



Centre de Recherches

LA TELEVISION ET LA CULTURE

PHASE I

René Tounissoux  
31 janvier 1979

JOUR

P

91

.C655

T68

1979

v.1

00, avenue de la Cathédrale, Saint-Boniface, Manitoba R2H 0H7

P  
91  
C655  
T68  
1979  
#1

Industry Canada  
LIBRARY  
JUL 23 1998  
BIBLIOTHÈQUE  
Industrie Canada

LA TELEVISION ET LA CULTURE

PHASE I

René Tounissoux  
31<sup>e</sup> janvier 1979

~~COMMUNICATIONS CANADA  
MAY 14 1979  
LIBRARY - BIBLIOTHÈQUE~~

P  
91  
C685  
+68  
1779  
#1

DD 4493765  
DD 4493829



La Télévision et la Culture - PHASE I

Rapport soumis au Ministère des Communications: Ottawa

Contrat No. OSU78-00168 du Ministère des Approvisionnements et Services

Période du 15 août au 31 janvier 1979

TABLE des MATIERES

	<u>Page</u>
1. Objectif	1
1.1. Problématique	2
1.2. Hypothèse	5
2. Banque de données du B.B.M. Bureau of Measurement	6
2.1. Données socio-démographiques	7
2.2. Données de l'écoute	9
3. Expérimentation	12
3.1. Sélection des données opérationnelles	12
3.2. Pré-test	15
3.3. Conclusions	16
4. Profils des auditoires canadiens	21
4.1. Profils des auditoires anglophones unilingues	27
4.2. Profils des auditoires anglophones bilingues	87
4.3. Profils des auditoires francophones unilingues	147
4.4. Profils des auditoires francophones bilingues	207
APPENDICE A. Cahier d'écoute de la télévision (extraits)	267
B. Auditoire et portée unilingue (Montréal)	270
C. Auditoire et portée bilingue (Montréal)	277
D. Rapport de profil unilingue (Montréal)	284
E. Rapport de profil bilingue (Montréal)	303
F. Documentation B.B.M.	322

1. - Objectif

La première phase de notre travail au sujet de "la télévision et la culture" a pour objectif de permettre l'exploitation de la banque de données du "B.B.M. Bureau of Measurement" et de produire des tableaux statistiques liant les données démographiques et sociologiques aux données sur l'écoute de la télévision au Canada.

Ces tableaux statistiques seront utilisés, dans la seconde phase de notre projet, pour vérifier nos hypothèses de travail relatives à la télévision et à la culture canadienne.

Ces hypothèses de travail seront élaborées lors de la phase II; il est cependant bien évident qu'il nous faille poser une problématique et une hypothèse de travail, dès le départ de cette première phase, afin d'identifier les données nécessaires à leur résolution.

### 1.1. - Problématique

Etant donnée la proximité géographique des deux pays et le développement de la câblodistribution, les producteurs canadiens et américains d'émissions télévisées sont en concurrence sur le marché canadien.

Les canadiens passent plus de 500 millions d'heures par semaine à regarder la télévision, soit une moyenne quotidienne de près de quatre heures par personne<sup>1</sup>. Entre 1969 et 1976<sup>2</sup>, C.B.C., le réseau national anglais et ses postes affiliés ont perdu 12.7% de l'écoute totale alors que Radio-Canada, le réseau national français et ses postes affiliés en ont perdu 2.5%<sup>3</sup> et le réseau TVA 1.7%.

Durant cette même période, le réseau CTV et les postes indépendants ont augmenté leur écoute totale de 11.9% alors que les postes américains l'ont améliorée de 4.1% passant de 17.9% à 22.0% de l'écoute totale.

Sans tenir compte des programmes américains retransmis par les postes canadiens, l'augmentation de l'écoute des postes américains continuant à ce rythme, plus du tiers de l'écoute sera accaparée par les réseaux américains, avant l'an 2,000.

---

<sup>1</sup> TV in Canada: What Canadians choose to watch, C.R.T.C., 1977.

<sup>2</sup> B.B.M. Television and Radio Data, 1977.

<sup>3</sup> Notons que cette perte est principalement due aux postes affiliés et non aux réseaux centraux. En fait, Radio-Canada a augmenté sa part des heures d'écoute de 0.3% alors que les postes affiliés accusaient une perte de 2.8%.

Les statistiques identifiant l'écoute canadienne seules sont encore plus inquiétantes: les téléspectateurs canadiens de langue anglaise des postes canadiens et américains n'ont consacré que 26% de leurs heures d'écoute à regarder des émissions canadiennes, alors que les téléspectateurs canadiens des postes de langue française ont passé 58% de leur temps d'écoute à regarder des émissions canadiennes<sup>1</sup>.

Toutes les lois du CRTC touchant l'ensemble du système de la radio-diffusion canadienne ne permettront pas aux canadiens d'avoir une télévision reflétant la réalité, la culture canadiennes... à moins que la réalité, l'identité canadiennes ne deviennent de plus en plus américaines. C'est le risque que nous courons si, comme l'affirment Urho Kekkonen, président de la Finlande<sup>2</sup>, et Herbert Schiller<sup>3</sup>, l'importation de programmes télévisés étrangers s'accompagne d'une importation de la culture étrangère.

Il apparaît alors urgent de contrer l'envahissement américain, de concurrencer plus efficacement les productions américaines. La stratégie la plus simple consisterait à favoriser une plus grande diffusion des productions canadiennes en versions originales ou en traductions.

---

<sup>1</sup> Radio-Canada: Vue d'ensemble, mémoire au C.R.T.C., vol. 1, chap. 2, p. 35.

<sup>2</sup> Proceedings of the Symposium of the International Flow of Television Programmes, University of Tampere, Tampere, Finland, May 21-23, 1973.

<sup>3</sup> Herbert I. Schiller, "Freedom from the "Free Flow"", Journal of Communication, 24:110-117 (Summer 1974).

Et en fin de compte, c'est l'auditeur, le canadien qui librement choisit de regarder la télévision canadienne ou américaine, qui librement choisit d'écouter une émission en français ou en anglais. A ce niveau, il ne peut y avoir ni loi ni contrainte.

La stratégie proposée sera donc efficace à la condition que le téléspectateur canadien soit plus attiré par une production issue de sa propre culture, en version originale ou traduite, en français ou en anglais, que par une production étrangère, plus spécifiquement par une production américaine, qu'elle soit traduite ou non.



1.2. - Hypothèse

Nous poserons une hypothèse générale: les téléspectateurs canadiens préfèrent les émissions canadiennes aux émissions américaines<sup>1</sup>.

Cette hypothèse et ses implications seront développées à la phase II de l'étude.

Pour le moment, nous verrons quel est le contenu de la banque de données du "B.B.M. Bureau of Measurement" (chapitre 2), quels tests nous avons effectués avec ces données (chapitre 3) et pourquoi (3.3. Conclusions) nous avons finalement sélectionné les tableaux présentés au chapitre 4 et qui constituent les résultats de la phase I de cette étude.

---

<sup>1</sup> Nous sommes conscients du fait que cette hypothèse est fort sinon outrancièrement optimiste, compte-tenu de la connaissance actuelle de l'auditoire canadien: nous ne la posons que pour son utilité opérationnelle.

2. - La banque de données du "B.B.M. Bureau of Measurement".

L'instrument de cueillette des données, c'est-à-dire le cahier d'écoute de la télévision<sup>1</sup> que B.B.M. poste à ses informateurs nous permet d'identifier clairement les dimensions et le champs couverts par la banque de données.

Ce cahier se divise essentiellement en trois parties: la première recueille les données socio-démographiques usuelles plus quelques informations relatives à la télévision, la seconde recueille chacun des quarts d'heure d'écoute de la télévision et la troisième les commentaires des informateurs.

Les commentaires demandés aux informateurs ne sont malheureusement pas inclus dans la banque de données et seront, en conséquence, inutilisables en fonction de nos objectifs.

---

<sup>1</sup> Voir appendice A

2.1. - Données socio-démographiques

Une page du cahier d'écoute permet de recueillir 12 informations socio-démographiques usuelles et 4 informations au sujet de la télévision: présence ou non de la télévision en couleur dans le foyer, abonnement ou non-abonnement au service de câblodistribution, identification de la compagnie de câblodistribution et finalement quintile d'écoute.

Le quintile d'écoute est obtenu en classant tous les cahiers d'écoute par ordre, allant de l'informateur écoutant le moins, à l'informateur écoutant le plus d'heures d'émissions télévisées; les cahiers sont ensuite divisés en cinq groupes égaux ou quintiles. Le premier quintile regroupe les auditeurs qui regardent le moins et le cinquième ceux qui regardent le plus d'émissions télévisées.

La page suivante donne la liste complète de ces variables et de leurs composantes.

Variables socio-démographiques

SEXE	- Masculin Féminin	OCCUPATION	- Administrateur/gérant Professionnel Employé(e) de bureau Vendeur/vendeuse Fermier, pêcheur Contremaître, ouvrier Autre N/A
AGE	- 2 - 6 7 - 11 12 - 17 18 - 24 25 - 34 35 - 49 50 - 54 55 - 64 65 et plus	TAILLE DU FOYER	- 1 personne 2 personnes 3 personnes 4 personnes 5 personnes 6 personnes 7 personnes 8 personnes 9 et plus
LANGUE OFFICIELLE	- Anglais Français Les deux	ENFANT DE MOINS DE DOUZE ANS	- oui non
LANGUE PARLEE A LA MAISON	- Anglais Français Autre	STATUT FAMILIAL	- Chef de famille Maîtresse du foyer Autre personne du foyer
LANGUE PARLEE MATERNELLE	- Anglais Français	TELEVISION COULEUR	- oui non
SCOLARITE	- Aucune Primaire Secondaire (en partie) Secondaire (complet) Collège/école tech. Université (en partie) Université (complet)	CABLE	- oui non
HEURES DE TRAVAIL RENUMERE	- Aucune 1 - 19 20 et plus	COMPAGNIES DE CABLE	- Varient selon le marché
NE TRAVAILLE PAS	- Etudiant Retraité Tient maison N/A	TV QUINTILES	- Quintile 1 Quintile 2 Quintile 3 Quintile 4 Quintile 5

## 2.2. - Données de l'écoute

Une page du cahier d'écoute est réservée pour chacune des journées de la semaine. Chacune des journées, divisée en 80 quarts d'heure, débute à 6 heures pour se terminer à 2 heures; face à chacun des quarts d'heure, bien identifiés sur une colonne, l'informateur indique, sur une ligne correspondante formant une colonne à droite, l'indicatif du poste qu'il écoute, s'il y a lieu. L'informateur indique donc le poste de télévision écouté face à chacun des quarts d'heure d'écoute. Une case en fin de page permet au téléspectateur d'indiquer s'il n'a pas regardé la télévision durant la journée indiquée.

Chacun des cahiers d'écoute couvrant une période de sept (7) jours, les rapports de marché ou de réseau sont réalisés par le cumul des périodes désirées et des cahiers d'écoute couvrant le marché ou le réseau désiré.

Des sondages dits complets sont réalisés à l'été, à l'automne et au printemps; ils regroupent de 30,000 à 40,000 cahiers d'écoute complétés par environ 50%<sup>1</sup> des membres d'un échantillon postal aléatoire.

La banque de données de B.B.M. compile donc chaque quart d'heure d'écoute de tous les postes et réseaux de télévision ayant un

---

<sup>1</sup> Taux de réponse moyen généralement obtenu.

auditoire suffisant au Canada. Ces quarts d'heure peuvent être ventilés par saison, semaine, jour de la semaine, et heure. Ils peuvent aussi être ventilés par poste, réseau, émission et région. Finalement, ils peuvent encore être ventilés en fonction des variables socio-démographiques compilées.

A partir de cette banque de données, B.B.M. publie des rapports identifiant la portée et les auditoires des différents marchés et réseaux ou de segments de marchés et de réseaux qui intéressent ses membres; ce sont les rapports standards qui donnent les cotes d'écoute des émissions, ce qui intéresse particulièrement les diffuseurs, et identifient l'auditoire atteint, ce qui intéresse particulièrement les publicistes.

En plus de ces rapports standards, B.B.M. peut réaliser des analyses spéciales titrées:

- L'analyse portée et fréquence
- Le rapport de la portée
- Les sous-groupes
- Distribution de fréquence
- Les profils
- Ecoulement de l'auditoire
- Analyse de duplication
- La câblodistribution.

Le rapport de la portée et les profils ont été utilisés lors du pré-test. Le rapport de portée donne pour chacun des postes, chacun

des jours et chacune des périodes horaires désirés le nombre moyen d'auditeurs par quart d'heure, le pourcentage d'auditeurs atteints, exclusivement et non exclusivement, le nombre total de quarts d'heure d'écoute par période horaire et un sommaire de l'ensemble des postes, jours et périodes horaires sélectionnés (voir appendices B et C). Les profils ventilent l'ensemble des données socio-démographiques pour un auditoire quelconque (voir appendices D et E).

Ces rapports sont surtout utiles pour "aider la planification et les achats des annonceurs et des agences publicitaires. Les diffuseurs s'en servent dans la programmation et les ventes"<sup>1</sup>. Faire une étude de "la télévision et la culture" est une toute autre question; nous verrons maintenant comment nous avons étudié cette question en fonction de la banque de données du B.B.M.

---

<sup>1</sup> Sigma '77 - Sondages B.B.M.

### 3. - Expérimentation

Ce troisième chapitre indique les données opérationnelles que nous avons sélectionnées, les tests que nous avons réalisés avec ces données et les conclusions, i.e. les calculs, que nous en tirons.

#### 3.1. - Sélection des données opérationnelles

Dès le départ il est possible de sélectionner de la banque de données du B.B.M. une série spécifique limitée par le temps: le sondage complet le plus récent étant celui de l'automne 1978, nous limiterons notre analyse à cette période.

Le sondage de l'automne offre plusieurs avantages: outre le fait qu'il soit le plus récent, il comporte moins de déchets (e.g. changements d'adresse) d'échantillonnage que le sondage du printemps qui est effectué avec un échantillon tiré durant l'été précédent; le nombre de cahiers d'écoute reçus est aussi plus grand; finalement la programmation et, en conséquence, l'auditoire de l'automne est plus stable que celle du printemps alors que la programmation de l'année se termine et est bousculée, entre autres, par les éliminatoires du hockey. Pour ce qui est de l'auditoire de l'été, il est bien évident que son profil est modifié par les absences dues aux vacances estivales.

Voilà pour ce qui est de la sélection de la période étudiée. Voyons maintenant ce qu'il en est des données socio-démographiques.



Les données socio-démographiques sont recueillies en quantité limitée<sup>1</sup>; comme ce sont, hors la compilation de l'écoute de chacun des quarts d'heure de télévision, les seules informations mises en banque, ce seront les seules données qui nous permettront d'opérationnaliser le concept de culture. Ces données font d'ailleurs l'objet d'un rapport spécial de B.B.M. intitulé "Les profils" ("Profile Reports").

Les données socio-économiques permettent aussi de construire une typologie linguistique fort utile à la vérification de notre hypothèse de travail. Cette typologie identifie quatre types de base:

1. Le francophone (première langue apprise et encore comprise) unilingue (ne connaissant pas suffisamment bien l'anglais pour soutenir une conversation).
2. L'anglophone (première langue apprise et encore comprise) unilingue (ne connaissant pas suffisamment bien le français pour soutenir une conversation).
3. L'anglophone bilingue (langue maternelle anglaise et connaissant suffisamment bien les deux langues officielles pour soutenir une conversation).
4. Le francophone bilingue (langue maternelle française et connaissant suffisamment bien les deux langues officielles pour soutenir une conversation).

De ces quatre types de base nous pouvons tirer 5 autres types d'auditeurs:

---

<sup>1</sup> Voir 2.1. - Données socio-démographiques.

5. Le francophone (somme des types 1 et 4)
6. L'anglophone (somme des types 2 et 3)
7. L'unilingue canadien (somme des types 1 et 2)
8. Le bilingue canadien (somme des types 3 et 4)
9. L'auditeur canadien (somme des types 1 à 4)

Il ne reste donc qu'à identifier les quarts d'heure d'écoute que nous voulons analyser; les possibilités sont très nombreuses mais nous pouvons les diviser en deux catégories:

Catégorie 1 : l'écoute des réseaux

Catégorie 2 : l'écoute des émissions

Il s'agit dans le premier cas d'identifier et de comparer les profils des auditeurs de l'ensemble des réseaux canadiens anglais, canadiens-français et américains; alors que dans le second cas il s'agit d'identifier et de comparer les profils des auditeurs d'émissions télévisées particulières.

Il y a ici un problème de choix opérationnels et de budget: un seul profil, celui de l'auditoire canadien total coûte \$300.00; il est bien évident qu'il nous faudra être prudents et judicieux à ce niveau.

### 3.2. - Pré-test

Lors de la remise du rapport préliminaire (1er décembre 1978) nous avons décidé d'effectuer deux tests de sortie de tableaux informatiques avant de rédiger une commande finale à B.B.M.

Le premier test touche l'écoute des réseaux; il s'agissait en fait de ventiler l'ensemble des données socio-démographiques des auditeurs anglophones et francophones selon les réseaux écoutés, à savoir, les réseaux canadiens-anglais, canadiens-français et américains; ce sont les tableaux qui forment l'appendice C (rapport de profils) du rapport préliminaire.

Il est important de noter que nous avons dû pour une question d'économie limiter notre test à une région du pays; Montréal a été choisie comme région-test en raison de la composition linguistique de sa population.

