

QUEBEC CITY Age & Gender Audience Profile



% of 12+ weekly hours tuned in each group:

FM

	CHIK	CITF	CFOM	CHOI	CFEL	CJSQ	CJEC	CHXX	CJMF
12-17	6	1	2	1	8	0	1	3	1
18-24	16	2	3	8	28	0	8	8	3
25-34	33	6	6	31	28	7	17	53	15
35-44	16	17	12	27	24	5	22	27	27
45-49	11	15	14	14	6	2	18	4	13
50-54	9	24	14	6	5	3	21	4	12
55-59	4	17	14	5	1	4	2	2	9
60-64	1	8	14	6	1	22	2	1	9
65+	4	9	22	4	0	58	9	0	12

% Male	51	33	47	74	46	48	23	75	60
% Female	49	67	53	26	54	52	77	26	40

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

18-24	18	4	6	9	31	0	9	8	4
25-34	39	10	13	36	31	43	20	55	22
35-44	19	26	24	32	27	29	26	29	39
45-54	23	61	57	23	12	28	46	8	36