



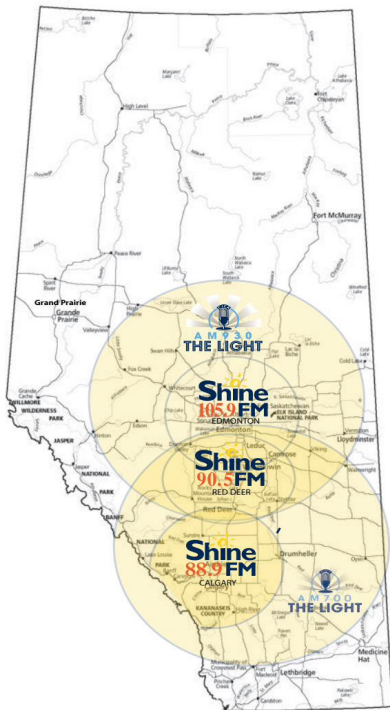
A U D I E N C E P R O F I L E

Who's Listening *in Calgary*

An independent market study by
The Harris Poll Canada

88.9 Shine FM Calgary
AM 700 The Light Calgary

Two Stations, One Calgary Audience



Two stations, two formats, one purpose: reaching values-aligned listeners across Alberta's largest urban market.

1.10M

adult population in Calgary 18+

84K

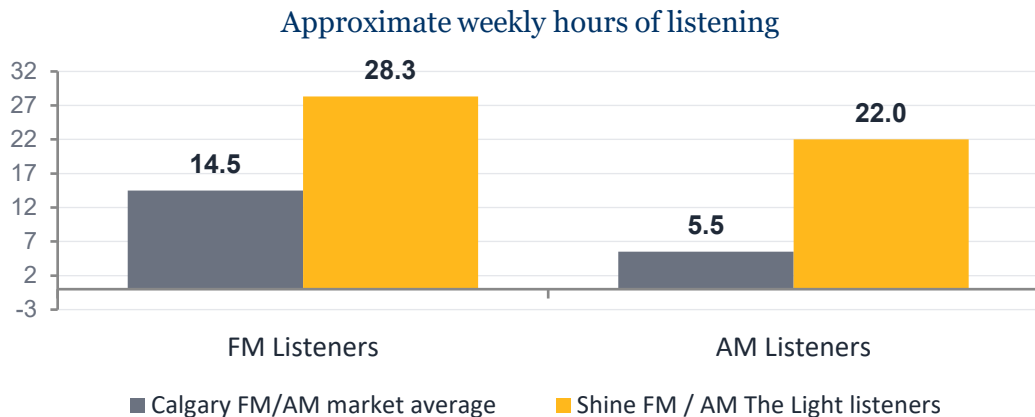
estimated monthly listeners, 88.9 Shine FM

20K

estimated monthly listeners, AM 700 The Light

The Power Listener

On 88.9 Shine FM and AM 700 The Light, listeners spend far more time per week than the average Calgary radio listener. They don't just tune in. They live with the station.



88.9 SHINE FM

28.3 hrs

nearly 2x the Calgary FM average of 14.5 hrs / week

AM 700 THE LIGHT

22.0 hrs

4x the Calgary AM average of 5.5 hrs / week

WHAT THIS MEANS FOR ADVERTISERS

Power listener depth means your ad runs alongside listeners' daily routines, not as a one-off impression. The same listeners come back day after day, building frequency and recall at a level mass-reach stations rarely deliver.

Where They're Listening

Shine FM listening extends well beyond the car. It is part of the daily rhythm of home, work, and life on the move.



