

Calgary - 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. | CIBKFM | CKMX | CJAYFM | CFGQFM | CKRYFM | CHQR | CFAC | CFFR | CJAQFM | CHFMFM | CKMPFM | CFXLFM | CHUPFM | CKCEFM | CFEXFM |
|--------|------|--------|------|--------|--------|--------|------|------|------|--------|--------|--------|--------|--------|--------|--------|
| Male | 51% | 44% | 43% | 78% | 63% | 41% | 57% | 91% | 62% | 54% | 37% | 45% | 57% | 58% | 56% | 68% |
| Female | 49% | 56% | 57% | 22% | 37% | 59% | 43% | 9% | 38% | 46% | 63% | 55% | 43% | 42% | 44% | 32% |

| Age | Pop. | CIBKFM | CKMX | CJAYFM | CFGQFM | CKRYFM | CHQR | CFAC | CFFR | CJAQFM | CHFMFM | CKMPFM | CFXLFM | CHUPFM | CKCEFM | CFEXFM |
|-------------|------|--------|------|--------|--------|--------|------|------|------|--------|--------|--------|--------|--------|--------|--------|
| 2-6 | 6% | 6% | 0% | 2% | 1% | 3% | 1% | 1% | 2% | 2% | 2% | 4% | 0% | 5% | 4% | 6% |
| 7-11 | 6% | 5% | 0% | 2% | 5% | 1% | 1% | 1% | 1% | 3% | 4% | 7% | 3% | 3% | 4% | 2% |
| 12-17 | 7% | 10% | 1% | 3% | 4% | 4% | 1% | 2% | 3% | 3% | 4% | 27% | 3% | 3% | 7% | 2% |
| 18-24 | 10% | 12% | 0% | 9% | 12% | 7% | 0% | 3% | 2% | 9% | 7% | 12% | 2% | 5% | 8% | 8% |
| 25-34 | 18% | 25% | 0% | 21% | 5% | 11% | 4% | 34% | 5% | 14% | 9% | 17% | 5% | 10% | 23% | 39% |
| 35-44 | 17% | 21% | 1% | 23% | 24% | 13% | 8% | 27% | 15% | 40% | 14% | 20% | 11% | 30% | 29% | 27% |
| 45-49 | 8% | 9% | 2% | 14% | 14% | 7% | 9% | 8% | 17% | 15% | 14% | 4% | 15% | 10% | 17% | 9% |
| 50-54 | 8% | 5% | 1% | 9% | 22% | 17% | 9% | 5% | 9% | 7% | 5% | 5% | 16% | 5% | 3% | 2% |
| 55-64 | 11% | 5% | 19% | 14% | 9% | 12% | 21% | 15% | 25% | 5% | 13% | 3% | 36% | 13% | 5% | 4% |
| 65+ | 10% | 1% | 74% | 3% | 4% | 24% | 46% | 6% | 20% | 1% | 28% | 1% | 9% | 16% | 1% | 1% |
| Average Age | 37 | 31 | 68 | 39 | 41 | 48 | 60 | 41 | 51 | 38 | 48 | 27 | 50 | 44 | 34 | 33 |

| Buying Demos | Pop. | CIBKFM | CKMX | CJAYFM | CFGQFM | CKRYFM | CHQR | CFAC | CFFR | CJAQFM | CHFMFM | CKMPFM | CFXLFM | CHUPFM | CKCEFM | CFEXFM |
|--------------|------|--------|------|--------|--------|--------|------|------|------|--------|--------|--------|--------|--------|--------|--------|
| 18-54 | 60% | 72% | 5% | 76% | 77% | 55% | 30% | 76% | 49% | 86% | 48% | 58% | 49% | 60% | 78% | 85% |
| 18-34 | 28% | 37% | 1% | 30% | 17% | 19% | 4% | 36% | 7% | 23% | 16% | 30% | 7% | 16% | 30% | 48% |
| 18-49 | 52% | 67% | 4% | 67% | 55% | 39% | 21% | 71% | 39% | 79% | 44% | 54% | 33% | 55% | 76% | 83% |
| 25-54 | 50% | 60% | 5% | 67% | 65% | 48% | 30% | 73% | 47% | 76% | 41% | 46% | 46% | 55% | 71% | 77% |
| 35-64 | 43% | 40% | 24% | 60% | 68% | 49% | 47% | 54% | 67% | 68% | 46% | 32% | 78% | 58% | 53% | 42% |

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

| | | | | | | | | | | | | | | | | |
|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 18-24 | 17% | 17% | 3% | 12% | 16% | 13% | 2% | 3% | 4% | 11% | 15% | 21% | 4% | 9% | 10% | 10% |
| 25-34 | 30% | 34% | 10% | 27% | 7% | 21% | 12% | 45% | 11% | 16% | 18% | 30% | 9% | 17% | 29% | 46% |
| 35-44 | 28% | 29% | 25% | 30% | 31% | 23% | 26% | 35% | 31% | 47% | 28% | 35% | 23% | 49% | 36% | 32% |
| 45-54 | 26% | 19% | 62% | 30% | 47% | 42% | 61% | 17% | 54% | 26% | 39% | 15% | 63% | 24% | 25% | 12% |