A la suggestion de B.B.M., nous avons aussi tiré les tableaux de "portée", pour chacun des types linguistiques et des réseaux; ce sont les tableaux qui forment l'appendice B (rapport de portée) du rapport préliminaire. Ces tableaux nous donnent la portée totale (nombre de quarts d'heure d'écoute et d'auditeurs) et la part de chacun des postes des réseaux.

Nous avons finalement tiré les tableaux de "portée" et de

"profils" pour chacun des réseaux en fonction de l'unilinguisme et du bilinguisme (anglais - français) des auditeurs. Les tableaux de "portée" unilingue et bilingue sont reproduits aux appendices B et C, alors que ceux de profils se trouvent aux appendices C et D du présent rapport.

### 3.3. - Conclusions

Ce pré-test ne nous a pas permis de caractériser nos différents types d'auditoires comme nous aurions voulu le faire. Dans l'ensemble, ces données ne nous donnent pas une vision originale du téléspectateur canadien et ne font que confirmer des faits déjà connus.

Notons cependant une exception à cette conclusion générale de notre analyse: l'auditeur anglophone bilingue, comparé à l'auditeur anglophone unilingue, regarde moins les réseaux américains au profit des réseaux canadiens de langue française; et, l'auditeur francophone bilingue, comparé à l'auditeur francophone unilingue, regarde moins le réseau TVA au profit du réseau de Radio-Canada.

Cette observation nous porte à croire que nous sommes sur une bonne piste et que nous pourrions réussir à caractériser nos types d'auditoires en fixant une image plus précise. Les réseaux canadiens offrent en effet dans leurs programmations, une proportion relativement importante de productions américaines; c'est la principale raison pour laquelle l'image obtenue, à ce niveau, reste floue et ne nous permet pas de caractériser de façon significative nos différents types d'auditeurs.

Nous pouvions donc conclure qu'il fallait laisser de côté l'écoute des réseaux pour nous attaquer à celle d'émissions spécifiques. Sur cette question il était impossible, compte-tenu des coûts, d'effectuer un pré-test national. Nous avons alors élaboré un plan d'analyse qui, parmi les choix possibles, nous semblait le plus prometteur: il s'agissait de diviser la population canadienne en 16 catégories, exhaustives et mutuellement exclusives, d'auditeurs qui n'auraient pu faire autrement que de se caractériser de façon nette.

Ces seize catégories sont les suivantes:

1. Auditoires canadiens ayant regardé les quatre émissions de divertissement A, B, C, D<sup>1</sup> qui ont eu les plus grandes cotes d'écoute à l'automne 1978
2. Auditoire canadien ayant regardé seulement l'émission A (canadienne-française)
3. Auditoire canadien ayant regardé seulement l'émission B (canadienne-anglaise)
4. Auditoire canadien ayant regardé seulement l'émission C (américaine-française)

---

<sup>1</sup> Ces quatre émissions qui devaient être programmées à des jours ou à des heures différentes afin que chacun puisse voir les quatre sont:  
A: la production canadienne-française la plus populaire  
B: la production canadienne-anglaise la plus populaire  
C: la production américaine, traduite en français, la plus populaire  
D: la production américaine, en langue anglaise, la plus populaire.

5. Auditoire canadien ayant regardé seulement l'émission D  
(américaine-anglaise)
6. Auditoire canadien ayant regardé seulement les émissions A et  
B
7. Auditoire canadien ayant regardé seulement les émissions A et  
C
8. Auditoire canadien ayant regardé seulement les émissions A et  
D
9. Auditoire canadien ayant regardé seulement les émissions B et  
C
10. Auditoire canadien ayant regardé seulement les émissions B et  
D
11. Auditoire canadien ayant regardé seulement les émissions C et  
D
12. Auditoire canadien ayant regardé les émissions A, B et C
13. Auditoire canadien ayant regardé les émissions B, C et D
14. Auditoire canadien ayant regardé les émissions A, C et D

15. Auditoire canadien ayant regardé les émissions A, B et D
16. Auditoire canadien n'ayant regardé aucune des émissions A, B, C et D

Ce plan d'analyse aurait permis, entre autres, de poser des hypothèses quant à la taille de chacun de ces auditoires. Malheureusement le "B.B.M. Bureau of Measurement" s'est dit dans l'impossibilité de nous fournir des "rapports de profils" selon ces seize catégories et nous avons dû nous contenter d'un second choix comme plan d'analyse.

Voici donc la commande informatique que nous avons transmise à B.B.M. et qui nous donne les tableaux de la partie 4 de ce rapport.

Nous avons tout d'abord sélectionné les quatre émissions de divertissement (en excluant les émissions du type "quizz" de façon à obtenir une plus grande homogénéité de type de production) les plus écoutées durant les trois semaines du 6 au 12 novembre, du 13 au 19 novembre et du 20 au 26 novembre, soient les trois semaines du sondage de l'automne 1978.

"The Beachcombers" avec un auditoire total de 4,538,100 canadiens est sélectionnée comme émission canadienne de langue anglaise.

"Grand-papa" avec un auditoire total de 6,664,200 canadiens est sélectionnée comme émission canadienne de langue française.

"Three's Company" avec un auditoire total de 9,890,400 canadiens est sélectionnée comme émission américaine de langue anglaise.

"La femme bionique" avec un auditoire total de 5,475,000 canadiens est sélectionnée comme émission américaine traduite en français.

Nous avons demandé à B.B.M. de tracer les profils de ces auditoires selon les quatre types linguistiques que nous avons défini (voir 3.1. Sélection des données opérationnelles, page 12). Ces profils sont aussi ventilés selon quatre régions: l'ouest du pays (Manitoba, Saskatchewan, Alberta, Colombie-Britannique), l'Ontario, le Québec et l'est du pays (provinces Maritimes et Terre-Neuve).



4. - Profils des auditoires canadiens

Pour faciliter leur consultation, nous donnons la liste complète des tableaux contenus dans ce chapitre; ce sont les résultats de la phase I de notre étude de la "Télévision et la Culture". La phase II consistera en l'analyse de ces données.

4.1. - Profils des auditoires anglophones-unilingues

4.1.1. de la production canadienne-anglaise

	<u>Page</u>
4.1.1.1. Auditoire anglophone unilingue total	27
4.1.1.2. Auditoire de l'ouest canadien	30
4.1.1.3. Auditoire ontarien	33
4.1.1.4. Auditoire québécois	36
4.1.1.5. Auditoire de l'est canadien	39

4.1.2. de la production canadienne-française

4.1.2.1. Auditoire anglophone unilingue total	42
4.1.2.2. Auditoire de l'ouest canadien	45
4.1.2.3. Auditoire ontarien	48
4.1.2.4. Auditoire québécois	51
4.1.2.5. Auditoire de l'est canadien	54

4.1.3.	<u>de la production américaine-anglaise</u>	<u>Page</u>
4.1.3.1.	Auditoire anglophone unilingue total	57
4.1.3.2.	Auditoire de l'ouest canadien	60
4.1.3.3.	Auditoire ontarien	63
4.1.3.4.	Auditoire québécois	66
4.1.3.5.	Auditoire de l'est canadien	69
4.1.4.	<u>de la production américaine-française</u>	
4.1.4.1.	Auditoire anglophone unilingue total	72
4.1.4.2.	Auditoire de l'ouest canadien	75
4.1.4.3.	Auditoire ontarien	78
4.1.4.4.	Auditoire québécois	81
4.1.4.5.	Auditoire de l'est canadien	84
4.2.	<u>Profils des auditoires anglophones-bilingues</u>	
4.2.1.	<u>de la production canadienne-anglaise</u>	
4.2.1.1.	Auditoire anglophone bilingue total	87
4.2.1.2.	Auditoire de l'ouest canadien	90
4.2.1.3.	Auditoire ontarien	93
4.2.1.4.	Auditoire québécois	96
4.2.1.5.	Auditoire de l'est canadien	99

4.2.2.	<u>de la production canadienne-française</u>	
		<u>Page</u>
4.2.2.1.	Auditoire anglophone bilingue total	102
4.2.2.2.	Auditoire de l'ouest canadien	105
4.2.2.3.	Auditoire ontarien	108
4.2.2.4.	Auditoire québécois	111
4.2.2.5.	Auditoire de l'est canadien	114
4.2.3.	<u>de la production américaine-anglaise</u>	
4.2.3.1.	Auditoire anglophone bilingue total	117
4.2.3.2.	Auditoire de l'ouest canadien	120
4.2.3.3.	Auditoire ontarien	123
4.2.3.4.	Auditoire québécois	126
4.2.3.5.	Auditoire de l'est canadien	129
4.2.4.	<u>de la production américaine-française</u>	
4.2.4.1.	Auditoire anglophone bilingue total	132
4.2.4.2.	Auditoire de l'ouest canadien	135
4.2.4.3.	Auditoire ontarien	138
4.2.4.4.	Auditoire québécois	141
4.2.4.5.	Auditoire de l'est canadien	144

4.3. Profils des auditoires francophones-unilingues

	<u>Page</u>
4.3.1. <u>de la production canadienne-anglaise</u>	
4.3.1.1. Auditoire francophone unilingue total	147
4.3.1.2. Auditoire de l'ouest canadien	150
4.3.1.3. Auditoire ontarien	153
4.3.1.4. Auditoire québécois	156
4.3.1.5. Auditoire de l'est canadien	159
4.3.2. <u>de la production canadienne-française</u>	
4.3.2.1. Auditoire francophone unilingue total	162
4.3.2.2. Auditoire de l'ouest canadien	165
4.3.2.3. Auditoire ontarien	168
4.3.2.4. Auditoire québécois	171
4.3.2.5. Auditoire de l'est canadien	174
4.3.3. <u>de la production américaine-anglaise</u>	
4.3.3.1. Auditoire francophone unilingue total	177
4.3.2.2. Auditoire de l'ouest canadien	180
4.3.2.3. Auditoire ontarien	183
4.3.2.4. Auditoire québécois	186
4.3.2.5. Auditoire de l'est canadien	189

4.3.4.	<u>de la production américaine-française</u>	
		<u>Page</u>
4.3.4.1.	Auditoire francophone unilingue total	192
4.3.4.2.	Auditoire de l'ouest canadien	195
4.3.4.3.	Auditoire ontarien	198
4.3.4.4.	Auditoire québécois	201
4.3.4.5.	Auditoire de l'est canadien	204
4.4.	<u>Profils des auditoires francophones-bilingues</u>	
4.4.1.	<u>de la production canadienne-anglaise</u>	
4.4.1.1.	Auditoire francophone bilingue total	207
4.4.1.2.	Auditoire de l'ouest canadien	210
4.4.1.3.	Auditoire ontarien	213
4.4.1.4.	Auditoire québécois	216
4.4.1.5.	Auditoire de l'est canadien	219
4.4.2.	<u>de la production canadienne-française</u>	
4.4.2.1.	Auditoire francophone bilingue total	222
4.4.2.2.	Auditoire de l'ouest canadien	225
4.4.2.3.	Auditoire ontarien	228
4.4.2.4.	Auditoire québécois	231
4.4.2.5.	Auditoire de l'est canadien	234

4.4.3. de la production américaine-anglaise

	<u>Page</u>
4.4.3.1. Auditoire francophone bilingue total	237
4.4.3.2. Auditoire de l'ouest canadien	240
4.4.3.3. Auditoire ontarien	243
4.4.3.4. Auditoire québécois	246
4.4.3.5. Auditoire de l'est canadien	249

4.4.4. de la production américaine-française

4.4.4.1. Auditoire francophone bilingue total	252
4.4.4.2. Auditoire de l'ouest canadien	255
4.4.4.3. Auditoire ontarien	258
4.4.4.4. Auditoire québécois	261
4.4.4.5. Auditoire de l'est canadien	264

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL22953, TUNED 957

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	6875	52	13306	53	1.9
	FEMALE	6292	48	12023	47	1.9
2. AGE	2-6	1449	11	2751	11	1.9
	7-11	1996	15	3818	15	1.9
	12-17	1439	11	2734	11	1.9
	18-24	812	6	1488	6	1.8
	25-34	1738	13	3338	13	1.9
	35-49	1664	13	3264	13	2.0
	50-54	483	4	966	4	2.0
	55-64	2004	15	3892	15	1.9
	65 PLUS	1582	12	3079	12	1.9
3. OFCL LANG	ENGLISH	13167	100	25329	100	1.9
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	13009	100	25033	100	1.9
	FRENCH	31	-	62	-	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	13167	100	25329	100	1.9
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	1051	8	2044	8	1.9
	GRADE	4279	33	8262	33	1.9
	SOME HIGH	3265	25	6267	25	1.9
	COMP HIGH	2195	17	4123	17	1.9
	COMM/TECH	829	6	1598	6	1.9
	SOME UNIV	718	6	1393	6	1.9
	COMP UNIV	542	4	1080	4	2.0
7. HOURS WORKED	NONE	7998	64	15343	64	1.9
	1-19	897	7	1757	7	2.0
	20 PLUS	3622	29	7008	29	1.9
8. NOT WORKING	STUDENT	3128	29	5930	29	1.9
	RETIRED	1177	11	2279	11	1.9
	HOUSEWIFE	1849	17	3528	17	1.9
	N/A	4519	42	8765	43	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL22953, TUNED 957

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	225	2	446	2	2.0
	PROFESSIONAL	597	5	1187	5	2.0
	CLERICAL	428	3	851	4	2.0
	SALES	146	1	292	1	2.0
	FARM/FISH	208	2	405	2	1.9
	SKILLED TRAD	840	7	1580	7	1.9
	OTHER	916	7	1733	7	1.9
	N/A	8895	73	17099	72	1.9
10. HSEHOLD SIZE	1 PERSON	1473	11	2876	11	2.0
	2 PERSONS	2852	22	5536	22	1.9
	3 PERSONS	1625	12	3162	12	1.9
	4 PERSONS	3253	25	6301	25	1.9
	5 PERSONS	2198	17	4140	16	1.9
	6 PERSONS	1158	9	2107	8	1.8
	7 PERSONS	218	2	425	2	1.9
	8 PERSONS	273	2	545	2	2.0
	9 OR MORE	118	1	237	1	2.0
11. CHILD < 12	YES	6702	51	12785	50	1.9
	NO	6464	49	12544	50	1.9
12. HOUSE STATUS	MALE HEAD	3851	30	7568	31	2.0
	FEMALE HEAD	2978	23	5716	23	1.9
	OTHER	5966	47	11338	46	1.9
13. #SETS/COLOUR	SETS-1 COL-Y	5200	40	9946	39	1.9
	SETS-1 COL-N	1559	12	2996	12	1.9
	SETS-1 CL-NA	24	-	47	-	2.0
	SETS-2 COL-Y	4637	35	9028	36	1.9
	SETS-2 COL-N	482	4	890	4	1.8
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	1148	9	2213	9	1.9
	STS-3+ COL-N	75	1	123	-	1.7
	STS-3+ CL-NA	27	-	53	-	2.0
14. CABLE/CONVTR	CBL-Y CON-Y	946	7	1769	7	1.9
	CBL-Y CON-N	3363	26	6456	25	1.9
	CBL-Y CON-NA	203	2	392	2	1.9
	CBL-N CON-N	8104	62	15621	62	1.9
	CBL-N CON-NA	550	4	1091	4	2.0



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL22953, TUNED 957

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	2281	62	4362	62	1.9
	SYMBOL 2	820	22	1594	23	1.9
	SYMBOL 3	416	11	745	11	1.8
	SYMBOL 4	35	1	69	1	2.0
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	64	2	127	2	2.0
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	64	2	127	2	2.0
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	1016	8	1874	7	1.8
	QUINTILE 2	1780	14	3319	13	1.9
	QUINTILE 3	2688	20	5151	20	1.9
	QUINTILE 4	3811	29	7410	29	1.9
	QUINTILE 5	3872	29	7576	30	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 9861, TUNED 490

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	2865	49	5541	50	1.9
	FEMALE	2929	51	5602	50	1.9
2. AGE	2-6	799	14	1524	14	1.9
	7-11	771	13	1507	14	2.0
	12-17	662	11	1213	11	1.8
	18-24	447	8	842	8	1.9
	25-34	734	13	1388	12	1.9
	35-49	658	11	1286	12	2.0
	50-54	151	3	301	3	2.0
	55-64	872	15	1731	16	2.0
	65 PLUS	699	12	1352	12	1.9
3. OFCL LANG	ENGLISH	5794	100	11143	100	1.9
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	5765	100	11084	100	1.9
	FRENCH	12	-	24	-	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	5794	100	11143	100	1.9
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	608	11	1175	11	1.9
	GRADE	1791	31	3488	32	1.9
	SOME HIGH	1302	23	2441	22	1.9
	COMP HIGH	957	17	1828	17	1.9
	COMM/TECH	430	8	832	8	1.9
	SOME UNIV	308	5	603	5	2.0
	COMP UNIV	317	6	631	6	2.0
7. HOURS WORKED	NONE	3337	61	6424	60	1.9
	1-19	548	10	1064	10	1.9
	20 PLUS	1618	29	3143	30	1.9
8. NOT WORKING	STUDENT	1266	28	2407	28	1.9
	RETIRED	423	9	803	9	1.9
	HOUSEWIFE	635	14	1241	14	2.0
	N/A	2167	48	4207	49	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 9861, TUNED 490