70%

In the car

Where most listening happens



26%

At home

The background of family life



13%

At work

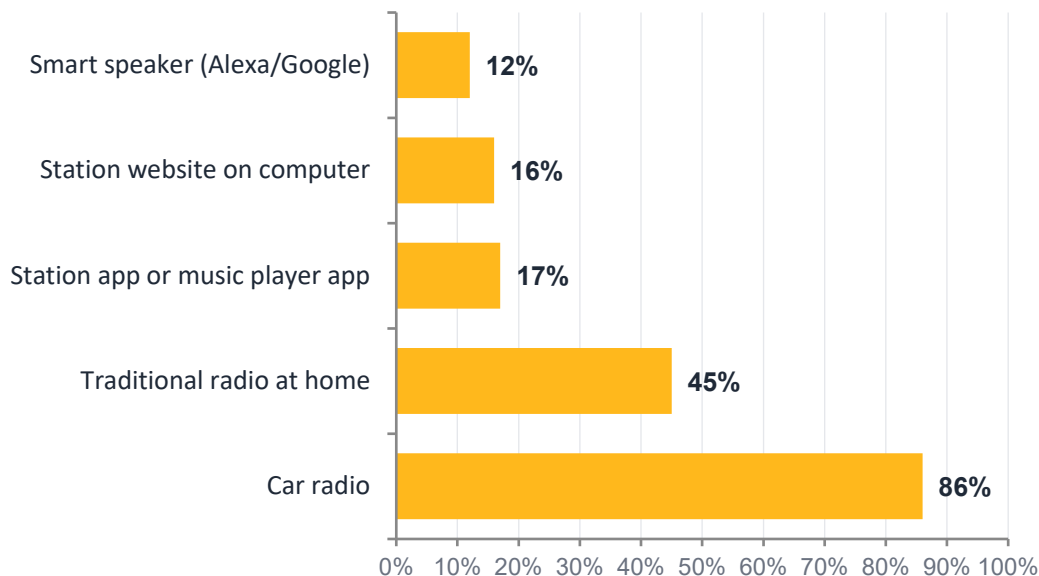
Through the workday

WHAT THIS MEANS FOR ADVERTISERS

Ads run on Shine FM follow listeners through the routines that drive purchase decisions, the commute, the kitchen, and the workday. Messaging tied to those moments lands with relevance, not interruption.

How They Tune In

Traditional radio remains the heart of the relationship, but Shine FM listeners also reach the station through apps, websites, and smart speakers.



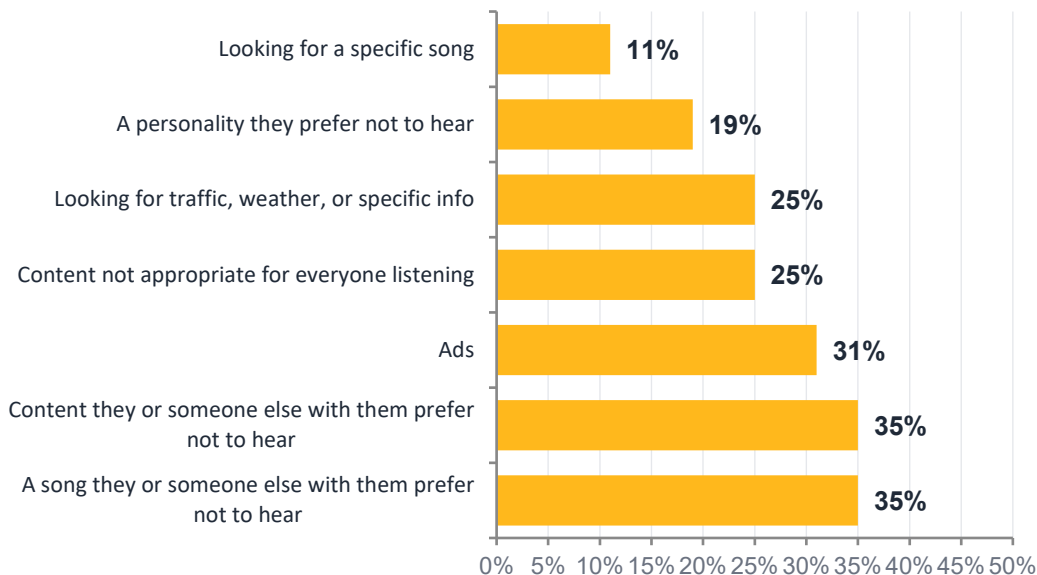
THE CAR LEADS

Eighty-six percent of Shine FM listeners reach the station through the car radio, the strongest single touchpoint.

