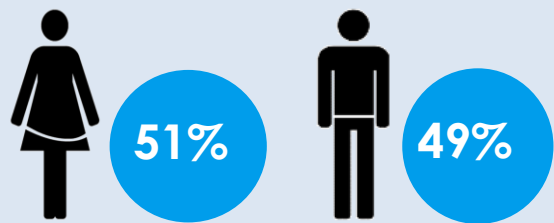


Port Alberni, British Columbia

Market Demographics

Gender



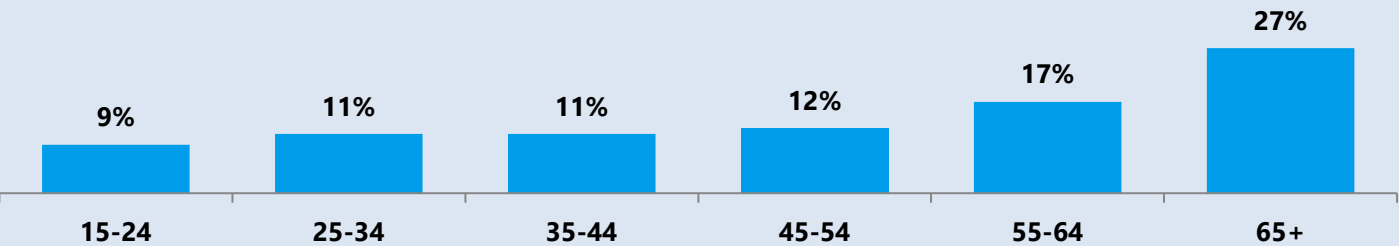
Population

25,786

- The Alberni-Clayoquot Regional District is a large and diverse area of over 6,600 square kilometers centrally located on the west side of Vancouver Island. The city of Port Alberni is the largest city and commercial hub of the region. Port Alberni currently has a population of over 18,000 of the total regional population of over 31,000.

Age

- 51% of **Port Alberni's** total population falls into the 25-64 age group, 34% are in the 25-54 demographic.
- The average age is 47 years-old.



Marital Status

- 56% are married or living in a common law relationship.
- 24% are single or have never married.
- 19% are widowed, separated or divorced.



Household Financials

- Port Alberni** residents have an average household income of \$81,000.
- 73% are homeowners.
- The average value of their primary real estate is \$501,200.



93.3 The Peak
www.933thepeak.com

Station: CJAV-FM
Frequency: 93.3 FM
Format: Classic Hits & Today's Best Music
Target Audience: Adults 25-54
Narrow Target: Adults 30-50
Coverage: Port Alberni, Alberni Valley, Sproat Lake



Find us online at 933thepeak.com, Peak app, your smart speaker or on Facebook, Insta or X @933thepeak

- 93.3 The Peak is Port Alberni's source for up-to-the-minute local news and information, with newscasts every half hour during the morning show and hourly throughout the day.
- Listen to **Evan Hammond** weekday mornings from 6am to 10am for great music and everything you need to know to start your day off right.
- 93.3 The Peak is proud to be the play-by-play voice of the BCHL Alberni Valley Bulldogs.
- 93.3 The Peak is front and center at all the major fundraisers and community events like the Toy Run and Cops for Cancer – Tour de Rock.

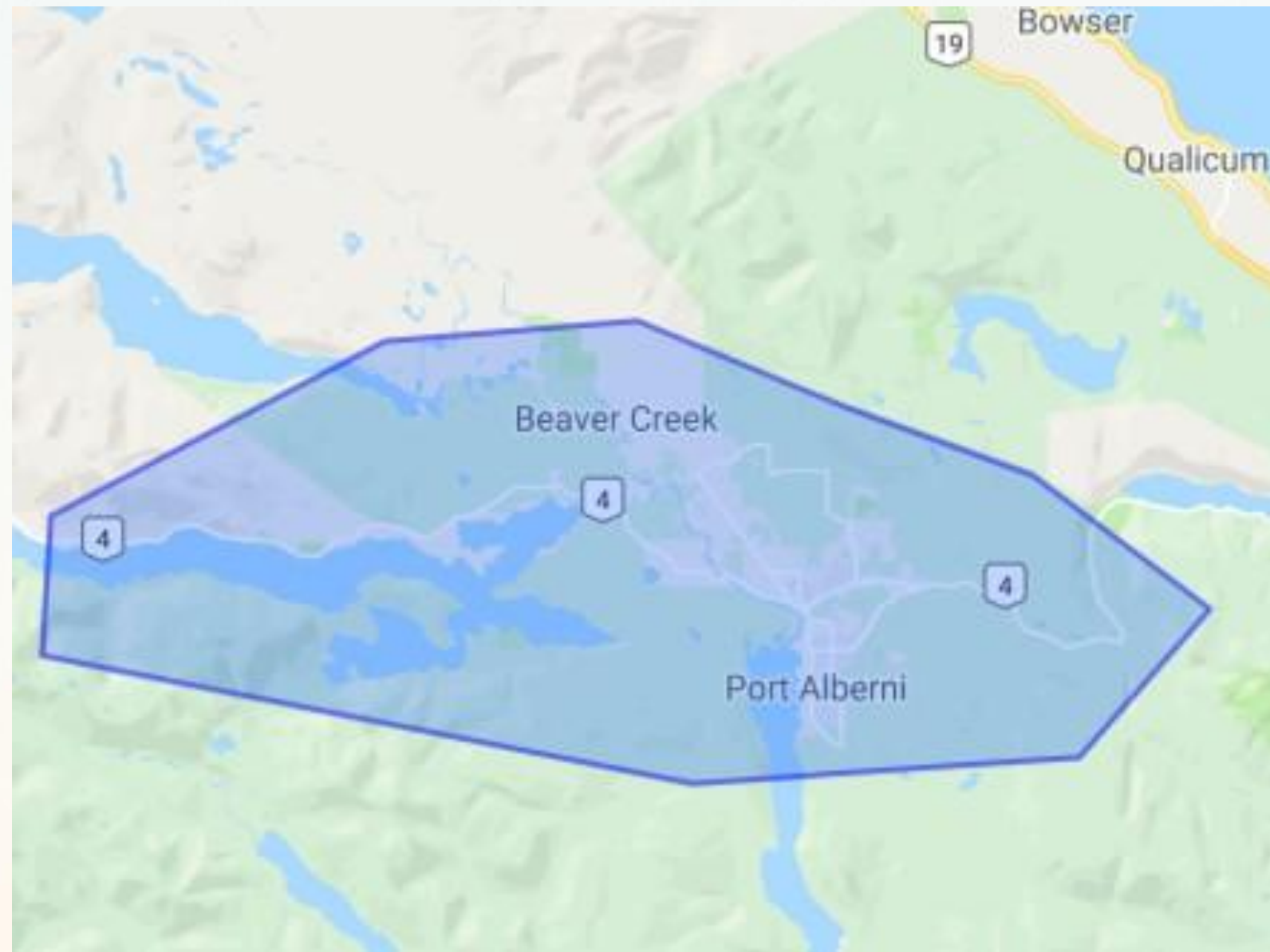
OUR HOSTS



IN THE COMMUNITY



COVERAGE



Signal Coverage Area Includes:

- Port Alberni
- Alberni Valley
- Sproat Lake



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!