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	143	3	282	3	2.0
	PROFESSIONAL	199	4	397	4	2.0
	CLERICAL	302	6	598	6	2.0
	SALES	83	2	165	2	2.0
	FARM/FISH	105	2	210	2	2.0
	SKILLED TRAD	391	7	758	7	1.9
	OTHER	290	5	523	5	1.8
	N/A	3885	72	7488	72	1.9
10. HSEHOLD SIZE	1 PERSON	648	11	1225	11	1.9
	2 PERSONS	1288	22	2548	23	2.0
	3 PERSONS	613	11	1199	11	2.0
	4 PERSONS	1573	27	3034	27	1.9
	5 PERSONS	956	16	1791	16	1.9
	6 PERSONS	481	8	876	8	1.8
	7 PERSONS	105	2	211	2	2.0
	8 PERSONS	86	1	172	2	2.0
	9 OR MORE	44	1	87	1	2.0
11. CHILD < 12	YES	2991	52	5688	51	1.9
	NO	2803	48	5455	49	1.9
12. HOUSE STATUS	MALE HEAD	1601	28	3129	29	2.0
	FEMALE HEAD	1340	23	2582	24	1.9
	OTHER	2769	48	5263	48	1.9
13. #SETS/COLOUR	SETS-1 COL-Y	2576	45	4846	44	1.9
	SETS-1 COL-N	681	12	1347	12	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	1942	34	3772	34	1.9
	SETS-2 COL-N	98	2	187	2	1.9
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	455	8	906	8	2.0
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	27	-	53	-	2.0
14. CABLE/CONVTR	CBL-Y CON-Y	251	4	487	4	1.9
	CBL-Y CON-N	1390	24	2629	24	1.9
	CBL-Y CON-NA	78	1	151	1	1.9
	CBL-N CON-N	3868	67	7471	67	1.9
	CBL-N CON-NA	207	4	405	4	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 9861, TUNED 490

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	794	56	1538	57	1.9
	SYMBOL 2	348	25	663	24	1.9
	SYMBOL 3	247	18	462	17	1.9
	SYMBOL 4	21	2	43	2	2.0
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	565	10	1018	9	1.8
	QUINTILE 2	841	15	1582	14	1.9
	QUINTILE 3	1146	20	2190	20	1.9
	QUINTILE 4	1531	26	3002	27	2.0
	QUINTILE 5	1711	30	3351	30	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 8620, TUNED 223

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	1930	52	3689	52	1.9
	FEMALE	1800	48	3458	48	1.9
2. AGE	2-6	275	7	518	7	1.9
	7-11	549	15	1047	15	1.9
	12-17	267	7	523	7	2.0
	18-24	167	4	256	4	1.5
	25-34	430	12	821	11	1.9
	35-49	574	15	1123	16	2.0
	50-54	252	7	504	7	2.0
	55-64	578	16	1102	15	1.9
	65 PLUS	637	17	1253	18	2.0
3. OFCL LANG	ENGLISH	3730	100	7147	100	1.9
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	3672	99	7050	99	1.9
	FRENCH	19	1	38	1	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	3730	100	7147	100	1.9
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	192	5	367	5	1.9
	GRADE	1214	33	2352	34	1.9
	SOME HIGH	1028	28	1988	29	1.9
	COMP HIGH	721	20	1313	19	1.8
	COMM/TECH	165	5	307	4	1.9
	SOME UNIV	169	5	338	5	2.0
	COMP UNIV	150	4	301	4	2.0
7. HOURS WORKED	NONE	2237	64	4281	64	1.9
	1-19	193	6	381	6	2.0
	20 PLUS	1051	30	1987	30	1.9
8. NOT WORKING	STUDENT	811	26	1558	26	1.9
	RETIRED	430	14	848	14	2.0
	HOUSEWIFE	596	19	1108	19	1.9
	N/A	1244	40	2368	40	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 8620, TUNED 223

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	32	1	63	1	2.0
	PROFESSIONAL	162	5	317	5	2.0
	CLERICAL	58	2	117	2	2.0
	SALES	8	-	15	-	2.0
	FARM/FISH	65	2	130	2	2.0
	SKILLED TRAD	243	7	411	6	1.7
	OTHER	401	12	769	12	1.9
	N/A	2430	71	4662	72	1.9
10. HSEHOLD SIZE	1 PERSON	595	16	1190	17	2.0
	2 PERSONS	912	24	1768	25	1.9
	3 PERSONS	521	14	989	14	1.9
	4 PERSONS	946	25	1830	26	1.9
	5 PERSONS	432	12	750	10	1.7
	6 PERSONS	187	5	345	5	1.8
	7 PERSONS	46	1	92	1	2.0
	8 PERSONS	84	2	169	2	2.0
	9 OR MORE	7	-	14	-	2.0
11. CHILD < 12	YES	1583	42	2990	42	1.9
	NO	2147	58	4157	58	1.9
12. HOUSE STATUS	MALE HEAD	1346	37	2649	38	2.0
	FEMALE HEAD	981	27	1876	27	1.9
	OTHER	1274	35	2399	35	1.9
13. #SETS/COLOUR	SETS-1 COL-Y	1514	41	2932	41	1.9
	SETS-1 COL-N	381	10	722	10	1.9
	SETS-1 CL-NA	24	1	47	1	2.0
	SETS-2 COL-Y	1439	39	2769	39	1.9
	SETS-2 COL-N	99	3	198	3	2.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	260	7	452	6	1.7
	STS-3+ COL-N	14	-	27	-	2.0
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	565	15	1020	14	1.8
	CBL-Y CON-N	1138	31	2191	31	1.9
	CBL-Y CON-NA	44	1	88	1	2.0
	CBL-N CON-N	1734	46	3349	47	1.9
	CBL-N CON-NA	249	7	499	7	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 8620, TUNED 223

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	896	60	1662	59	1.9
	SYMBOL 2	327	22	655	23	2.0
	SYMBOL 3	140	9	226	8	1.6
	SYMBOL 4	13	1	26	1	2.0
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	64	4	127	5	2.0
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	64	4	127	5	2.0
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	377	10	736	10	2.0
	QUINTILE 2	441	12	817	11	1.9
	QUINTILE 3	651	17	1271	18	2.0
	QUINTILE 4	1131	30	2149	30	1.9
	QUINTILE 5	1130	30	2173	30	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 386, TUNED 16

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	182	44	365	47	2.0
	FEMALE	228	56	408	53	1.8
2. AGE	2-6	-	-	-	-	-
	7-11	36	9	72	9	2.0
	12-17	73	18	145	19	2.0
	18-24	10	2	20	3	2.0
	25-34	-	-	-	-	-
	35-49	88	21	176	23	2.0
	50-54	-	-	-	-	-
	55-64	109	27	170	22	1.6
	65 PLUS	95	23	189	24	2.0
3. OFCL LANG	ENGLISH	410	100	773	100	1.9
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	410	100	773	100	1.9
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	410	100	773	100	1.9
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	123	31	246	33	2.0
	SOME HIGH	127	32	254	34	2.0
	COMP HIGH	136	34	223	30	1.6
	COMM/TECH	-	-	-	-	-
	SOME UNIV	9	2	18	2	2.0
	COMP UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	410	100	773	100	1.9
	1-19	-	-	-	-	-
	20 PLUS	-	-	-	-	-
8. NOT WORKING	STUDENT	108	26	217	28	2.0
	RETIRED	122	30	244	32	2.0
	HOUSEWIFE	180	44	312	40	1.7
	N/A	-	-	-	-	-



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 386, TUNED 16

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	410	100	773	100	1.9
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	248	60	447	58	1.8
	3 PERSONS	26	6	52	7	2.0
	4 PERSONS	10	2	20	3	2.0
	5 PERSONS	83	20	166	22	2.0
	6 PERSONS	43	11	87	11	2.0
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	134	33	268	35	2.0
	NO	276	67	505	65	1.8
12. HOUSE STATUS	MALE HEAD	40	11	81	12	2.0
	FEMALE HEAD	171	47	294	43	1.7
	OTHER	154	42	307	45	2.0
13. #SETS/COLOUR	SETS-1 COL-Y	109	27	218	28	2.0
	SETS-1 COL-N	52	13	104	14	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	146	36	292	38	2.0
	SETS-2 COL-N	63	15	77	10	1.2
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	41	10	81	10	2.0
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	114	28	229	30	2.0
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	275	67	503	65	1.8
	CBL-N CON-NA	21	5	41	5	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 386, TUNED 16

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	47	41	95	41	2.0
	SYMBOL 2	67	59	134	59	2.0
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	-	-	-	-	-
	QUINTILE 2	64	16	79	10	1.2
	QUINTILE 3	124	30	248	32	2.0
	QUINTILE 4	29	7	58	7	2.0
	QUINTILE 5	194	47	388	50	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 4086, TUNED 228

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	1897	59	3712	59	2.0
	FEMALE	1335	41	2555	41	1.9
2. AGE	2-6	374	12	709	11	1.9
	7-11	640	20	1193	19	1.9
	12-17	437	14	853	14	1.9
	18-24	187	6	370	6	2.0
	25-34	573	18	1128	18	2.0
	35-49	344	11	679	11	2.0
	50-54	80	2	161	3	2.0
	55-64	445	14	889	14	2.0
	65 PLUS	152	5	285	5	1.9
3. OFCL LANG	ENGLISH	3233	100	6267	100	1.9
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	3162	100	6126	100	1.9
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	3233	100	6267	100	1.9
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	250	8	501	8	2.0
	GRADE	1152	37	2177	36	1.9
	SOME HIGH	807	26	1584	26	2.0
	COMP HIGH	381	12	759	13	2.0
	COMM/TECH	234	7	460	8	2.0
	SOME UNIV	232	7	434	7	1.9
	COMP UNIV	74	2	148	2	2.0
7. HOURS WORKED	NONE	2014	65	3865	64	1.9
	1-19	156	5	312	5	2.0
	20 PLUS	952	31	1878	31	2.0
8. NOT WORKING	STUDENT	942	35	1748	34	1.9
	RETIRED	201	7	383	7	1.9
	HOUSEWIFE	437	16	867	17	2.0
	N/A	1108	41	2190	42	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 4086, TUNED 228

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	50	2	101	2	2.0
	PROFESSIONAL	236	8	472	8	2.0
	CLERICAL	68	2	136	2	2.0
	SALES	56	2	112	2	2.0
	FARM/FISH	38	1	65	1	1.7
	SKILLED TRAD	206	7	412	7	2.0
	OTHER	226	7	440	7	2.0
	N/A	2170	71	4177	71	1.9
10. HSEHOLD SIZE	1 PERSON	230	7	460	7	2.0
	2 PERSONS	405	13	773	12	1.9
	3 PERSONS	465	14	922	15	2.0
	4 PERSONS	724	22	1417	23	2.0
	5 PERSONS	727	22	1432	23	2.0
	6 PERSONS	446	14	800	13	1.8
	7 PERSONS	67	2	123	2	1.8
	8 PERSONS	102	3	204	3	2.0
	9 OR MORE	68	2	136	2	2.0
11. CHILD < 12	YES	1994	62	3840	61	1.9
	NO	1238	38	2427	39	2.0
12. HOUSE STATUS	MALE HEAD	864	28	1709	28	2.0
	FEMALE HEAD	487	16	965	16	2.0
	OTHER	1770	57	3368	56	1.9
13. #SETS/COLOUR	SETS-1 COL-Y	1002	31	1950	31	1.9
	SETS-1 COL-N	444	14	823	13	1.9
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	1110	34	2196	35	2.0
	SETS-2 COL-N	223	7	427	7	1.9
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	393	12	774	12	2.0
	STS-3+ COL-N	61	2	96	2	1.6
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	131	4	262	4	2.0
	CBL-Y CON-N	720	22	1408	22	2.0
	CBL-Y CON-NA	82	3	153	2	1.9
	CBL-N CON-N	2226	69	4298	69	1.9
	CBL-N CON-NA	73	2	146	2	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 4086, TUNED 228

\*\*\*\*\*

BASED ON  
TOTAL REACH

BASED ON  
IMPRESSIONS

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	543	84	1067	84	2.0
	SYMBOL 2	78	12	143	11	1.8
	SYMBOL 3	28	4	57	4	2.0
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	74	2	120	2	1.6
	QUINTILE 2	435	13	840	13	1.9
	QUINTILE 3	767	24	1442	23	1.9
	QUINTILE 4	1120	35	2201	35	2.0
	QUINTILE 5	837	26	1663	27	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL22953, TUNED 5

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	8	30	12	23	1.4
	FEMALE	20	70	40	77	2.0
2. AGE	2-6	-	-	-	-	-
	7-11	12	43	19	37	1.6
	12-17	-	-	-	-	-
	18-24	-	-	-	-	-
	25-34	14	50	28	55	2.0
	35-49	2	7	4	7	2.0
	50-54	-	-	-	-	-
	55-64	-	-	-	-	-
	65 PLUS	-	-	-	-	-
3. OFCL LANG	ENGLISH	28	100	51	100	1.8
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	28	100	51	100	1.8
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	28	100	51	100	1.8
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	12	43	19	37	1.6
	SOME HIGH	4	12	7	14	2.0
	COMP HIGH	2	7	4	7	2.0
	COMM/TECH	11	38	21	41	2.0
	SOME UNIV	-	-	-	-	-
	COMP UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	14	50	23	45	1.7
	1-19	4	12	7	14	2.0
	20 PLUS	11	38	21	41	2.0
8. NOT WORKING	STUDENT	12	43	19	37	1.6
	RETIRED	-	-	-	-	-
	HOUSEWIFE	2	7	4	7	2.0
	N/A	14	50	28	55	2.0

AUD. CATEGORY...ALL PERSONS  
 ALL CELLS  
 SAMPLE SIZE...TOTAL22953, TUNED 5

\*\*\*\*\*  
 \*AUDIENCE PROFILE\*  
 \*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	11	38	21	41	2.0
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	17	62	30	59	1.7
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	-	-	-	-	-
	3 PERSONS	19	68	33	65	1.7
	4 PERSONS	-	-	-	-	-
	5 PERSONS	7	26	14	28	2.0
	6 PERSONS	2	7	4	7	2.0
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	12	43	19	37	1.6
	NO	16	57	32	63	2.0
12. HOUSE STATUS	MALE HEAD	-	-	-	-	-
	FEMALE HEAD	2	7	4	7	2.0
	OTHER	26	93	48	93	1.8
13. #SETS/COLOUR	SETS-1 COL-Y	-	-	-	-	-
	SETS-1 COL-N	-	-	-	-	-
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	20	70	40	77	2.0
	SETS-2 COL-N	4	12	7	14	2.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	5	17	5	9	1.0
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	23	81	41	79	1.8
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	5	19	11	21	2.0
	CBL-N CON-NA	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL22953, TUNED 5

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	16	100	26	100	1.7
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	11	38	21	41	2.0
	QUINTILE 2	-	-	-	-	-
	QUINTILE 3	-	-	-	-	-
	QUINTILE 4	12	43	19	37	1.6
	QUINTILE 5	5	19	11	21	2.0



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 9861, TUNED 2

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	5	31	5	18	1.0
	FEMALE	11	69	21	82	2.0
2. AGE	2-6	-	-	-	-	-
	7-11	5	31	5	18	1.0
	12-17	-	-	-	-	-
	18-24	-	-	-	-	-
	25-34	11	69	21	82	2.0
	35-49	-	-	-	-	-
	50-54	-	-	-	-	-
3. OFCL LANG	ENGLISH	16	100	26	100	1.7
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	16	100	26	100	1.7
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	16	100	26	100	1.7
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	5	31	5	18	1.0
	SOME HIGH	-	-	-	-	-
	COMP HIGH	-	-	-	-	-
	COMM/TECH	11	69	21	82	2.0
	SOME UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	5	31	5	18	1.0
	1-19	-	-	-	-	-
	20 PLUS	11	69	21	82	2.0
8. NOT WORKING	STUDENT	5	31	5	18	1.0
	RETIRED	-	-	-	-	-
	HOUSEWIFE	-	-	-	-	-
	N/A	11	69	21	82	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 9861, TUNED 2

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	11	69	21	82	2.0
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	5	31	5	18	1.0
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	-	-	-	-	-
	3 PERSONS	16	100	26	100	1.7
	4 PERSONS	-	-	-	-	-
	5 PERSONS	-	-	-	-	-
	6 PERSONS	-	-	-	-	-
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	5	31	5	18	1.0
	NO	11	69	21	82	2.0
12. HOUSE STATUS	MALE HEAD	-	-	-	-	-
	FEMALE HEAD	-	-	-	-	-
	OTHER	16	100	26	100	1.7
13. #SETS/COLOUR	SETS-1 COL-Y	-	-	-	-	-
	SETS-1 COL-N	-	-	-	-	-
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	11	69	21	82	2.0
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	5	31	5	18	1.0
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	16	100	26	100	1.7
	CBL-Y CON-NA	-	-	-	-	-
	CFL-N CON-N	-	-	-	-	-
	CBL-N CON-NA	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 9861, TUNED 2

\*\*\*\*\*

BASED ON  
TOTAL REACH

BASED ON  
IMPRESSIONS

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	16	100	26	100	1.7
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	11	69	21	82	2.0
	QUINTILE 2	-	-	-	-	-
	QUINTILE 3	-	-	-	-	-
	QUINTILE 4	5	31	5	18	1.0
	QUINTILE 5	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 8620, TUNED 0