And digital is additive, not replacement: nearly one in three listeners also reach the station through its app, website, or a smart speaker.

What Makes Them Switch the Dial

Shine FM listeners change stations for content fit, not boredom. They're loyal until the message stops matching what they value.



WHAT THIS MEANS FOR ADVERTISERS

Only 31% of Shine FM listeners say ads sometimes cause them to change the station, fewer than say it's an off-fit song or content (35% each).

Ads that align with the station's family-appropriate, values-based tone don't get tuned out. Ads that feel out of place do.

Shine FM in Calgary's FM Market

Among the 23 FM stations measured in the Calgary market, 88.9 Shine FM sits in the middle of the pack, with clear leaders above and a long tail of niche signals below.

13%

monthly listenership

of Calgary FM radio listeners tune in to Shine FM each month

10%

name it a top-three favorite

depth of preference beyond casual listening

84,264

estimated Calgary listeners

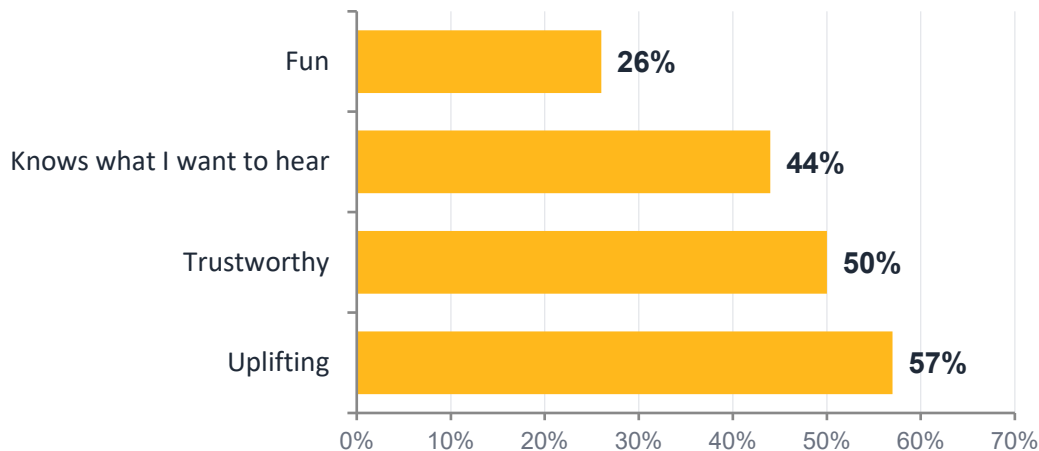
of an adult population of 1.10M

WHAT THIS MEANS FOR ADVERTISERS

Shine FM isn't trying to be #1 on the dial. It's a focused, brand-safe environment with a sizable, loyal audience, ideal for advertisers who want quality of attention over raw reach.

What Listeners Say About Shine FM

Among the FM stations measured in the Calgary market, 88.9 Shine FM ranks at or near the top on the attributes that matter most to advertisers: trust, relevance, and uplift.



WHERE SHINE FM LEADS

- ★ **Uplifting**
#1 in Calgary FM, 57%
- ★ **Trustworthy**
#1 in Calgary FM, 50%
- ★ **Knows what I want**
tied #2 in Calgary FM, 44%

Less called 'Repetitive': 24% on Shine FM vs 44% market average.

WHAT THIS MEANS FOR ADVERTISERS

An uplifting, trustworthy station is a positive emotional backdrop for your message. Brands advertising here borrow that mood: listeners hear your ad in the same frame of mind they associate with the station they trust most.

More Than Background Noise

In Calgary, Shine FM listeners are driven by emotional and identity factors that other stations don't deliver.



Why Shine FM listeners say they tune in:



I feel connected to this station

An emotional bond, not a default choice on the dial.



Family-appropriate content

Listeners can keep it on when kids are in the car.



It reflects my values

Content tone aligns with what they believe matters.



