



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	4	9	26	4	0
18-24	2	26	1	23	4	0
25-34	17	20	6	12	13	8
35-44	14	28	22	22	17	9
45-49	18	10	22	9	27	3
50-54	11	10	20	5	10	11
55-59	10	2	8	0	8	6
60-64	11	1	7	3	11	14
65+	14	0	4	1	7	50
% Male	32	78	58	31	31	43
% Female	68	23	43	69	69	58

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

18-24	4	28	2	32	5	1
25-34	28	21	8	17	18	27
35-44	22	30	31	31	24	29
45-54	47	21	59	19	52	44