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	-	-	-	-	-
	FEMALE	-	-	-	-	-
2. AGE	2-6	-	-	-	-	-
	7-11	-	-	-	-	-
	12-17	-	-	-	-	-
	18-24	-	-	-	-	-
	25-34	-	-	-	-	-
	35-49	-	-	-	-	-
	50-54	-	-	-	-	-
	55-64	-	-	-	-	-
	65 PLUS	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
5. MOTH R TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	-	-	-	-	-
	SOME HIGH	-	-	-	-	-
	COMP HIGH	-	-	-	-	-
	COMM/TECH	-	-	-	-	-
	SOME UNIV	-	-	-	-	-
	COMP UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	-	-	-	-	-
	1-19	-	-	-	-	-
	20 PLUS	-	-	-	-	-
8. NOT WORKING	STUDENT	-	-	-	-	-
	RETIRED	-	-	-	-	-
	HOUSEWIFE	-	-	-	-	-
	N/A	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 8620, TUNED 0

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	-	-	-	-	-
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	-	-	-	-	-
	3 PERSONS	-	-	-	-	-
	4 PERSONS	-	-	-	-	-
	5 PERSONS	-	-	-	-	-
	6 PERSONS	-	-	-	-	-
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	-	-	-	-	-
	NO	-	-	-	-	-
12. HOUSE STATUS	MALE HEAD	-	-	-	-	-
	FEMALE HEAD	-	-	-	-	-
	OTHER	-	-	-	-	-
13. #SETS/COLOUR	SETS-1 COL-Y	-	-	-	-	-
	SETS-1 COL-N	-	-	-	-	-
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	-	-	-	-	-
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	-	-	-	-	-
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	-	-	-	-	-
	CBL-N CON-NA	-	-	-	-	-



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 386, TUNED 2

\*\*\*\*\*

BASED ON TOTAL REACH      BASED ON IMPRESSIONS

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	4	65	7	65	2.0
	FEMALE	2	35	4	35	2.0
2. AGE	2-6	-	-	-	-	-
	7-11	-	-	-	-	-
	12-17	-	-	-	-	-
	18-24	-	-	-	-	-
	25-34	4	65	7	65	2.0
	35-49	2	35	4	35	2.0
	50-54	-	-	-	-	-
55-64	-	-	-	-	-	
	65 PLUS	-	-	-	-	-
3. OFCL LANG	ENGLISH	5	100	11	100	2.0
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	5	100	11	100	2.0
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	5	100	11	100	2.0
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	-	-	-	-	-
	SOME HIGH	4	65	7	65	2.0
	COMP HIGH	2	35	4	35	2.0
	COMM/TECH	-	-	-	-	-
	SOME UNIV	-	-	-	-	-
	COMP UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	2	35	4	35	2.0
	1-19	4	65	7	65	2.0
	20 PLUS	-	-	-	-	-
8. NOT WORKING	STUDENT	-	-	-	-	-
	RETIRED	-	-	-	-	-
	HOUSEWIFE	2	35	4	35	2.0
	N/A	4	65	7	65	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 386, TUNED 2

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN DIS	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	5	100	11	100	2.0
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	-	-	-	-	-
	3 PERSONS	4	65	7	65	2.0
	4 PERSONS	-	-	-	-	-
	5 PERSONS	-	-	-	-	-
	6 PERSONS	2	35	4	35	2.0
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	-	-	-	-	-
	NO	5	100	11	100	2.0
12. HOUSE STATUS	MALE HEAD	-	-	-	-	-
	FEMALE HEAD	2	35	4	35	2.0
	OTHER	4	65	7	65	2.0
13. #SETS/COLOUR	SETS-1 COL-Y	-	-	-	-	-
	SETS-1 COL-N	-	-	-	-	-
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	2	35	4	35	2.0
	SETS-2 COL-N	4	65	7	65	2.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	-	-	-	-	-
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	5	100	11	100	2.0
	CBL-N CON-NA	-	-	-	-	-



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 386, TUNED 2

\*\*\*\*\*

BASED ON  
TOTAL REACH

BASED ON  
IMPRESSIONS

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN DIS	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	-	-	-	-	-
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	-	-	-	-	-
	QUINTILE 2	-	-	-	-	-
	QUINTILE 3	-	-	-	-	-
	QUINTILE 4	-	-	-	-	-
	QUINTILE 5	5	100	11	100	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 4086, TUNED 1

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	-	-	-	-	-
	FEMALE	7	100	14	100	2.0
2. AGE	2-6	-	-	-	-	-
	7-11	7	100	14	100	2.0
	12-17	-	-	-	-	-
	18-24	-	-	-	-	-
	25-34	-	-	-	-	-
	35-49	-	-	-	-	-
	50-54	-	-	-	-	-
	55-64 65 PLUS	-	-	-	-	-
3. OFCL LANG	ENGLISH	7	100	14	100	2.0
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	7	100	14	100	2.0
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	7	100	14	100	2.0
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	7	100	14	100	2.0
	SOME HIGH	-	-	-	-	-
	COMP HIGH	-	-	-	-	-
	COMM/TECH	-	-	-	-	-
	SOME UNIV COMP UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	7	100	14	100	2.0
	1-19	-	-	-	-	-
	20 PLUS	-	-	-	-	-
8. NOT WORKING	STUDENT	7	100	14	100	2.0
	RETIRED	-	-	-	-	-
	HOUSEWIFE	-	-	-	-	-
	N/A	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 4086, TUNED 1

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	7	100	14	100	2.0
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	-	-	-	-	-
	3 PERSONS	-	-	-	-	-
	4 PERSONS	-	-	-	-	-
	5 PERSONS	7	100	14	100	2.0
	6 PERSONS	-	-	-	-	-
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	7	100	14	100	2.0
	NO	-	-	-	-	-
12. HOUSE STATUS	MALE HEAD	-	-	-	-	-
	FEMALE HEAD	-	-	-	-	-
	OTHER	7	100	14	100	2.0
13. #SETS/COLOUR	SETS-1 COL-Y	-	-	-	-	-
	SETS-1 COL-N	-	-	-	-	-
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	7	100	14	100	2.0
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	7	100	14	100	2.0
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	-	-	-	-	-
	CBL-N CON-NA	-	-	-	-	-



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL22953, TUNED 5714

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	12333	45	23838	45	1.9
	FEMALE	14974	55	28941	55	1.9
2. AGE	2-6	386	1	753	1	2.0
	7-11	1942	7	3667	7	1.9
	12-17	5138	19	9898	19	1.9
	18-24	3889	14	7606	14	2.0
	25-34	4689	17	9071	17	1.9
	35-49	3788	14	7312	14	1.9
	50-54	1612	6	3077	6	1.9
	55-64	3053	11	5950	11	1.9
	65 PLUS	2811	10	5444	10	1.9
3. OFCL LANG	ENGLISH	27307	100	52779	100	1.9
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	26865	99	51904	99	1.9
	FRENCH	257	1	513	1	2.0
	OTHER	69	-	129	-	1.9
5. MOTHR TONGUE	ENGLISH	27307	100	52779	100	1.9
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	264	1	521	1	2.0
	GRADE	5646	21	10884	21	1.9
	SOME HIGH	8662	33	16705	33	1.9
	COMP HIGH	6426	24	12447	24	1.9
	COMM/TECH	2592	10	5025	10	1.9
	SOME UNIV	1530	6	2947	6	1.9
	COMP UNIV	1422	5	2770	5	1.9
7. HOURS WORKED	NONE	14037	54	27048	53	1.9
	1-19	2613	10	5047	10	1.9
	20 PLUS	9539	36	18523	37	1.9
8. NOT WORKING	STUDENT	6112	25	11712	25	1.9
	RETIRED	1816	7	3551	7	2.0
	HOUSEWIFE	4527	18	8719	18	1.9
	N/A	12153	49	23570	50	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL22953, TUNED 5714

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	725	3	1392	3	1.9
	PROFESSIONAL	1389	5	2745	6	2.0
	CLERICAL	1588	6	3056	6	1.9
	SALES	422	2	825	2	2.0
	FARM/FISH	644	3	1241	3	1.9
	SKILLED TRAD	1856	7	3617	7	1.9
	OTHER	2189	9	4209	9	1.9
	N/A	16651	65	32095	65	1.9
10. HSEHOLD SIZE	1 PERSON	2505	9	4864	9	1.9
	2 PERSONS	5790	21	11266	21	1.9
	3 PERSONS	4657	17	9011	17	1.9
	4 PERSONS	6463	24	12442	24	1.9
	5 PERSONS	4280	16	8203	16	1.9
	6 PERSONS	1986	7	3805	7	1.9
	7 PERSONS	862	3	1700	3	2.0
	8 PERSONS	388	1	769	1	2.0
	9 OR MORE	376	1	720	1	1.9
11. CHILD < 12	YES	10989	40	21205	40	1.9
	NO	16318	60	31574	60	1.9
12. HOUSE STATUS	MALE HEAD	7398	28	14417	28	1.9
	FEMALE HEAD	7888	30	15272	30	1.9
	OTHER	11273	42	21643	42	1.9
13. #SETS/COLOUR	SETS-1 COL-Y	9775	36	18889	36	1.9
	SETS-1 COL-N	2848	10	5552	11	1.9
	SETS-1 CL-NA	12	-	22	-	1.9
	SETS-2 COL-Y	9993	37	19252	37	1.9
	SETS-2 COL-N	917	3	1795	3	2.0
	SETS-2 CL-NA	35	-	63	-	1.8
	STS-3+ COL-Y	3314	12	6397	12	1.9
	STS-3+ COL-N	286	1	561	1	2.0
	STS-3+ CL-NA	19	-	38	-	2.0
14. CABLE/CONVTR	CBL-Y CON-Y	3915	14	7583	14	1.9
	CBL-Y CON-N	8092	30	15552	30	1.9
	CBL-Y CON-NA	373	1	711	1	1.9
	CBL-N CON-N	13933	51	27000	51	1.9
	CBL-N CON-NA	925	3	1801	3	1.9



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 9861, TUNED 2605

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	4718	45	9157	45	1.9
	FEMALE	5748	55	11179	55	1.9
2. AGE	2-6	158	2	311	2	2.0
	7-11	799	8	1504	7	1.9
	12-17	2240	21	4359	21	1.9
	18-24	1451	14	2864	14	2.0
	25-34	1584	15	3085	15	1.9
	35-49	1514	14	2950	15	1.9
	50-54	543	5	1043	5	1.9
	55-64	1220	12	2364	12	1.9
	65 PLUS	958	9	1855	9	1.9
3. OFCL LANG	ENGLISH	10466	100	20336	100	1.9
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	10335	99	20076	99	1.9
	FRENCH	83	1	165	1	2.0
	OTHER	22	-	43	-	2.0
5. MOTHR TONGUE	ENGLISH	10466	100	20336	100	1.9
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	109	1	217	1	2.0
	GRADE	2087	21	4001	20	1.9
	SOME HIGH	3426	34	6647	34	1.9
	COMP HIGH	2477	24	4864	25	2.0
	COMM/TECH	889	9	1737	9	2.0
	SOME UNIV	634	6	1220	6	1.9
	COMP UNIV	549	5	1075	5	2.0
7. HOURS WORKED	NONE	5332	53	10359	53	1.9
	1-19	1267	13	2458	13	1.9
	20 PLUS	3432	34	6687	34	1.9
8. NOT WORKING	STUDENT	2436	26	4707	26	1.9
	RETIRED	710	8	1368	8	1.9
	HOUSEWIFE	1514	16	2966	16	2.0
	N/A	4699	50	9145	50	1.9



AUD. CATEGORY...ALL PERSONS \*\*\*\*\*  
 ALL CELLS \*AUDIENCE PROFILE\*  
 SAMPLE SIZE...TOTAL 9861, TUNED 2605 \*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ.
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	262	3	488	3	1.9
	PROFESSIONAL	482	5	953	5	2.0
	CLERICAL	474	5	932	5	2.0
	SALES	176	2	347	2	2.0
	FARM/FISH	356	4	697	4	2.0
	SKILLED TRAD	576	6	1134	6	2.0
	OTHER	765	8	1456	8	1.9
	N/A	6599	68	12816	68	1.9
10. HSEHOLD SIZE	1 PERSON	980	9	1889	9	1.9
	2 PERSONS	2225	21	4336	21	1.9
	3 PERSONS	1663	16	3233	16	1.9
	4 PERSONS	2542	24	4976	24	2.0
	5 PERSONS	1862	18	3583	18	1.9
	6 PERSONS	700	7	1350	7	1.9
	7 PERSONS	314	3	616	3	2.0
	8 PERSONS	101	1	200	1	2.0
	9 OR MORE	79	1	154	1	1.9
11. CHILD < 12	YES	4293	41	8350	41	1.9
	NO	6172	59	11987	59	1.9
12. HOUSE STATUS	MALE HEAD	2746	27	5362	27	2.0
	FEMALE HEAD	2810	28	5461	28	1.9
	OTHER	4658	46	9010	45	1.9
13. #SETS/COLOUR	SETS-1 COL-Y	4456	43	8658	43	1.9
	SETS-1 COL-N	861	8	1688	8	2.0
	SETS-1 CL-NA	5	-	9	-	1.7
	SETS-2 COL-Y	3644	35	7070	35	1.9
	SETS-2 COL-N	197	2	393	2	2.0
	SETS-2 CL-NA	6	-	6	-	1.0
	STS-3+ COL-Y	1230	12	2386	12	1.9
	STS-3+ COL-N	20	-	39	-	1.9
	STS-3+ CL-NA	9	-	18	-	2.0
14. CABLE/CONVTR	CBL-Y CON-Y	905	9	1769	9	2.0
	CBL-Y CON-N	3454	33	6646	33	1.9
	CBL-Y CON-NA	120	1	216	1	1.8
	CBL-N CON-N	5579	53	10902	54	2.0
	CBL-N CON-NA	371	4	729	4	2.0



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 8620, TUNED 1852

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	4946	45	9537	45	1.9
	FEMALE	6149	55	11809	55	1.9
2. AGE	2-6	145	1	282	1	1.9
	7-11	747	7	1414	7	1.9
	12-17	1773	16	3398	16	1.9
	18-24	1679	15	3263	15	1.9
	25-34	2088	19	4010	19	1.9
	35-49	1473	13	2829	13	1.9
	50-54	733	7	1388	7	1.9
	55-64	1145	10	2240	10	2.0
65 PLUS	1310	12	2524	12	1.9	
3. OFCL LANG	ENGLISH	11095	100	21347	100	1.9
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	10856	98	20876	98	1.9
	FRENCH	133	1	266	1	2.0
	OTHER	47	-	85	-	1.8
5. MOTHR TONGUE	ENGLISH	11095	100	21347	100	1.9
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	69	1	133	1	1.9
	GRADE	2350	22	4557	22	1.9
	SOME HIGH	3436	32	6590	32	1.9
	COMP HIGH	2665	25	5072	24	1.9
	COMM/TECH	1143	11	2206	11	1.9
	SOME UNIV	609	6	1188	6	2.0
	COMP UNIV	545	5	1056	5	1.9
7. HOURS WORKED	NONE	5460	51	10445	51	1.9
	1-19	971	9	1865	9	1.9
	20 PLUS	4224	40	8189	40	1.9
8. NOT WORKING	STUDENT	2373	23	4548	23	1.9
	RETIRED	731	7	1440	7	2.0
	HOUSEWIFE	1955	19	3706	19	1.9
	N/A	5195	51	10054	51	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 8620, TUNED 1852

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	352	3	684	3	1.9
	PROFESSIONAL	606	6	1203	6	2.0
	CLERICAL	812	8	1547	8	1.9
	SALES	157	2	307	2	2.0
	FARM/FISH	183	2	345	2	1.9
	SKILLED TRAD	874	8	1710	9	2.0
	OTHER	1024	10	1968	10	1.9
	N/A	6430	62	12310	61	1.9
10. HSEHOLD SIZE	1 PERSON	1059	10	2058	10	1.9
	2 PERSONS	2636	24	5129	24	1.9
	3 PERSONS	1973	18	3789	18	1.9
	4 PERSONS	2720	25	5143	24	1.9
	5 PERSONS	1482	13	2842	13	1.9
	6 PERSONS	735	7	1416	7	1.9
	7 PERSONS	302	3	603	3	2.0
	8 PERSONS	82	1	160	1	2.0
	9 OR MORE	108	1	207	1	1.9
11. CHILD < 12	YES	4110	37	7861	37	1.9
	NO	6985	63	13486	63	1.9
12. HOUSE STATUS	MALE HEAD	3101	29	6005	29	1.9
	FEMALE HEAD	3400	32	6564	32	1.9
	OTHER	4239	39	8099	39	1.9
13. #SETS/COLOUR	SETS-1 COL-Y	3715	34	7135	33	1.9
	SETS-1 COL-N	1020	9	2002	9	2.0
	SETS-1 CL-NA	7	-	13	-	2.0
	SETS-2 COL-Y	4335	39	8293	39	1.9
	SETS-2 COL-N	426	4	846	4	2.0
	SETS-2 CL-NA	13	-	25	-	2.0
	STS-3+ COL-Y	1396	13	2671	13	1.9
	STS-3+ COL-N	159	1	315	1	2.0
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	2528	23	4911	23	1.9
	CBL-Y CON-N	3254	29	6238	29	1.9
	CBL-Y CON-NA	172	2	338	2	2.0
	CBL-N CON-N	4758	43	9128	43	1.9
	CBL-N CON-NA	353	3	679	3	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 8620, TUNED 1852