Local and community-focused

Radio is free, accessible, local.

AUDIENCE PROFILE

Who You Are Reaching

A consistent profile across both formats: predominantly women, predominantly 35 and older, predominantly married, and skewing to higher-income households.



72%

women

Calgary Shine FM listeners



89%

are 35 or older

Calgary Shine FM listeners



67%

married

Calgary Shine FM listeners



54%

\$50K+ household income

Calgary Shine FM listeners

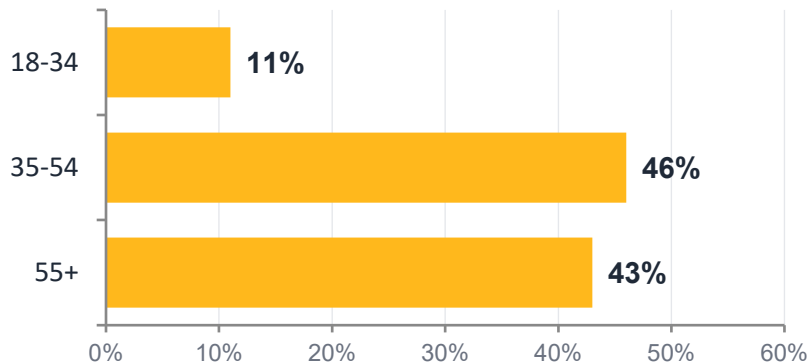
WHAT THIS MEANS FOR CALGARY ADVERTISERS

A reliable Calgary audience to plan around: stable, family-anchored, and married with steady household incomes. *An audience defined by stability, family, and routine.*

A Closer Look at Who They Are

Beyond the headline demographics, the 88.9 Shine FM audience is concentrated in the prime working-age and retirement-age brackets, with a strong married, children-at-home presence.

Age



Family & Work



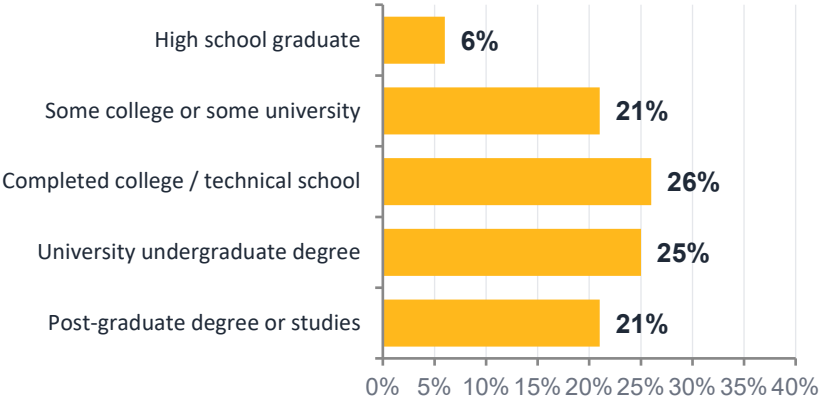
WHAT THIS MEANS FOR ADVERTISERS

An audience old enough to have buying power and young enough to spend it. With 89% age 35+, 42% raising children, and 46% in full-time work, Shine FM reaches Calgary's household decision-makers.

An Educated, Diverse Calgary Audience

88.9 Shine FM listeners are well educated and represent the cultural mix of modern Calgary.

Education



Heritage



WHAT THIS MEANS FOR ADVERTISERS

72% of Shine FM listeners have completed post-secondary education or higher, an audience that responds to substance, value claims they can verify, and brand promises that hold up to scrutiny.

A High-Trust Place to Advertise

Trust in advertising is exceptionally high on both Shine FM and AM The Light, and listeners are open to ads that feel relevant and consistent with the station's tone.



Ads here feel trustworthy

Listeners report higher trust in advertising on Shine FM and AM The Light than on most market peers.



Relevance breaks through

When the message fits the station's tone, listeners are notably more open to it.



Trust transfers to the brand

Advertisers benefit from a positive halo, especially in faith, family, and community categories.



