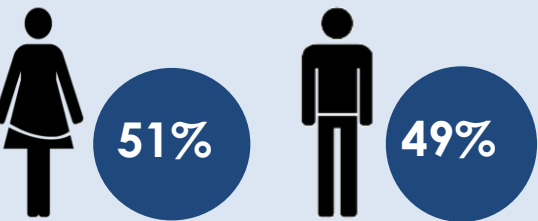


Nanaimo, British Columbia

Market Demographics

Gender



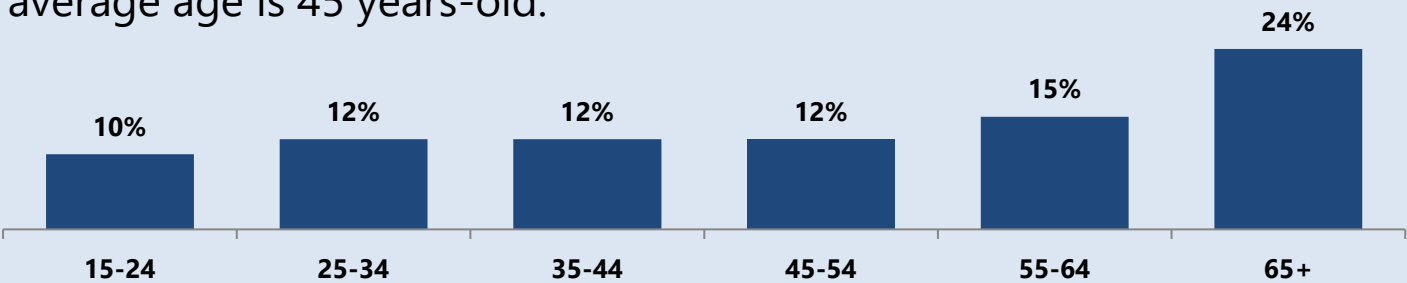
Population

115,459

- Nanaimo’s central location has helped the city to develop as an important retail, service and transportation centre for central and northern Vancouver island.
- The trading area serves approximately 350,000 people.

Age

- 51% of **Nanaimo’s** total population falls into the 25-64 age group, 37% are in the 25-54 demographic.
- The average age is 45 years-old.



Marital Status

- 56% are married or living in a common law relationship.
- 26% are single or have never married.
- 18% are widowed, separated or divorced.



Household Financials

- **Nanaimo** residents have an average household income of \$93,500.
- 69% are homeowners.
- The average value of their primary real estate is \$656,000.



102.3 The Wave

www.1023thewave.com

Station: CKWV-FM

Frequency: 102.3 FM

Format: Hot AC

Target Audience: Adults 25-54

Narrow Target: Females 30-44

Coverage: Nanaimo, Parksville, Qualicum Beach and the Sunshine Coast.



Find us online at 1023thewave.com, wave app, your smart speaker or on Facebook, Insta or X @1023thewave

- 102.3 The Wave plays Nanaimo’s Best Music. 102.3 The Wave is a Hot AC station committed to local news, information and entertainment.
- With engaging personalities and high visibility in the Nanaimo area, 102.3 The Wave is also proud of our track record in helping the community.

