

HAMILTON Age & Gender Audience Profile



% of 12+ weekly hours tuned in each group:

	FM				AM		
	CKLH	CJXY	CING	CIWV	CHAM	CKOC	CHML
12-17	1	3	1	0	0	0	2
18-24	1	8	3	0	2	1	1
25-34	12	27	12	9	0	2	2
35-44	20	33	27	10	2	6	9
45-49	13	15	19	8	8	4	6
50-54	10	9	12	28	19	8	9
55-59	11	2	15	7	34	29	10
60-64	14	4	6	16	12	24	11
65+	18	0	6	22	23	26	51
% Male	26	76	49	27	33	44	45
% Female	74	24	51	73	67	56	55

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

18-24	2	8	4	0	7	4	3
25-34	21	30	16	16	0	11	8
35-44	36	36	37	19	6	29	32
45-54	41	26	43	66	87	56	56

Note: CHAM profile reflects Talk 820 audience.

Format was changed to Country on July 22, 2010. This will be reflected in BBM Fall 2010.