

boom plays a variety of 70's, 80's, 90's music from **U2** to the **Bee Gees**, **Bon Jovi** to **Duran Duran** from the **Eagles** to **Michael Jackson**.
Our radio station takes you back to the carefree times in your life.

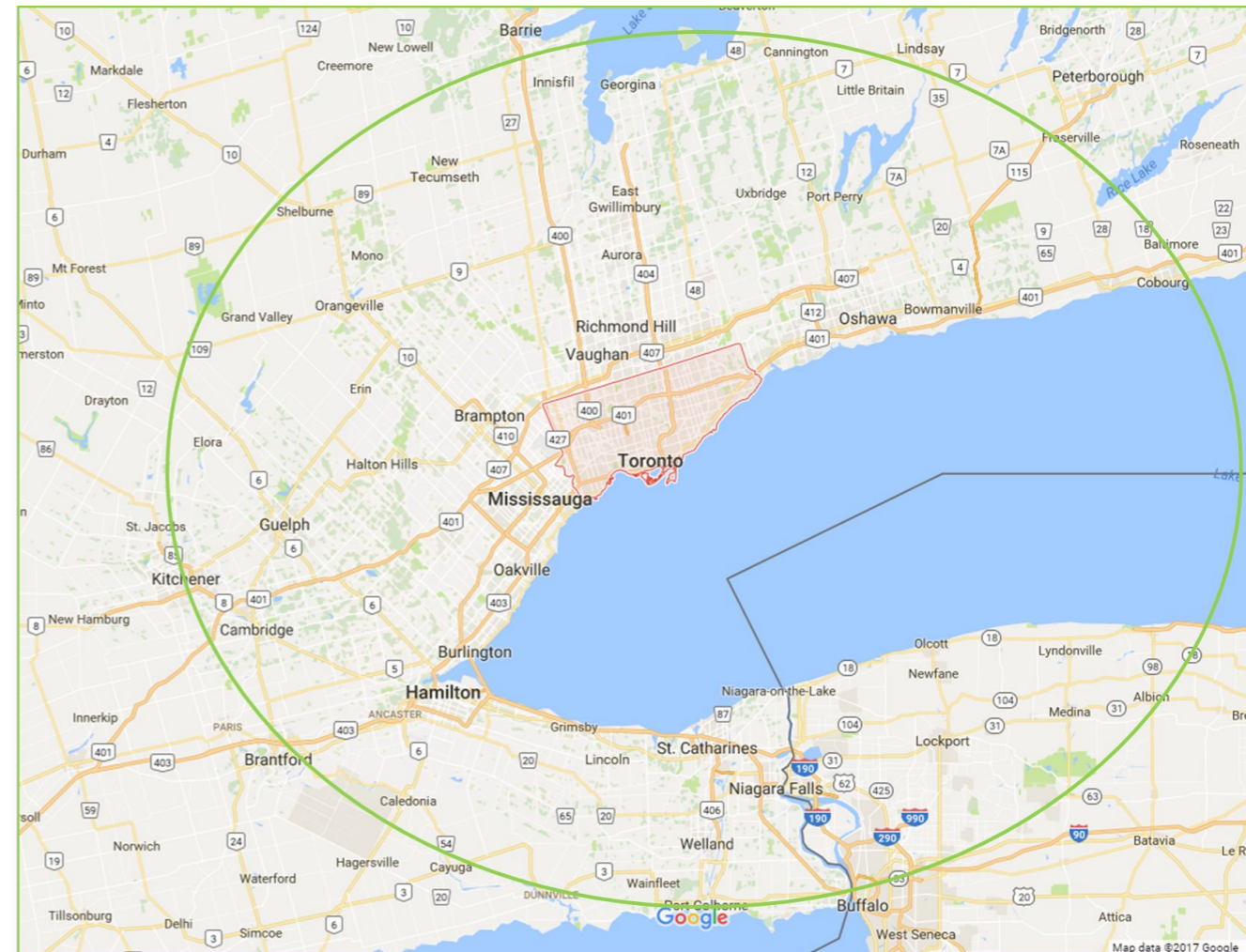
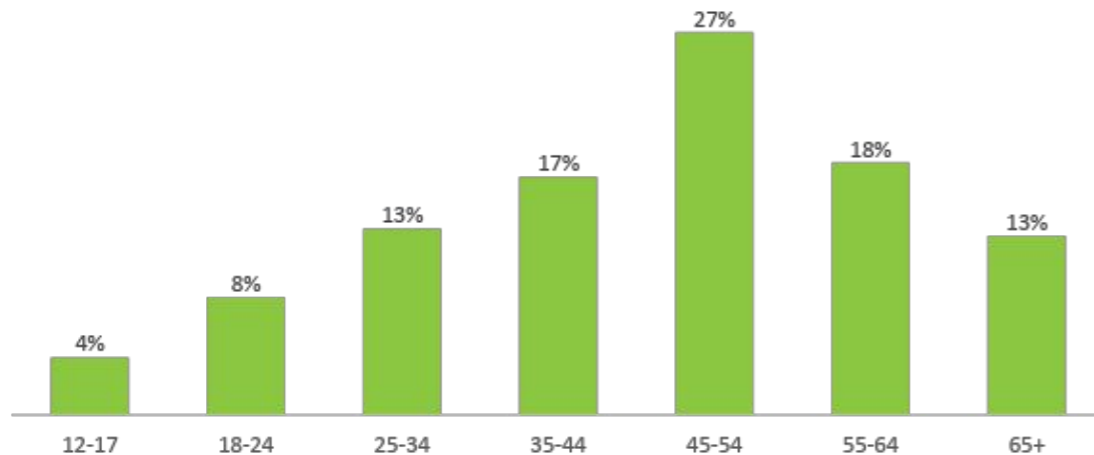


2,363,136 people listen to boom 97.3 in an average week*

boom 97.3 listeners are fairly evenly split male and female.



boom 97.3 listeners are more likely to be 35-64, with over half (57%) in the 25-54 age group.



Source: Numeris Radio Meter R01 2019 (November 26, 2018 – February 24, 2019), Toronto, All Week Average Weekly Cume (000) with a 15 minute non-consecutive reach condition.

* Numeris PPM R01 2019 Ontario A12+ no reach condition Not all percent sum to 100 due to rounding and non-response