

# MONTREAL ENGLISH

## Age & Gender Audience Profile



% of 12+ weekly hours tuned in each group:

FM					AM		
	CJFM	CHOM	CFQR	WYUL	CJAD	CINW	CKGM
<b>12-17</b>	9	2	4	23	1	1	3
<b>18-24</b>	13	8	2	21	1	1	6
<b>25-34</b>	28	13	11	30	7	3	17
<b>35-44</b>	28	36	28	15	8	16	35
<b>45-49</b>	8	20	13	6	6	14	8
<b>50-54</b>	6	14	14	2	7	9	4
<b>55-59</b>	4	6	8	2	9	20	11
<b>60-64</b>	2	2	10	1	13	19	4
<b>65+</b>	3	1	11	1	49	18	13
<b>% Male</b>	39	68	39	43	40	66	93
<b>% Female</b>	61	32	61	57	60	34	7

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

<b>18-24</b>	15	8	3	28	3	2	9
<b>25-34</b>	34	14	16	41	24	6	24
<b>35-44</b>	34	40	41	21	29	37	51
<b>45-54</b>	17	38	40	11	44	55	16