

**DEMOGRAPHIC CHARACTERISTICS
OF TELEVISION DEPENDENT VIEWERS**

	<u>Total Canadian Television Viewers</u>	<u>Television Dependent Viewers</u>
<u>Gender</u>		
Male	50	56
Female	50	44
<u>Age</u>		
18-25	21	25
26-40	34	24
41-55	20	18
55+	26	32
<u>Education</u>		
Lt high school	37	52
High school	30	30
Community College	17	12
University	18	6
<u>Household Income</u>		
Lt \$15K	22	35
\$15K - \$30K	34	36
\$30K - \$50K	30	19
\$50K +	14	11
<u>Working Status</u>		
Work full-time	44	34
Work part-time	16	14
Full-time student	4	6
Homemaker	12	15
Unemployed, Laid off	10	15
Retired	15	17
<u>Occupation</u>		
Prof/manager	26	17
Clerical/sales/service	42	35
Skilled	15	14
Semi-skilled, unskilled	17	34
<u>Marital Status</u>		
Single	23	27
Married	65	51
Widowed/Separated/Divorced	12	22
<u>Community Size</u>		
1 Million +	31	34
100K - 1 Million	28	30
5K - 100K	16	15
Lt 5K	26	20
<u>Language</u>		
English French	75	69
French	25	32