



# CAPE 94.9 LISTENERS

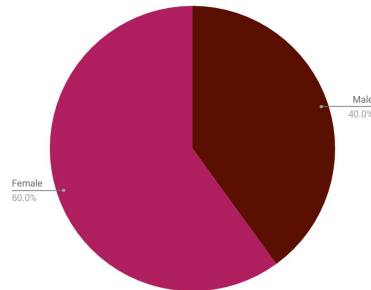
We're the radio station that plays nothing but Cape Breton's Greatest Hits. The Cape is Cape Breton Proud. We reflect the lifestyle and unique attributes of this great island and we play the best variety of today's hits and yesterday's classics.

SOURCE: NUMERIS FALL 2018 FULL COVERAGE 12+



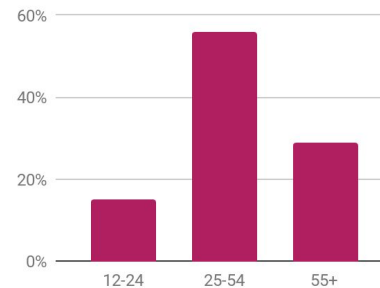
## GENDER

60% of The Cape 94.9 listeners are female, 40% are male.



## AGE

56% of The Cape 94.9 listeners are adults 25-54 .



## HOUSEHOLD INCOME

41% of listeners earn an annual household income of \$100,000+

## EDUCATION

65% of listeners have a post secondary education.