



CFNR Radio Network is mainstream in many of the cities (55 communities) of Central and Northern B.C and exclusively brings commercial Radio to the 42 First Nations Villages. The station is also a proud member of the Western Association of Aboriginal Broadcasters (WAAB).

www.cfnrfm.ca





Programming

CFNR Radio Network is celebrating our 25th anniversary, proudly serving the Aboriginal and non-Aboriginal population of Northern BC. Mainstream *Rock* format features *Classic and Current rock artists* and is extremely popular with listeners across the province. The network focuses on the 25-54 demographic and with a skew to the baby boomer group.

Programming for this station includes being the official voice of the All-Native Basketball Tournament for over 25 years. The programming is family-friendly and represents the First Nation communities in Northern, British Columbia. CFNR Radio is also distributed to numerous repeater stations in the Northern half of the province.

With the ability to listen online, the capacity of the website has expanded to accommodate the large amount of listeners who tune in at work throughout the day.

A sample of the programming the network offers:

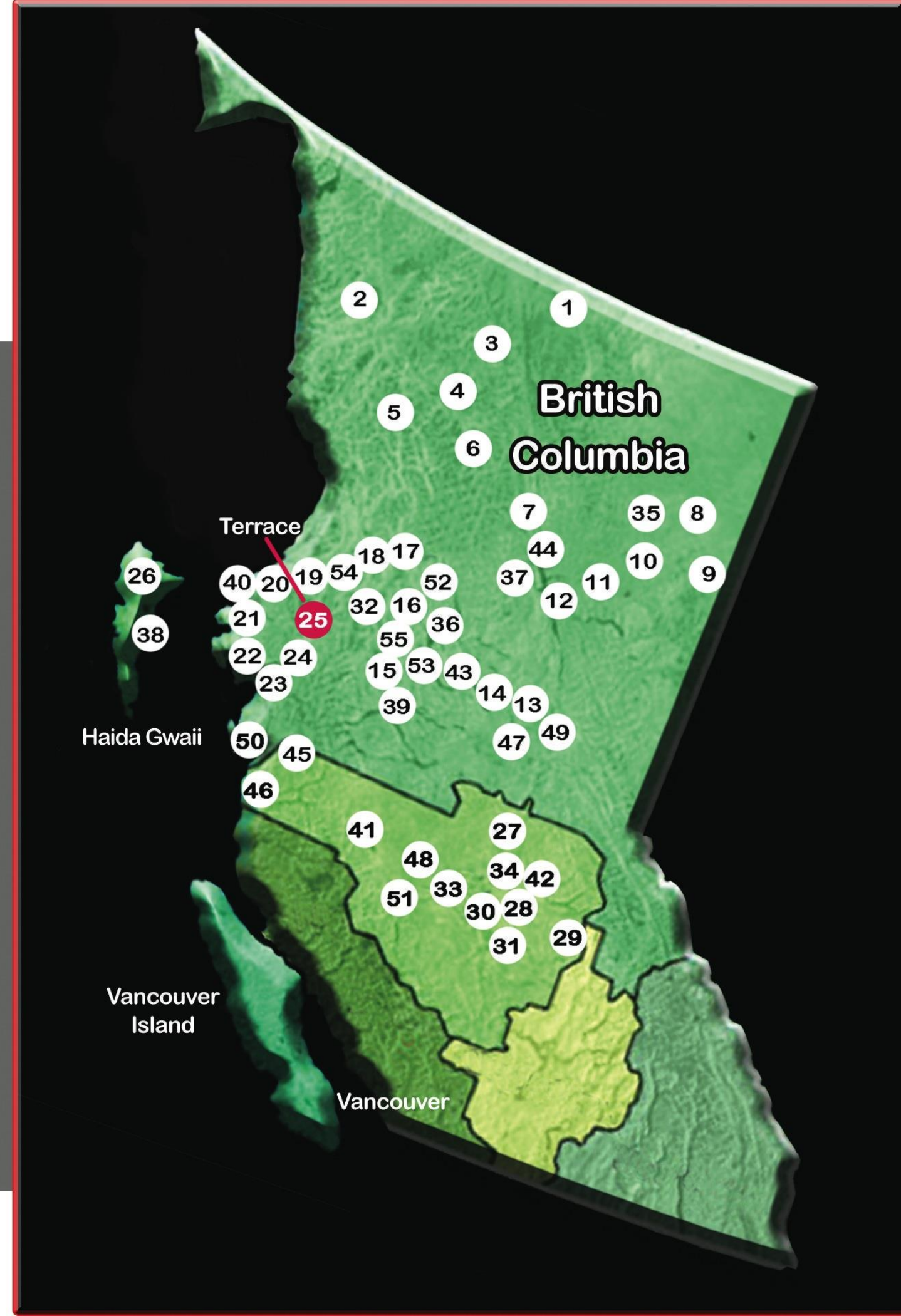
- Morning and Afternoon Road Reports
- Free for all Fridays, a very popular all-day request show
- 411 Community Calendar, heard 3 times a day, 5 days a week. It features recreation and cultural events throughout the Northwest.
- Local, and Regional News Reports





CFNR
NETWORK
 Canada's First Nations Radio

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**Aboriginal = Indigenous = Native Canadians
North American Indian (First Nations), Métis and Inuit - FNMI**

1,300,000
Canadians are of Aboriginal heritage

4.4
**Percent of the Canadian
population**

Aboriginal population growing at 1.5X the rate of general population



**Aboriginal = Indigenous = Native Canadians
North American Indian (First Nations), Métis and Inuit - FNMI**

1,172,785 FNMI

**389,780
Métis
30%**

**50,480
Inuit
t 4%**

**698,025
First Nations
64%**

2006 Census
Self reported in 2006 Census: 130,000 people did not identify as Aboriginal
or registered Indian people or band members who did not participate in the Census.



