



KELOWNA

Age & Gender Audience Profile

% of 12+ weekly hours tuned in each group:

| | FM | | | | | | | AM |
|-----------------|------|------|------|------|------|------|------|------|
| | CHSU | CILK | CKOV | CJUI | CKKO | CIGV | CKLZ | CKFR |
| 12-17 | 9 | 2 | 17 | 2 | 2 | 1 | 1 | 0 |
| 18-24 | 10 | 7 | 12 | 3 | 3 | 3 | 1 | 2 |
| 25-34 | 37 | 10 | 3 | 13 | 12 | 30 | 16 | 3 |
| 35-44 | 23 | 13 | 25 | 24 | 26 | 3 | 45 | 5 |
| 45-49 | 11 | 6 | 18 | 20 | 17 | 4 | 13 | 6 |
| 50-54 | 4 | 13 | 10 | 23 | 18 | 2 | 7 | 5 |
| 55-59 | 2 | 14 | 13 | 11 | 6 | 5 | 12 | 12 |
| 60-64 | 2 | 12 | 0 | 3 | 10 | 13 | 3 | 11 |
| 65+ | 2 | 24 | 2 | 2 | 5 | 40 | 2 | 57 |
| % Male | 45 | 35 | 11 | 56 | 63 | 36 | 81 | 57 |
| % Female | 55 | 65 | 90 | 44 | 37 | 64 | 19 | 44 |

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

| | | | | | | | | |
|--------------|----|----|----|----|----|----|----|----|
| 18-24 | 12 | 14 | 18 | 4 | 4 | 6 | 2 | 8 |
| 25-34 | 43 | 20 | 5 | 15 | 16 | 73 | 19 | 16 |
| 35-44 | 27 | 26 | 37 | 29 | 34 | 6 | 54 | 23 |
| 45-54 | 18 | 40 | 41 | 52 | 46 | 15 | 25 | 53 |