

New Country 100.7 (CIGV-FM) Kelowna

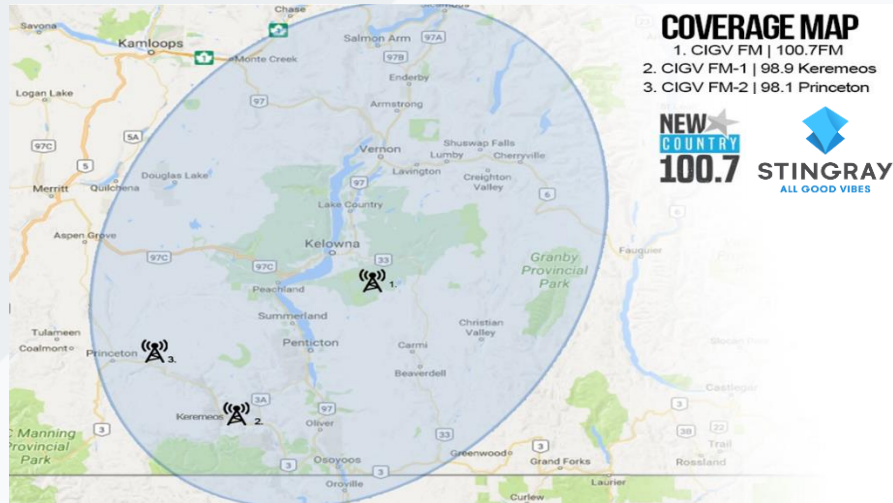
New Country 100.7 features artists such as Carrie Underwood, Keith Urban, Dallas Smith and Chris Stapleton.

26,048 people in Kelowna listen to New Country 100.7 in an average week

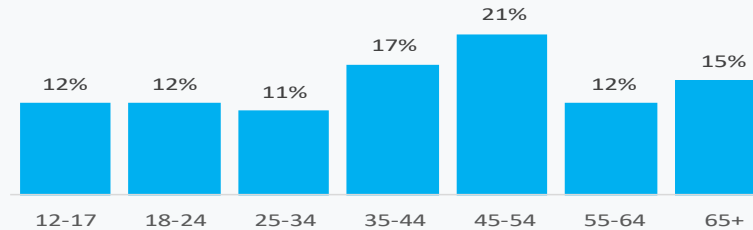
- 57 % of New Country 100.7 listeners are age 25-54
- 15% more likely to be an owner, manager or professional (34% of listeners)
- New Country 100.7 listeners are 20% more likely to be business decision makers (34% of listeners)
- 63% of listeners are married and 24% more likely have children under the age of 12 in the household
- **38% have a HHI of \$125,000+ per year**



New Country 100.7 listeners are primarily female.



Age Composition



New Country 100.7 listeners are primarily 18 to 54 years of age.