Aboriginal Population Growth Rate

7X

**Population growth of
Aboriginal people from
1951 – 2001**

2X

**Population growth of
Canada from
1951 – 2001**

The Aboriginal population had low growth until the 1960s. Starting in the 1960s, the infant death rate began to decline rapidly, mainly as a result of improved access to health services. The fertility rate continued to be high throughout the 1960s. This Aboriginal baby boom peaked in 1967, about 10 years later than the Canadian post-war baby boom.



Aboriginal Population is Younger

24.7

**Median age of
Aboriginal Population**

37.7

**Median age of non-
Aboriginal Population**

The Aboriginal population is much younger than the non-Aboriginal population, but has been aging.

The median age of Canada's Aboriginal population was 13 years younger than that of the non-Aboriginal population, a result of the higher birth rate among Aboriginal people.

Median age is the point where exactly one-half of the population is older, and the other half is younger.

The median age in Saskatchewan was only 20.1; in Manitoba, it was 22.8. In these regions, Aboriginal birth rates continue to be very high.



Aboriginal Youth

One-third of the Aboriginal population aged 14 and under

Children aged 14 and under represented 33% of the Aboriginal population in 2001, far higher than the corresponding share of 19% in the non-Aboriginal population.

Although the Aboriginal population accounted for only 3.3% of Canada's total population, Aboriginal children represented 5.6% of all children in Canada.

As these children move through the education system and into the labour market in coming years, they will account for an increasing part of the growth of the working-age population. This will be the case particularly in provinces with higher concentrations of Aboriginal people.



Aboriginal Seniors

Aboriginal seniors: A small but growing population

The number of Aboriginal seniors, soared 40% between 1996 and 2001. This was by far the biggest increase of all broad age groups. At the same time, the number of seniors in the non-Aboriginal population increased only 10%.

Improvements in Aboriginal life expectancy over the last 25 years have begun to affect the growth in the Aboriginal population aged 65 and over. Life expectancy at birth among the status Indian population, for example, has gone up for males from 59.2 years in 1975 to 68.9 years in 2000, and for females from 65.9 years to 76.3.

Life expectancy is still lower in the Aboriginal population than in the non-Aboriginal population. However, the gap is narrowing over time.



**Highest concentrations of Aboriginal population
in the North and on the Prairies**

Canada:	1,172,790	100
Manitoba:	175,375	15.0
Saskatchewan:	141,890	12.1
Alberta:	188,355	16.0
British Columbia:	196,075	16.7
Yukon:	7,580	0.6
WAAB:	709,275	60.5



Aboriginal people are moving to urban areas

60% live in urban centers

25% of all Aboriginal people, lived in 10 of the nation's 27 census metropolitan areas in 2001.

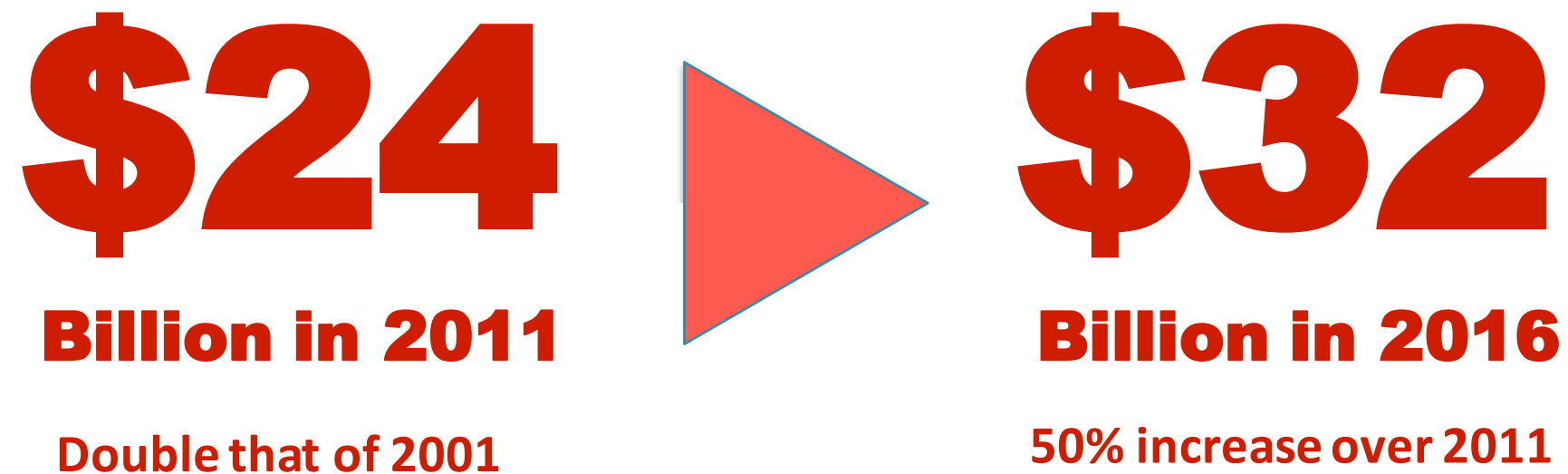
Highest concentration of Aboriginal people was by far the greatest in the Saskatchewan city of Prince Albert, where the census enumerated 11,640 Aboriginal people. They accounted for 29% of Prince Albert's total population.

The 2nd highest concentration of Aboriginal peoples in Canada's major cities is Prince George, BC with over 17,000 Aboriginal people accounting for 20% of the population. However, Prince Rupert, a smaller city, has a 50% Aboriginal population.

