



Lethbridge's New Country



- WILD 95's listeners, are a lively bunch who can't get enough of country music, from today's chart-toppers to the all-time favorites.
- Wild 95.5's audience are family oriented with 49% having children and 46% of the audience have college or university education.
- They're genuine, down-to-earth people with a connection to agriculture and the rural lifestyle, making them an integral part of our close-knit community and sharing their passion for country music.



**WILD 95-5**, Lethbridge's New Country is Southern Alberta's home for today's biggest names in country - like Luke Combs, Morgan Wallen, Tenille Townes, Thomas Rhett, Miranda Lambert and more! Wake up with Chad & Jo and keep us on for your workday with Kim. Get home safely with Nevin in the afternoon, news every weekday 5:30am-6pm, Agriculture features throughout the day, and all the traffic and information you need! It's the perfect station to listen to on your drive to work, at the office or in the field! Listen to us online at [WILD955.ca](http://WILD955.ca) or download our app and take us with you wherever you go!



#### Gender



Featuring artists such as Keith Urban, Carrie Underwood, Luke Bryan, Eric Church and many more.



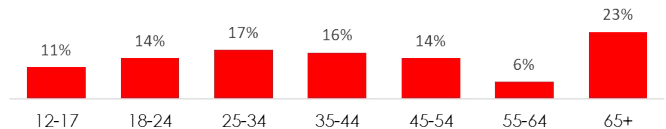
#### A Snapshot of our Listeners

#### Country

[www.wild955.ca](http://www.wild955.ca)

#### Age

46% of listeners fall into the 25-54 age break.



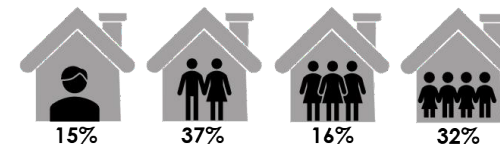
#### Household Income

27% earn an annual household income of \$75,000+.



#### Household Size

25% live in a household with 4 or more people (index 112).



**49%**  
have children  
under 18 years

#### Education

46% have a college, university graduate or higher education.



Source: RECALL Spring 2023, Lethbridge, P12+ who listen to CHLB-FM.

