

DEMOGRAPHIC CHARACTERISTICS **OF PASSIVE VIEWERS**

	<u>Total Canadian Television Viewers</u>	<u>Passive Viewers</u>
<u>Gender</u>		
Male	50	49
Female	50	51
<u>Age</u>		
18-25	21	26
26-40	34	32
41-55	20	15
55+	26	27
<u>Education</u>		
Lt High School	37	39
High School	30	33
Community College	17	15
University	18	13
<u>Household Income</u>		
Lt \$15K	22	24
\$15K - \$30K	34	37
\$30K - \$50K	30	29
\$50K +	14	10
<u>Marital Status</u>		
Single	23	26
Married	65	65
Widowed/Separated/Divorced	12	9
<u>Region</u>		
Atlantic	8	9
Quebec	27	27
Ontario	36	35
Prairies	17	14
B.C.	12	14
<u>Community Size</u>		
1 Million +	31	26
100K - 1 Million	28	25
5K - 100K	16	18
Lt 5K	26	31
<u>Language</u>		
English	75	74
French	25	26