



A Snapshot of our Listeners

Adult Contemporary

www.b100.ca

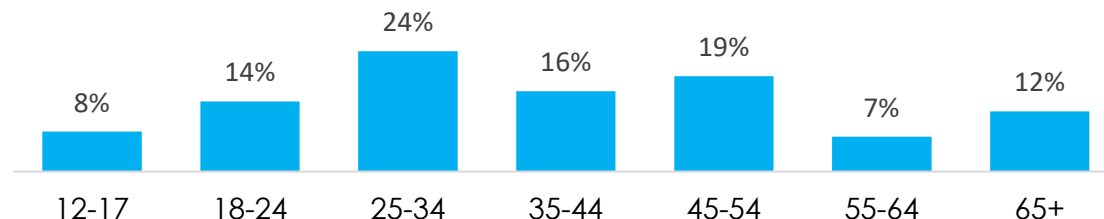
Featuring artists such as Justin Timberlake, Selena Gomez, Ariana Grande, Justin Bieber, Adele and many more.

Gender



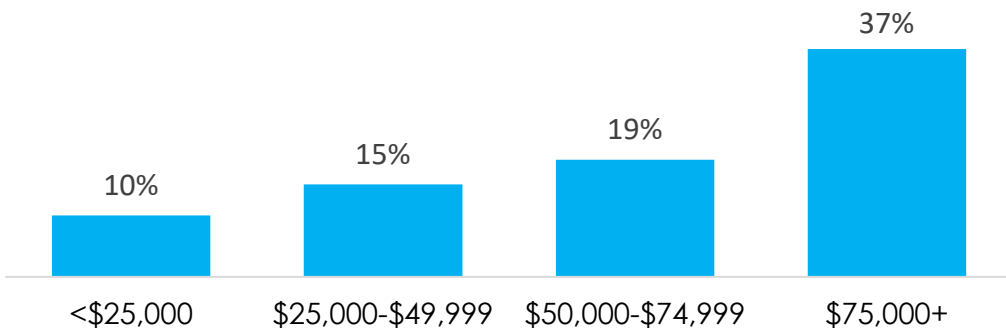
Age

59% of listeners fall into the 25-54 age break.



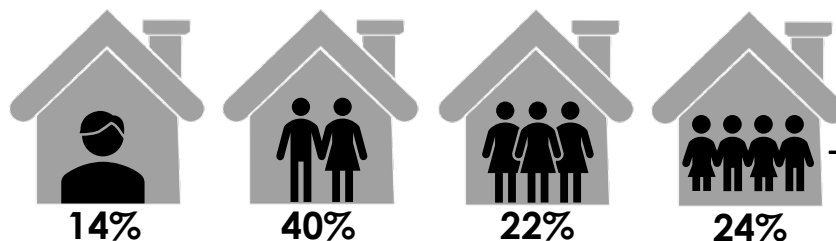
Household Income

37% earn an annual household income of \$75,000+.



Household Size

24% live in a household with 4 or more people.



38%
have children
under 18 years
(index 132)

Education

51% have a college, university graduate or higher education.

30,875 weekly listeners