

Calgary - Q3 (WEEKS #27-39)

Age & Gender Audience Profile (Based on Listening Hours)



% of 2+ weekly hours tuned in each group:

Dominant cells highlighted

	Pop.	CIBKFM	CKMX	CJAYFM	CFGQFM	CKRYFM	CHQR	CFAC	CFFR	CJAQFM	CHFMFM	CKMPFM	CFXLFM	CIGYFM	CKCEFM	CFEXFM
Gender																
Male	50%	52%	35%	75%	72%	42%	57%	82%	61%	58%	40%	42%	50%	51%	52%	70%
Female	50%	48%	65%	25%	28%	58%	43%	18%	39%	42%	60%	58%	50%	49%	48%	30%

	Pop.	CIBKFM	CKMX	CJAYFM	CFGQFM	CKRYFM	CHQR	CFAC	CFFR	CJAQFM	CHFMFM	CKMPFM	CFXLFM	CIGYFM	CKCEFM	CFEXFM
Age																
2-6	6%	4%	0%	1%	1%	1%	1%	1%	3%	1%	1%	3%	1%	3%	3%	3%
7-11	6%	6%	1%	2%	5%	3%	1%	4%	2%	2%	3%	10%	1%	3%	4%	1%
12-17	7%	21%	0%	3%	6%	9%	1%	3%	5%	2%	9%	14%	1%	2%	5%	1%
18-24	10%	14%	1%	12%	15%	11%	1%	3%	1%	6%	8%	11%	17%	4%	8%	12%
25-34	17%	18%	3%	21%	7%	10%	5%	20%	12%	8%	4%	23%	11%	14%	22%	47%
35-44	17%	19%	0%	23%	21%	12%	14%	36%	15%	41%	16%	17%	16%	23%	33%	22%
45-49	9%	7%	2%	13%	21%	9%	7%	6%	10%	21%	8%	14%	10%	7%	9%	5%
50-54	8%	4%	1%	7%	14%	9%	12%	11%	11%	6%	16%	3%	14%	18%	4%	3%
55-64	11%	6%	20%	14%	7%	19%	14%	11%	24%	10%	18%	3%	21%	11%	11%	2%
65+	10%	1%	72%	3%	1%	16%	44%	5%	18%	3%	17%	1%	8%	15%	2%	3%
Average Age	38	29	67	39	37	44	57	40	48	41	46	30	43	45	37	33

	Pop.	CIBKFM	CKMX	CJAYFM	CFGQFM	CKRYFM	CHQR	CFAC	CFFR	CJAQFM	CHFMFM	CKMPFM	CFXLFM	CIGYFM	CKCEFM	CFEXFM
Buying Demos																
18-54	59%	62%	7%	77%	79%	51%	38%	76%	49%	81%	52%	68%	68%	66%	75%	89%
18-34	26%	31%	4%	34%	23%	21%	6%	23%	14%	14%	12%	34%	28%	19%	29%	59%
18-49	51%	57%	6%	69%	65%	42%	26%	65%	38%	76%	36%	65%	54%	49%	71%	86%
25-54	50%	48%	6%	64%	64%	40%	37%	73%	48%	76%	44%	57%	51%	62%	67%	77%
35-64	44%	37%	23%	57%	63%	50%	46%	64%	59%	78%	57%	38%	61%	58%	57%	33%

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

	Pop.	CIBKFM	CKMX	CJAYFM	CFGQFM	CKRYFM	CHQR	CFAC	CFFR	CJAQFM	CHFMFM	CKMPFM	CFXLFM	CIGYFM	CKCEFM	CFEXFM
18-24	16%	22%	16%	16%	19%	21%	3%	4%	3%	7%	15%	16%	25%	6%	10%	13%
25-34	28%	29%	37%	28%	9%	19%	12%	26%	25%	10%	9%	34%	15%	22%	29%	53%
35-44	28%	31%	4%	30%	27%	24%	36%	47%	30%	50%	30%	25%	24%	35%	44%	25%
45-54	28%	18%	43%	26%	44%	36%	49%	23%	42%	33%	46%	25%	35%	37%	17%	9%