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	3067	55	5887	55	1.9
	SYMBOL 2	1238	22	2431	23	2.0
	SYMBOL 3	214	4	417	4	1.9
	SYMBOL 4	217	4	384	4	1.8
	SYMBOL 5	349	6	699	7	2.0
	SYMBOL 6	188	3	356	3	1.9
	SYMBOL 7	90	2	179	2	2.0
	SYMBOL 8	181	3	351	3	1.9
	SYMBOL 9	29	1	43	-	1.5
16. TV QUINTILE	QUINTILE 1	875	8	1622	8	1.9
	QUINTILE 2	1843	17	3489	16	1.9
	QUINTILE 3	2546	23	4942	23	1.9
	QUINTILE 4	2771	25	5309	25	1.9
	QUINTILE 5	3060	28	5986	28	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 386, TUNED 95

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	380	40	719	40	1.9
	FEMALE	563	60	1084	60	1.9
2. AGE	2-6	30	3	60	3	2.0
	7-11	13	1	17	1	1.3
	12-17	188	20	349	19	1.9
	18-24	99	10	187	10	1.9
	25-34	112	12	224	12	2.0
	35-49	89	9	162	9	1.8
	50-54	80	8	138	8	1.7
	55-64	172	18	343	19	2.0
	65 PLUS	161	17	323	18	2.0
3. OFCL LANG	ENGLISH	944	100	1803	100	1.9
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	931	100	1778	100	1.9
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	944	100	1803	100	1.9
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	30	3	60	3	2.0
	GRADE	109	12	201	11	1.8
	SOME HIGH	307	33	579	32	1.9
	COMP HIGH	271	29	512	29	1.9
	COMM/TECH	92	10	184	10	2.0
	SOME UNIV	61	7	123	7	2.0
	COMP UNIV	66	7	131	7	2.0
7. HOURS WORKED	NONE	674	73	1274	72	1.9
	1-19	38	4	73	4	1.9
	20 PLUS	209	23	411	23	2.0
8. NOT WORKING	STUDENT	214	26	390	25	1.8
	RETIRED	109	13	217	14	2.0
	HOUSEWIFE	265	32	493	31	1.9
	N/A	247	30	484	31	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 386, TUNED 95

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ.
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	3	-	7	-	2.0
	PROFESSIONAL	50	5	100	6	2.0
	CLERICAL	33	4	66	4	2.0
	SALES	7	1	15	1	2.0
	FARM/FISH	13	1	19	1	1.4
	SKILLED TRAD	61	7	122	7	2.0
	OTHER	35	4	69	4	2.0
	N/A	712	78	1347	77	1.9
10. HSEHOLD SIZE	1 PERSON	116	12	231	13	2.0
	2 PERSONS	229	24	458	25	2.0
	3 PERSONS	167	18	323	18	1.9
	4 PERSONS	172	18	329	18	1.9
	5 PERSONS	135	14	219	12	1.6
	6 PERSONS	57	6	106	6	1.9
	7 PERSONS	28	3	56	3	2.0
	8 PERSONS	-	-	-	-	-
	9 OR MORE	41	4	81	5	2.0
11. CHILD < 12	YES	292	31	574	32	2.0
	NO	652	69	1228	68	1.9
12. HOUSE STATUS	MALE HEAD	214	23	428	24	2.0
	FEMALE HEAD	377	40	716	40	1.9
	OTHER	340	37	634	36	1.9
13. #SETS/COLOUR	SETS-1 COL-Y	196	21	392	22	2.0
	SETS-1 COL-N	138	15	264	15	1.9
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	444	47	822	46	1.9
	SETS-2 COL-N	22	2	45	2	2.0
	SETS-2 CL-NA	16	2	32	2	2.0
	STS-3+ COL-Y	86	9	173	10	2.0
	STS-3+ COL-N	41	4	75	4	1.8
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	216	23	383	21	1.8
	CBL-Y CON-N	241	26	466	26	1.9
	CBL-Y CON-NA	25	3	50	3	2.0
	CRL-N CON-N	450	48	879	49	2.0
	CBL-N CON-NA	12	1	24	1	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 386, TUNED 95

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	332	74	600	72	1.8
	SYMBOL 2	115	26	229	28	2.0
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	57	6	86	5	1.5
	QUINTILE 2	80	8	148	8	1.9
	QUINTILE 3	175	19	323	18	1.8
	QUINTILE 4	268	28	528	29	2.0
	QUINTILE 5	363	38	718	40	2.0



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 4086, TUNED 1162

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	2288	48	4425	48	1.9
	FEMALE	2514	52	4869	52	1.9
2. AGE	2-6	53	1	100	1	1.9
	7-11	383	8	733	8	1.9
	12-17	936	19	1792	19	1.9
	18-24	661	14	1293	14	2.0
	25-34	905	19	1752	19	1.9
	35-49	712	15	1371	15	1.9
	50-54	255	5	508	5	2.0
	55-64 65 PLUS	516 381	11 8	1003 743	11 8	1.9
3. OFCL LANG	ENGLISH	4803	100	9294	100	1.9
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	4743	99	9174	99	1.9
	FRENCH	41	1	82	1	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	4803	100	9294	100	1.9
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	56	1	112	1	2.0
	GRADE	1101	24	2125	24	1.9
	SOME HIGH	1493	32	2889	32	1.9
	COMP HIGH	1013	22	1999	22	2.0
	COMM/TECH	468	10	898	10	1.9
	SOME UNIV	226	5	416	5	1.8
	COMP UNIV	263	6	508	6	1.9
7. HOURS WORKED	NONE	2571	56	4970	56	1.9
	1-19	338	7	651	7	1.9
	20 PLUS	1674	37	3236	37	1.9
8. NOT WORKING	STUDENT	1089	26	2067	26	1.9
	RETIRED	266	6	526	7	2.0
	HOUSEWIFE	793	19	1554	19	2.0
	N/A	2012	48	3887	48	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 4086, TUNED 1162

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	107	2	213	2	2.0
	PROFESSIONAL	251	6	489	6	1.9
	CLERICAL	269	6	510	6	1.9
	SALES	80	2	156	2	1.9
	FARM/FISH	91	2	179	2	2.0
	SKILLED TRAD	345	8	650	8	1.9
	OTHER	365	8	715	8	2.0
	N/A	2909	66	5622	66	1.9
10. HSEHOLD SIZE	1 PERSON	351	7	686	7	2.0
	2 PERSONS	699	15	1342	14	1.9
	3 PERSONS	854	18	1666	18	2.0
	4 PERSONS	1029	21	1994	21	1.9
	5 PERSONS	802	17	1558	17	1.9
	6 PERSONS	495	10	934	10	1.9
	7 PERSONS	218	5	425	5	1.9
	8 PERSONS	205	4	410	4	2.0
	9 OR MORE	149	3	279	3	1.9
11. CHILD < 12	YES	2293	48	4421	48	1.9
	NO	2509	52	4873	52	1.9
12. HOUSE STATUS	MALE HEAD	1337	29	2622	29	2.0
	FEMALE HEAD	1301	28	2531	28	1.9
	OTHER	2036	44	3900	43	1.9
13. #SETS/COLOUR	SETS-1 COL-Y	1409	30	2704	29	1.9
	SETS-1 COL-N	828	17	1598	17	1.9
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	1569	33	3067	33	2.0
	SETS-2 COL-N	272	6	511	6	1.9
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	602	13	1167	13	1.9
	STS-3+ COL-N	66	1	131	1	2.0
	STS-3+ CL-NA	10	-	20	-	2.0
14. CABLE/CONVTR	CBL-Y CON-Y	266	6	520	6	2.0
	CBL-Y CON-N	1143	24	2201	24	1.9
	CBL-Y CON-NA	56	1	107	1	1.9
	CBL-N CON-N	3145	66	6092	66	1.9
	CBL-N CON-NA	189	4	368	4	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 4086, TUNED 1162

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	974	81	1884	81	1.9
	SYMBOL 2	184	15	343	15	1.9
	SYMBOL 3	49	4	97	4	2.0
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	313	7	599	6	1.9
	QUINTILE 2	763	16	1443	16	1.9
	QUINTILE 3	977	20	1863	20	1.9
	QUINTILE 4	1285	27	2506	27	2.0
	QUINTILE 5	1465	31	2882	31	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL22953, TUNED 3

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	28	91	46	80	1.7
	FEMALE	3	9	11	20	4.0
2. AGE	2-6	-	-	-	-	-
	7-11	28	91	46	80	1.7
	12-17	-	-	-	-	-
	18-24	-	-	-	-	-
	25-34	-	-	-	-	-
	35-49	3	9	11	20	4.0
	50-54	-	-	-	-	-
3. OFCL LANG	ENGLISH	31	100	58	100	1.9
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	31	100	58	100	1.9
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	31	100	58	100	1.9
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	28	91	46	80	1.7
	SOME HIGH	-	-	-	-	-
	COMP HIGH	3	9	11	20	4.0
	COMM/TECH	-	-	-	-	-
	SOME UNIV	-	-	-	-	-
	COMP UNIV	-	-	-	-	-
7. HOURS WORKED	NGNE	31	100	58	100	1.9
	1-19	-	-	-	-	-
	20 PLUS	-	-	-	-	-
8. NOT WORKING	STUDENT	28	91	46	80	1.7
	RETIRED	-	-	-	-	-
	HOUSEWIFE	3	9	11	20	4.0
	N/A	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL22953, TUNED 3

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	31	100	58	100	1.9
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	-	-	-	-	-
	3 PERSONS	-	-	-	-	-
	4 PERSONS	22	71	22	38	1.0
	5 PERSONS	6	20	24	42	4.0
	6 PERSONS	3	9	11	20	4.0
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	28	91	46	80	1.7
	NO	3	9	11	20	4.0
12. HOUSE STATUS	MALE HEAD	-	-	-	-	-
	FEMALE HEAD	3	9	11	20	4.0
	OTHER	28	91	46	80	1.7
13. #SETS/COLOUR	SETS-1 COL-Y	28	91	46	80	1.7
	SETS-1 COL-N	-	-	-	-	-
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	3	9	11	20	4.0
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	22	71	22	38	1.0
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	9	29	36	62	4.0
	CBL-N CON-NA	-	-	-	-	-



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 9861, TUNED 0

\*\*\*\*\*

BASED ON TOTAL REACH      BASED ON IMPRESSIONS

NUMBER      %      1/4--HR      %      AVG  
REACHED DIS      IMPRSSN DIS      FREQ

00      %      00      %

1. SEX:      MALE

-      -      -      -

FEMALE

-      -      -      -

2. AGE

2-6

-      -      -      -

7-11

-      -      -      -

12-17

-      -      -      -

18-24

-      -      -      -

25-34

-      -      -      -

35-49

-      -      -      -

50-54

-      -      -      -

55-64

-      -      -      -

65 PLUS

-      -      -      -

3. OFCL LANG

ENGLISH

-      -      -      -

FRENCH

-      -      -      -

BOTH

-      -      -      -

4. HOME LANG

ENGLISH

-      -      -      -

FRENCH

-      -      -      -

OTHER

-      -      -      -

5. MOTHR TONGUE

ENGLISH

-      -      -      -

FRENCH

-      -      -      -

OTHER

-      -      -      -

6. EDUCATION

NONE

-      -      -      -

GRADE

-      -      -      -

SOME HIGH

-      -      -      -

COMP HIGH

-      -      -      -

COMM/TECH

-      -      -      -

SOME UNIV

-      -      -      -

COMP UNIV

-      -      -      -

7. HOURS WORKED

NONE

-      -      -      -

1-19

-      -      -      -

20 PLUS

-      -      -      -

8. NOT WORKING

STUDENT

-      -      -      -

RETIRED

-      -      -      -

HOUSEWIFE

-      -      -      -

N/A

-      -      -      -

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 9861, TUNED 0

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN DIS	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	
	PROFESSIONAL	-	-	-	-	
	CLERICAL	-	-	-	-	
	SALES	-	-	-	-	
	FARM/FISH	-	-	-	-	
	SKILLED TRAD	-	-	-	-	
	OTHER	-	-	-	-	
	N/A	-	-	-	-	
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	
	2 PERSONS	-	-	-	-	
	3 PERSONS	-	-	-	-	
	4 PERSONS	-	-	-	-	
	5 PERSONS	-	-	-	-	
	6 PERSONS	-	-	-	-	
	7 PERSONS	-	-	-	-	
	8 PERSONS	-	-	-	-	
	9 OR MORE	-	-	-	-	
11. CHILD < 12	YES	-	-	-	-	
	NO	-	-	-	-	
12. HOUSE STATUS	MALE HEAD	-	-	-	-	
	FEMALE HEAD	-	-	-	-	
	OTHER	-	-	-	-	
13. #SETS/COLOUR	SETS-1 COL-Y	-	-	-	-	
	SETS-1 COL-N	-	-	-	-	
	SETS-1 CL-NA	-	-	-	-	
	SETS-2 COL-Y	-	-	-	-	
	SETS-2 COL-N	-	-	-	-	
	SETS-2 CL-NA	-	-	-	-	
	STS-3+ COL-Y	-	-	-	-	
	STS-3+ COL-N	-	-	-	-	
	STS-3+ CL-NA	-	-	-	-	
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	
	CBL-Y CON-N	-	-	-	-	
	CBL-Y CON-NA	-	-	-	-	
	CBL-N CON-N	-	-	-	-	
	CBL-N CON-NA	-	-	-	-	





AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 8620, TUNED 2

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	28	100	46	100	1.7
	FEMALE	-	-	-	-	-
2. AGE	2-6	-	-	-	-	-
	7-11	28	100	46	100	1.7
	12-17	-	-	-	-	-
	18-24	-	-	-	-	-
	25-34	-	-	-	-	-
	35-49	-	-	-	-	-
	50-54	-	-	-	-	-
	55-64	-	-	-	-	-
	65 PLUS	-	-	-	-	-
3. OFCL LANG	ENGLISH	28	100	46	100	1.7
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	28	100	46	100	1.7
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	28	100	46	100	1.7
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	28	100	46	100	1.7
	SOME HIGH	-	-	-	-	-
	COMP HIGH	-	-	-	-	-
	COMM/TECH	-	-	-	-	-
	SOME UNIV	-	-	-	-	-
	COMP UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	28	100	46	100	1.7
	1-19	-	-	-	-	-
	20 PLUS	-	-	-	-	-
8. NOT WORKING	STUDENT	28	100	46	100	1.7
	RETIRED	-	-	-	-	-
	HOUSEWIFE	-	-	-	-	-
	N/A	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS  
 ALL CELLS  
 SAMPLE SIZE...TOTAL 8620, TUNED 2

\*\*\*\*\*  
 \*AUDIENCE PROFILE\*  
 \*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	28	100	46	100	1.7
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	-	-	-	-	-
	3 PERSONS	-	-	-	-	-
	4 PERSONS	22	78	22	47	1.0
	5 PERSONS	6	22	24	53	4.0
	6 PERSONS	-	-	-	-	-
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	28	100	46	100	1.7
	NO	-	-	-	-	-
12. HOUSE STATUS	MALE HEAD	-	-	-	-	-
	FEMALE HEAD	-	-	-	-	-
	OTHER	28	100	46	100	1.7
13. #SETS/COLOUR	SETS-1 COL-Y	28	100	46	100	1.7
	SETS-1 COL-N	-	-	-	-	-
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	-	-	-	-	-
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	22	78	22	47	1.0
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	6	22	24	53	4.0
	CBL-N CON-NA	-	-	-	-	-



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 386, TUNED 1

\*\*\*\*\*

BASED ON TOTAL REACH      BASED ON IMPRESSIONS

CHARACTERISTIC	CATEGORY	NUMBER REACHED		% 1/4--HR DIS		AVG. FREQ
		00	%	00	%	
1. SEX	MALE	-	-	-	-	-
	FEMALE	3	100	11	100	4.0
2. AGE	2-6	-	-	-	-	-
	7-11	-	-	-	-	-
	12-17	-	-	-	-	-
	18-24	-	-	-	-	-
	25-34	-	-	-	-	-
	35-49	3	100	11	100	4.0
	50-54	-	-	-	-	-
3. OFCL LANG	ENGLISH	3	100	11	100	4.0
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	3	100	11	100	4.0
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	3	100	11	100	4.0
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	-	-	-	-	-
	SOME HIGH	-	-	-	-	-
	COMP HIGH	3	100	11	100	4.0
	COMM/TECH	-	-	-	-	-
7. HOURS WORKED	SOME UNIV	-	-	-	-	-
	COMP UNIV	-	-	-	-	-
	NONE	3	100	11	100	4.0
8. NOT WORKING	1-19	-	-	-	-	-
	20 PLUS	-	-	-	-	-
	STUDENT	-	-	-	-	-
9. NOT WORKING	RETIRE	-	-	-	-	-
	HOUSEWIFE	3	100	11	100	4.0
	N/A	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 386, TUNED 1

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	3	100	11	100	4.0
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	-	-	-	-	-
	3 PERSONS	-	-	-	-	-
	4 PERSONS	-	-	-	-	-
	5 PERSONS	-	-	-	-	-
	6 PERSONS	3	100	11	100	4.0
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	-	-	-	-	-
	NO	3	100	11	100	4.0
12. HOUSE STATUS	MALE HEAD	-	-	-	-	-
	FEMALE HEAD	3	100	11	100	4.0
	OTHER	-	-	-	-	-
13. #SETS/COLOUR	SETS-1 COL-Y	-	-	-	-	-
	SETS-1 COL-N	-	-	-	-	-
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	3	100	11	100	4.0
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	-	-	-	-	-
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	3	100	11	100	4.0
	CBL-N CON-NA	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 386, TUNED 1