Source: Statistics Canada



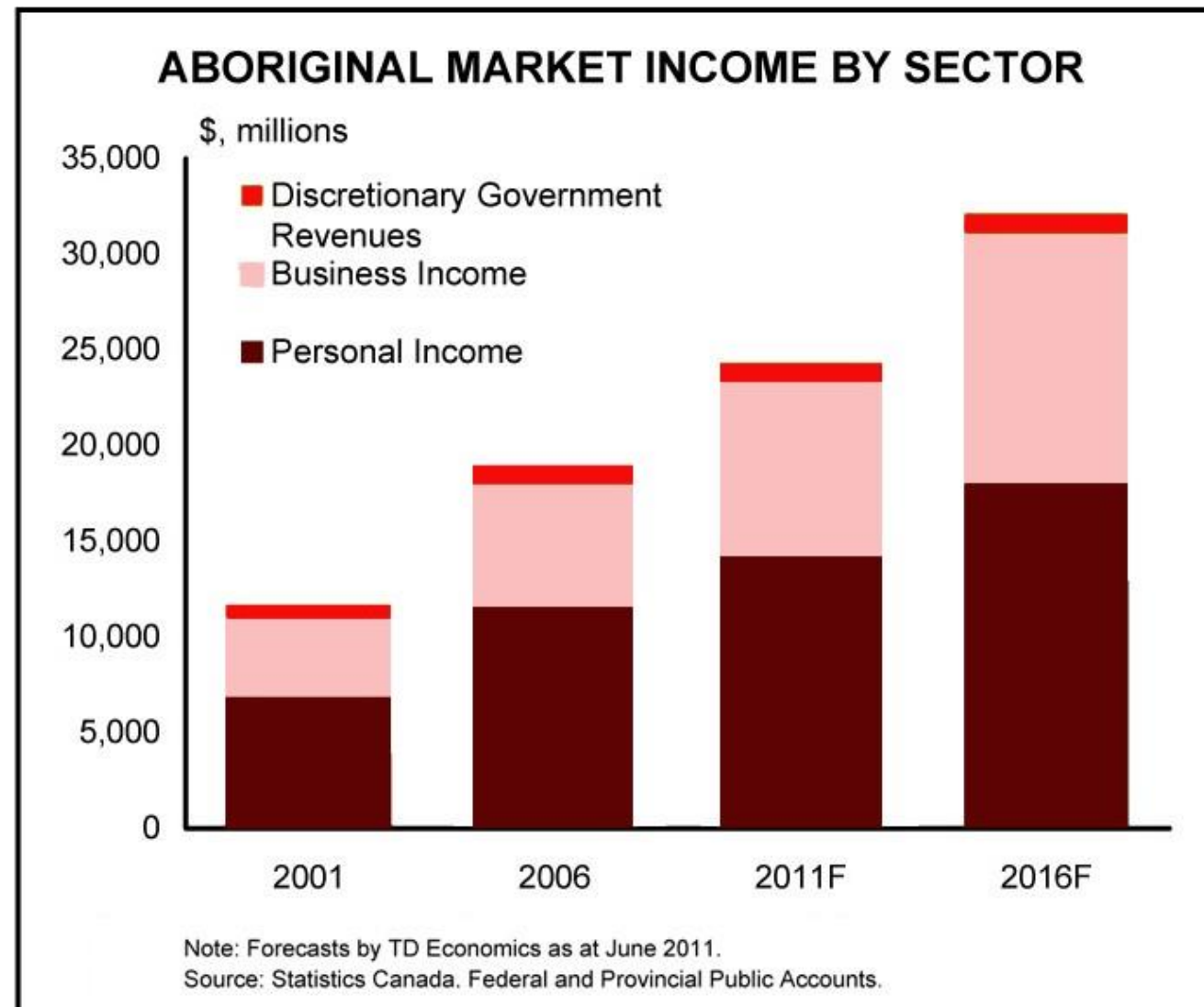
Estimating the Aboriginal Market in Canada



Total combined income of Aboriginal households, business and government sectors.

- **Equal to the nominal GDP of Newfoundland and Labrador and PEI combined.**
- **Most significant expansion is of overall market is due to business sector**

Estimating the Aboriginal Market in Canada



- Most significant income in overall market is due to business sector

- Healthy increase in personal income

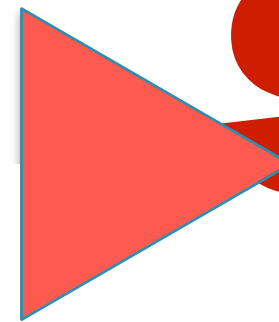
- Marginal increase in government revenues



