

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	7	2	0	0	8	0	0	1	2
18-24	21	7	2	6	16	1	1	27	2
25-34	35	11	7	29	23	3	17	52	12
35-44	16	14	8	19	28	8	18	13	22
45-49	9	9	11	13	9	3	16	2	14
50-54	8	13	14	9	7	6	14	1	9
55-59	4	11	14	8	3	16	17	0	11
60-64	1	9	14	6	5	6	5	0	7
65+	1	26	30	10	2	57	13	5	20

% Male	48	38	47	76	47	42	19	75	62
% Female	52	62	53	24	53	58	81	25	39

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

18-24	24	13	5	8	20	6	1	28	4
25-34	40	20	15	39	27	15	26	55	20
35-44	18	26	20	25	34	38	27	14	37
45-54	19	42	60	28	18	41	46	2	39