Ad Trust by the Numbers

88.9 Shine FM listeners don't just tolerate ads, they engage with them. Trust runs deep, and relevance is the key that unlocks it.

90%

agree they trust the ads they hear on Shine FM more than ads they hear on other stations

97%

say the same about AM The Light, among Shine FM listeners who also tune in (small base, directional)

78%

don't mind listening to ads when they like the radio station

78%

don't mind radio ads as long as they are relevant to them

73%

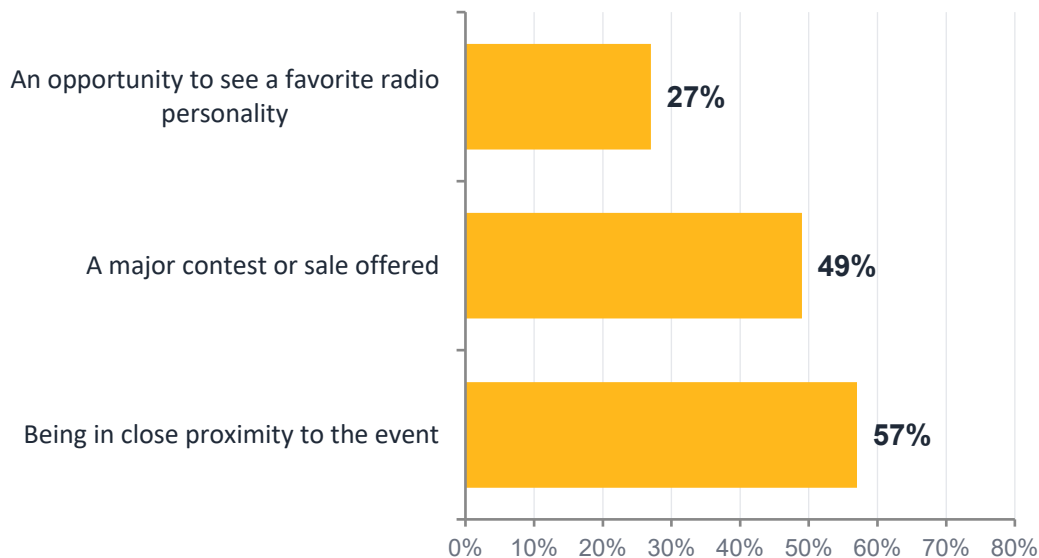
actively pay attention to the ads they hear on the radio

WHAT THIS MEANS FOR ADVERTISERS

Ads on Shine FM and AM The Light reach listeners who choose to pay attention. Relevance and station-fit drive the engagement, making this an environment for thoughtful, well-crafted advertising.

What Brings Them Out

Shine FM listeners attend live broadcasts for tangible reasons, and most of them are levers a smart advertiser can pull.



THE LIVE BROADCAST FORMULA

Proximity drives attendance most. Live broadcasts hosted at the advertiser's location turn radio audiences into in-store traffic.

Contests and offers amplify it. When the broadcast pairs with a real promotion, attendance climbs.

Personalities create a draw. Live appearances from on-air talent add a celebrity factor for one in four listeners.

Generous, Service-Minded Buyers

How Shine FM listeners shop, and where they choose to spend, sets them apart from the general radio audience.



Service matters more to them

Cost and quality are universal priorities. But Shine FM listeners weight great service more heavily than the average radio listener when making a purchase decision.

WHAT THIS MEANS

A natural fit for category leaders in home services, professional services, healthcare, financial services, and local trades.