Aboriginal Household Income

\$6.9

Billion in 2001



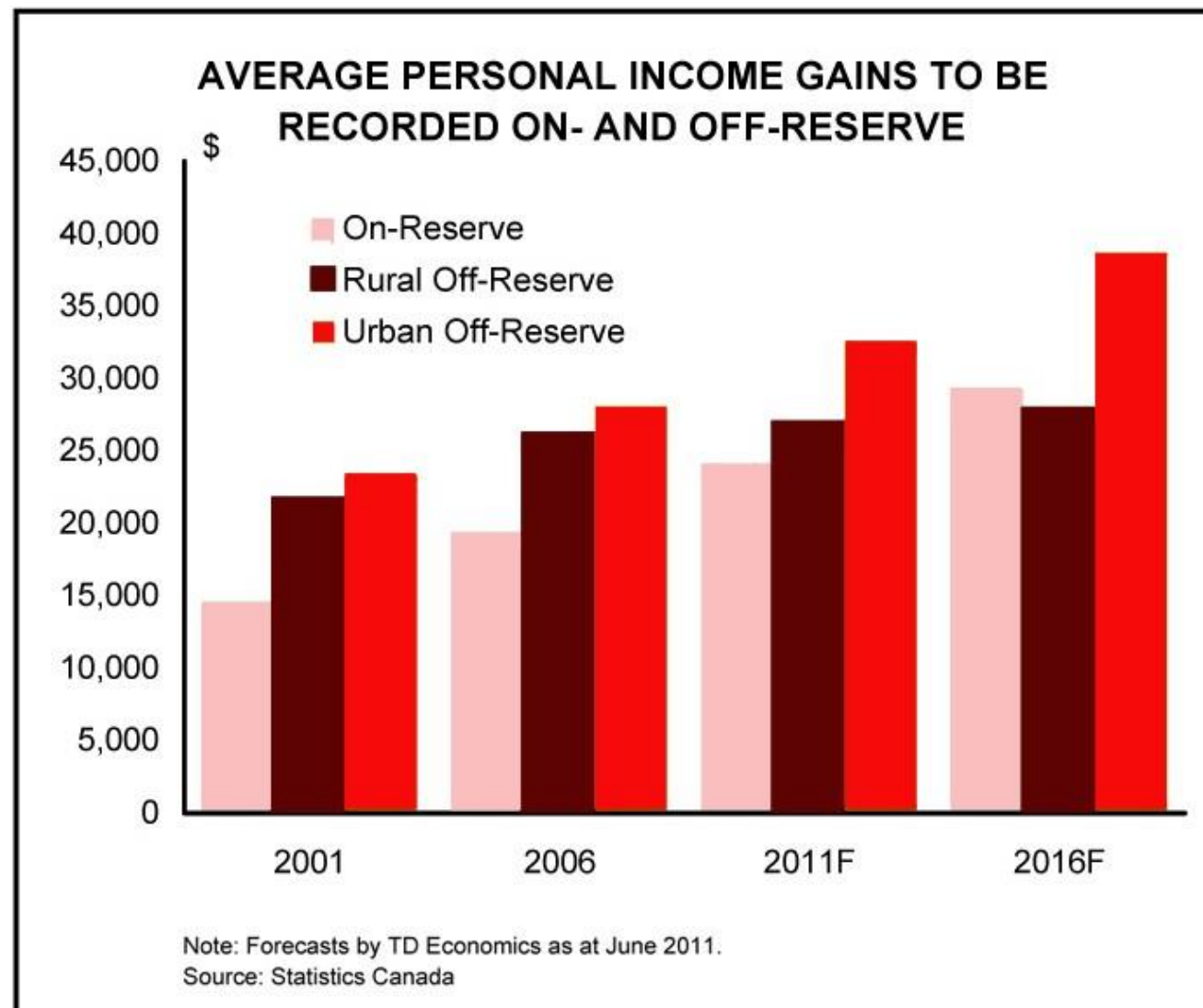
\$14.2

Billion in 2011

- Average gain of 7.5% per year.
- Due to higher employment and labour force participation rates
- Both employment and income increases are noted on-reserve and off-reserve and in equal proportion within rural and urban centres.