OUR HOSTS

Mornings – Jo & Darryl



Middays - Angie



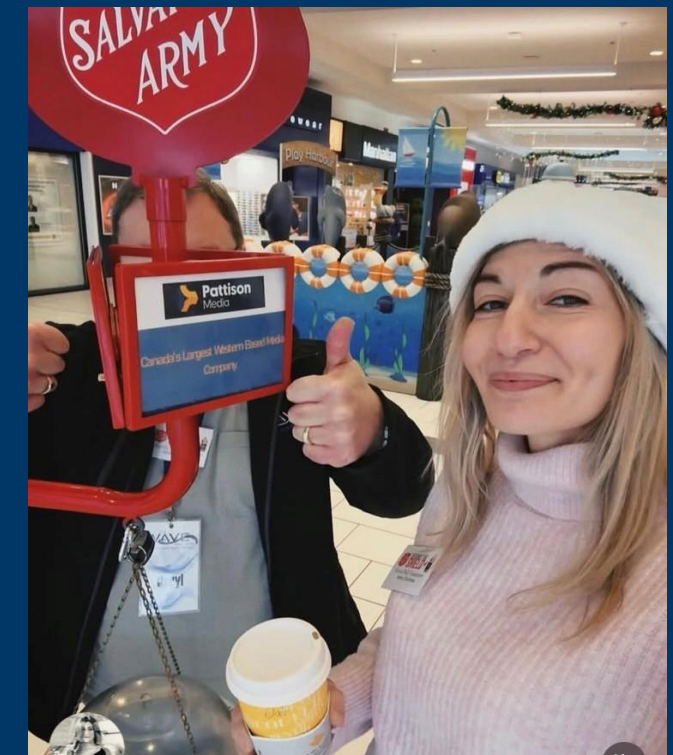
Afternoons - Jen



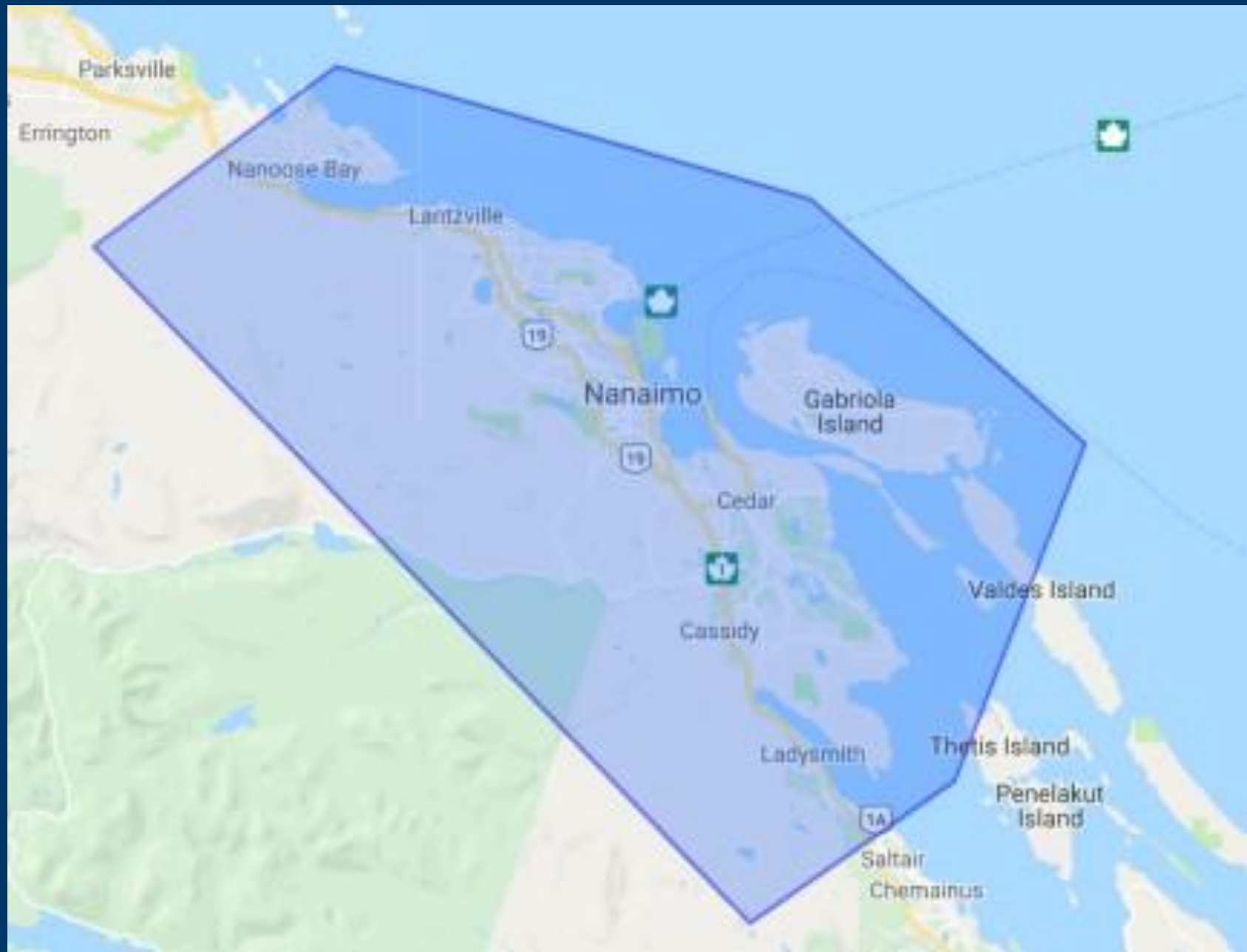
Weekends - Amber



IN THE COMMUNITY



COVERAGE



Signal Coverage Area Includes:

- Nanaimo
- Ladysmith
- Lantzville
- Cedar
- Gabriola Island
- Nanoose Bay



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!