Generous with their extras

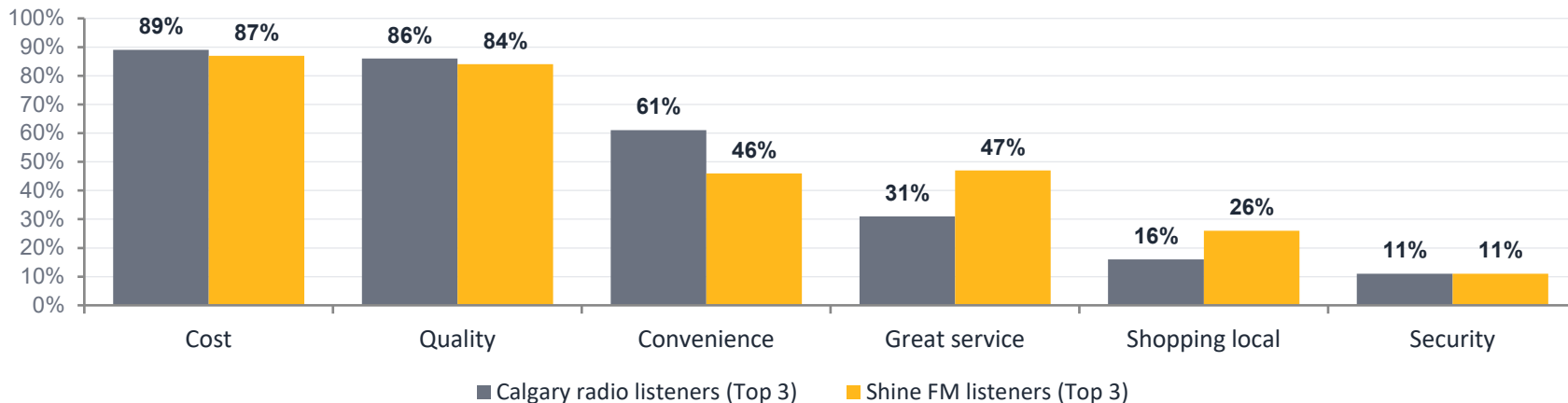
When they have discretionary funds, Shine FM listeners shop for others and donate to charity more than the general radio audience.

WHAT THIS MEANS

Strong relevance for gift, retail, charitable, hospitality, and family-experience categories.

How They Make Buying Decisions

Cost and quality come first, as they do for every audience. But Shine FM listeners weight service distinctly higher and convenience distinctly lower than the average Calgary listener.

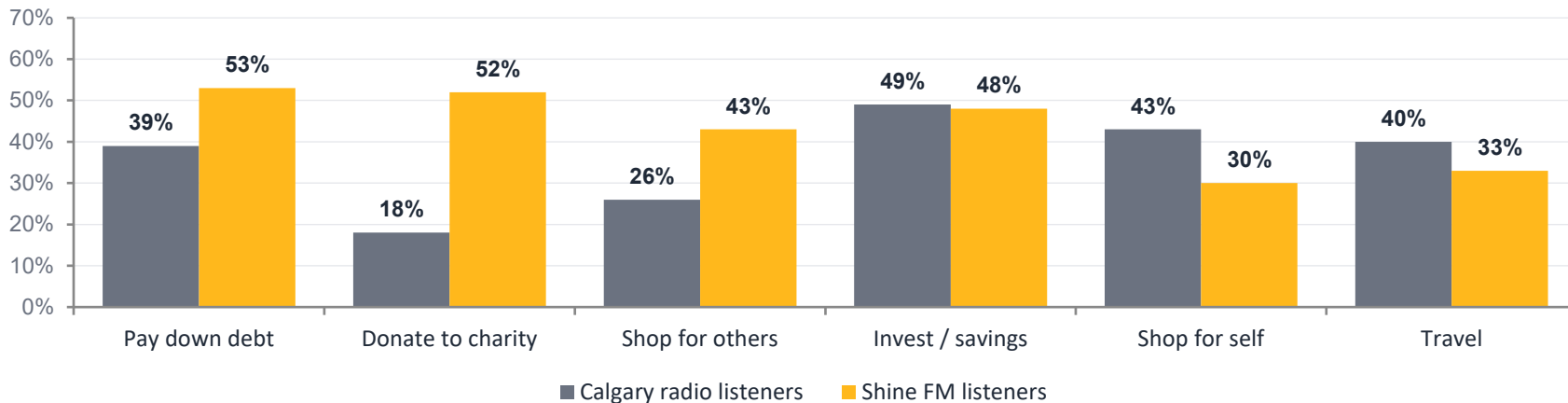


WHAT THIS MEANS FOR ADVERTISERS

Shine FM listeners over-index on great service (+16 points) and shopping local (+10 points), and under-index on convenience (-15 points). They will travel and they will pay for the right experience.