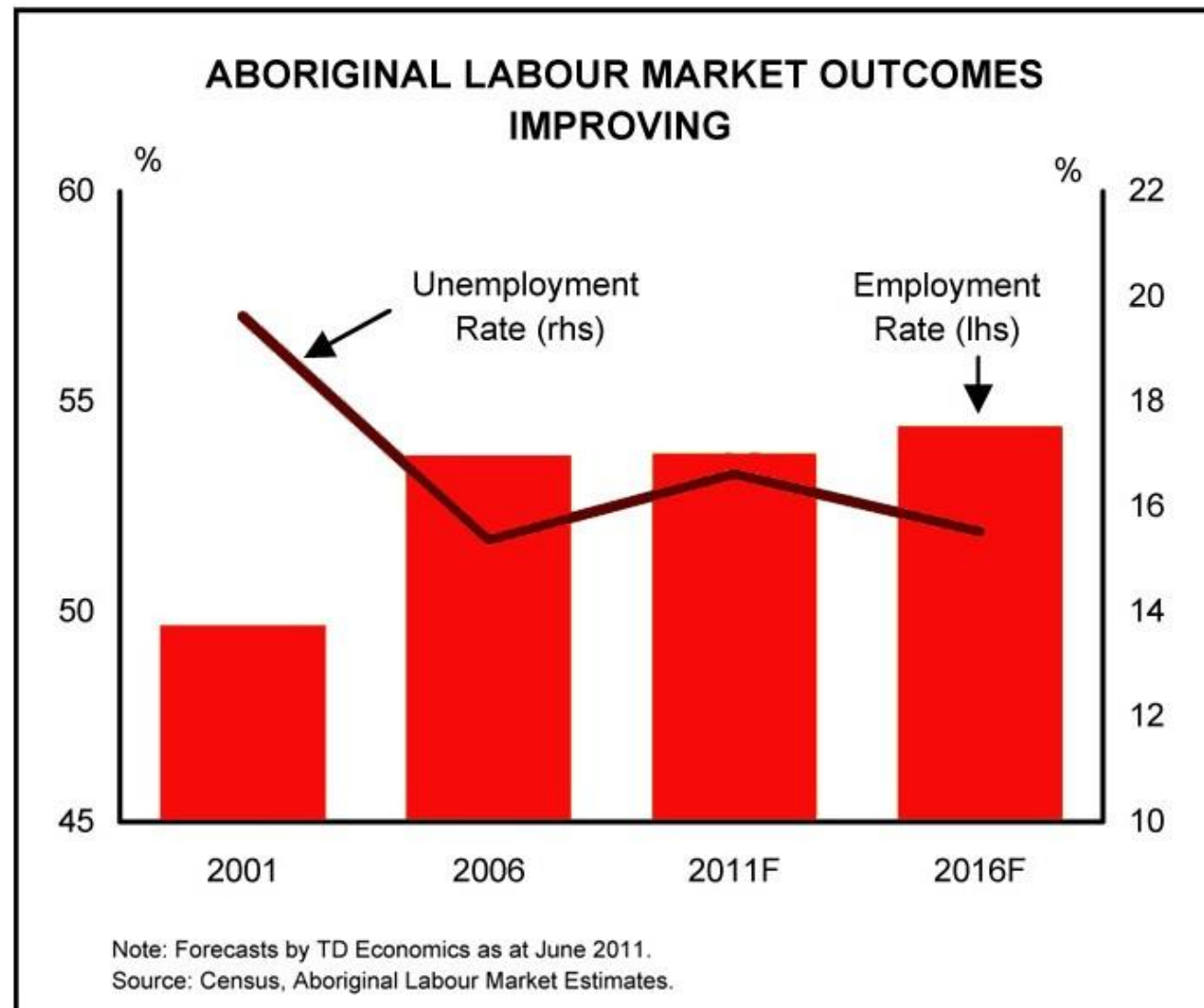


Estimating the Aboriginal Market in Canada



- **Most significant gains are in Off-Reserve income**
- **On-Reserve income is free of income tax**
- **Rate of employment has continued to improve particularly in western Canada**
- **Average income for full time Aboriginal workers on par with non-Aboriginals**

Estimating the Aboriginal Market in Canada



- Since 1996 Aboriginal employment rate has grown at 9.5% compared to non-Aboriginals at 6%

- Due to higher employment and labour force participation rates

- Major shift in Aboriginal employment to natural resource sector (oil and gas and mining)

- Western Canada and the North are principal locations for this employment shift



Aboriginal Household Income

+8.0%

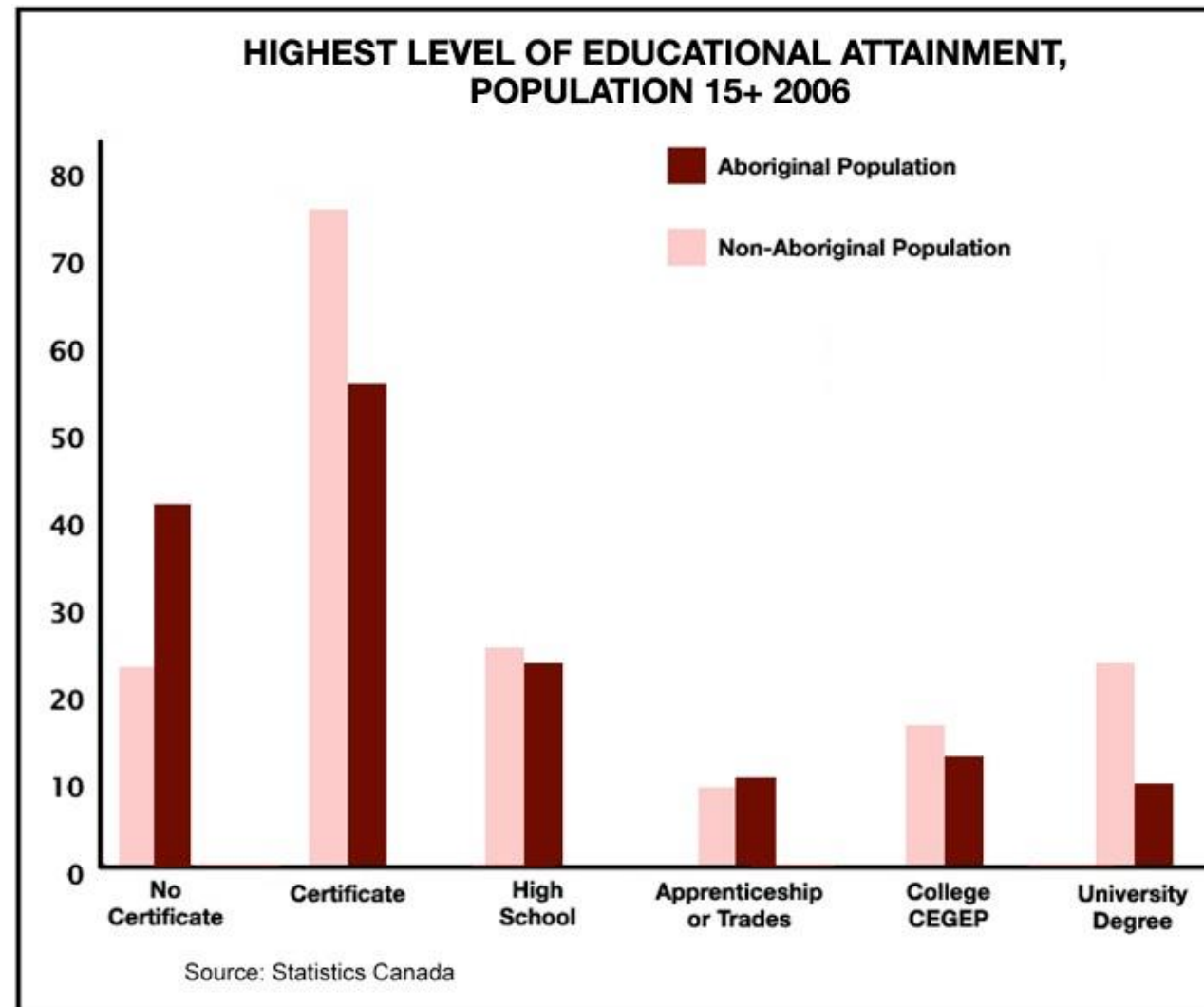
**per year growth
Aboriginal market**

+4.0%

**per year growth
Canada**

- Aboriginal market growing at double the rate of Canadian economy
- This trend will continue for the next five years

