

Courtenay, British Columbia

Market Demographics

Gender



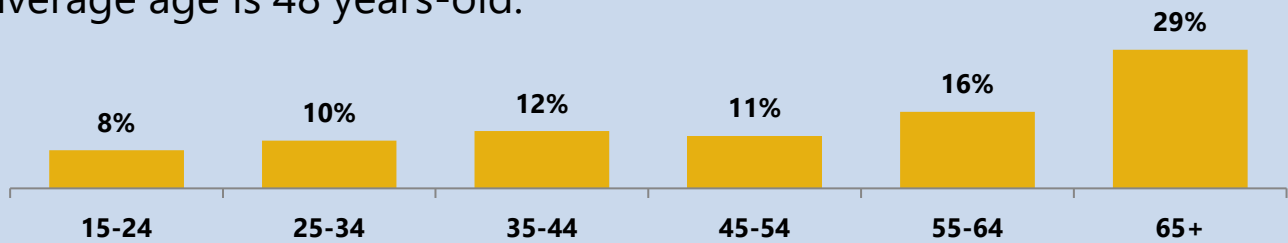
Population

63,282

- The City of Courtenay is situated on the east coast of central Vancouver Island. Accessible by land, sea or air, Courtenay is a culturally diverse community that offers supernatural beauty at its doorstep. Courtenay is the urban and cultural hub of the Comox Valley and is an innovative, vibrant and growing city.

Age

- 49% of **Courtenay's** total population falls into the 25-64 age group, 33% are in the 25-54 demographic.
- The average age is 48 years-old.



Marital Status

- 60% are married or living in a common law relationship.
- 22% are single or have never married.
- 18% are widowed, separated or divorced.



Household Financials

- Courtenay** residents have an average household income of \$91,800.
- 76% are homeowners.
- The average value of their primary real estate is \$677,000.



97.3 The Eagle

Part of the Community for almost 30 years!

Station: CKLR-FM

Frequency: 97.3 FM

Format: Classic Hits & Today's Music

Target Audience: Adults 25-54

Narrow Target: Adults 35-54

Coverage: Courtenay, Comox Valley, Cumberland, Campbell River, Powell River and The Upper Sunshine Coast



Find us online at 973theeagle.com, Eagle app, your smart speaker or on Facebook, Insta or X @973theeagle

- 97.3 The Eagle is licenced as a regional radio station serving the entire Comox Valley Regional District, Campbell River and surrounding areas with a combined population of more than 100,000 people.
- 97.3 The Eagle is highly active in each of the communities it serves, regularly broadcasting live from high-profile events.
- 97.3 The Eagle provides listeners with up-to-the-minute local news and information throughout the day.

OUR HOSTS



Bob & Bill
Mornings



Charlee Morgan
MIDDAYS



Rick Yurkewich
Afternoons



Retro Vault w Ara
Weekends



IN THE COMMUNITY



COVERAGE



Signal Coverage Area Includes:

- Courtenay
- Comox Valley
- Campbell River
- Cumberland
- Fanny Bay
- Union Bay
- Denman Island
- Hornby Island
- Powell River
- Black Creek
- Texada Island



Validate

The radio advertising measurement and audio attribution technology platform.

Tracking the success of your campaign

Now we can track your customer journey from listening to your commercial on our station via streaming to visiting your website.

How does it work?

1. Client adds Validate conversion tag to their website.
2. Validate tracks listener's journey from hearing client's ad to visiting client's website.
3. Client receives dashboard quarterly (or at the end of campaign) that shows total campaign impressions, conversions, and CPM.

That's a Game Changer!

