



<http://www.wild953.com>

Tune in to hear artists such as Luke Combs, Keith Urban, Blake Shelton, Maren Morris, Garth Brooks, Luke Bryan, Miranda Lambert and many more!

DEMOGRAPHICS

40%



60%

Male

Female



Married/common law partner
(Index: 101)

49%



Single
(Index: 101)

34%



Have teens under 18 years old

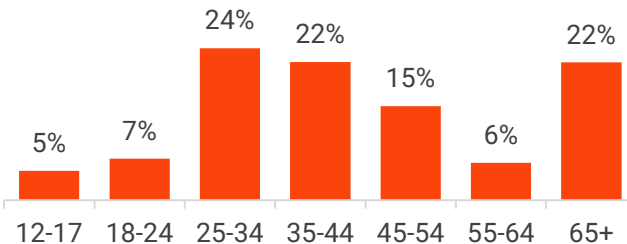
16%



Have kids <12 years old
(Index: 132)

26%

61% of listeners are in the 25-54 age group



EDUCATION & OCCUPATION



Have a college/trades education
(Index: 162)

34%



Have a university degree

38%



HH income of \$100K+ per year
(Index: 135)

67%



Homeowners
(Index: 107)

79%



Employed
(Index: 126)

77%



Working full-time
(Index: 130)

66%



Employed as OMPs
(Index: 143)

38%



Work in tech./skilled jobs, in trade or as skilled equipment operators

11%

101,300

Weekly Listeners*

RADIO LISTENING LOCATION



Accessed in a private vehicle
(Index: 116)

80%



Accessed at work
(Index: 190)

37%

RADIO LISTENING



Via streaming/apps
(Index: 110)

22%

Source: Numeris Radio Meter R01/R02 2026 (Dec 01, 2025 - May 31, 2026), Calgary P12+ who tune in to CKWDFM, Mo-Su 5a-1a. AvWkCume (000) with 15 min minimum non-consecutive listening in any week over the 27-weeks *Based on 1 min reach (Index = Affinity Index vs Total A12+)



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Listeners index above average in the following areas, example:

WILD 95.3 listeners are 115% more likely to participate in riding snowmobile/atv sometimes/regularly compared to an average person living in Calgary, indexing at 215.



HOME IMPROVEMENT

IN PAST 2 YEARS

Home Improv. spend > \$2,500 **48%**

TYPES OF PROJECTS: INDEX

Carpets or flooring **246**

Roof **202**

Bathroom renovation **152**



DINING OUT

IN PAST 12 MONTHS

INDEX

Bar/pub **131**

Coffee/donut shop **124**

Casual/family dining restaurant **116**



RETAIL SPENDING

IN PAST 12 MONTHS (\$500+)

INDEX

Video games system/games **214**

Small appliance **183**

Computer equipment/accessories **107**



SPORTS & ACTIVITIES

SOMETIMES OR REGULARLY

INDEX

Riding snowmobile/ATV **215**

Downhill skiing/snowboarding **178**

Fishing/hunting **176**

Golf **165**

Power boating/sailing/jet-skiing **164**



ENTERTAINMENT

IN PAST 12 MONTHS

INDEX

Professional sporting event **173**

Musical concerts **148**

Casino **141**

Consumer shows (auto,home,finance,etc.) **139**



TRAVEL (PERSONAL)

IN PAST 12 MONTHS

INDEX

U.S. **150**

Own province **111**



AUTOMOTIVE AFTERMARKET

SPECIALTY AUTO CENTER

INDEX

Replace muffler/exhaust **314**

Auto body repair **291**

Repair brakes **224**

Tune-up **209**

Replace/change tires **140**



FINANCIAL

HAVE OR USE

INDEX

Tax preparation service **171**

Automobile loan/financing **128**

TFSA **122**

Will/estate planner **119**

Personal line of credit **118**