columbia

Market Demographics

Gender



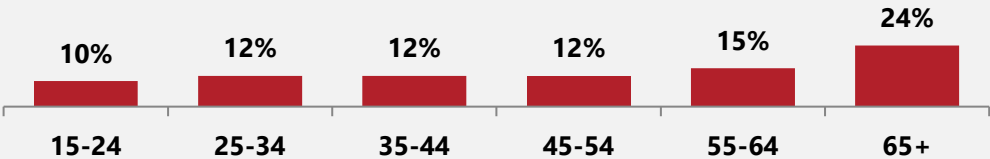
Population

115,459

- Nanaimo's central location has helped the city to develop as an important retail, service and transportation centre for central and northern Vancouver island.
- The trading area serves approximately 350,000 people.

Age

- 51% of Nanaimo's total population falls into the 25-64 age group, 37% are in the 25-54 demographic.
- The average age is 45 years-old.



Marital Status

- 56% are married or living in a common law relationship.
- 26% are single or have never married.
- 18% are widowed, separated or divorced.



Household Financials

- Nanaimo residents have an average household income of \$93,500.
- 69% are homeowners.
- The average value of their primary real estate is \$656,000.



106.9 The Wolf

www.1069thewolf.com

Station: CHWF-FM

Frequency: 106.9 FM

Format: Rock

Target Audience: Adults 25-54

Coverage: Nanaimo, Parksville, Qualicum Beach and the Sunshine Coast.



Tune in to hear artists such as U2, the Rolling Stones, The Tragically Hip, AC/DC, Foo Fighters and many more!

- 106.9 The Wolf plays a popular blend of New Rock and Classic Rock. The station is famous for fun personalities and great promotions.
- Along with play-by-play of the BCHL's Nanaimo Clippers, The Wolf invites listeners to join them at the annual Bathtub Races, Dragonboat Festival and Silly Boat Regatta.

Closest Markets CBS Represents:

Market	Distance	Population
Parksville	33 km	31,054
Sechelt	36 km	10,847
Gibsons	41 km	4,758

