

Montreal Franco - 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.	CFGLFM	CKOIFM	CKMFFM	CITEFM	CHMPFM	CKAC	CKLXFM	CJPXFM
Gender									
Male	49%	37%	64%	53%	45%	52%	64%	33%	39%
Female	51%	63%	36%	47%	55%	48%	36%	67%	61%

	Pop.	CFGLFM	CKOIFM	CKMFFM	CITEFM	CHMPFM	CKAC	CKLXFM	CJPXFM
Age									
2-6	5%	1%	2%	6%	4%	2%	3%	1%	1%
7-11	6%	3%	4%	2%	2%	2%	2%	1%	0%
12-17	7%	1%	3%	6%	2%	2%	2%	1%	0%
18-24	9%	4%	13%	8%	3%	2%	1%	1%	3%
25-34	15%	8%	26%	26%	10%	11%	15%	3%	6%
35-44	14%	20%	24%	16%	19%	13%	22%	15%	4%
45-49	8%	11%	7%	10%	14%	7%	10%	3%	1%
50-54	8%	12%	8%	10%	16%	9%	11%	9%	3%
55-64	13%	25%	6%	9%	16%	14%	14%	17%	18%
65+	15%	15%	5%	7%	13%	39%	21%	48%	64%
Average Age	40	49	36	38	46	54	48	59	63

	Pop.	CFGLFM	CKOIFM	CKMFFM	CITEFM	CHMPFM	CKAC	CKLXFM	CJPXFM
Buying Demos									
18-54	54%	54%	79%	70%	62%	41%	58%	32%	17%
18-34	24%	11%	40%	33%	13%	12%	16%	4%	9%
18-49	46%	43%	71%	59%	46%	32%	47%	22%	14%
25-54	45%	51%	66%	62%	59%	40%	57%	31%	14%
35-64	43%	68%	46%	46%	65%	43%	56%	45%	26%

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

	Pop.	CFGLFM	CKOIFM	CKMFFM	CITEFM	CHMPFM	CKAC	CKLXFM	CJPXFM
18-24	17%	7%	17%	11%	4%	4%	2%	2%	19%
25-34	27%	14%	33%	37%	17%	26%	26%	9%	35%
35-44	26%	37%	31%	23%	31%	32%	37%	48%	23%
45-54	30%	42%	20%	29%	48%	38%	35%	41%	23%