

# Montreal Anglo - Fall 2011 (13 WEEKS #1-13)

Age & Gender Audience Profile (Based on Listening Hours)



% of 2+ weekly hours tuned in each group:

Dominant cells highlighted

	Pop.	CJFMFM	CKBEFM	CHOMFM	CJAD	CKGM
<b>Gender</b>						
Male	50%	43%	47%	<b>68%</b>	41%	<b>82%</b>
Female	<b>50%</b>	<b>57%</b>	<b>53%</b>	32%	<b>59%</b>	18%

	Pop.	CJFMFM	CKBEFM	CHOMFM	CJAD	CKGM
<b>Age</b>						
2-6	5%	5%	2%	2%	1%	3%
7-11	5%	5%	2%	1%	2%	3%
12-17	7%	6%	2%	5%	1%	3%
18-24	10%	16%	4%	13%	3%	3%
25-34	16%	<b>24%</b>	9%	18%	4%	16%
35-44	<b>16%</b>	22%	16%	<b>22%</b>	8%	<b>29%</b>
45-49	8%	9%	12%	11%	4%	10%
50-54	7%	4%	10%	11%	7%	16%
55-64	11%	5%	<b>24%</b>	10%	22%	7%
65+	16%	2%	19%	6%	<b>48%</b>	10%
Average Age	<b>40</b>	<b>32</b>	<b>49</b>	<b>39</b>	<b>59</b>	<b>42</b>

	Pop.	CJFMFM	CKBEFM	CHOMFM	CJAD	CKGM
<b>Buying Demos</b>						
18-54	56%	76%	50%	76%	26%	74%
18-34	26%	40%	12%	31%	7%	19%
18-49	49%	71%	40%	64%	19%	58%
25-54	46%	60%	46%	63%	24%	71%
35-64	42%	41%	62%	54%	41%	62%

	Pop.	CJFMFM	CKBEFM	CHOMFM	CJAD	CKGM
<b>18-54 Audience Profile - % of 18-54 tuning in each group</b>						
18-24	17%	21%	7%	17%	10%	4%
25-34	28%	<b>32%</b>	17%	24%	16%	21%
35-44	<b>29%</b>	29%	33%	29%	32%	<b>40%</b>
45-54	26%	18%	<b>43%</b>	<b>30%</b>	<b>42%</b>	35%