



OUR LISTENERS

We're the home of Halifax's greatest hits from the 60's, 70's & 80's. We play the superstars: Rod Stewart, Fleetwood Mac, The Rolling Stones, The Beatles, Michael Jackson, John Cougar Mellencamp, Def Leppard and more. Good times and great music!

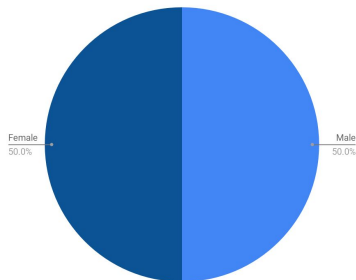
43,172 listeners relive the good times with Halifax's greatest hits weekly.

SOURCE: NUMERIS SPRING 2019 HALIFAX CENTRAL 12+



GENDER

The Wave listeners are balanced between females and males.



AGE

89% of The Wave listeners are adults 25 years and older.

WAVE WEEKENDS

Weekends are winners for the Wave. With all listening 35+, the Wave is #2 on Saturdays and #1 on Sundays.

Adult 25+ listening on The Wave has grown by 23% in the last year.

(Spring 2018 - Spring 2019. Total hours tuned 25+)