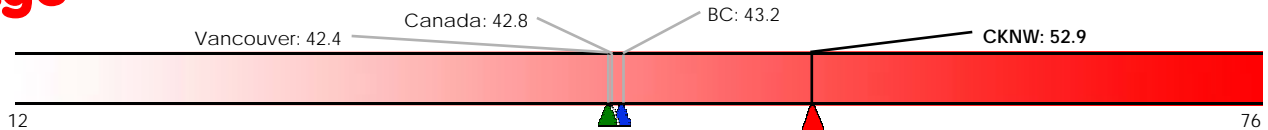


CKNW listeners are more than just mature adults who enjoy News/Talk. A *lot* more.

CKNW listeners spend less time working than most Canadians, but earn more money, and listen to more radio, than their neighbours.

CKNW listeners are the people your business wants as customers.

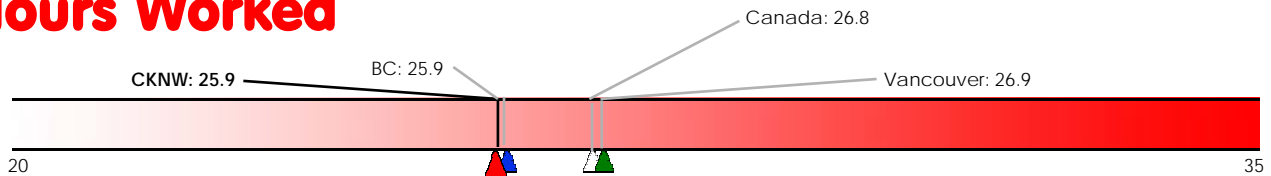
Age



The CKNW audience is made up of mature men and women. Many are at an age when their children have left home, and they are beginning to trade working time for leisure time.

*Average age
BBM Return To Sample Fall '08, all persons 12+*

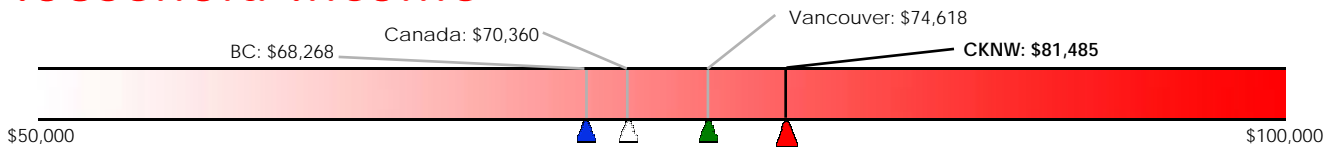
Hours Worked



CKNW listeners still spend a considerable portion of their time each week in the workplace, but are increasingly finding more leisure time than their neighbours.

*Average hours worked per week
BBM Return To Sample Fall '08, all persons 12+*

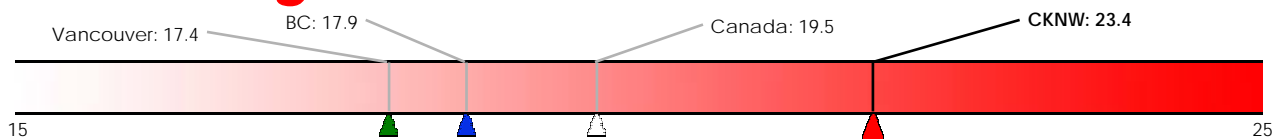
Household Income



Despite their reduced working hours, CKNW listeners still earn incomes well above the averages for other Canadian, BC, and Lower Mainland households.

*Average annual household income
BBM Return To Sample Fall '08, all persons 12+*

Radio Tuning



As busy as they are, CKNW listeners spend more hours listening to their radios each week than their neighbours. This not only confirms their reliance on radio as a source of news and entertainment, it means that advertisers can reach 'NW listeners reliably and efficiently.

*Total radio hours tuned per week
BBM Return To Sample Fall '08, all persons 12+*