



REGINA

Age & Gender Audience Profile

% of 12+ weekly hours tuned in each group:

FM

	CHBD	CFWF	CHMX	CKCK	CIZL
12-17	1	5	0	3	7
18-24	14	15	2	4	19
25-34	20	32	8	18	32
35-44	17	29	20	21	22
45-49	11	10	11	25	6
50-54	13	6	17	19	7
55-59	14	2	21	9	7
60-64	4	0	14	1	1
65+	6	0	8	2	0

AM

	CKRM	CJME
	0	0
	1	1
	1	9
	5	10
	6	13
	11	10
	11	9
	18	15
	47	33

% Male	38	71	31	69	32
% Female	62	29	69	31	68

	42	65
	58	36

18-54 Audience Profile - % of 18-54 tuning in each sub-group

18-24	19	16	3	4	23
25-34	26	35	15	21	37
35-44	23	31	34	24	26
45-54	31	18	49	51	15

	4	2
	5	20
	22	24
	70	55