



# OTTAWA ENGLISH

## Age & Gender Audience Profile

% of 12+ weekly hours tuned in each group:

### FM

	CKQB	CIHT	CISS	CHEZ	CJMJ	CKBY	CKKL	CILV	CJOT	CJWL
<b>12-17</b>	7	16	13	3	1	5	3	14	2	0
<b>18-24</b>	14	20	23	7	1	8	2	13	1	2
<b>25-34</b>	25	28	24	13	11	12	19	37	21	1
<b>35-44</b>	23	22	12	14	16	7	24	21	36	5
<b>45-49</b>	22	7	21	20	14	7	18	6	12	7
<b>50-54</b>	4	5	4	18	19	11	23	7	14	12
<b>55-59</b>	5	2	3	18	9	11	5	2	10	7
<b>60-64</b>	0	1	0	5	14	10	4	1	4	20
<b>65+</b>	0	1	1	1	14	30	2	0	1	46

### AM

	CFGO	CFRA	CIWW
<b>12-17</b>	3	1	0
<b>18-24</b>	0	1	2
<b>25-34</b>	8	4	8
<b>35-44</b>	24	10	16
<b>45-49</b>	11	5	9
<b>50-54</b>	19	10	9
<b>55-59</b>	15	8	18
<b>60-64</b>	11	10	7
<b>65+</b>	9	52	31

<b>% Male</b>	82	42	31	68	34	38	52	53	44	32
<b>% Female</b>	18	58	69	32	66	62	48	47	56	68

<b>% Male</b>	78	51	57
<b>% Female</b>	22	49	43

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

<b>18-24</b>	15	24	28	10	2	17	3	15	1	6
<b>25-34</b>	28	34	28	18	18	27	22	45	25	2
<b>35-44</b>	27	27	15	19	27	15	28	25	43	20
<b>45-54</b>	30	15	29	53	53	41	47	15	31	73

<b>18-24</b>	0	2	4
<b>25-34</b>	13	12	20
<b>35-44</b>	39	35	36
<b>45-54</b>	48	50	40