



89.9 WAVE 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!

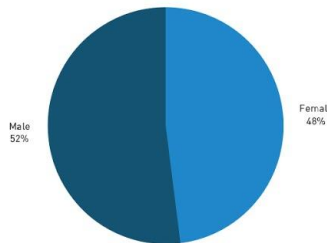
59,000 listeners relive the good times with Halifax's greatest hits weekly.

SOURCE: NUMERIS SPRING 2018 HALIFAX CENTRAL



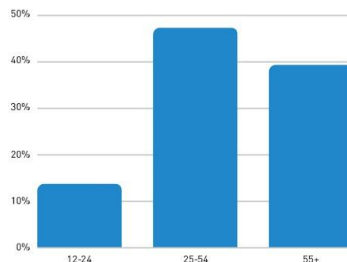
GENDER

The Wave listeners are balanced between females and males.



AGE

86% of The Wave listeners are adults 25 years and older.



HOUSEHOLD INCOME

31% of The Wave listeners earn an annual household income of \$100,000+

EDUCATION

65% of The Wave listeners have completed post-secondary education.