





<https://1047thelizard.ca/>


Tune in to hear artists such as Red Hot Chili Peppers, Foo Fighters, Green Day, Kings of Leon, The Tragically Hip and many more!


DEMOGRAPHICS

60%  **40%**
Male Female

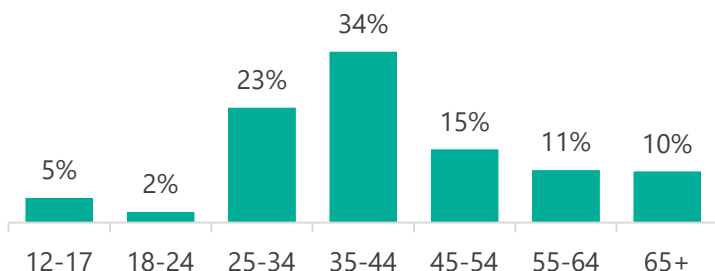
 Married/common law partner **60%**
(Index: 103)

 Are single/have never married **34%**


 Have teens under 18 years old **18%**
(Index: 104)

 Have kids <12 years old **18%**
(Index: 173)


72% of listeners are in the 25-54 age group



EDUCATION & OCCUPATION


 Have a college/trades education **34%**
(Index: 129)

 Have a university degree **25%**


 HH income of \$100K+ per year **43%**

 Homeowners **50%**

 Employed **72%**
(Index: 127)

 Working full-time **56%**
(Index: 140)


 Employed as OMPs **34%**
(Index: 118)


 Work in technical/skilled jobs, in trade occupations or as skilled equipment operators **21%**
(Index: 200)


28,143
Weekly Listeners


72% are medium to heavy radio users.

AUDIO LISTENING IN PAST 7 DAYS

 Listened to radio **60%**
(Index: 119)

 Listened to radio via streaming/apps **30%**
(Index: 102)

 Accessed radio station website **26%**
(Index: 102)

 Download/play podcasts **33%**
(Index: 102)



Listeners index above average in the following areas, example:


104.7 THE LIZARD listeners are **13% more likely** to visit department stores compared to an average person living in Kelowna, indexing at 113.





Spent \$2,500+ on home improvement in the past 2 years: **23%**





Spent \$150+ on groceries in the past 7 days: **51%**


 DINING OUT	
IN PAST MONTH	INDEX
Bar/ Pubs	154
Fast food	115
Coffee/ donut shops	113


 AUTOMOTIVE	
IN PAST 12 MONTHS	INDEX
Compact/Sub-compact	139
Domestic vehicle	114
Pick-up truck	113

 FINANCIAL	
HAVE OR USE	INDEX
Automobile loan/financing	164
Private medical/Critical illness insurance	131
Tax preparation service	117

 SPORTS & ACTIVITIES	
SOMETIMES OR REGULARLY	INDEX
Downhill ski/snowboard	125
Hockey/ice-skating	124
Bowling	118


 STORES VISITED	
IN PAST 12 MONTHS	INDEX
Department stores	113
Home decor stores	110
Discount/dollar stores	109

 AUTOMOTIVE AFTERMARKET	
SPECIALTY AUTO CENTRE/ DEALERSHIP	INDEX


 ENTERTAINMENT	
IN PAST 12 MONTHS	INDEX
Nightclubs/bars	139
Zoo/aquarium/farm	124
Local festivals	117

 TRAVEL (PERSONAL)	
IN PAST 12 MONTHS	INDEX

 RETAIL SPENDING	
IN PAST 12 MONTHS (\$1+)	INDEX
Video systems/games	130
Children's clothing	112
Small appliances	112

 CAR TYPES	
OWNED	INDEX
Compact/ Sub-compact	139
Pick-up truck	113

 BEVERAGES	
IN PAST WEEK	INDEX
Energy drinks	172
Diet soft drinks	124
Juice	109

 ONLINE ACTIVITIES	
IN PAST WEEK	INDEX
Redeem online offers	113
Purchases products/ services	105
Research products/ services	101