Where the Extras Go

When Calgary Shine FM listeners have extra discretionary funds, they're far more likely than the average radio listener to put that money into others.



WHAT THIS MEANS FOR ADVERTISERS

Donating to charity (+34 points), shopping for others (+17 points), and paying down debt (+14 points) all over-index. A meaningful match for non-profits, gift retailers, financial services, and family experience categories.

AM 700 THE LIGHT

A Closer Look at The Light

AM 700 Calgary

*What the data tells us about who's listening,
how they engage, and why it matters for advertisers.*





The Light in Calgary's AM Market

660 News dominates Calgary's AM dial. AM 700 The Light attracts a smaller but committed base — and among those who choose it, loyalty runs deep.

20,236

estimated Calgary listeners

weekly, AM 700 The Light

22.0 hrs

average weekly TSL

4x the Calgary AM average of 5.5 hrs

15%

rank it a top-3 favourite

among monthly AM 700 The Light listeners

CALGARY AM MARKET AT A GLANCE

Station	#1 Pick	Top 3
660 News	44%	59%
QR 770	21%	33%
1010 CBC Radio One	14%	28%
Sportsnet 960	15%	24%
AM 700 The Light	4%	15%

WHAT THIS MEANS FOR ADVERTISERS

AM 700 The Light is a niche signal in a news-dominant AM market — but The Light's listeners choose it deliberately and stay far longer than the AM average. This is a values-selected audience, not a default one.

Who The Light Reaches in Calgary

The Light's Calgary audience is slightly more balanced by gender, older, and at comparable income levels to the Shine FM listener — a complementary reach for advertisers using both signals.

45%

men

vs 28% for Calgary Shine FM

79%

are 35 or older

skewing older than Shine FM

66%

married

aligned with Shine FM (67%)

37%

\$100K+ HHI

high-income household skew

WHAT THIS MEANS FOR CALGARY ADVERTISERS

The Light adds male reach and older-skewing audiences to the Shine FM buy. Together, the two stations cover a broader values-aligned demographic while keeping the same community character.



A High-Trust Ad Environment

AM 700 The Light listeners are more likely to trust and tolerate advertising than the Calgary AM market average — particularly when ads feel relevant to their lives.

High trust in ads on The Light

Above market level for ad trust (directional, n=11)

Low ad-driven station switching

Content disinterest, not ads, is the primary reason listeners change stations

61% of Shine FM / The Light listeners would attend a live broadcast event

vs 39% of general Calgary radio listeners

THE COMBINED AUDIENCE STORY

More likely to attend live events. 61% of Shine FM / The Light listeners would attend a business or community event broadcast live — vs 39% for the general market.

Quality and service matter most. Combined listeners rank great service higher than the average radio listener when making purchase decisions.

They give generously. Combined Shine FM / The Light listeners over-index on discretionary spending for others — shopping for family and donating to charities.

WHAT THIS MEANS FOR ADVERTISERS

Ads on The Light reach a receptive, trust-primed audience. Combined with Shine FM, advertisers access a values-aligned Calgary market that spends generously, attends events, and responds to relevant messaging.

THE TAKEAWAY

Smaller. Deeper. Trusted.

88.9 Shine FM and AM 700 The Light are not the biggest stations in Calgary, and they don't try to be. They deliver something rarer.

-  **Hours of attentive listening.** Not casual flips, but committed daily routines.
-  **A trusted, uplifting tone.** A premium environment for brand-safe messaging.
-  **A loyal, family-rooted audience.** Stable, married, \$50K+, service-driven buyers.
-  **Listeners who turn up.** Higher likelihood to attend live broadcast events.





LET'S BUILD SOMETHING TOGETHER

Ready to put this audience to work for your brand? I'd love to walk you through what a custom plan could look like.