

Appendix 1B MIRAMICHI LISTENER SURVEY

Total Respondents - 322

| Format Preference | Demographics | | | | | | | | Total | % |
|-------------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|-------------|---|
| | under 18 | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | | | |
| Rock | 3 | 8 | 17 | 24 | 17 | 2 | 0 | 71 | 22.3% | |
| Oldies | 0 | 0 | 1 | 7 | 13 | 16 | 7 | 44 | 13.9% | |
| Country | 1 | 8 | 18 | 45 | 59 | 45 | 19 | 195 | 61.3% | |
| Other | 0 | 1 | 1 | 2 | 3 | 0 | 1 | 8 | 2.5% | |
| Totals | 4 | 17 | 37 | 78 | 92 | 63 | 27 | 318 | 100% | |

| | By Demographic | | By Gender | |
|---------------|----------------|------------|------------|------|
| | Under 18 | | Female | Male |
| Under 18 | 4 | 3 | 1 | 6 |
| 18-24 | 17 | 11 | 15 | 34 |
| 25-34 | 37 | 22 | 42 | 27 |
| 35-44 | 78 | 44 | 36 | 15 |
| 45-54 | 92 | 50 | 12 | 3 |
| 55-64 | 63 | 36 | 1 | |
| 65+ | 27 | 12 | | |
| Unspecified | 4 | 1 | | |
| Totals | 322 | 179 | 143 | |