\*\*\*\*\*

BASED ON TOTAL REACH      BASED ON IMPRESSIONS

CHARACTERISTIC	CATEGORY	NUMBER	%	1/4--HR	%	AVG.
		REACHED	DIS	IMPRSSN	DIS	FREQ

00 %      00 %

15. CABLE COMP	SYMBOL 1	-	-	-	-	-
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-

16. TV QUINTILE	QUINTILE 1	-	-	-	-	-
	QUINTILE 2	-	-	-	-	-
	QUINTILE 3	-	-	-	-	-
	QUINTILE 4	-	-	-	-	-
	QUINTILE 5	3	100	11	100	4.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 4086, TUNED 0

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	-	-	-	-	-
	FEMALE	-	-	-	-	-
2. AGE	2-6	-	-	-	-	-
	7-11	-	-	-	-	-
	12-17	-	-	-	-	-
	18-24	-	-	-	-	-
	25-34	-	-	-	-	-
	35-49	-	-	-	-	-
	50-54	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	-	-	-	-	-
	SOME HIGH	-	-	-	-	-
	COMP HIGH	-	-	-	-	-
	COMM/TECH	-	-	-	-	-
	SOME UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	-	-	-	-	-
	1-19	-	-	-	-	-
	20 PLUS	-	-	-	-	-
8. NOT WORKING	STUDENT	-	-	-	-	-
	RETIRED	-	-	-	-	-
	HOUSEWIFE	-	-	-	-	-
	N/A	-	-	-	-	-



AUD. CATEGORY...ALL PERSONS  
 ALL CELLS  
 SAMPLE SIZE...TOTAL 4086, TUNED 0

\*\*\*\*\*  
 \*AUDIENCE PROFILE\*  
 \*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	-	-	-	-	-
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	-	-	-	-	-
	3 PERSONS	-	-	-	-	-
	4 PERSONS	-	-	-	-	-
	5 PERSONS	-	-	-	-	-
	6 PERSONS	-	-	-	-	-
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	-	-	-	-	-
	NO	-	-	-	-	-
12. HOUSE STATUS	MALE HEAD	-	-	-	-	-
	FEMALE HEAD	-	-	-	-	-
	OTHER	-	-	-	-	-
13. #SETS/COLOUR	SETS-1 COL-Y	-	-	-	-	-
	SETS-1 COL-N	-	-	-	-	-
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	-	-	-	-	-
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	-	-	-	-	-
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	-	-	-	-	-
	CBL-N CON-NA	-	-	-	-	-



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 1683, TUNED 44

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	362	49	644	47	1.8
	FEMALE	375	51	732	53	1.9
2. AGE	2-6	25	3	25	2	1.0
	7-11	46	6	92	7	2.0
	12-17	254	34	497	36	2.0
	18-24	103	14	193	14	1.9
	25-34	108	15	208	15	1.9
	35-49	107	15	173	13	1.6
	50-54	67	9	133	10	2.0
	55-64	27	4	54	4	2.0
	65 PLUS	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	737	100	1376	100	1.9
4. HOME LANG	ENGLISH	707	96	1315	96	1.9
	FRENCH	30	4	61	4	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	737	100	1376	100	1.9
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	10	1	20	1	2.0
	GRADE	169	23	313	23	1.9
	SOME HIGH	222	30	420	31	1.9
	COMP HIGH	113	15	227	16	2.0
	COMM/TECH	54	7	108	8	2.0
	SOME UNIV	49	7	98	7	2.0
	COMP UNIV	119	16	190	14	1.6
7. HOURS WORKED	NONE	425	67	806	69	1.9
	1-19	58	9	103	9	1.8
	20 PLUS	148	23	255	22	1.7
8. NOT WORKING	STUDENT	266	45	495	46	1.9
	RETIRED	-	-	-	-	-
	HOUSEWIFE	119	20	230	21	1.9
	N/A	206	35	357	33	1.7

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 1683, TUNED 44

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	47	8	94	8	2.0
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	54	9	109	10	2.0
	OTHER	6	1	11	1	2.0
	N/A	483	82	909	81	1.9
10. HSEHOLD SIZE	1 PERSON	40	5	71	5	1.8
	2 PERSONS	31	4	62	5	2.0
	3 PERSONS	122	17	244	18	2.0
	4 PERSONS	183	25	301	22	1.6
	5 PERSONS	214	29	404	29	1.9
	6 PERSONS	64	9	129	9	2.0
	7 PERSONS	7	1	15	1	2.0
	8 PERSONS	16	2	32	2	2.0
	9 OR MORE	60	8	120	9	2.0
11. CHILD < 12	YES	468	63	859	62	1.8
	NO	269	37	517	38	1.9
12. HOUSE STATUS	MALE HEAD	213	29	386	28	1.8
	FEMALE HEAD	101	14	202	15	2.0
	OTHER	423	57	788	57	1.9
13. #SETS/COLOUR	SETS-1 COL-Y	176	24	330	24	1.9
	SETS-1 COL-N	180	24	360	26	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	229	31	407	30	1.8
	SETS-2 COL-N	25	3	50	4	2.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	102	14	204	15	2.0
	STS-3+ COL-N	25	3	25	2	1.0
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	63	9	126	9	2.0
	CBL-Y CON-N	269	37	465	34	1.7
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	351	48	678	49	1.9
	CBL-N CON-NA	53	7	107	8	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 1683, TUNED 44

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	243	89	420	87	1.7
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	31	11	61	13	2.0
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	93	13	162	12	1.7
	QUINTILE 2	85	12	159	12	1.9
	QUINTILE 3	199	27	343	25	1.7
	QUINTILE 4	204	28	408	30	2.0
	QUINTILE 5	156	21	303	22	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 360, TUNED 11

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	49	43	99	47	2.0
	FEMALE	65	57	111	53	1.7
2. AGE	2-6	-	-	-	-	-
	7-11	-	-	-	-	-
	12-17	66	58	122	58	1.8
	18-24	-	-	-	-	-
	25-34	11	10	14	7	1.3
	35-49	32	28	64	31	2.0
	50-54	5	4	10	5	2.0
	55-64	-	-	-	-	-
	65 PLUS	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	115	100	210	100	1.8
4. HOME LANG	ENGLISH	115	100	210	100	1.8
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	115	100	210	100	1.8
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	-	-	-	-	-
	SOME HIGH	66	58	122	58	1.8
	COMP HIGH	5	4	10	5	2.0
	COMM/TECH	3	3	6	3	2.0
	SOME UNIV	32	28	64	31	2.0
	COMP UNIV	8	7	8	4	1.0
7. HOURS WORKED	NONE	66	58	113	54	1.7
	1-19	11	10	23	11	2.0
	20 PLUS	37	32	74	35	2.0
8. NOT WORKING	STUDENT	55	48	99	47	1.8
	RETIRED	-	-	-	-	-
	HOUSEWIFE	11	10	14	7	1.3
	N/A	48	42	97	46	2.0

AUD. CATEGORY...ALL PERSONS \*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 360, TUNED 11 \*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	37	32	74	35	2.0
	OTHER	-	-	-	-	-
	N/A	77	68	136	65	1.8
10. HSEHOLD SIZE	1 PERSON	8	7	8	4	1.0
	2 PERSONS	-	-	-	-	-
	3 PERSONS	3	2	5	2	2.0
	4 PERSONS	57	49	103	49	1.8
	5 PERSONS	10	9	20	10	2.0
	6 PERSONS	37	32	74	35	2.0
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	64	56	118	56	1.8
	NO	50	44	93	44	1.8
12. HOUSE STATUS	MALE HEAD	37	32	74	35	2.0
	FEMALE HEAD	3	3	6	3	2.0
	OTHER	75	65	130	62	1.7
13. #SETS/COLOUR	SETS-1 COL-Y	80	70	151	72	1.9
	SETS-1 COL-N	10	9	20	10	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	22	20	34	16	1.5
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	3	2	5	2	2.0
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	31	27	61	29	2.0
	CBL-Y CON-N	45	40	82	39	1.8
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	38	34	66	32	1.7
	CBL-N CON-NA	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 360, TUNED 11

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	29	48	57	48	2.0
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	31	52	61	52	2.0
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	31	27	61	29	2.0
	QUINTILE 2	11	9	11	5	1.0
	QUINTILE 3	21	18	42	20	2.0
	QUINTILE 4	13	11	26	12	2.0
	QUINTILE 5	39	34	70	34	1.8



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 679, TUNED 7

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	17	14	35	14	2.0
	FEMALE	111	86	222	86	2.0
2. AGE	2-6	-	-	-	-	-
	7-11	18	14	37	14	2.0
	12-17	37	29	74	29	2.0
	18-24	39	30	78	30	2.0
	25-34	-	-	-	-	-
	35-49	17	14	35	14	2.0
	50-54	-	-	-	-	-
	55-64	17	13	33	13	2.0
	65 PLUS	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	128	100	256	100	2.0
4. HOME LANG	ENGLISH	128	100	256	100	2.0
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	128	100	256	100	2.0
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	80	63	161	63	2.0
	SOME HIGH	48	37	96	37	2.0
	COMP HIGH	-	-	-	-	-
	COMM/TECH	-	-	-	-	-
	SOME UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	77	82	153	82	2.0
	1-19	-	-	-	-	-
	20 PLUS	17	18	35	18	2.0
8. NOT WORKING	STUDENT	27	41	55	41	2.0
	RETIRED	-	-	-	-	-
	HOUSEWIFE	21	32	43	32	2.0
	N/A	17	26	35	26	2.0

AUD. CATEGORY...ALL PERSONS  
 ALL CELLS  
 SAMPLE SIZE...TOTAL 679, TUNED 7

\*\*\*\*\*  
 \*AUDIENCE PROFILE\*  
 \*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	17	18	35	18	2.0
	OTHER	-	-	-	-	-
	N/A	77	82	153	82	2.0
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	17	13	33	13	2.0
	3 PERSONS	17	14	35	14	2.0
	4 PERSONS	-	-	-	-	-
	5 PERSONS	39	30	78	30	2.0
	6 PERSONS	27	21	55	21	2.0
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	28	22	56	22	2.0
11. CHILD < 12	YES	85	66	170	66	2.0
	NO	43	34	86	34	2.0
12. HOUSE STATUS	MALE HEAD	17	14	35	14	2.0
	FEMALE HEAD	21	17	43	17	2.0
	OTHER	89	70	179	70	2.0
13. #SETS/COLOUR	SETS-1 COL-Y	23	18	46	18	2.0
	SETS-1 COL-N	9	7	18	7	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	62	48	124	48	2.0
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	34	27	68	27	2.0
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	33	25	65	25	2.0
	CBL-Y CON-N	17	14	35	14	2.0
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	35	27	70	27	2.0
	CBL-N CON-NA	43	34	86	34	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 679, TUNED 7

\*\*\*\*\*

BASED ON TOTAL REACH      BASED ON IMPRESSIONS

CHARACTERISTIC	CATEGORY	NUMBER REACHED		% 1/4--HR IMPRSSN DIS		AVG. FREQ
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	28	100	56	100	2.0
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	34	27	68	27	2.0
	QUINTILE 2	-	-	-	-	-
	QUINTILE 3	17	14	35	14	2.0
	QUINTILE 4	77	60	153	60	2.0
	QUINTILE 5	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 403, TUNED 9

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	185	71	290	65	1.6
	FEMALE	77	29	154	35	2.0
2. AGE	2-6	25	10	25	6	1.0
	7-11	-	-	-	-	-
	12-17	14	5	27	6	2.0
	18-24	13	5	13	3	1.0
	25-34	97	37	194	44	2.0
	35-49	41	16	41	9	1.0
	50-54	62	24	123	28	2.0
55-64	10	4	20	5	2.0	
65 PLUS	-	-	-	-	-	
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	261	100	443	100	1.7
4. HOME LANG	ENGLISH	261	100	443	100	1.7
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	261	100	443	100	1.7
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	10	4	20	5	2.0
	GRADE	25	10	25	6	1.0
	SOME HIGH	27	10	40	9	1.5
	COMP HIGH	69	26	138	31	2.0
	COMM/TECH	46	17	91	21	2.0
	SOME UNIV	-	-	-	-	-
COMP UNIV	84	32	128	29	1.5	
7. HOURS WORKED	NONE	92	48	158	53	1.7
	1-19	13	7	13	4	1.0
	20 PLUS	84	45	128	43	1.5
8. NOT WORKING	STUDENT	39	20	52	17	1.4
	RETIRED	-	-	-	-	-
	HOUSEWIFE	53	28	106	35	2.0
	N/A	98	52	141	47	1.4

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 403, TUNED 9

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	44	29	87	34	2.0
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	105	71	172	66	1.6
10. HSEHOLD SIZE	1 PERSON	10	4	20	5	2.0
	2 PERSONS	-	-	-	-	-
	3 PERSONS	89	34	179	40	2.0
	4 PERSONS	62	24	69	16	1.1
	5 PERSONS	100	38	176	40	1.7
	6 PERSONS	-	-	-	-	-
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	238	91	410	92	1.7
	NO	23	9	33	8	1.4
12. HOUSE STATUS	MALE HEAD	146	56	251	57	1.7
	FEMALE HEAD	63	24	126	29	2.0
	OTHER	52	20	66	15	1.3
13. #SETS/COLOUR	SETS-1 COL-Y	21	8	28	6	1.4
	SETS-1 COL-N	89	34	179	40	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	102	39	164	37	1.6
	SETS-2 COL-N	10	4	20	5	2.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	14	5	27	6	2.0
	STS-3+ COL-N	25	10	25	6	1.0
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	128	49	189	43	1.5
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	134	51	254	57	1.9
	CBL-N CON-NA	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 403, TUNED 9

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	128	100	189	100	1.5
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	25	10	25	6	1.0
	QUINTILE 2	-	-	-	-	-
	QUINTILE 3	108	41	162	36	1.5
	QUINTILE 4	69	26	138	31	2.0
	QUINTILE 5	59	23	118	27	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 241, TUNED 17

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	110	47	220	47	2.0
	FEMALE	123	53	246	53	2.0
2. AGE	2-6	-	-	-	-	-
	7-11	28	12	56	12	2.0
	12-17	137	59	274	59	2.0
	18-24	51	22	102	22	2.0
	25-34	-	-	-	-	-
	35-49	17	7	34	7	2.0
	50-54	-	-	-	-	-
	55-64	-	-	-	-	-
	65 PLUS	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	233	100	466	100	2.0
4. HOME LANG	ENGLISH	203	87	405	87	2.0
	FRENCH	30	13	61	13	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	233	100	466	100	2.0
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	63	27	127	27	2.0
	SOME HIGH	81	35	162	35	2.0
	COMP HIGH	39	17	79	17	2.0
	COMM/TECH	6	2	11	2	2.0
	SOME UNIV	17	7	34	7	2.0
	COMP UNIV	27	11	53	11	2.0
7. HOURS WORKED	NONE	191	82	382	82	2.0
	1-19	33	14	66	14	2.0
	20 PLUS	9	4	18	4	2.0
8. NOT WORKING	STUDENT	145	66	290	66	2.0
	RETIRED	-	-	-	-	-
	HOUSEWIFE	33	15	66	15	2.0
	N/A	42	19	84	19	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 241, TUNED 17

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	3	1	7	1	2.0
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	6	2	11	2	2.0
	N/A	224	96	448	96	2.0
10. HSEHOLD SIZE	1 PERSON	21	9	42	9	2.0
	2 PERSONS	14	6	29	6	2.0
	3 PERSONS	13	5	25	5	2.0
	4 PERSONS	65	28	129	28	2.0
	5 PERSONS	65	28	131	28	2.0
	6 PERSONS	-	-	-	-	-
	7 PERSONS	7	3	15	3	2.0
	8 PERSONS	16	7	32	7	2.0
	9 OR MORE	32	14	64	14	2.0
11. CHILD < 12	YES	81	35	161	35	2.0
	NO	152	65	305	65	2.0
12. HOUSE STATUS	MALE HEAD	13	5	25	5	2.0
	FEMALE HEAD	14	6	27	6	2.0
	OTHER	207	89	413	89	2.0
13. #SETS/COLOUR	SETS-1 COL-Y	52	22	105	22	2.0
	SETS-1 COL-N	72	31	144	31	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	42	18	84	18	2.0
	SETS-2 COL-N	15	6	30	6	2.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	52	22	104	22	2.0
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	79	34	158	34	2.0
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	144	62	287	62	2.0
	CBL-N CON-NA	10	4	20	4	2.0



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 241, TUNED 17

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	59	100	118	100	2.0
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	3	1	7	1	2.0
	QUINTILE 2	74	32	149	32	2.0
	QUINTILE 3	53	23	105	23	2.0
	QUINTILE 4	45	19	91	19	2.0
	QUINTILE 5	57	25	115	25	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 1683, TUNED 23

