

# Medicine Hat, Alberta Market Demographics

## Gender

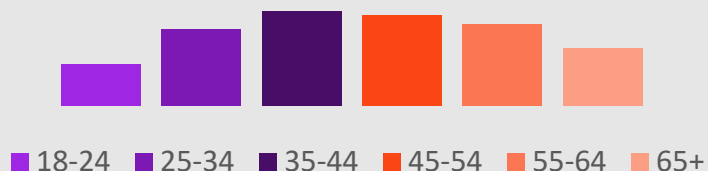
## Population



- Medicine Hat serves as a large commercial hub with a **trading area of 250,000**.
- Medicine Hat has direct access to rail, major highway and a local airport.

## Age

- Medicine Hat has a population of 80,126.
- The average age is 42 years-old.



- WILD 94.5 FM's core audience is in the 25-44 demographic, almost half (46%) are in this age group. 61% fall in the 25-54 demographic.
- The average listener age is 48 years-old.

## Household Income



- The average yearly salary in Medicine Hat is \$52,250 and the average household income in Medicine Hat is \$94,700.



**CHAT-FM Medicine Hat, AB**

Format: New Country

[www.wild945.ca](http://www.wild945.ca)

**Station:** CFMY – FM

**Frequency:** 96.1 FM

**Target Audience:** Adults 25-54

**Coverage:** Medicine Hat



**Tune in to hear artists such as Carrie Underwood, Luke Combs, Keith Urban and more.**

- WILD 94.5 FM is Medicine Hat and area's New Country station for those WILD about Country music and WILD experiences.
- We are the voice of southern Alberta with a commitment to provide the most up-to-date local coverage. The CHAT-TV News Centre keeps us going with complete coverage.
- WILD 94.5 FM has a huge online presence on Facebook, Twitter and our WILD Ones newsletter.

