

The Audience



Signal reaches a population of 172,855

- **99.9 Virgin Radio** has a core demographic of Females 20-30, with sub-targets of Females 18-44, Females 18-34 and Females 25-34. A broader target of Females 18-54 exists as well.
- The **99.9 Virgin Radio** listener is proud of living in Kelowna and in the Okanagan Valley. They are loyal and unique, with a high disposable income, media savvy, employed full time, educated, eclectic, entertainment/lifestyle oriented, trend setters.

99.9 Virgin Radio will fast become a favorite of visitors to The Okanagan Valley from all over the world!

