



# MAX 98.3 LISTENERS

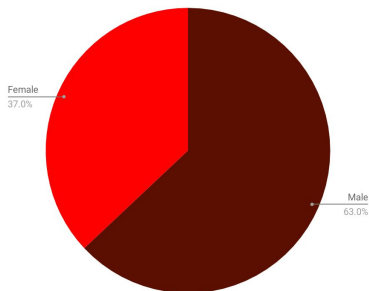
Cape Breton's Classic Rock radio station. We are the number one radio station with adults who love AC/DC, Rush, Tom Petty, The Rolling Stones and all of the rock songs that are true classics.

SOURCE: NUMERIS SPRING 2018 SYDNEY



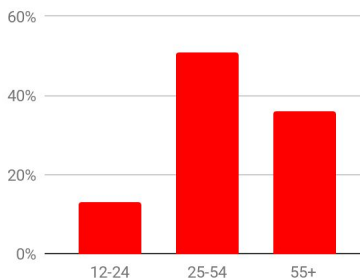
## GENDER

63% of Max 98.3 listeners are male, 37% are female



## AGE

87% of Max 98.3 listeners are adults 25 years and older.



## HOUSEHOLD INCOME

42% of listeners earn an annual household income of \$100,000+

## EDUCATION

65% of listeners have a post secondary education.