



# MAX 103.9 LISTENERS

We're the home of Moncton's greatest hits from the 60's, 70's & 80's.

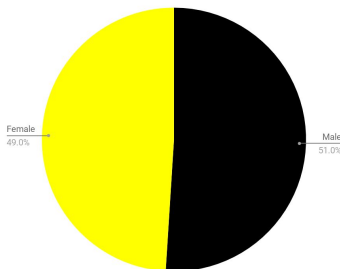
We play the superstars: Rod Stewart, Fleetwood Mac, The Rolling Stones, The Beatles, Michael Jackson, John Cougar Mellencamp, Def Leppard and more. Good times and great music!

SOURCE: Numeris Moncton Central Fall 2018



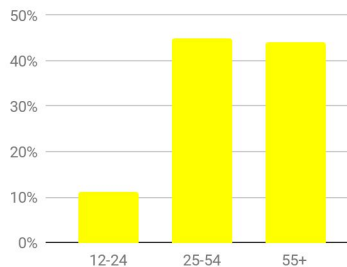
## GENDER

51% of Max 103.9 listeners are male and 49% are female.



## AGE

90% of Max 103.9 listeners are adults 25 years and older.



## HOUSEHOLD INCOME

25% of listeners have annual household income over \$100,000.

## EDUCATION

62% of listeners have post secondary education.