Education = The great equalizer



- **Employment rates among Adults 25-54 with a post-secondary diploma are the same for Aboriginals as non-Aboriginals.**
- **The employment rate for female Aboriginals with a university degree is higher than for non-Aboriginal females.**
- **Education is increasingly recognized as the difference maker to Aboriginal people.**



Proportion of University Graduates

+32%

**Aboriginal
University graduation
rate 2001-2006**

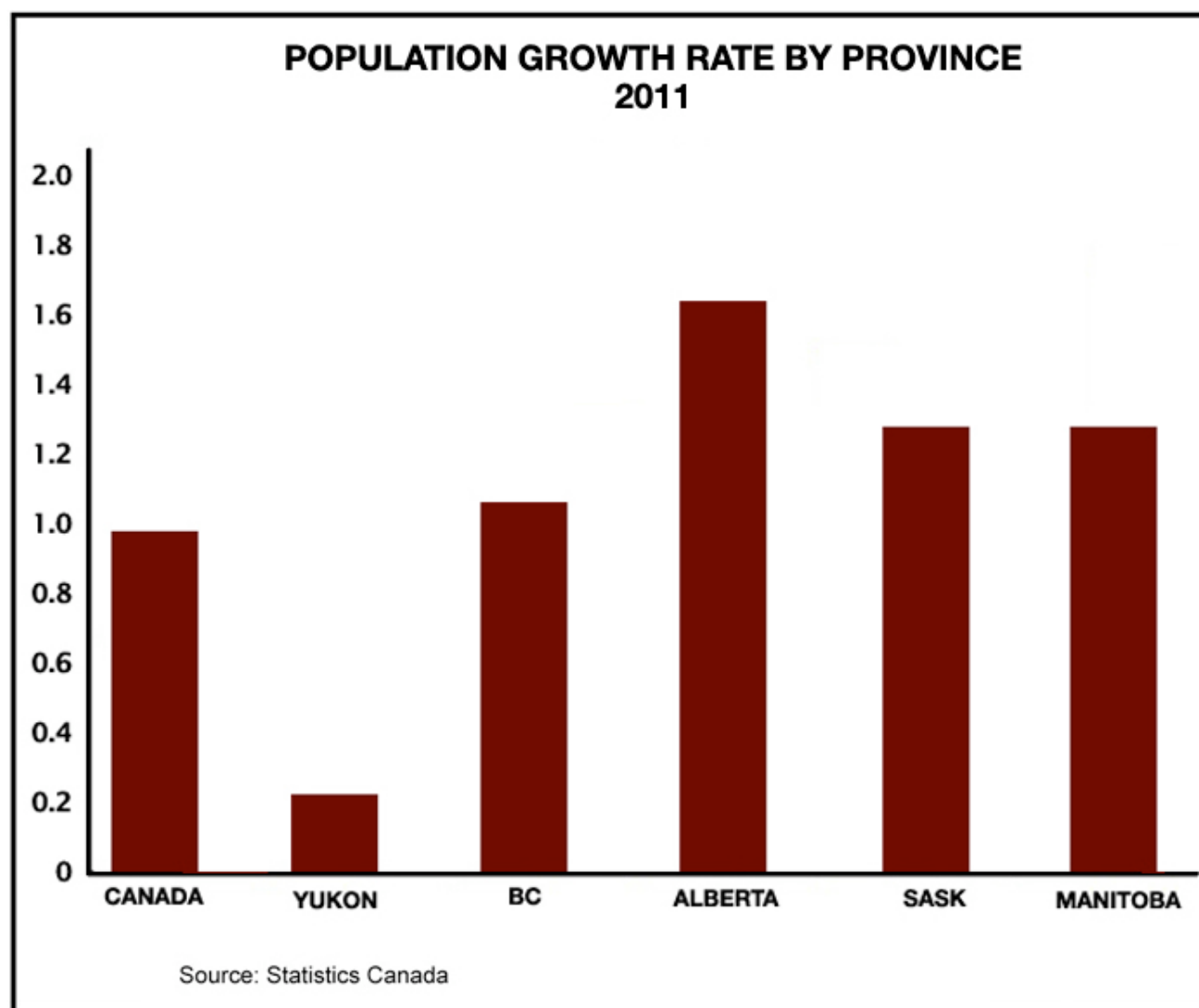
+17%

**Non-Aboriginal
university graduation
rate 2001-2006**

- The strong rate of growth in the proportion of Aboriginal people holding a university degree is very encouraging that the education gap will continue to close.



