

**DEMOGRAPHIC CHARACTERISTICS
OF DISCRIMINATING VIEWERS**

	<u>Total Canadian Television Viewers</u>	<u>Discriminating Viewers</u>
<u>Gender</u>		
Male	50	52
Female	50	48
<u>Age</u>		
18-25	21	15
26-40	34	36
41-55	20	23
55+	26	26
<u>Education</u>		
Lt. high school	37	31
High school	30	28
Community College	17	18
University	18	23
<u>Household Income</u>		
Lt \$15K	22	20
\$15K - \$30K	34	33
\$30K - \$50K	30	31
\$50K +	14	16
<u>Occupation</u>		
Prof/Manager	26	31
Clerical/sales/service	42	40
Skilled	15	16
Semi-skilled, unskilled	17	13
<u>Region</u>		
Atlantic	8	6
Quebec	27	30
Ontario	36	36
Prairies	17	17
B.C.	12	11
<u>Community Size</u>		
1 Million +	31	34
100K - 1 Million	28	27
5K - 100K	16	16
Lt 5K	26	24
<u>Language</u>		
English	75	73
French	25	27