



60s • 70s • 80s

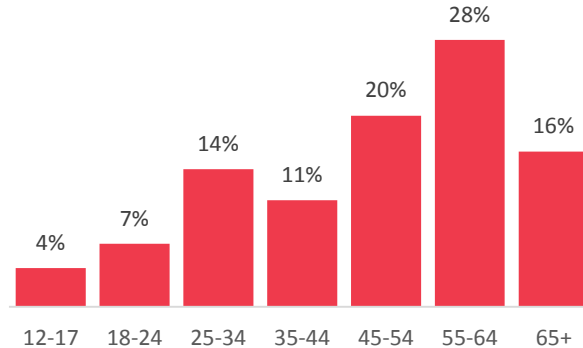
Playing music from the 60s, 70's and 80s. Artists like:
Fleetwood Mac, The Beatles, Elton John, Michael Jackson and Phil Collins

*361,276 people listen to Capital 96.3 in an average week**

Capital 96.3 listeners are fairly evenly split male and female.



Capital 96.3 listeners are more likely to be 35-64.



Capital 96.3 Listeners tune to Radio :**

84% in a private vehicle



37% while at work



21% at another location, like home



Capital 96.3 Listeners tune to Radio via streaming :**

21% on a mobile device



16% 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

