

# KELOWNA

## Age & Gender Audience Profile



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

	FM						AM
	CHSU	CILK	CKOV	CJUI	CKKO	CKLZ	CKFR
<b>12-17</b>	12	1	8	2	1	3	0
<b>18-24</b>	16	2	4	2	8	9	1
<b>25-34</b>	32	8	9	17	12	23	7
<b>35-44</b>	18	13	15	22	13	35	4
<b>45-49</b>	8	8	14	15	28	17	5
<b>50-54</b>	8	14	17	9	19	9	10
<b>55-59</b>	2	17	6	9	10	1	6
<b>60-64</b>	2	14	7	15	5	2	15
<b>65+</b>	1	23	22	10	3	1	51
<b>% Male</b>	41	33	20	58	63	79	51
<b>% Female</b>	59	67	80	43	37	21	49

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

<b>18-24</b>	20	4	7	2	10	9	4
<b>25-34</b>	38	19	15	26	15	25	26
<b>35-44</b>	22	28	26	34	16	38	15
<b>45-54</b>	20	49	52	37	59	28	55