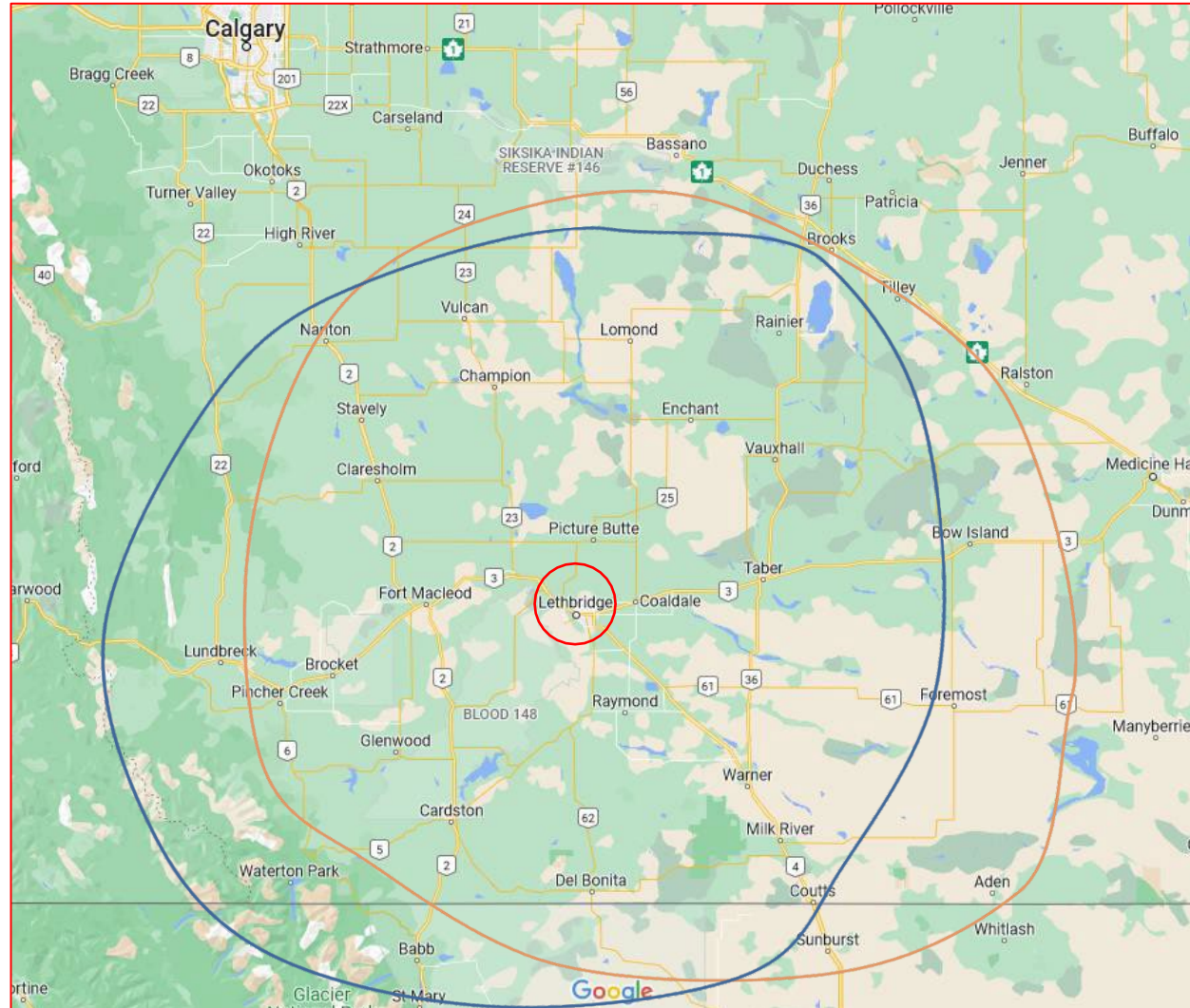
**25,676** weekly listeners

Lethbridge Central - Recall Radio Diary Spring 2023



**49,193 Weekly Listeners Lethbridge and Area**

\*Numeris Radio Diary Spring 2020 (Last book to include Full Coverage)





**Lethbridge and southern Alberta** offers an ideal environment for both living and doing business. With its perfect balance of a close-knit community and urban amenities, the city of Lethbridge provides a unique and welcoming atmosphere. Lethbridge is home to a diverse population, two reputable post-secondary institutions, and a thriving arts scene. These factors contribute to a vibrant and inclusive community that fosters collaboration and creativity.



Strategically located two hours south of Calgary and one hour from the U.S. border, Lethbridge provides excellent opportunities for business growth and connectivity. Its proximity to major transportation hubs and markets allows for easy access to regional and international networks. The city has positioned itself as a hub for innovation in agriculture, food sciences, and manufacturing, attracting forward-thinking entrepreneurs and fostering a spirit of entrepreneurship. This environment of innovation, combined with a supportive business ecosystem, makes Lethbridge an attractive destination for startups and established companies alike.

Beyond its business advantages, Lethbridge boasts stunning natural beauty. The city is situated along the picturesque Oldman River, which creates scenic coulees and verdant valley parkland. Residents can enjoy a wide range of outdoor activities, including hiking, biking, and exploring nearby attractions like Waterton Lakes National Park and World Heritage Sites. Lethbridge's semi-arid climate, characterized by mild winters and sun-soaked summers, makes it one of the sunniest cities in Canada, providing an uplifting and enjoyable living experience.

Pattison Media's local radio stations – Wild 95.5 and All Hits B-93 along with their News Portal – Lethbridge News Now, serve as a platform for community engagement in southern Alberta, allowing residents to connect with local organizations, businesses, and events. They often feature interviews with community leaders, discussions on local issues, and promote local initiatives. This fosters a sense of belonging and helps residents stay connected with their community. Lethbridge offers an exceptional living and business environment. Its unique combination of a close-knit community, access to urban amenities, strategic location, vibrant arts scene, and natural beauty make it an ideal place to call home and build a successful business.