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	59	43	117	46	2.0
	FEMALE	79	57	139	54	1.8
2. AGE	2-6	3	2	6	2	2.0
	7-11	6	4	6	2	1.0
	12-17	5	4	11	4	2.0
	18-24	12	8	23	9	2.0
	25-34	51	37	102	40	2.0
	35-49	29	21	59	23	2.0
	50-54	7	5	13	5	2.0
	55-64	-	-	-	-	-
	65 PLUS	25	18	38	15	1.5
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	138	100	257	100	1.9
4. HOME LANG	ENGLISH	25	18	38	15	1.5
	FRENCH	112	82	219	85	1.9
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	138	100	257	100	1.9
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	3	2	6	2	2.0
	GRADE	41	30	63	25	1.5
	SOME HIGH	17	13	35	14	2.0
	COMP HIGH	35	25	69	27	2.0
	COMM/TECH	-	-	-	-	-
	SOME UNIV	35	25	69	27	2.0
	COMP UNIV	7	5	13	5	2.0
7. HOURS WORKED	NONE	88	65	157	62	1.8
	1-19	-	-	-	-	-
	20 PLUS	47	35	95	38	2.0
8. NOT WORKING	STUDENT	18	16	30	13	1.7
	RETIRED	10	9	21	9	2.0
	HOUSEWIFE	39	34	78	35	2.0
	N/A	47	41	95	42	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 1683, TUNED 23

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	7	5	13	5	2.0
	PROFESSIONAL	2	2	4	2	2.0
	CLERICAL	15	11	29	12	2.0
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	18	13	35	14	2.0
	OTHER	7	5	13	5	2.0
	N/A	88	65	157	62	1.8
10. HSEHOLD SIZE	1 PERSON	14	10	27	11	2.0
	2 PERSONS	56	41	112	44	2.0
	3 PERSONS	30	22	41	16	1.4
	4 PERSONS	29	21	58	23	2.0
	5 PERSONS	4	3	7	3	2.0
	6 PERSONS	-	-	-	-	-
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	5	4	11	4	2.0
11. CHILD < 12	YES	48	35	90	35	1.9
	NO	90	65	167	65	1.9
12. HOUSE STATUS	MALE HEAD	39	29	78	32	2.0
	FEMALE HEAD	54	41	108	44	2.0
	OTHER	39	29	59	24	1.5
13. #SETS/COLOUR	SETS-1 COL-Y	58	42	96	37	1.7
	SETS-1 COL-N	15	11	30	12	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	56	41	112	44	2.0
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	9	7	19	7	2.0
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	1	1	2	1	2.0
	CBL-Y CON-N	46	33	79	31	1.7
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	91	66	176	69	1.9
	CBL-N CON-NA	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 1683, TUNED 23

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	20	100	39	100	2.0
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	31	23	56	22	1.8
	QUINTILE 2	17	12	20	8	1.2
	QUINTILE 3	14	10	29	11	2.0
	QUINTILE 4	22	16	44	17	2.0
	QUINTILE 5	54	39	108	42	2.0

1627057

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 360, TUNED 0

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	-	-	-	-	-
	FEMALE	-	-	-	-	-
2. AGE	2-6	-	-	-	-	-
	7-11	-	-	-	-	-
	12-17	-	-	-	-	-
	18-24	-	-	-	-	-
	25-34	-	-	-	-	-
	35-49	-	-	-	-	-
	50-54	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	-	-	-	-	-
	SOME HIGH	-	-	-	-	-
	COMP HIGH	-	-	-	-	-
	COMM/TECH	-	-	-	-	-
	SOME UNIV	-	-	-	-	-
7. HOURS WORKED	COMP UNIV	-	-	-	-	-
	NONE	-	-	-	-	-
	1-19	-	-	-	-	-
8. NOT WORKING	20 PLUS	-	-	-	-	-
	STUDENT	-	-	-	-	-
9. NOT WORKING	RETIRE	-	-	-	-	-
	HOUSEWIFE	-	-	-	-	-
	N/A	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 360, TUNED 0

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN DIS	%	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	-	-	-	-	-
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	-	-	-	-	-
	3 PERSONS	-	-	-	-	-
	4 PERSONS	-	-	-	-	-
	5 PERSONS	-	-	-	-	-
	6 PERSONS	-	-	-	-	-
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	-	-	-	-	-
	NO	-	-	-	-	-
12. HOUSE STATUS	MALE HEAD	-	-	-	-	-
	FEMALE HEAD	-	-	-	-	-
	OTHER	-	-	-	-	-
13. #SETS/COLOUR	SETS-1 COL-Y	-	-	-	-	-
	SETS-1 COL-N	-	-	-	-	-
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	-	-	-	-	-
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	-	-	-	-	-
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	-	-	-	-	-
	CBL-N CON-NA	-	-	-	-	-

827110



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 679, TUNED 2

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	10	100	20	100	2.0
	FEMALE	-	-	-	-	-
2. AGE	2-6	-	-	-	-	-
	7-11	-	-	-	-	-
	12-17	-	-	-	-	-
	18-24	7	67	14	67	2.0
	25-34	-	-	-	-	-
	35-49	3	33	7	33	2.0
	50-54	-	-	-	-	-
3. DFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	10	100	20	100	2.0
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	10	100	20	100	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	10	100	20	100	2.0
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	-	-	-	-	-
	SOME HIGH	-	-	-	-	-
	COMP HIGH	3	33	7	33	2.0
	COMM/TECH	-	-	-	-	-
	SOME UNIV	7	67	14	67	2.0
7. HOURS WORKED	COMP UNIV	-	-	-	-	-
	NONE	7	67	14	67	2.0
	1-19	-	-	-	-	-
8. NOT WORKING	20 PLUS	3	33	7	33	2.0
	STUDENT	7	67	14	67	2.0
9. HOUSEWIFE	RETIRED	-	-	-	-	-
	HOUSEWIFE	-	-	-	-	-
	N/A	3	33	7	33	2.0



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 679, TUNED 2

\*\*\*\*\*

BASED ON TOTAL REACH      BASED ON IMPRESSIONS

CHARACTERISTIC	CATEGORY	NUMBER REACHED		% 1/4--HR IMPRSSN DIS		AVG. FREQ
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	3	33	7	33	2.0
	OTHER	-	-	-	-	-
	N/A	7	67	14	67	2.0
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	10	100	20	100	2.0
	3 PERSONS	-	-	-	-	-
	4 PERSONS	-	-	-	-	-
	5 PERSONS	-	-	-	-	-
	6 PERSONS	-	-	-	-	-
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	-	-	-	-	-
	NO	10	100	20	100	2.0
12. HOUSE STATUS	MALE HEAD	3	33	7	33	2.0
	FEMALE HEAD	-	-	-	-	-
	OTHER	7	67	14	67	2.0
13. #SETS/COLOUR	SETS-1 COL-Y	3	33	7	33	2.0
	SETS-1 COL-N	7	67	14	67	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	-	-	-	-	-
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	10	100	20	100	2.0
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	-	-	-	-	-
	CBL-N CON-NA	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 679, TUNED 2

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	10	100	20	100	2.0
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	7	67	14	67	2.0
	QUINTILE 2	3	33	7	33	2.0
	QUINTILE 3	-	-	-	-	-
	QUINTILE 4	-	-	-	-	-
	QUINTILE 5	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 403, TUNED 18

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	46	41	91	43	2.0
	FEMALE	67	59	121	57	1.8
2. AGE	2-6	3	3	6	3	2.0
	7-11	-	-	-	-	-
	12-17	5	5	11	5	2.0
	18-24	2	2	4	2	2.0
	25-34	44	39	89	42	2.0
	35-49	26	23	52	24	2.0
	50-54	7	6	13	6	2.0
	55-64	-	-	-	-	-
	65 PLUS	25	23	38	18	1.5
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	113	100	212	100	1.9
4. HOME LANG	ENGLISH	25	23	38	18	1.5
	FRENCH	87	77	175	82	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	113	100	212	100	1.9
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	3	3	6	3	2.0
	GRADE	35	32	57	27	1.6
	SOME HIGH	15	13	29	14	2.0
	COMP HIGH	31	28	62	30	2.0
	COMM/TECH	-	-	-	-	-
	SOME UNIV	28	25	56	26	2.0
	COMP UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	73	66	132	64	1.8
	1-19	-	-	-	-	-
	20 PLUS	37	34	75	36	2.0
8. NOT WORKING	STUDENT	5	6	11	6	2.0
	RETIRED	10	11	21	11	2.0
	HOUSEWIFE	39	42	78	42	2.0
	N/A	37	41	75	41	2.0

927519

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 403, TUNED 18

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN DIS	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	7	6	13	6	2.0
	PROFESSIONAL	2	2	4	2	2.0
	CLERICAL	15	13	29	14	2.0
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	14	13	28	14	2.0
	OTHER	-	-	-	-	-
	N/A	73	66	132	64	1.8
10. HSEHOLD SIZE	1 PERSON	14	12	27	13	2.0
	2 PERSONS	39	35	79	37	2.0
	3 PERSONS	24	22	35	17	1.5
	4 PERSONS	29	26	58	27	2.0
	5 PERSONS	1	1	2	1	2.0
	6 PERSONS	-	-	-	-	-
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	5	5	11	5	2.0
11. CHILD < 12	YES	42	37	84	40	2.0
	NO	71	63	128	60	1.8
12. HOUSE STATUS	MALE HEAD	35	33	71	35	2.0
	FEMALE HEAD	48	45	95	48	2.0
	OTHER	24	22	34	17	1.4
13. #SETS/COLOUR	SETS-1 COL-Y	48	43	84	39	1.7
	SETS-1 COL-N	5	5	11	5	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	50	44	99	47	2.0
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	9	8	19	9	2.0
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	1	1	2	1	2.0
	CBL-Y CON-N	29	26	45	21	1.6
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	83	73	165	78	2.0
	CBL-N CON-NA	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 403, TUNED 18

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	9	100	19	100	2.0
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	19	16	37	17	2.0
	QUINTILE 2	13	12	13	6	1.0
	QUINTILE 3	8	7	16	7	2.0
	QUINTILE 4	19	17	39	18	2.0
	QUINTILE 5	54	48	108	51	2.0

427551

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 241, TUNED 2

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	3	32	5	49	2.0
	FEMALE	6	68	6	51	1.0
2. AGE	2-6	-	-	-	-	-
	7-11	6	68	6	51	1.0
	12-17	-	-	-	-	-
	18-24	3	32	5	49	2.0
	25-34	-	-	-	-	-
	35-49	-	-	-	-	-
	50-54	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	8	100	11	100	1.3
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	8	100	11	100	1.3
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	8	100	11	100	1.3
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	6	68	6	51	1.0
	SOME HIGH	3	32	5	49	2.0
	COMP HIGH	-	-	-	-	-
	COMM/TECH	-	-	-	-	-
	SOME UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	8	100	11	100	1.3
	1-19	-	-	-	-	-
	20 PLUS	-	-	-	-	-
8. NOT WORKING	STUDENT	6	100	6	100	1.0
	RETIRED	-	-	-	-	-
	HOUSEWIFE	-	-	-	-	-
	N/A	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 241, TUNED 2

\*\*\*\*\*

BASED ON TOTAL REACH      BASED ON IMPRESSIONS

CHARACTERISTIC	CATEGORY	NUMBER REACHED		% 1/4--HR IMPRSSN DIS		AVG. FREQ
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	8	100	11	100	1.3
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	-	-	-	-	-
	3 PERSONS	6	68	6	51	1.0
	4 PERSONS	-	-	-	-	-
	5 PERSONS	3	32	5	49	2.0
	6 PERSONS	-	-	-	-	-
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	6	68	6	51	1.0
	NO	3	32	5	49	2.0
12. HOUSE STATUS	MALE HEAD	-	-	-	-	-
	FEMALE HEAD	-	-	-	-	-
	OTHER	8	100	11	100	1.3
13. #SETS/COLOUR	SETS-1 COL-Y	6	68	6	51	1.0
	SETS-1 COL-N	3	32	5	49	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	-	-	-	-	-
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	-	-	-	-	-
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	8	100	11	100	1.3
	CBL-N CON-NA	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 241, TUNED 2

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN DIS	%	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	-	-	-	-	-
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	6	68	6	51	1.0
	QUINTILE 2	-	-	-	-	-
	QUINTILE 3	-	-	-	-	-
	QUINTILE 4	3	32	5	49	2.0
	QUINTILE 5	-	-	-	-	-



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 1683, TUNED 400

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ.
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	1015	46	1953	46	1.9
	FEMALE	1194	54	2281	54	1.9
2. AGE	2-6	8	-	16	-	2.0
	7-11	129	6	239	6	1.9
	12-17	891	40	1718	41	1.9
	18-24	372	17	683	16	1.8
	25-34	274	12	531	13	1.9
	35-49	242	11	464	11	1.9
	50-54	119	5	236	6	2.0
	55-64	109	5	215	5	2.0
	65 PLUS	66	3	132	3	2.0
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	2209	100	4233	100	1.9
4. HOME LANG	ENGLISH	1978	90	3810	90	1.9
	FRENCH	209	10	389	9	1.9
	OTHER	7	-	14	-	2.0
5. MOTHR TONGUE	ENGLISH	2209	100	4233	100	1.9
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	9	-	18	-	2.0
	GRADE	316	14	610	15	1.9
	SOME HIGH	908	41	1735	41	1.9
	COMP HIGH	472	22	916	22	1.9
	COMM/TECH	153	7	291	7	1.9
	SOME UNIV	180	8	350	8	1.9
	COMP UNIV	152	7	273	7	1.8
7. HOURS WORKED	NONE	1207	57	2347	58	1.9
	1-19	268	13	486	12	1.8
	20 PLUS	650	31	1244	31	1.9
8. NOT WORKING	STUDENT	834	41	1606	41	1.9
	RETIRED	54	3	106	3	1.9
	HOUSEWIFE	234	11	466	12	2.0
	N/A	919	45	1729	44	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 1683, TUNED 400

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	115	6	216	5	1.9
	PROFESSIONAL	100	5	180	5	1.8
	CLERICAL	83	4	167	4	2.0
	SALES	37	2	71	2	1.9
	FARM/FISH	2	-	4	-	2.0
	SKILLED TRAD	122	6	230	6	1.9
	OTHER	125	6	244	6	1.9
	N/A	1475	72	2833	72	1.9
10. HSEHOLD SIZE	1 PERSON	82	4	157	4	1.9
	2 PERSONS	304	14	563	13	1.9
	3 PERSONS	411	19	803	19	2.0
	4 PERSONS	533	24	1048	25	2.0
	5 PERSONS	517	23	975	23	1.9
	6 PERSONS	234	11	451	11	1.9
	7 PERSONS	67	3	133	3	2.0
	8 PERSONS	22	1	43	1	2.0
	9 OR MORE	39	2	59	1	1.5
11. CHILD < 12	YES	794	36	1494	35	1.9
	NO	1415	64	2739	65	1.9
12. HOUSE STATUS	MALE HEAD	475	22	913	22	1.9
	FEMALE HEAD	339	16	648	16	1.9
	OTHER	1369	63	2619	63	1.9
13. #SETS/COLOUR	SETS-1 COL-Y	665	30	1266	30	1.9
	SETS-1 COL-N	224	10	411	10	1.8
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	843	38	1622	38	1.9
	SETS-2 COL-N	94	4	187	4	2.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	357	16	694	16	1.9
	STS-3+ COL-N	25	1	50	1	2.0
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	331	15	621	15	1.9
	CBL-Y CON-N	774	35	1496	35	1.9
	CBL-Y CON-NA	5	-	10	-	2.0
	CBL-N CON-N	1026	46	1968	46	1.9
	CBL-N CON-NA	73	3	139	3	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 1683, TUNED 400

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ.
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	611	63	1195	65	2.0
	SYMBOL 2	178	18	317	17	1.8
	SYMBOL 3	53	6	107	6	2.0
	SYMBOL 4	29	3	45	2	1.6
	SYMBOL 5	59	6	117	6	2.0
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	16	2	33	2	2.0
	SYMBOL 8	19	2	37	2	2.0
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	298	13	555	13	1.9
	QUINTILE 2	438	20	814	19	1.9
	QUINTILE 3	442	20	837	20	1.9
	QUINTILE 4	553	25	1077	25	1.9
	QUINTILE 5	478	22	950	22	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 360, TUNED 97

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	163	40	309	41	1.9
	FEMALE	241	60	451	59	1.9
2. AGE	2-6	-	-	-	-	-
	7-11	12	3	24	3	2.0
	12-17	245	61	460	61	1.9
	18-24	64	16	114	15	1.8
	25-34	20	5	40	5	2.0
	35-49	33	8	64	8	2.0
	50-54	3	1	3	-	1.3
	55-64	21	5	43	6	2.0
	65 PLUS	6	1	12	2	2.0
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	404	100	760	100	1.9
4. HOME LANG	ENGLISH	402	100	756	99	1.9
	FRENCH	1	-	2	-	2.0
	OTHER	1	-	2	-	2.0
5. MOTHR TONGUE	ENGLISH	404	100	760	100	1.9
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	32	8	61	8	1.9
	SOME HIGH	203	50	386	51	1.9
	COMP HIGH	87	22	154	20	1.8
	COMM/TECH	33	8	65	9	2.0
	SOME UNIV	26	6	48	6	1.9
	COMP UNIV	21	5	43	6	2.0
7. HOURS WORKED	NONE	197	50	381	51	1.9
	1-19	116	29	198	27	1.7
	20 PLUS	84	21	167	22	2.0
8. NOT WORKING	STUDENT	140	39	269	40	1.9
	RETIRED	5	1	11	2	2.0
	HOUSEWIFE	18	5	34	5	1.9
	N/A	200	55	365	54	1.8

