



REGINA

Age & Gender Audience Profile

% of 12+ weekly hours tuned in each group:

FM

	CHBD	CFWF	CHMX	CKCK	CIZL
12-17	5	4	1	2	10
18-24	15	7	4	2	22
25-34	19	37	9	22	25
35-44	20	36	21	23	20
45-49	13	12	10	13	11
50-54	10	5	19	19	8
55-59	7	0	14	9	3
60-64	6	0	15	7	1
65+	6	0	8	2	2

AM

	CKRM	CJME
	2	0
	0	4
	4	5
	7	16
	5	10
	7	8
	12	11
	13	8
	52	39

% Male	46	75	26	63	34
% Female	54	25	74	37	66

	42	64
	58	36

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

18-24	20	7	7	3	26
25-34	24	38	14	28	29
35-44	26	38	33	29	23
45-54	30	17	46	41	22

	1	8
	16	12
	31	39
	52	41