

HAMILTON

Age & Gender Audience Profile

% of 12+ weekly hours tuned in each group:

	FM				AM		
	CKLH	CJXY	CING	CHKX	CHAM	CKOC	CHML
12-17	5	3	1	0	0	0	0
18-24	5	9	6	10	0	0	1
25-34	16	24	17	8	1	13	1
35-44	15	20	12	15	20	2	3
45-49	13	23	22	14	13	2	3
50-54	12	10	14	4	1	3	5
55-59	12	5	11	12	15	27	9
60-64	9	4	8	11	18	22	10
65+	14	2	9	25	31	30	68
% Male	20	81	57	46	47	47	37
% Female	80	19	43	54	53	53	63

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

18-24	8	11	9	19	0	0	10
25-34	26	28	24	16	4	63	10
35-44	25	23	16	28	56	11	24
45-54	41	38	51	36	40	27	56