Western Canada leads Canada in population growth



Canada +1.0%

Yukon +0.2%

BC +1.1%

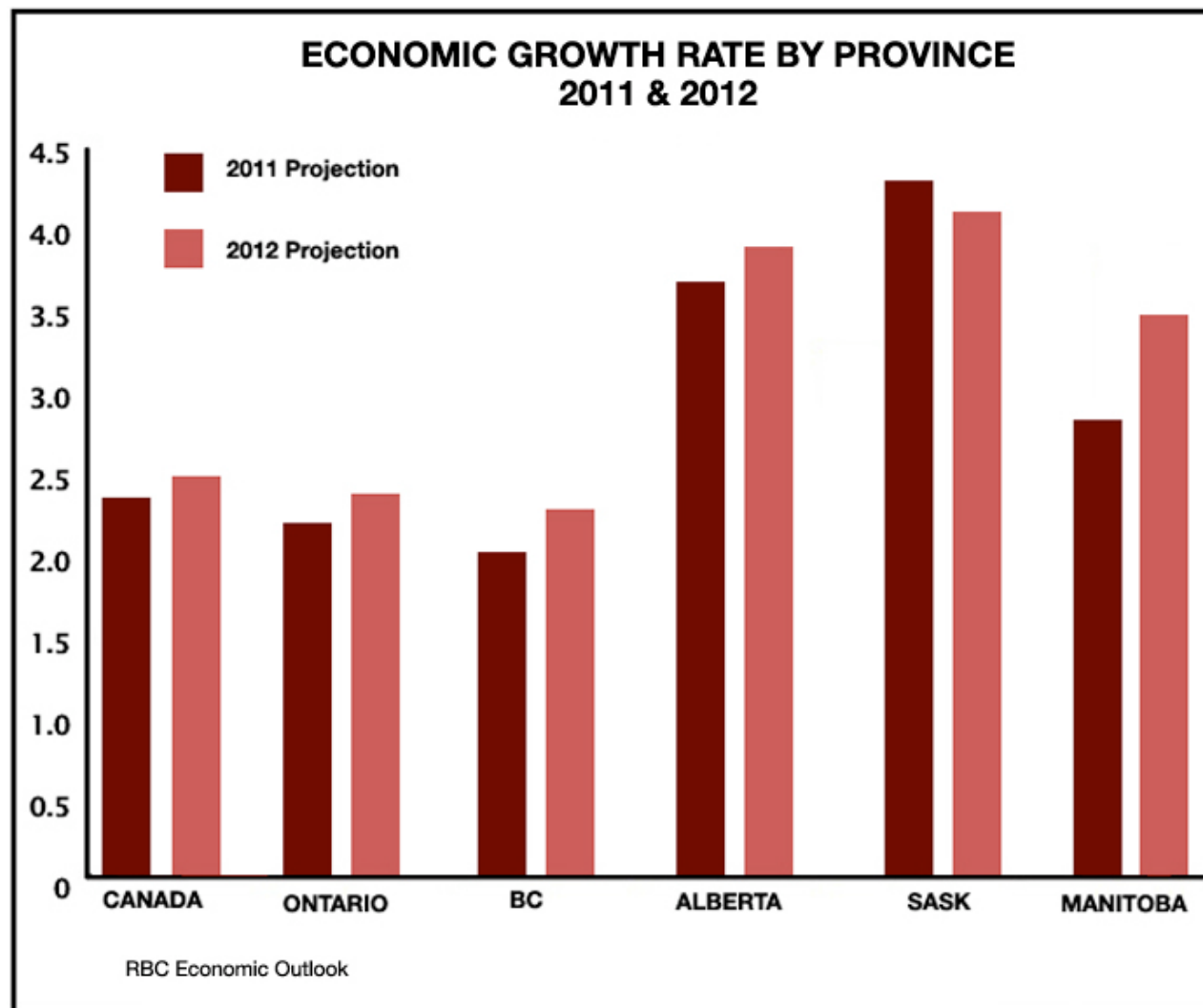
Alberta +1.6%

Sask. +1.3%

Manitoba +1.3%



Western Canada leads Canada in economic growth



Canada +2.4%

BC +2.1%

Alberta +3.7%

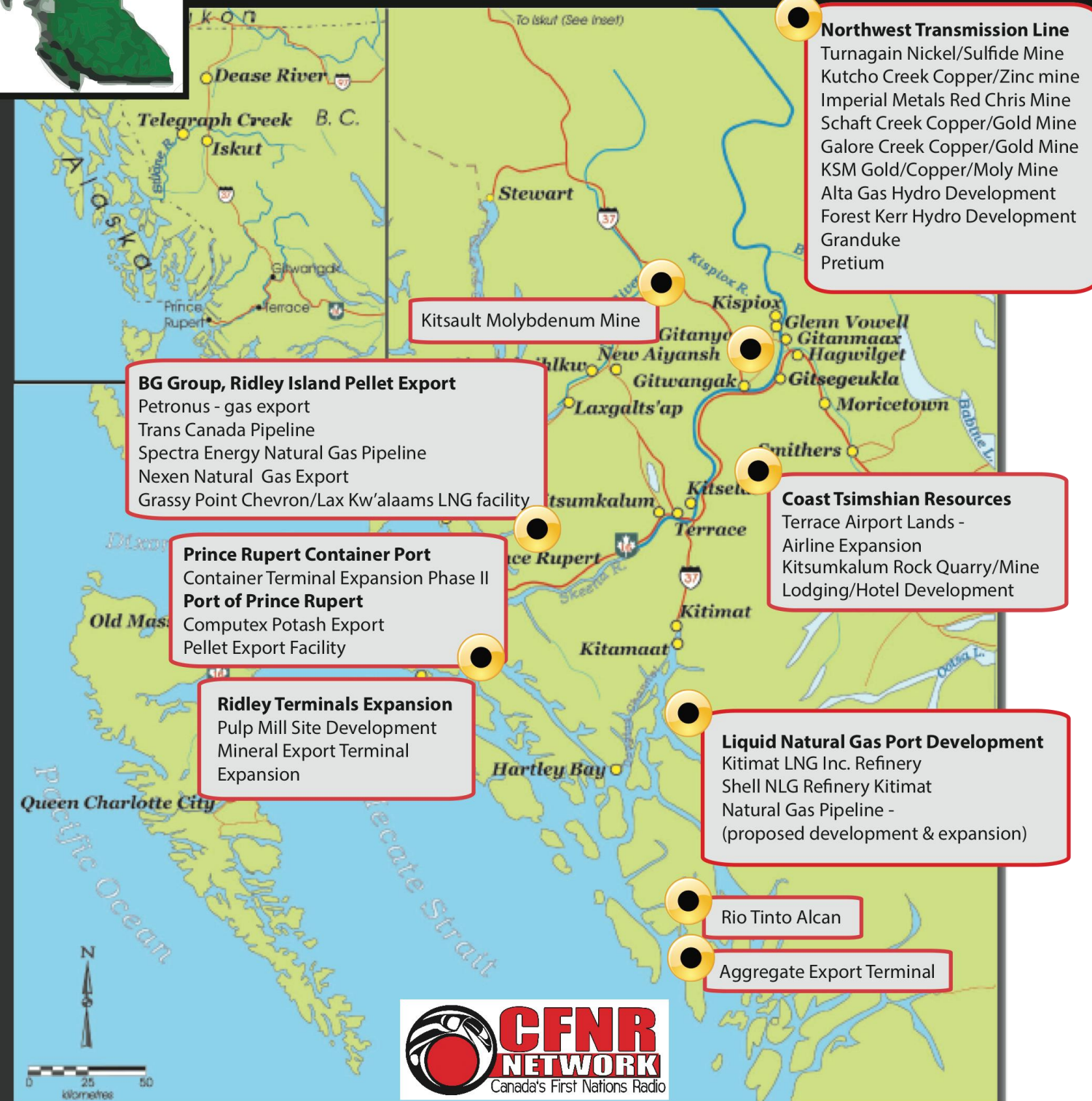
Sask. +4.3%

Manitoba +3.5%

Ontario +2.3%

