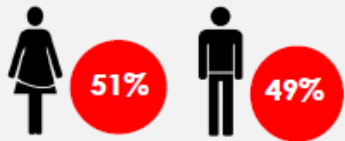


## Cranbrook, British Columbia Market Demographics

### Gender<sup>1</sup>

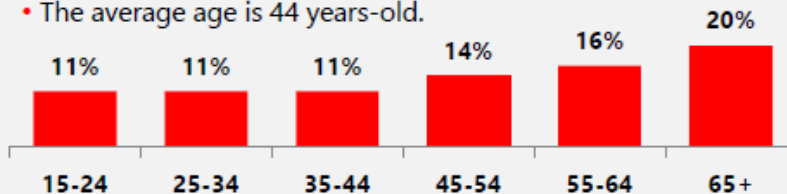


### Population<sup>1</sup> 26,083

- Population increase of +4% from the 2011 Census.<sup>1</sup>
- Cranbrook is the largest city in the East Kootenay and is home to many national brand name retail stores.
- Key industries include forestry, mining, manufacturing, tourism, trade, service and transportation.<sup>2</sup>

### Age<sup>1</sup>

- 52% of Cranbrook's total population falls into the 25 to 64 age group, 36% are in the 25 to 54 demographic.
- The average age is 44 years-old.



### Marital Status<sup>1</sup>

- 62% are married or living in a common law relationship.
- 22% are single or have never married.
- 16% are widowed, separated or divorced.



### Household Income<sup>1</sup>

- Cranbrook residents have an average household income of \$88,027.



East Kootenay's **NEW 102-9 REWIND Radio** is officially on the air... playing the greatest hits of the 80's and 90's! **REWIND Radio** will play top artists like Bon Jovi, Alanis Morissette, AC/DC, Prince, Bryan Adams, Queen and much more.

Besides the best music in the East Kootenay, **REWIND Radio** has also launched with the best radio personalities, wake up to the Morning Rewind weekdays with Dom Simard! You'll hear the highly decorated radio voice of Charlee Morgan in middays; afternoons will be handled by Johnny Chops, and weekday evenings featuring Carla Rider. Weekday afternoons in the Elk Valley, listen to 20-year East Kootenay radio veteran Darren Shaben – Darren will also take you through your Saturday in Cranbrook and Kimberley! And there will be lots of reliable local news and sports updates presented by the Broadcast Centre newsroom.

[www.1029rewindradio.ca](http://www.1029rewindradio.ca)

