

LONDON

Age & Gender Audience Profile



% of 12+ weekly hours tuned in each group:

FM

	CIQM	CJBX	CHST	CFPL	CKDK	CFHK
12-17	1	3	2	6	3	12
18-24	4	10	8	15	10	13
25-34	7	12	13	32	12	31
35-44	19	16	28	26	12	23
45-49	14	8	22	14	23	10
50-54	16	13	10	5	19	8
55-59	15	12	8	2	15	2
60-64	9	11	5	1	3	0
65+	14	16	4	0	4	1

AM

	CKSL	CJBK	CFPL
	1	1	2
	0	5	3
	0	7	7
	10	11	16
	6	12	7
	6	13	5
	15	13	7
	25	6	8
	36	31	45

% Male	36	44	47	70	51	30
% Female	64	56	53	30	49	70

	33	67	59
	67	33	41

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

18-24	7	17	9	16	13	15
25-34	12	20	16	34	16	36
35-44	31	27	35	28	16	27
45-54	50	36	39	21	55	22

	0	11	8
	1	14	19
	44	24	42
	54	51	31