

Z95.3 Listeners

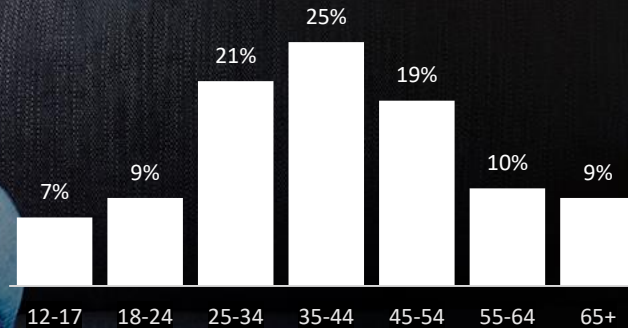
508,744 people listen to Z95.3 in an average week*



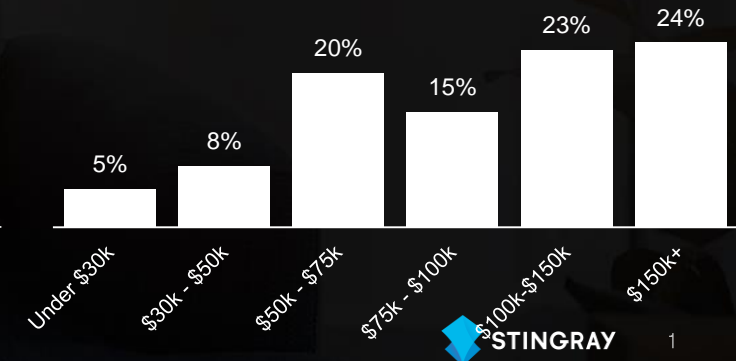
Z95.3 LISTENERS...

- 79% listen in a private vehicle;
- 65% in the 25-54 age group;
- 46% in the 25-44 age group;
- 33% listen at work;
- 28% listen at another location like a bar, restaurant or coffee shop;
- 28% stream Z95.3 on a mobile device;
- 18% stream Z95.3 on a laptop;

Z95.3 AGE BREAKDOWN:



Z95.3 HOUSEHOLD INCOME:



Source: Numeris Radio Meter R03 2020 (May 25 – August 30, 2020) Vancouver, All Week Base: 12+

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

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

Some profiles may not add up to 100% due to rounding and non response. ** Past 7 days

