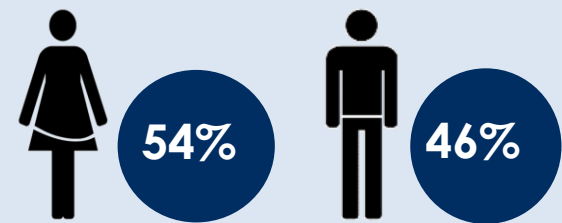


Parksville, British Columbia

Market Demographics

Gender



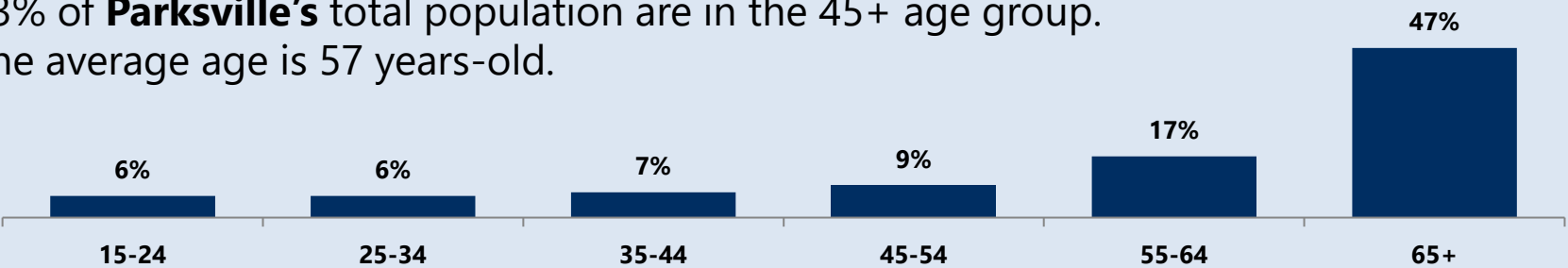
Population

31,054

- In the heart of Oceanside, on the sheltered east coast of Vancouver Island, we are an active community of urban professionals, families with young children and retirees who have chosen to live in our community for a quality of life and the region's natural environment.

Age

- 73% of **Parksville's** total population are in the 45+ age group.
- The average age is 57 years-old.



Marital Status

- 66% are married or living in a common law relationship.
- 15% are single or have never married.
- 20% are widowed, separated or divorced.



Household Financials

- **Parksville** residents have an average household income of \$89,700.
- 82% are homeowners.
- The average value of their primary real estate is \$711,000.



The Lounge 99.9

www.thelounge999.com

Station: CHPQ-FM

Frequency: 99.9 FM

Format: Adult Standards

Target Audience: Adults 40+

Narrow Target: Adults 55-69

Coverage: Parksville, Qualicum Beach and surrounding Oceanside communities



Find us online at thelounge999.com, lounge app, your smart speaker or on Facebook, Insta or X @thelounge999

- The Lounge 99.9 prides themselves on being active in the community and covering all the major events like the Sandcastle building championships & Chamber of Commerce awards.
- Tune in to **Lounge Mornings with Bill Dean**, weekdays from 6am to 10am, **Claudia Dean** from 2pm to 6pm, weekends with **Megan Gibson** from 9am to 3pm.

OUR HOSTS



Bill Dean
Mornings 6a-10a



Claudia Dean
Afternoons 2-6p



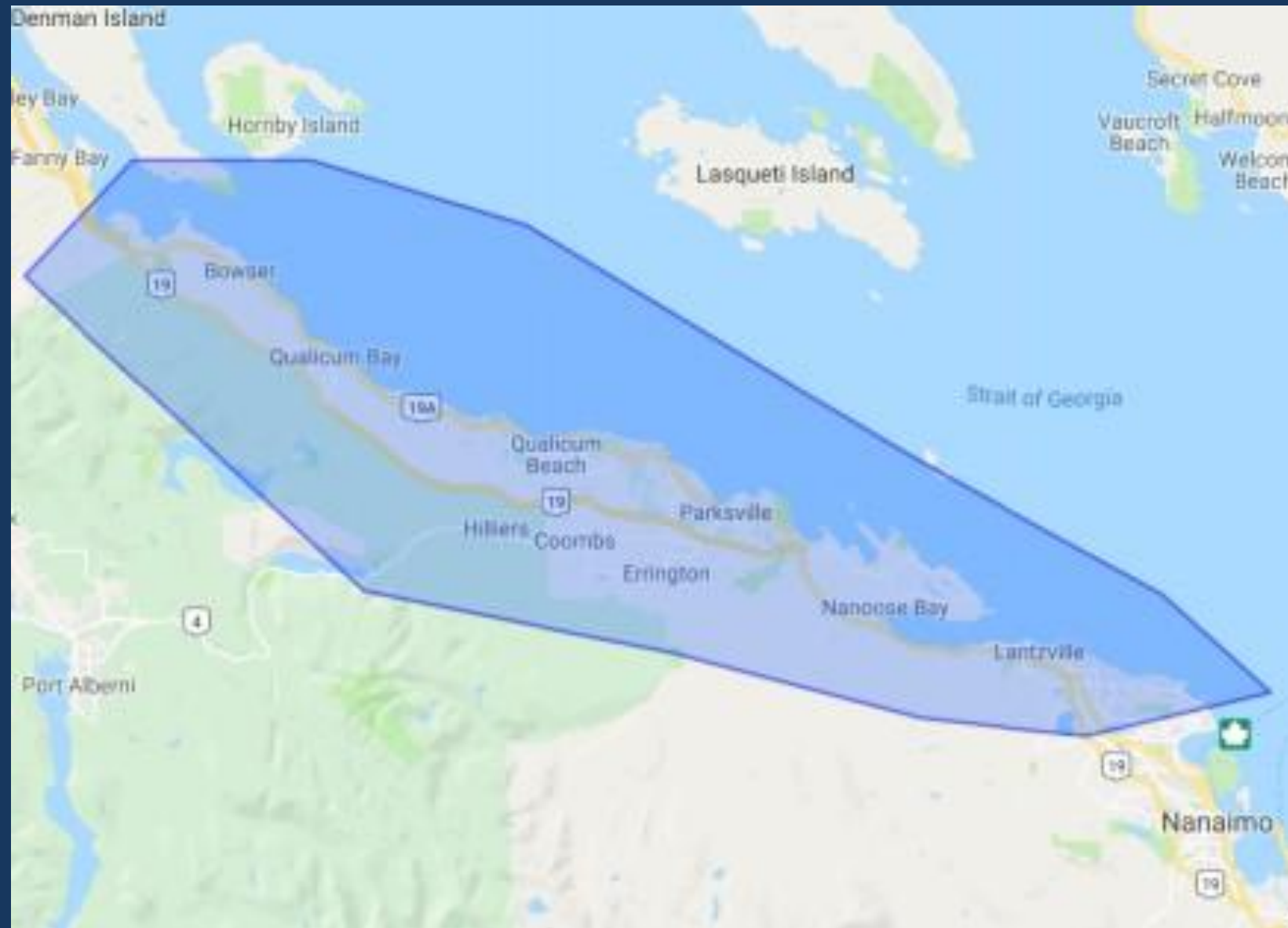
Megan Gibson
Weekends 9a-3p



IN THE COMMUNITY



COVERAGE



Signal Coverage Area Includes:

- Parksville
- Qualicum Beach
- North Nanaimo
- Nanoose Bay
- Lantzville
- Bowser
- French Creek
- Errington
- Coombs



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!

