



WINNIPEG Age & Gender Audience Profile

% of 12+ weekly hours tuned in each group:

	FM										AM	
	CFQX	CKMM	CJGV	CFJL	CFWM	CHIQ	CITI	CKY	CJKR	CHNK	CFRW	CJOB
12-17	6	18	0	23	3	1	1	5	3	0	1	1
18-24	9	12	1	24	6	2	10	5	24	0	0	1
25-34	17	25	17	25	9	15	9	13	26	21	12	4
35-44	12	26	3	19	31	12	19	21	34	7	13	5
45-49	8	9	4	4	26	5	24	17	7	5	20	8
50-54	15	5	13	1	15	17	24	13	5	18	18	6
55-59	11	1	27	3	5	18	7	4	0	35	10	13
60-64	7	2	25	1	3	18	5	10	0	13	14	11
65+	17	1	11	0	2	12	1	12	0	2	13	51
% Male	43	35	43	42	53	49	73	43	76	87	84	52
% Female	58	65	57	58	47	51	27	57	24	13	16	48

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

18-24	15	16	2	33	7	5	12	7	25	1	0	4
25-34	28	32	46	34	10	29	10	19	27	41	19	15
35-44	19	33	7	25	36	23	22	31	36	13	21	22
45-54	38	19	44	7	47	43	56	43	12	45	60	60

