

## Edmonton - Q3 (WEEKS #27-39)

Age & Gender Audience Profile (Based on Listening Hours)



% of 2+ weekly hours tuned in each group:

Dominant cells highlighted

	Pop.	CFBRFM	CFMGFM	CFRN	CHED	CHQT	CISNFM	CKNGFM	CHDIFM	CHMCFM	CIRKFM	CFCW	CKRAFM	CHBNFM	CKNOFM
<b>Gender</b>															
Male	50%	<b>75%</b>	38%	<b>89%</b>	47%	<b>52%</b>	46%	<b>52%</b>	<b>63%</b>	<b>57%</b>	<b>68%</b>	44%	<b>53%</b>	45%	<b>55%</b>
Female	<b>50%</b>	25%	<b>62%</b>	11%	<b>53%</b>	48%	<b>54%</b>	48%	37%	43%	32%	<b>56%</b>	47%	<b>55%</b>	45%

	Pop.	CFBRFM	CFMGFM	CFRN	CHED	CHQT	CISNFM	CKNGFM	CHDIFM	CHMCFM	CIRKFM	CFCW	CKRAFM	CHBNFM	CKNOFM
<b>Age</b>															
2-6	6%	5%	1%	0%	1%	0%	3%	2%	8%	0%	1%	0%	1%	4%	5%
7-11	6%	2%	1%	1%	0%	1%	1%	4%	1%	0%	1%	0%	1%	10%	8%
12-17	8%	6%	6%	1%	2%	0%	3%	4%	8%	5%	4%	0%	7%	15%	8%
18-24	10%	12%	7%	7%	1%	1%	9%	4%	11%	3%	12%	1%	9%	16%	10%
25-34	<b>16%</b>	18%	12%	16%	7%	8%	5%	22%	<b>38%</b>	1%	6%	4%	4%	<b>29%</b>	<b>25%</b>
35-44	15%	<b>25%</b>	<b>19%</b>	17%	13%	8%	16%	<b>22%</b>	22%	3%	14%	2%	4%	14%	18%
45-49	8%	18%	12%	19%	8%	3%	10%	15%	6%	5%	26%	0%	<b>25%</b>	5%	11%
50-54	8%	11%	17%	5%	9%	5%	5%	12%	3%	14%	<b>30%</b>	1%	24%	2%	10%
55-64	12%	3%	14%	<b>20%</b>	20%	<b>38%</b>	19%	11%	2%	<b>52%</b>	6%	32%	18%	3%	3%
65+	12%	0%	11%	16%	<b>38%</b>	<b>36%</b>	<b>30%</b>	4%	0%	16%	1%	<b>60%</b>	8%	1%	2%
Average Age	<b>38</b>	<b>35</b>	<b>44</b>	<b>47</b>	<b>56</b>	<b>59</b>	<b>51</b>	<b>40</b>	<b>30</b>	<b>56</b>	<b>43</b>	<b>66</b>	<b>46</b>	<b>27</b>	<b>32</b>

	Pop.	CFBRFM	CFMGFM	CFRN	CHED	CHQT	CISNFM	CKNGFM	CHDIFM	CHMCFM	CIRKFM	CFCW	CKRAFM	CHBNFM	CKNOFM
<b>Buying Demos</b>															
18-54	58%	83%	66%	63%	39%	25%	44%	74%	81%	27%	88%	7%	65%	67%	74%
18-34	26%	30%	18%	23%	9%	8%	14%	26%	49%	4%	18%	4%	13%	45%	35%
18-49	50%	72%	49%	58%	30%	20%	40%	62%	78%	12%	58%	6%	42%	64%	64%
25-54	48%	72%	59%	56%	38%	25%	36%	70%	70%	23%	76%	6%	57%	51%	64%
35-64	43%	57%	61%	60%	50%	54%	49%	59%	34%	74%	76%	35%	71%	25%	42%

	Pop.	CFBRFM	CFMGFM	CFRN	CHED	CHQT	CISNFM	CKNGFM	CHDIFM	CHMCFM	CIRKFM	CFCW	CKRAFM	CHBNFM	CKNOFM
<b>18-54 Audience Profile - % of 18-54 tuning in each group</b>															
18-24	17%	14%	11%	11%	3%	2%	20%	6%	13%	12%	14%	9%	13%	24%	13%
25-34	<b>28%</b>	22%	18%	25%	19%	31%	11%	29%	<b>48%</b>	4%	7%	<b>53%</b>	6%	<b>43%</b>	<b>34%</b>
35-44	26%	30%	28%	26%	34%	32%	<b>36%</b>	29%	27%	13%	16%	23%	6%	21%	25%
45-54	28%	<b>34%</b>	<b>43%</b>	<b>37%</b>	<b>44%</b>	<b>35%</b>	33%	<b>36%</b>	12%	<b>71%</b>	<b>63%</b>	15%	<b>74%</b>	11%	28%