

Edmonton - 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.	CFBRFM	CFMGFM	CFRN	CHED	CHQT	CISNFM	CKNGFM	CHDIFM	CIUPFM	CIRKFM	CFCW	CKRAFM	CHBNFM	CKNOFM	CKEAFM
Male	51%	63%	47%	90%	53%	60%	39%	52%	63%	40%	71%	52%	52%	53%	49%	29%
Female	49%	37%	53%	10%	47%	40%	61%	48%	37%	60%	29%	48%	48%	47%	51%	71%

Age	Pop.	CFBRFM	CFMGFM	CFRN	CHED	CHQT	CISNFM	CKNGFM	CHDIFM	CIUPFM	CIRKFM	CFCW	CKRAFM	CHBNFM	CKNOFM	CKEAFM
2-6	6%	5%	4%	1%	2%	0%	2%	3%	5%	2%	1%	0%	1%	2%	4%	4%
7-11	5%	1%	9%	0%	1%	0%	3%	2%	3%	2%	1%	0%	1%	12%	6%	1%
12-17	7%	6%	5%	1%	2%	1%	6%	6%	2%	6%	4%	0%	4%	11%	11%	7%
18-24	11%	14%	20%	8%	1%	1%	16%	11%	18%	10%	11%	0%	6%	16%	10%	6%
25-34	18%	23%	24%	19%	11%	17%	8%	14%	29%	9%	9%	2%	7%	15%	31%	32%
35-44	15%	19%	20%	28%	12%	10%	19%	25%	34%	13%	14%	0%	4%	13%	20%	6%
45-49	8%	8%	9%	4%	3%	10%	6%	14%	1%	14%	17%	4%	15%	13%	8%	9%
50-54	8%	21%	4%	10%	8%	5%	11%	8%	2%	13%	31%	2%	24%	4%	5%	11%
55-64	12%	4%	3%	21%	25%	23%	14%	13%	6%	21%	11%	22%	24%	13%	3%	15%
65+	12%	1%	2%	9%	35%	32%	15%	3%	0%	9%	1%	70%	14%	2%	2%	8%
Average Age	38	35	30	44	55	54	42	38	32	44	43	67	50	32	31	39

Buying Demos	Pop.	CFBRFM	CFMGFM	CFRN	CHED	CHQT	CISNFM	CKNGFM	CHDIFM	CIUPFM	CIRKFM	CFCW	CKRAFM	CHBNFM	CKNOFM	CKEAFM
18-54	58%	85%	76%	69%	36%	44%	60%	72%	84%	60%	82%	8%	55%	60%	75%	64%
18-34	28%	37%	44%	27%	13%	18%	24%	25%	47%	19%	20%	3%	13%	31%	41%	37%
18-49	50%	64%	72%	59%	28%	38%	49%	64%	82%	46%	51%	6%	32%	56%	70%	53%
25-54	47%	70%	56%	61%	35%	43%	44%	61%	66%	50%	71%	8%	49%	44%	65%	59%
35-64	42%	51%	36%	63%	48%	48%	50%	60%	43%	61%	73%	28%	67%	42%	36%	41%

18-54 Audience Profile - % of 18-54 tuning in each group	Pop.	CFBRFM	CFMGFM	CFRN	CHED	CHQT	CISNFM	CKNGFM	CHDIFM	CIUPFM	CIRKFM	CFCW	CKRAFM	CHBNFM	CKNOFM	CKEAFM
18-24	18%	17%	26%	11%	4%	2%	26%	15%	21%	17%	13%	4%	11%	26%	13%	9%
25-34	30%	27%	32%	28%	31%	40%	13%	19%	34%	16%	11%	26%	13%	25%	42%	50%
35-44	25%	22%	26%	41%	33%	22%	32%	35%	41%	22%	18%	4%	7%	21%	27%	10%
45-54	26%	34%	16%	20%	31%	36%	28%	31%	4%	46%	58%	66%	70%	27%	17%	32%