The Breeze 104.3 Listeners

364,125 people listen to 104.3 The Breeze in an average week

104.3 The Breeze reaches an affluent, active, and engaged audience, who are spending their disposable income across a broad range of categories including automotive, fine dining, furniture, apparel, appliances, and travel. The Breeze target audience consists of adults aged 25-54, and more specifically females aged 35-54.

THE BREEZE LISTENERS....

- 80% of weekly listeners do so in a private vehicle;
- 74% of listeners are aged 35-65+;
- 34% of listeners do so at work;
- 22% of weekly listeners do so on a mobile device; 30% of listeners;
- 14% of weekly listeners do so on a computer;

THE BREEZE HOUSEHOLD INCOME:

26% 20% 18% 14%



THE BREEZE AGE BREAKDOWN:





ource: Numeris Radio Meter R03 2020 (May 25 – August 30, 2020) Vancouver, All Week Base: 1:

Average Weekly Cume (000) with a 15 minute non-consecutive reach condition.

*Average Weekly Cume (000), no reach condition.

