

ST. CATHARINES/NIAGARA Age & Gender Audience Profile

% of 12+ weekly hours tuned in each group:

	FM					AM
	CHRE	CHTZ	CIXL	CKEY	CFLZ	CKTB
12-17	2	3	1	24	0	0
18-24	6	22	2	25	7	0
25-34	9	18	11	10	28	3
35-44	21	38	14	32	24	15
45-49	18	10	22	7	19	6
50-54	10	5	25	1	9	6
55-59	10	4	12	2	8	7
60-64	11	2	6	0	1	13
65+	13	1	7	0	4	49
% Male	35	76	59	33	63	50
% Female	65	24	42	67	37	50

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

18-24	10	24	3	33	8	1
25-34	14	19	14	14	33	9
35-44	33	41	19	42	27	50
45-54	44	16	64	11	32	39