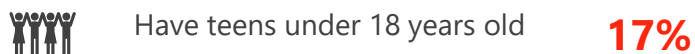
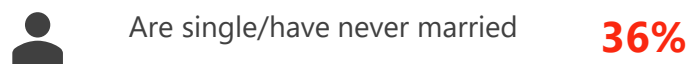
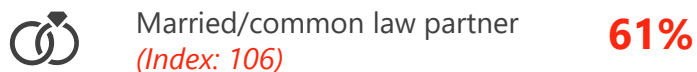




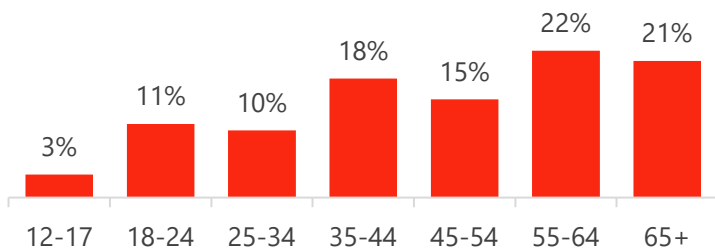
Tune in to hear artists such as Bon Jovi, The Cure, AC/DC, Michael Jackson, Tom Petty and many more!

<http://www.beachradiokelowna.ca/>

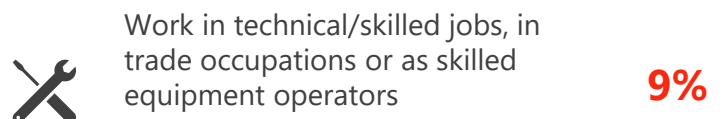
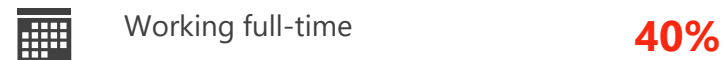
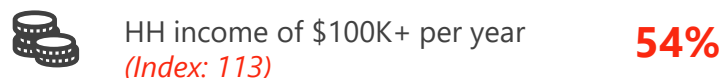
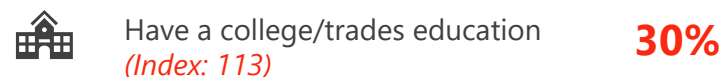
## DEMOGRAPHICS



**43%** of listeners are in the 25-54 age group



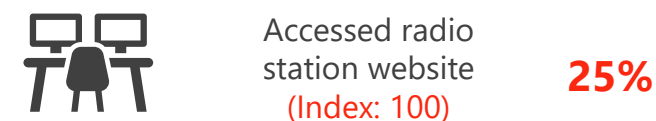
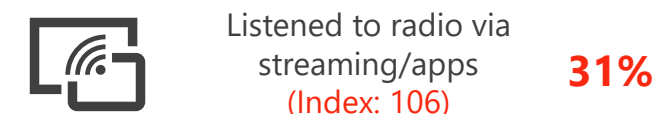
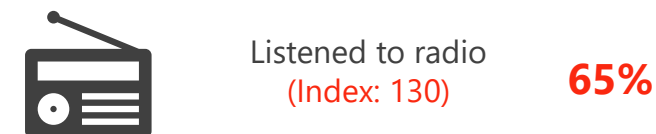
## EDUCATION & OCCUPATION



**32,459**  
Weekly Listeners

**73%** are medium to heavy radio users.

## AUDIO LISTENING IN PAST 7 DAYS





Listeners index above average in the following areas, example:


**103.1 BEACH RADIO listeners are 29% more likely to visit shoe stores compared to an average person living in Kelowna, indexing at 129.**





Spent \$2,500+ on home improvement in the past 2 years, index: **100**





Spent \$150+ on groceries in the past 7 days: **57%**


 DINING OUT	
IN PAST MONTH	INDEX
Bar/ Pubs	<b>119</b>
Coffee/ donut shops	<b>114</b>
Fast food	<b>113</b>


 AUTOMOTIVE	
IN PAST 12 MONTHS	INDEX
Used vehicle purchased/leased in past 2 yrs	<b>147</b>
Domestic vehicle	<b>120</b>
SUV/Crossover	<b>118</b>


 FINANCIAL	
HAVE OR USE	INDEX
Mortgage	<b>135</b>
Home insurance	<b>121</b>
Private medical/Critical illness insurance	<b>118</b>

 SPORTS & ACTIVITIES	
SOMETIMES OR REGULARLY	INDEX
Gardening	<b>104</b>
Jogging/running	<b>104</b>
Bowling	<b>104</b>


 STORES VISITED	
IN PAST 12 MONTHS	INDEX
Shoe stores	<b>129</b>
Convenience stores	<b>120</b>
Pet stores	<b>116</b>

 AUTOMOTIVE AFTERMARKET	
SPECIALTY AUTO CENTRE/ DEALERSHIP	INDEX
Replace/repair windshield	<b>128</b>
Repair brakes	<b>120</b>
Auto body repair	<b>119</b>


 ENTERTAINMENT	
IN PAST 12 MONTHS	INDEX
Professional sporting event/racing/air show	<b>120</b>
Amusement park/theme park/water park	<b>116</b>
National or provincial park	<b>105</b>

 TRAVEL (PERSONAL)	
IN PAST 12 MONTHS	INDEX
Out of province	<b>122</b>
In own province	<b>119</b>

 RETAIL SPENDING	
IN PAST 12 MONTHS (\$1+)	INDEX
Furniture	<b>120</b>
Large appliances	<b>114</b>
Small appliances	<b>109</b>

 CAR TYPES	
OWNED	INDEX
SUV/ Crossover	<b>118</b>
Sedan	<b>115</b>
Compact/ Sub-compact	<b>105</b>

 BEVERAGES	
IN PAST WEEK	INDEX
Energy drinks	<b>150</b>
Sports drinks	<b>138</b>
Tea	<b>128</b>

 ONLINE ACTIVITIES	
IN PAST WEEK	INDEX
Purchases products/ services	<b>116</b>
Research products/ services	<b>108</b>
Redeem online offers	<b>100</b>