

OTTAWA ENGLISH Age & Gender Audience Profile



% of 12+ weekly hours tuned in each group:

	FM									AM		
	CKQB	CIHT	CISS	CHEZ	CJMJ	CKBY	CKKL	CILV	CJWL	CFGO	CFRA	CIWW
12-17	6	24	7	3	5	4	4	3	0	1	1	6
18-24	23	21	16	19	3	11	8	15	0	2	2	2
25-34	31	23	21	20	9	32	14	40	3	28	9	9
35-44	24	19	28	16	15	12	22	26	9	20	9	22
45-49	10	6	13	15	18	12	19	5	5	15	6	4
50-54	2	5	6	14	15	6	22	5	4	9	10	15
55-59	3	1	3	10	14	5	6	4	9	5	7	19
60-64	2	1	3	3	11	8	6	1	23	10	10	10
65+	0	0	3	1	10	10	0	0	47	12	46	15
% Male	69	34	31	63	30	43	53	64	38	85	56	56
% Female	31	66	69	37	70	58	47	37	62	15	44	45

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

18-24	25	29	20	22	5	15	9	17	1	2	5	3
25-34	35	31	25	24	15	44	17	43	15	38	26	17
35-44	27	25	33	19	25	17	26	29	42	27	25	43
45-54	13	15	22	34	55	24	48	12	41	33	44	37