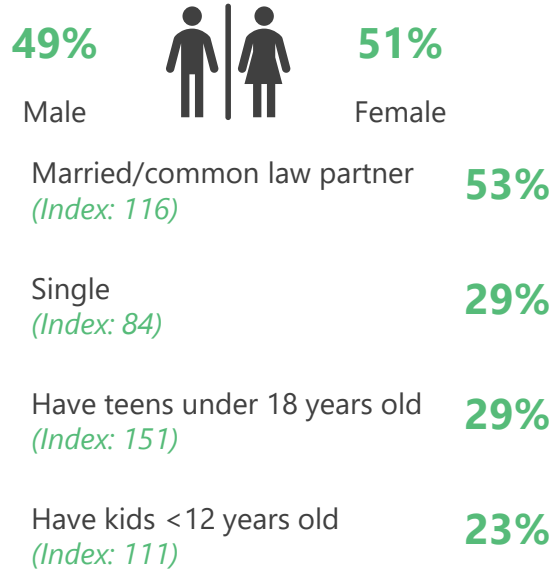




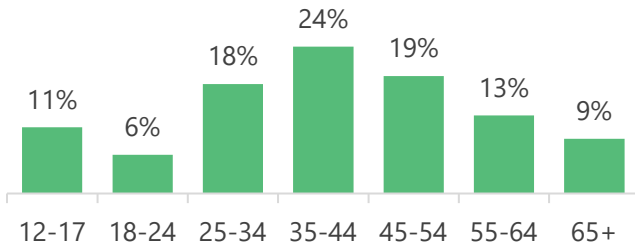
<http://www.1023nowradio.com>

Tune in to hear artists such as Maroon 5, Ed Sheeran, Taylor Swift, Imagine Dragons and many more!

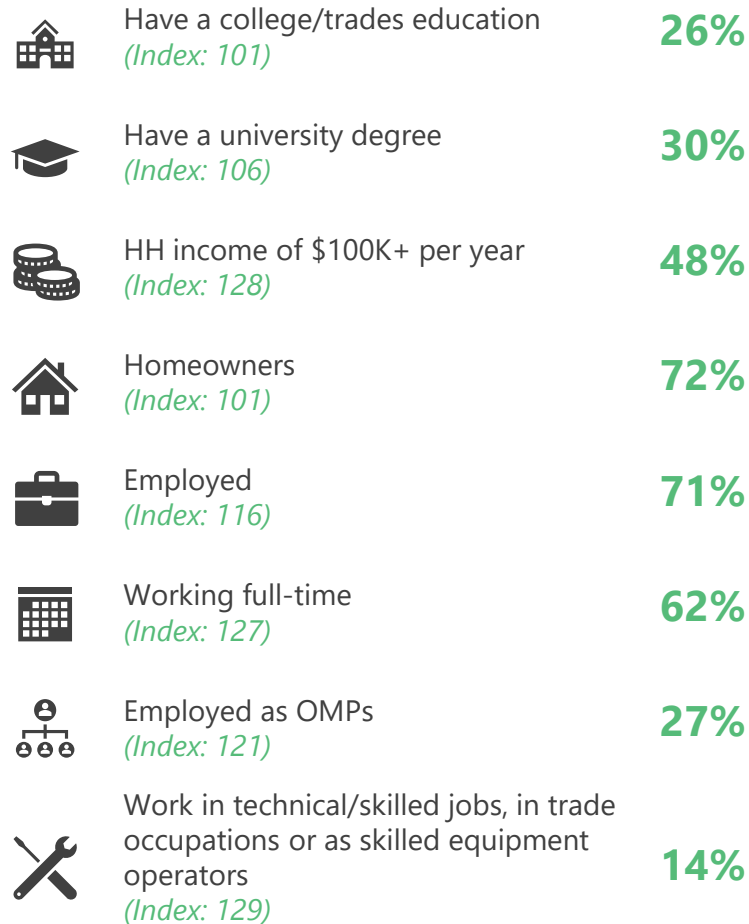
DEMOGRAPHICS



61% of listeners are in the 25-54 age group



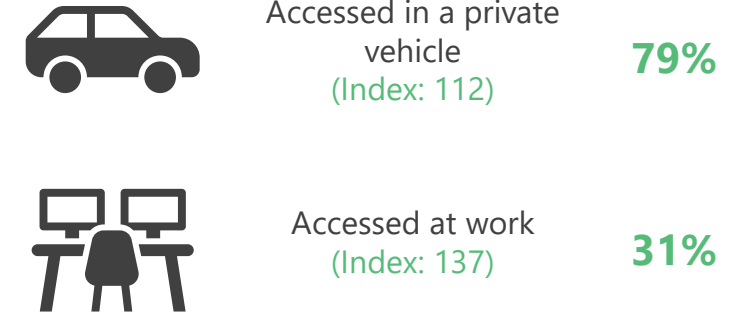
EDUCATION & OCCUPATION



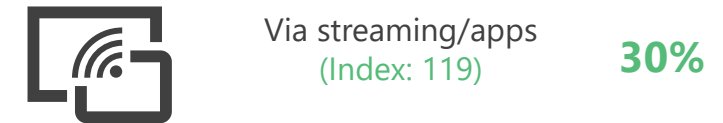
317,538

Weekly Listeners*

RADIO LISTENING LOCATION



RADIO LISTENING



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



<http://www.1023nowradio.com>

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Listeners index above average in the following areas, example:

102.3 NOW! RADIO listeners are 17% more likely to visit bar/pub compared to an average person living in Edmonton, indexing at 117.



HOME IMPROVEMENT

IN PAST 2 YEARS	INDEX
Home Improv. spend < \$10,000	96
Types of projects:	
Roof	178
Carpets or flooring	129
Replaced major appliances	125



DINING OUT

IN PAST 12 MONTHS	INDEX
Bar/pub	117
Fast food restaurant	105
Casual/family dining restaurant	103
Coffee/donut shop	102



RETAIL SPENDING

IN PAST 12 MONTHS (\$500+)	INDEX
Sporting goods	121
Large appliance	120
Video games system/games	113
Men's clothing	113
Children's clothing	106



SPORTS & ACTIVITIES

SOMETIMES OR REGULARLY	INDEX
Riding snowmobile/ATV	145
Bowling	139
Hockey/ice skating	134
Downhill skiing/snowboarding	131
Cross country skiing/snowshoeing	130



ENTERTAINMENT

IN PAST 12 MONTHS	INDEX
Professional sporting event	124
Movie theatre	119
Live/ballet/opera/art/museum	114
Musical concerts	104



TRAVEL (PERSONAL)

IN PAST 12 MONTHS	INDEX
U.S.	139
Out of province	115
Own province	104



AUTOMOTIVE AFTERMARKET

SPECIALTY AUTO CENTER	INDEX
Replace muffler/exhaust	124
Replace/change tires	111
Oil change	110
Repair brakes	108



FINANCIAL

HAVE OR USE	INDEX
Automobile loan/financing	129
RESP	125
Mortgage	120
Financial planner	120
Personal line of credit	115

CKNOFM 102.3 NOW! RADIO
HITS FOR ADULTS

Source: Numeris Radio Meter R03/R04 (May 29, 2023 - Nov 26, 2023), Edmonton P12+ who tune in to CKNOFM, 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+)