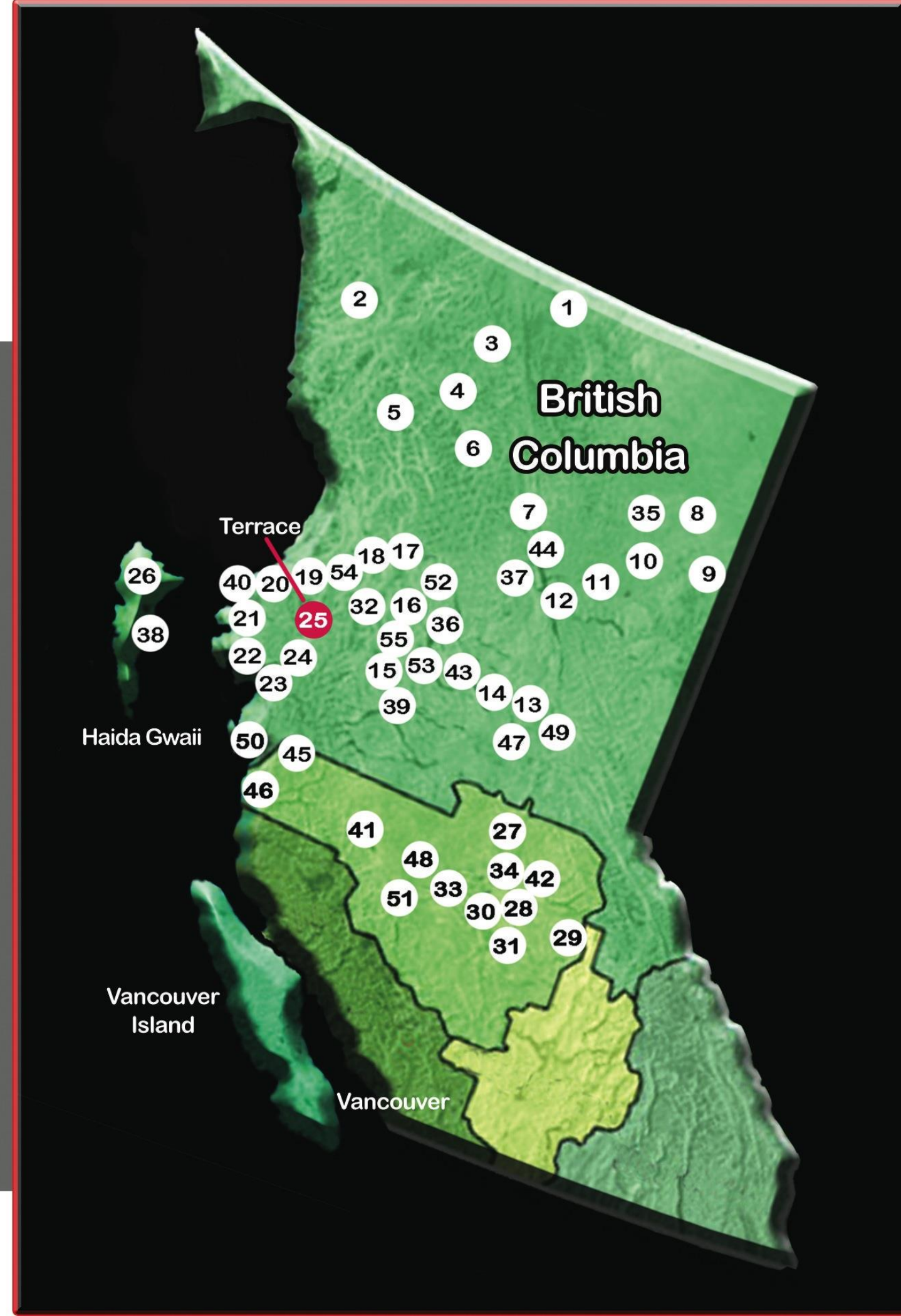
NORTHWEST GROWTH

\$60 Billion Investment
35,000 Jobs in 2014





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1/3 of Central and Northern B.C.'s population is Aboriginal.



Your **Nation**



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NETWORK

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Your **Station**

