



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		EDUCATION & OCCUPATION			32,459 Weekly Listeners		
	47% 6 53%			Have a college/trades education (Index: 113)	30%	73% are m	edium to heavy radio	users.
©	Male Female Married/common law partner (Index: 106)	61%		Have a university degree	26%	AUDIO LIS	TENING IN PAST 7 D	AYS
•	Are single/have never married	36%		HH income of \$100K+ per year (Index: 113)	54%		Listened to radio (Index: 130)	65%
	Have teens under 18 years old	17%		Homeowners (Index: 104)	64%		Listened to radio via	
iÑ	Have kids <12 years old	6%		Employed (Index: 102)	57 %		streaming/apps (Index: 106)	31%
43	43% of listeners are in the 25-54 age group			Working full-time	40%		Accessed radio station website	25%
	18% 15%	21%	999	Employed as OMPs (Index: 102)	29%		(Index: 100)	
3%	11% 10%		X	Work in technical/skilled jobs, in trade occupations or as skilled equipment operators	9%		Download/play podcasts (Index: 111)	36%







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%

<u></u>	DINING OUT		~~	STORES VISITED		 	RETAIL SPENDING	
IN PAST MONTH INDEX		IN PAST 12	2 MONTHS	INDEX	IN PAST 12 MONTHS (\$1+)			
Bar/ Pubs		119	Shoe stores	;	129	Furniture		120
Coffee/ donut shops 114		114	Convenienc	re stores	120	Large appliances		
Fast food		113	Pet stores		116	Small appliances		
	AUTOMOTIVE		=	AUTOMOTIVE AFTERMARKET			CAR TYPES	
IN PAST 12 MONTHS		INDEX	SPECIALTY AUTO CENTRE/ DEALERSHIP		INDEX	OWNED		INDEX
Used vehicle purchased/leased in past 2 yrs		147	Replace/repair windshield		128	SUV/ Crossover		118
Domestic vehicle		120	Repair brak	es	120	Sedan		115
SUV/Crossover		118	Auto body repair		119	Compact/ Sub-cor	105	
m.	FINANCIAL			ENTERTAINMENT		<u> </u>	BEVERAGES	
HAVE OR USE		INDEX	IN PAST 12	2 MONTHS	INDEX	IN PAST WEEK		INDEX
Mortgage		135	Professiona	I sporting event/racing/air show	120	Energy drinks		150
Home insurance 121		121	Amusement park/theme park/water park		116	Sports drinks		138
Private medical/Critical illness insurance 118		118	National or provincial park		105	Tea		128
1. **	SPORTS & ACTIVITIES		<u> </u>	TRAVEL (PERSONAL)		**	ONLINE ACTIVITIES	
SOMETIMES OR REGULARLY		INDEX	IN PAST 12 MONTHS		INDEX	IN PAST WEEK		INDEX
Gardening		104	Out of prov	ince	122	Purchases product	s/ services	116
Jogging/running 1		104	In own province		119	Research products/ services		108
Bowling 104		104				Redeem online off	ers	100



