

# HALIFAX Age & Gender Audience Profile



*% of 12+ weekly hours tuned in each group:*

## FM

	CHFX	CHNS	CFRQ	CKUL	CIOO	CJNI	CJCH	CKHZ	CFLT
<b>12-17</b>	5	2	1	4	4	1	18	2	1
<b>18-24</b>	4	15	10	2	13	4	20	33	12
<b>25-34</b>	11	23	21	9	15	8	20	26	12
<b>35-44</b>	13	24	30	20	31	13	19	26	21
<b>45-49</b>	5	10	14	15	13	15	14	2	12
<b>50-54</b>	14	16	14	14	16	9	4	5	23
<b>55-59</b>	8	8	8	12	3	11	2	3	6
<b>60-64</b>	16	2	1	11	4	10	1	2	7
<b>65+</b>	25	0	0	13	3	31	3	0	6

<b>% Male</b>	39	63	78	39	32	61	39	61	27
<b>% Female</b>	61	37	22	61	68	39	61	39	73

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

<b>18-24</b>	8	18	11	3	15	7	26	35	15
<b>25-34</b>	23	26	24	15	17	17	26	28	15
<b>35-44</b>	27	27	34	34	36	27	25	28	26
<b>45-54</b>	41	29	32	48	33	49	23	8	44