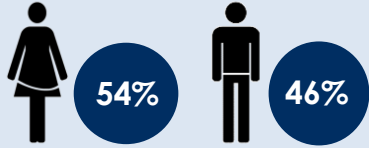


Parksville, British Columbia Market Demographics

Gender



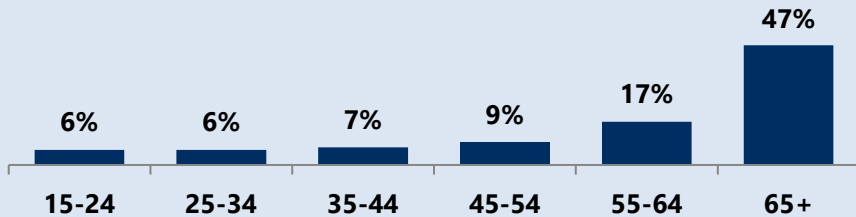
Population

31,054

- In the heart of Oceanside, on the sheltered east coast of Vancouver Island, we are an active community of urban professionals, families with young children and retirees who have chosen to live in our community for a quality of life and the region's natural environment.

Age

- 73% of **Parksville's** total population are in the 45+ age group.
- The average age is 57 years-old.



Marital Status

- 66% are married or living in a common law relationship.
- 15% are single or have never married.
- 20% are widowed, separated or divorced.



Household Financials

- **Parksville** residents have an average household income of \$89,700.
- 82% are homeowners.
- The average value of their primary real estate is \$711,000.



OCEANSIDE'S SOFT ROCK

88.5 The Beach

www.885thebeach.com



Station: CIBH-FM

Frequency: 88.5 FM

Format: Adult Contemporary

Target Audience: Adults 25-54

Coverage: Parksville, Qualicum Beach and surrounding Oceanside communities

88.5 The Beach is Oceanside's Soft Rock featuring hits from the 80s, 90s, 2000s and Today. Tune in to hear artists like P!nk, Adele, Katy Perry, Madonna, Bruno Mars, Michael Jackson, Taylor Swift, Elton John and more.

- 88.5 The Beach is Parksville and Qualicum Beach's daily source for hourly local news, weather, sports and community information.
- The station is heavily involved in the community, covering many of the area's special events with live broadcasts.
- 88.5 The Beach is the play-by-play voice of the VIJHL's Oceanside Generals Hockey Club.
- Listen to **Dave Graham** weekday mornings from 6am-10am for your favourite music and interviews with the people of Oceanside.

Closest Markets CBS Represents:

Market	Distance	Population
Powell River	38 km	17,825
Campbell River	38 km	40,704
Port Alberni	52 km	25,786

