

# MONTREAL FRENCH Age & Gender Audience Profile



% of 12+ weekly hours tuned in each group:

	FM							AM	
	CITE	CKMF	CFGL	CHMP	CKOI	CJPX	CKLX	CKAC	CINF
<b>12-17</b>	2	5	2	0	7	0	3	5	1
<b>18-24</b>	4	8	4	2	20	0	1	6	0
<b>25-34</b>	9	33	9	10	29	6	10	24	6
<b>35-44</b>	16	29	17	13	20	7	12	22	22
<b>45-49</b>	18	14	17	14	11	4	9	5	9
<b>50-54</b>	16	7	13	13	6	9	15	5	10
<b>55-59</b>	12	3	15	8	4	11	17	3	15
<b>60-64</b>	10	1	7	11	1	14	10	7	9
<b>65+</b>	14	0	16	30	2	50	23	22	28
<b>% Male</b>	32	58	35	57	57	43	55	84	60
<b>% Female</b>	68	42	65	43	43	57	45	16	40

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

<b>18-24</b>	6	9	7	3	23	0	2	10	1
<b>25-34</b>	14	36	15	20	34	24	21	39	13
<b>35-44</b>	25	32	28	25	23	26	26	36	46
<b>45-54</b>	55	23	50	52	20	50	51	16	40