



Classic Rock  
www.k97.fm

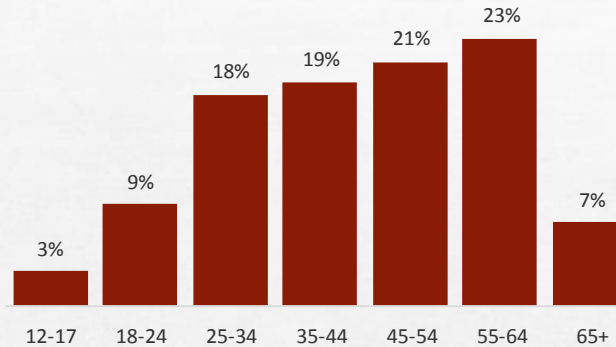


# Classic Rock from The Rolling Stones to AC/DC, Aerosmith to Led Zeppelin and Queen to Van Halen *237,386 people listen to K97 in an average week\**

K97 listeners are more likely to be male.



K97 listeners are more likely to be 35-64, with over half (58%) in the 25-54 age group.



## K97 Listeners tune to Radio \*\* :

82% in a private vehicle



44% while at work



19% at another location, like a bar



## K97 Listeners tune to Radio via streaming \*\* :

21% on a mobile device



13% on a computer



Source: Numeris Radio Meter R04/2017 (Aug. 29 – November 26, 2017), Edmonton, All Week Average Weekly Cume (000) with a 15 minute non-consecutive reach condition.  
\*Average Weekly Cume (000), based on a 1 minute reach condition.  
Some profiles may not add up to 100% due to non-respondents. \*\* Past 7 days