

# 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>	4	13	5	1	4	0	28	6	0
<b>18-24</b>	1	7	11	1	9	1	17	13	5
<b>25-34</b>	7	31	15	6	15	15	25	53	2
<b>35-44</b>	18	20	33	20	33	9	16	13	26
<b>45-49</b>	11	12	18	18	16	12	5	6	15
<b>50-54</b>	13	11	13	17	7	19	4	7	22
<b>55-59</b>	12	5	2	15	9	11	0	3	11
<b>60-64</b>	12	1	2	13	3	7	2	0	7
<b>65+</b>	22	0	0	8	3	26	3	0	11

<b>% Male</b>	41	78	66	52	29	70	38	65	27
<b>% Female</b>	59	22	34	48	71	31	62	35	73

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

<b>18-24</b>	3	9	12	2	11	2	26	14	7
<b>25-34</b>	14	38	16	10	19	27	37	58	3
<b>35-44</b>	36	24	37	32	41	16	24	14	37
<b>45-54</b>	47	28	35	56	29	55	13	14	52