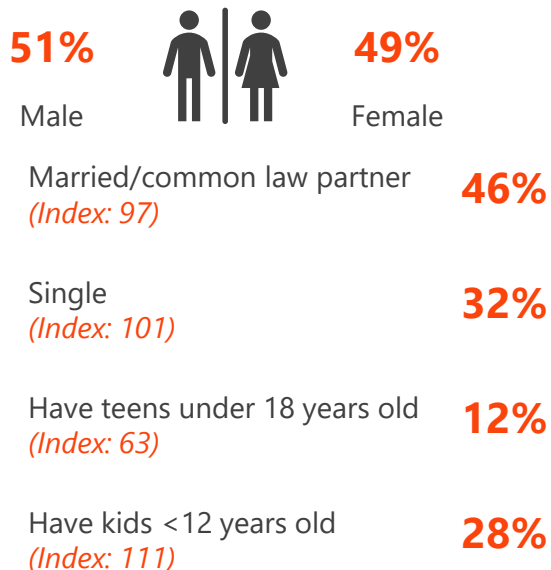




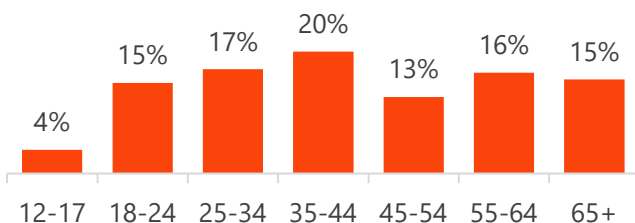
<http://www.wild953.com>

Tune in to hear artists such as Luke Combs, Keith Urban, Blake Shelton, Maren Morris, Garth Brooks, Luke Bryan, Miranda Lambert and many more!

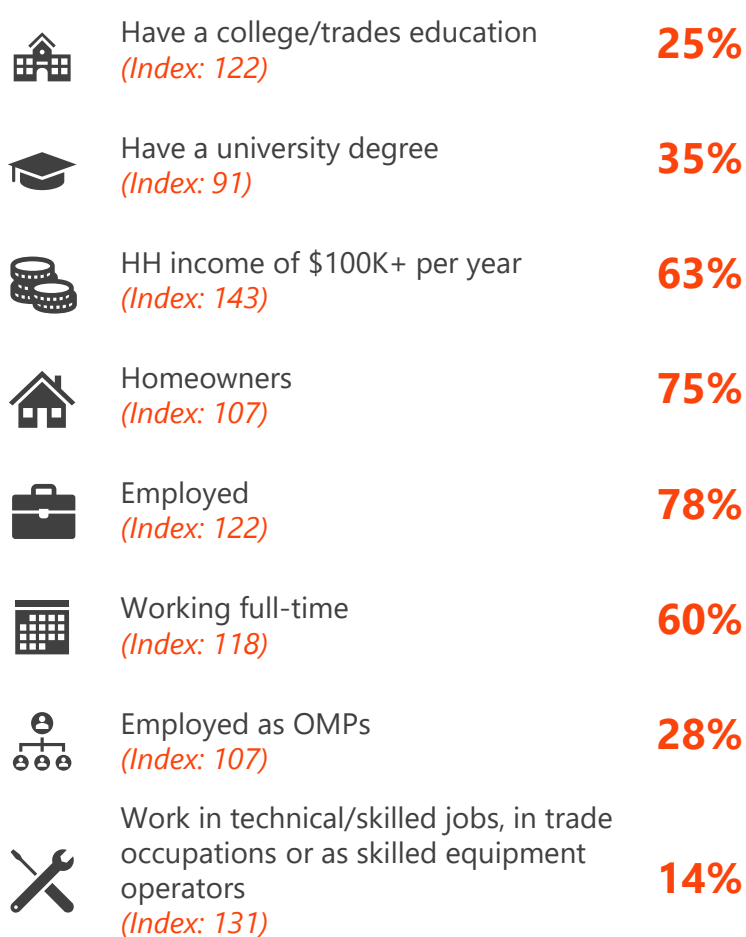
DEMOGRAPHICS



49% of listeners are in the 25-54 age group



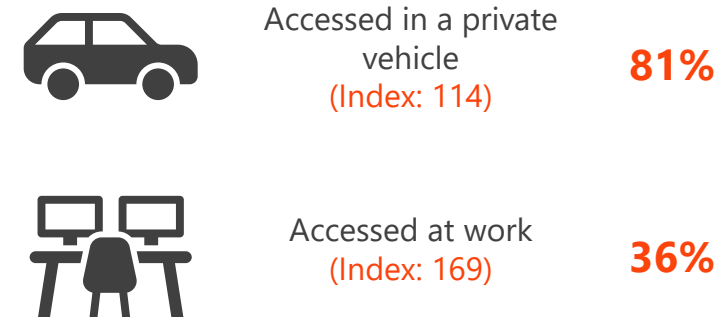
EDUCATION & OCCUPATION



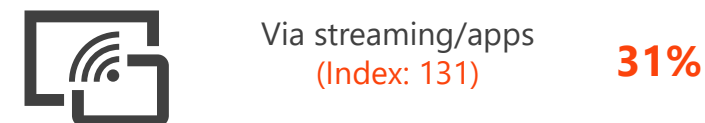
124,720

Weekly Listeners*

RADIO LISTENING LOCATION



RADIO LISTENING





<http://www.wild953.com>

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Listeners index above average in the following areas, example:

WILD 95.3 listeners are 25% more likely to visit bar/pub compared to an average person living in Calgary, indexing at 125.



HOME IMPROVEMENT

IN PAST 2 YEARS	INDEX
Home Improv. spend < \$10,000	95
Types of projects:	
Roof	196
Replaced windows or doors	165
Replaced major appliances	156



DINING OUT

IN PAST 12 MONTHS	INDEX
Bar/pub	125
Coffee/donut shop	111
Casual/family dining restaurant	105
Fast food restaurant	102



RETAIL SPENDING

IN PAST 12 MONTHS (\$500+)	INDEX
Men's clothing	216
Small appliance	137
Large appliance	132
Sporting goods	114



SPORTS & ACTIVITIES

SOMETIMES OR REGULARLY	INDEX
Riding snowmobile/ATV	260
Golf	200
Hockey/ice skating	146
Cross country skiing/snowshoeing	143
Fishing/hunting	140



ENTERTAINMENT

IN PAST 12 MONTHS	INDEX
Professional sporting event	191
Casino	166
Musical concerts	117
Movie theatre	110
Live/ballet/opera/art/museum	106



TRAVEL (PERSONAL)

IN PAST 12 MONTHS	INDEX
U.S.	149
Out of province	120
Own province	103
Europe	102



AUTOMOTIVE AFTERMARKET

SPECIALTY AUTO CENTER	INDEX
Tune-up	187
Replace muffler/exhaust	179
Replace/change tires	169
Repair brakes	153
Oil change	149



FINANCIAL

HAVE OR USE	INDEX
Automobile loan/financing	132
RESP	129
TFSA	127
Will/estate planner	125
RRSP	115

Source: Numeris Radio Meter R03/R04 (May 29, 2023 - Nov 26, 2023), Calgary P12+ who tune in to CKWDFM, Mo-Su 5a-1a.
AvWkCume (000) with 15 min minimum non-consecutive listening in any week over the 27-weeks (Index = Affinity Index vs Total A12+)