

# Vancouver - Fall 2011 (13 WEEKS #1-13)

Age & Gender Audience Profile (Based on Listening Hours)



% of 2+ weekly hours tuned in each group:

Dominant cells highlighted

Gender	Pop.	CKZZFM	CISL	CFMIFM	CFOXFM	CKNW	CHMJ	CFUNFM	CKLGM	CKWX	CJJRFM	CKPKFM	CFTE	CHQMFM	CFBTFM	CKST	CHHRFM	KWPZFM
Male	49%	45%	55%	70%	68%	58%	67%	47%	60%	48%	45%	43%	82%	39%	44%	79%	46%	40%
Female	51%	55%	45%	30%	32%	42%	33%	53%	40%	52%	55%	57%	18%	61%	56%	21%	54%	60%

Age	Pop.	CKZZFM	CISL	CFMIFM	CFOXFM	CKNW	CHMJ	CFUNFM	CKLGM	CKWX	CJJRFM	CKPKFM	CFTE	CHQMFM	CFBTFM	CKST	CHHRFM	KWPZFM
2-6	4%	1%	0%	0%	1%	1%	1%	4%	1%	3%	2%	1%	3%	2%	2%	3%	2%	20%
7-11	6%	4%	0%	2%	3%	1%	4%	7%	2%	2%	5%	3%	2%	2%	6%	2%	4%	9%
12-17	7%	8%	2%	3%	2%	1%	2%	7%	4%	3%	3%	2%	5%	5%	10%	3%	3%	2%
18-24	10%	14%	4%	10%	24%	1%	2%	15%	5%	2%	2%	20%	6%	7%	12%	5%	9%	2%
25-34	16%	15%	28%	14%	35%	5%	29%	17%	12%	9%	7%	17%	8%	13%	31%	15%	20%	2%
35-44	15%	18%	3%	8%	22%	5%	12%	32%	17%	13%	18%	7%	45%	16%	17%	28%	17%	31%
45-49	8%	14%	1%	14%	4%	9%	15%	4%	15%	6%	8%	8%	3%	10%	8%	8%	7%	3%
50-54	8%	16%	7%	20%	2%	9%	11%	6%	16%	8%	11%	24%	5%	12%	7%	9%	5%	11%
55-64	13%	6%	22%	20%	2%	22%	7%	5%	26%	21%	20%	8%	16%	15%	5%	17%	19%	7%
65+	14%	3%	33%	9%	5%	45%	17%	3%	3%	32%	25%	9%	6%	18%	1%	9%	15%	14%
Average Age	40	37	52	45	33	59	44	33	45	52	50	40	41	45	32	43	43	37

Buying Demos	Pop.	CKZZFM	CISL	CFMIFM	CFOXFM	CKNW	CHMJ	CFUNFM	CKLGM	CKWX	CJJRFM	CKPKFM	CFTE	CHQMFM	CFBTFM	CKST	CHHRFM	KWPZFM
18-54	57%	77%	43%	66%	88%	29%	69%	73%	65%	38%	46%	77%	68%	58%	75%	66%	57%	49%
18-34	26%	29%	33%	24%	59%	6%	31%	31%	17%	11%	9%	37%	14%	21%	43%	21%	29%	4%
18-49	49%	61%	36%	46%	85%	20%	58%	67%	49%	31%	35%	52%	62%	46%	68%	57%	53%	38%
25-54	47%	63%	39%	56%	64%	28%	67%	58%	60%	36%	44%	56%	62%	50%	63%	60%	48%	47%
35-64	44%	54%	32%	62%	31%	46%	45%	47%	74%	48%	57%	47%	70%	52%	37%	62%	47%	52%

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

Age	Pop.	CKZZFM	CISL	CFMIFM	CFOXFM	CKNW	CHMJ	CFUNFM	CKLGM	CKWX	CJJRFM	CKPKFM	CFTE	CHQMFM	CFBTFM	CKST	CHHRFM	KWPZFM
18-24	17%	18%	10%	15%	27%	5%	3%	20%	8%	6%	3%	27%	8%	13%	16%	8%	16%	4%
25-34	28%	20%	66%	21%	40%	16%	42%	23%	19%	24%	16%	22%	12%	23%	41%	23%	35%	4%
35-44	27%	24%	6%	13%	25%	17%	18%	43%	26%	34%	40%	9%	66%	27%	22%	42%	29%	63%
45-54	28%	39%	18%	51%	7%	62%	38%	14%	48%	36%	41%	42%	13%	37%	20%	26%	20%	30%