

WINNIPEG

Age & Gender Audience Profile



% of 12+ weekly hours tuned in each group:

	FM									AM	
	CFQX	CKMM	CJGV	CFWM	CHIQ	CITI	CKY	CJKR	CHNK	CFRW	CJOB
12-17	2	25	0	1	1	4	1	3	8	1	0
18-24	6	19	11	5	26	6	7	18	9	6	0
25-34	10	17	0	11	41	14	14	31	14	3	4
35-44	28	22	12	28	18	34	21	31	13	0	10
45-49	9	11	13	20	7	14	13	10	26	12	8
50-54	9	3	16	13	3	19	17	6	5	26	9
55-59	8	2	24	12	4	7	11	1	8	19	8
60-64	14	0	5	6	0	3	7	0	15	15	10
65+	13	1	19	4	0	0	9	0	3	19	51
% Male	47	40	50	53	40	79	38	73	55	52	49
% Female	54	61	50	47	60	21	62	27	45	48	51

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

18-24	10	26	20	6	27	7	10	18	13	13	1
25-34	15	24	0	14	43	16	19	32	20	6	14
35-44	45	30	23	37	19	40	29	33	19	1	31
45-54	30	20	56	43	11	38	42	17	47	80	53

Note: Sp-10 CHNK-FM profile reflects station as a Country Format (HANK FM).
Station changed to a Classic Rock (K-Rock) format in July 2010.