

Vancouver - Q3 (WEEKS #27-39)

Age & Gender Audience Profile (Based on Listening Hours)



% of 2+ weekly hours tuned in each group:

Dominant cells highlighted

	Pop.	CKZZFM	CISL	CFMIFM	CFOXFM	CKNW	CHMJ	CFUNFM	CKLGM	CKWX	CJJRFM	CKPKFM	CFTE	CHQMFM	CFBTFM	CKST	CHHRFM
Gender																	
Male	50%	50%	50%	73%	73%	62%	67%	62%	60%	41%	37%	33%	82%	40%	48%	72%	66%
Female	50%	50%	50%	27%	27%	38%	33%	38%	40%	59%	63%	67%	18%	60%	52%	28%	34%

Age

2-6	5%	2%	0%	0%	1%	1%	2%	0%	1%	1%	2%	16%	2%	1%	2%	2%	6%
7-11	6%	8%	0%	1%	0%	1%	1%	1%	1%	5%	5%	2%	4%	4%	8%	2%	2%
12-17	7%	8%	1%	5%	2%	1%	5%	5%	4%	11%	2%	2%	5%	3%	20%	7%	4%
18-24	9%	8%	1%	4%	18%	1%	2%	5%	5%	2%	3%	2%	6%	9%	18%	10%	0%
25-34	15%	28%	9%	14%	31%	8%	6%	20%	15%	9%	16%	26%	3%	17%	15%	5%	4%
35-44	16%	22%	3%	22%	31%	6%	18%	8%	13%	22%	22%	33%	51%	21%	17%	31%	28%
45-49	9%	9%	3%	13%	6%	6%	31%	12%	24%	6%	5%	6%	5%	11%	7%	14%	20%
50-54	8%	7%	1%	24%	6%	5%	7%	17%	12%	9%	10%	10%	7%	8%	9%	8%	18%
55-64	13%	6%	27%	15%	2%	26%	9%	24%	23%	14%	17%	2%	11%	12%	3%	9%	13%
65+	13%	2%	55%	3%	3%	46%	19%	7%	2%	21%	19%	2%	7%	15%	2%	13%	6%
Average Age	40	33	62	43	35	59	48	45	44	45	46	33	41	43	29	42	44

Buying Demos

18-54	56%	74%	17%	75%	92%	26%	64%	63%	69%	48%	56%	77%	72%	65%	66%	68%	69%
18-34	24%	36%	10%	18%	49%	10%	9%	26%	20%	11%	19%	28%	9%	26%	33%	15%	4%
18-49	49%	67%	16%	52%	86%	22%	57%	46%	57%	39%	46%	67%	65%	58%	57%	60%	52%
25-54	48%	66%	16%	72%	74%	25%	62%	58%	64%	46%	54%	75%	66%	56%	48%	58%	69%
35-64	46%	44%	35%	73%	45%	42%	65%	62%	72%	51%	54%	51%	74%	52%	35%	62%	79%

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

18-24	15%	11%	7%	5%	20%	5%	4%	8%	7%	5%	5%	3%	8%	14%	27%	15%	1%
25-34	27%	38%	50%	18%	33%	32%	10%	32%	22%	19%	29%	34%	4%	26%	23%	7%	5%
35-44	29%	30%	17%	29%	34%	24%	28%	13%	19%	45%	40%	43%	71%	32%	26%	46%	40%
45-54	29%	22%	26%	48%	13%	39%	58%	47%	52%	31%	27%	21%	17%	28%	24%	32%	54%