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 360, TUNED 97

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	12	3	24	3	2.0
	PROFESSIONAL	6	2	12	2	2.0
	CLERICAL	11	3	23	3	2.0
	SALES	1	-	2	-	2.0
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	12	3	22	3	1.9
	OTHER	16	4	33	5	2.0
	N/A	313	84	580	83	1.9
10. HSEHOLD SIZE	1 PERSON	24	6	47	6	2.0
	2 PERSONS	43	11	86	11	2.0
	3 PERSONS	39	10	77	10	2.0
	4 PERSONS	84	21	167	22	2.0
	5 PERSONS	118	29	205	27	1.7
	6 PERSONS	62	15	121	16	2.0
	7 PERSONS	5	1	9	1	2.0
	8 PERSONS	15	4	31	4	2.0
	9 OR MORE	14	4	16	2	1.1
11. CHILD < 12	YES	116	29	203	27	1.7
	NO	287	71	558	73	1.9
12. HOUSE STATUS	MALE HEAD	54	13	106	14	2.0
	FEMALE HEAD	36	9	71	9	2.0
	OTHER	314	78	583	77	1.9
13. #SETS/COLOUR	SETS-1 COL-Y	129	32	238	31	1.8
	SETS-1 COL-N	8	2	15	2	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	187	46	355	47	1.9
	SETS-2 COL-N	14	4	29	4	2.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	64	16	120	16	1.9
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	55	14	92	12	1.7
	CBL-Y CON-N	147	36	278	37	1.9
	CBL-Y CON-NA	2	-	4	-	2.0
	CBL-N CON-N	189	47	364	48	1.9
	CBL-N CON-NA	12	3	22	3	1.9



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 679, TUNED 139

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	397	48	765	48	1.9
	FEMALE	434	52	826	52	1.9
2. AGE	2-6	-	-	-	-	-
	7-11	67	8	120	8	1.8
	12-17	344	41	676	43	2.0
	18-24	147	18	255	16	1.7
	25-34	111	13	222	14	2.0
	35-49	88	11	169	11	1.9
	50-54	39	5	78	5	2.0
	55-64	35	4	70	4	2.0
	65 PLUS	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	831	100	1591	100	1.9
4. HOME LANG	ENGLISH	775	93	1506	95	1.9
	FRENCH	57	7	85	5	1.5
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	831	100	1591	100	1.9
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	135	16	255	16	1.9
	SOME HIGH	389	47	749	48	1.9
	COMP HIGH	119	15	231	15	1.9
	COMM/TECH	33	4	60	4	1.8
	SOME UNIV	90	11	174	11	1.9
	COMP UNIV	53	6	96	6	1.8
7. HOURS WORKED	NONE	420	53	809	53	1.9
	1-19	70	9	132	9	1.9
	20 PLUS	307	38	580	38	1.9
8. NOT WORKING	STUDENT	345	44	658	44	1.9
	RETIRED	-	-	-	-	-
	HOUSEWIFE	68	9	136	9	2.0
	N/A	376	48	713	47	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 679, TUNED 139

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	52	7	104	7	2.0
	PROFESSIONAL	67	9	119	8	1.8
	CLERICAL	44	6	88	6	2.0
	SALES	3	-	3	-	1.0
	FARM/FISH	2	-	4	-	2.0
	SKILLED TRAD	45	6	83	6	1.8
	OTHER	73	9	139	9	1.9
	N/A	490	63	941	64	1.9
10. HSEHOLD SIZE	1 PERSON	23	3	43	3	1.8
	2 PERSONS	125	15	210	13	1.7
	3 PERSONS	111	13	219	14	2.0
	4 PERSONS	215	26	422	27	2.0
	5 PERSONS	207	25	407	26	2.0
	6 PERSONS	126	15	249	16	2.0
	7 PERSONS	9	1	18	1	2.0
	8 PERSONS	6	1	12	1	2.0
	9 OR MORE	9	1	11	1	1.2
11. CHILD < 12	YES	348	42	674	42	1.9
	NO	484	58	917	58	1.9
12. HOUSE STATUS	MALE HEAD	166	20	321	20	1.9
	FEMALE HEAD	127	15	239	15	1.9
	OTHER	528	64	1010	64	1.9
13. #SETS/COLOUR	SETS-1 COL-Y	273	33	514	32	1.9
	SETS-1 COL-N	78	9	145	9	1.9
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	294	35	558	35	1.9
	SETS-2 COL-N	30	4	60	4	2.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	150	18	300	19	2.0
	STS-3+ COL-N	7	1	13	1	2.0
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	179	21	346	22	1.9
	CBL-Y CON-N	343	41	654	41	1.9
	CBL-Y CON-NA	3	-	6	-	2.0
	CBL-N CON-N	261	31	500	31	1.9
	CBL-N CON-NA	45	5	84	5	1.8



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 679, TUNED 139

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	314	64	605	65	1.9
	SYMBOL 2	63	13	106	11	1.7
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	16	3	33	4	2.0
	SYMBOL 5	59	12	117	13	2.0
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	16	3	33	4	2.0
	SYMBOL 8	19	4	37	4	2.0
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	149	18	281	18	1.9
	QUINTILE 2	167	20	299	19	1.8
	QUINTILE 3	142	17	277	17	2.0
	QUINTILE 4	246	30	482	30	2.0
	QUINTILE 5	128	15	252	16	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 403, TUNED 91

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	345	49	672	49	2.0
	FEMALE	353	51	688	51	1.9
2. AGE	2-6	2	-	5	-	2.0
	7-11	37	5	70	5	1.9
	12-17	172	25	342	25	2.0
	18-24	103	15	203	15	2.0
	25-34	113	16	212	16	1.9
	35-49	96	14	182	13	1.9
	50-54	74	11	148	11	2.0
	55-64	40	6	81	6	2.0
	65 PLUS	59	8	118	9	2.0
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	698	100	1360	100	1.9
4. HOME LANG	ENGLISH	550	81	1075	80	2.0
	FRENCH	128	19	256	19	2.0
	OTHER	4	1	8	1	2.0
5. MOTHR TONGUE	ENGLISH	698	100	1360	100	1.9
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	3	-	7	-	2.0
	GRADE	115	17	226	17	2.0
	SOME HIGH	211	30	410	30	1.9
	COMP HIGH	202	29	403	30	2.0
	COMM/TECH	74	11	144	11	1.9
	SOME UNIV	50	7	99	7	2.0
	COMP UNIV	41	6	68	5	1.6
7. HOURS WORKED	NONE	420	63	831	64	2.0
	1-19	66	10	121	9	1.8
	20 PLUS	185	28	355	27	1.9
8. NOT WORKING	STUDENT	217	34	423	34	2.0
	RETIRED	42	7	85	7	2.0
	HOUSEWIFE	134	21	268	21	2.0
	N/A	251	39	476	38	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 403, TUNED 91

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	42	6	70	5	1.7
	PROFESSIONAL	12	2	23	2	2.0
	CLERICAL	18	3	36	3	2.0
	SALES	26	4	52	4	2.0
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	53	8	107	8	2.0
	OTHER	20	3	40	3	2.0
	N/A	486	74	952	74	2.0
10. HSEHOLD SIZE	1 PERSON	21	3	43	3	2.0
	2 PERSONS	107	15	213	16	2.0
	3 PERSONS	191	27	368	27	1.9
	4 PERSONS	173	25	341	25	2.0
	5 PERSONS	143	21	276	20	1.9
	6 PERSONS	23	3	40	3	1.7
	7 PERSONS	35	5	71	5	2.0
	8 PERSONS	-	-	-	-	-
	9 OR MORE	4	1	8	1	2.0
11. CHILD < 12	YES	218	31	416	31	1.9
	NO	480	69	945	69	2.0
12. HOUSE STATUS	MALE HEAD	207	30	399	30	1.9
	FEMALE HEAD	147	21	282	21	1.9
	OTHER	330	48	651	49	2.0
13. #SETS/COLOUR	SETS-1 COL-Y	205	29	407	30	2.0
	SETS-1 COL-N	76	11	138	10	1.8
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	253	36	501	37	2.0
	SETS-2 COL-N	37	5	71	5	1.9
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	120	17	229	17	1.9
	STS-3+ COL-N	7	1	14	1	2.0
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	84	12	157	12	1.9
	CBL-Y CON-N	223	32	446	33	2.0
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	386	55	748	55	1.9
	CBL-N CON-NA	5	1	10	1	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 403, TUNED 91

\*\*\*\*\*

BASED ON  
TOTAL REACH

BASED ON  
IMPRESSIONS

CHARACTERISTIC	CATEGORY	NUMBER		1/4--HR		AVG. FREQ
		REACHED	DIS	IMPRSSN	DIS	

00 % 00 %

15. CABLE COMP	SYMBOL 1	151	58	302	60	2.0
	SYMBOL 2	90	35	169	33	1.9
	SYMBOL 3	18	7	36	7	2.0
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-

16. TV QUINTILE	QUINTILE 1	33	5	63	5	1.9
	QUINTILE 2	133	19	267	20	2.0
	QUINTILE 3	119	17	208	15	1.8
	QUINTILE 4	181	26	362	27	2.0
	QUINTILE 5	231	33	461	34	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 241, TUNED 73

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	111	40	206	40	1.9
	FEMALE	166	60	316	60	1.9
2. AGE	2-6	6	2	11	2	2.0
	7-11	13	5	25	5	2.0
	12-17	130	47	240	46	1.8
	18-24	58	21	111	21	1.9
	25-34	30	11	56	11	1.9
	35-49	24	9	49	9	2.0
	50-54	3	1	7	1	2.0
	55-64	12	4	21	4	1.8
	65 PLUS	1	-	2	-	2.0
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	276	100	522	100	1.9
4. HOME LANG	ENGLISH	251	91	472	90	1.9
	FRENCH	23	8	47	9	2.0
	OTHER	2	1	3	1	2.0
5. MOTHR TONGUE	ENGLISH	276	100	522	100	1.9
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	6	2	11	2	2.0
	GRADE	34	12	68	13	2.0
	SOME HIGH	105	38	190	37	1.8
	COMP HIGH	64	23	128	25	2.0
	COMM/TECH	13	5	22	4	1.6
	SOME UNIV	15	5	30	6	2.0
	COMP UNIV	37	13	67	13	1.8
7. HOURS WORKED	NONE	169	65	326	65	1.9
	1-19	17	7	34	7	2.0
	20 PLUS	75	29	141	28	1.9
8. NOT WORKING	STUDENT	132	54	256	54	1.9
	RETIRED	7	3	11	2	1.6
	HOUSEWIFE	14	6	28	6	2.0
	N/A	92	38	175	37	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 241, TUNED 73

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	9	4	18	4	2.0
	PROFESSIONAL	15	6	27	5	1.8
	CLERICAL	10	4	19	4	2.0
	SALES	7	3	14	3	2.0
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	11	4	18	4	1.6
	OTHER	16	6	33	7	2.0
	N/A	186	73	360	74	1.9
10. HSEHOLD SIZE	1 PERSON	14	5	25	5	1.8
	2 PERSONS	29	11	54	10	1.8
	3 PERSONS	69	25	139	27	2.0
	4 PERSONS	62	22	119	23	1.9
	5 PERSONS	49	18	87	17	1.8
	6 PERSONS	24	9	41	8	1.7
	7 PERSONS	18	6	35	7	2.0
	8 PERSONS	-	-	-	-	-
	9 OR MORE	12	4	24	5	2.0
11. CHILD < 12	YES	112	40	202	39	1.8
	NO	165	60	320	61	1.9
12. HOUSE STATUS	MALE HEAD	48	17	88	17	1.8
	FEMALE HEAD	29	11	56	11	1.9
	OTHER	197	72	375	72	1.9
13. #SETS/COLOUR	SETS-1 COL-Y	58	21	108	21	1.9
	SETS-1 COL-N	62	22	112	21	1.8
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	110	40	207	40	1.9
	SETS-2 COL-N	13	5	27	5	2.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	23	8	45	9	2.0
	STS-3+ COL-N	11	4	23	4	2.0
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	14	5	25	5	1.8
	CBL-Y CON-N	62	22	118	23	1.9
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	190	69	356	68	1.9
	CBL-N CON-NA	11	4	23	4	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 241, TUNED 73

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	46	100	91	100	2.0
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	27	10	50	10	1.9
	QUINTILE 2	83	30	147	28	1.8
	QUINTILE 3	60	22	112	21	1.9
	QUINTILE 4	66	24	131	25	2.0
	QUINTILE 5	41	15	81	16	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 1683, TUNED 23

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	128	56	491	58	3.8
	FEMALE	102	44	351	42	3.4
2. AGE	2-6	4	2	18	2	4.0
	7-11	18	8	74	9	4.0
	12-17	19	8	77	9	4.0
	18-24	13	6	51	6	4.0
	25-34	52	22	191	23	3.7
	35-49	46	20	120	14	2.6
	50-54	6	3	25	3	4.0
	55-64	28	12	110	13	4.0
	65 PLUS	44	19	177	21	4.0
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	230	100	843	100	3.7
4. HOME LANG	ENGLISH	56	24	208	25	3.7
	FRENCH	171	74	621	74	3.6
	OTHER	3	2	14	2	4.0
5. MOTHR TONGUE	ENGLISH	230	100	843	100	3.7
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	4	2	18	2	4.0
	GRADE	45	20	181	22	4.0
	SOME HIGH	81	35	301	36	3.7
	COMP HIGH	49	21	180	21	3.7
	COMM/TECH	9	4	35	4	4.0
	SOME UNIV	41	18	123	15	3.0
	COMP UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	113	53	395	51	3.5
	1-19	15	7	59	8	4.0
	20 PLUS	84	40	315	41	3.7
8. NOT WORKING	STUDENT	15	7	60	8	4.0
	RETIRED	33	16	132	18	4.0
	HOUSEWIFE	57	28	170	23	3.0
	N/A	99	49	375	51	3.8



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 1683, TUNED 23

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	4	2	15	2	4.0
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	68	32	252	33	3.7
	OTHER	12	6	48	6	4.0
	N/A	128	60	455	59	3.6
10. HSEHOLD SIZE	1 PERSON	12	5	47	6	4.0
	2 PERSONS	37	16	109	13	2.9
	3 PERSONS	31	13	122	15	4.0
	4 PERSONS	87	38	309	37	3.6
	5 PERSONS	37	16	146	17	4.0
	6 PERSONS	15	7	60	7	4.0
	7 PERSONS	12	5	49	6	4.0
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	99	43	358	42	3.6
	NO	131	57	485	58	3.7
12. HOUSE STATUS	MALE HEAD	93	43	349	45	3.8
	FEMALE HEAD	83	38	274	35	3.3
	OTHER	40	19	161	20	4.0
13. #SETS/COLOUR	SETS-1 COL-Y	92	40	368	44	4.0
	SETS-1 COL-N	13	5	50	6	4.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	34	15	122	14	3.5
	SETS-2 COL-N	49	21	175	21	3.6
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	42	18	128	15	3.0
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	16	7	64	8	4.0
	CBL-Y CON-N	73	32	275	33	3.8
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	142	61	504	60	3.6
	CBL-N CON-NA	-	-	-	-	-



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 360, TUNED 0

\*\*\*\*\*

BASED ON  
TOTAL REACH

BASED ON  
IMPRESSIONS

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	-	-	-	-	-
	FEMALE	-	-	-	-	-
2. AGE	2-6	-	-	-	-	-
	7-11	-	-	-	-	-
	12-17	-	-	-	-	-
	18-24	-	-	-	-	-
	25-34	-	-	-	-	-
	35-49	-	-	-	-	-
	50-54	-	-	-	-	-
	55-64	-	-	-	-	-
	65 PLUS	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	-	-	-	-	-
	SOME HIGH	-	-	-	-	-
	COMP HIGH	-	-	-	-	-
	COMM/TECH	-	-	-	-	-
	SOME UNIV	-	-	-	-	-
	COMP UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	-	-	-	-	-
	1-19	-	-	-	-	-
	20 PLUS	-	-	-	-	-
8. NOT WORKING	STUDENT	-	-	-	-	-
	RETIRED	-	-	-	-	-
	HOUSEWIFE	-	-	-	-	-
	N/A	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 360, TUNED 0

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	-	-	-	-	-
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	-	-	-	-	-
	3 PERSONS	-	-	-	-	-
	4 PERSONS	-	-	-	-	-
	5 PERSONS	-	-	-	-	-
	6 PERSONS	-	-	-	-	-
	7 PERSONS	-	-	-	-	-
	8 PEKSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	-	-	-	-	-
	NO	-	-	-	-	-
12. HOUSE STATUS	MALE HEAD	-	-	-	-	-
	FEMALE HEAD	-	-	-	-	-
	OTHER	-	-	-	-	-
13. #SETS/COLOUR	SETS-1 COL-Y	-	-	-	-	-
	SETS-1 COL-N	-	-	-	-	-
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	-	-	-	-	-
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	-	-	-	-	-
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	-	-	-	-	-
	CBL-N CON-NA	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 360, TUNED 0

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	-	-	-	-	-
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	-	-	-	-	-
	QUINTILE 2	-	-	-	-	-
	QUINTILE 3	-	-	-	-	-
	QUINTILE 4	-	-	-	-	-
	QUINTILE 5	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 679, TUNED 0

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN DIS	%	
		00	%	00	%	
1. SEX	MALE	-	-	-	-	-
	FEMALE	-	-	-	-	-
2. AGE	2-6	-	-	-	-	-
	7-11	-	-	-	-	-
	12-17	-	-	-	-	-
	18-24	-	-	-	-	-
	25-34	-	-	-	-	-
	35-49	-	-	-	-	-
	50-54	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	-	-	-	-	-
	SOME HIGH	-	-	-	-	-
	COMP HIGH	-	-	-	-	-
	COMM/TECH	-	-	-	-	-
	SOME UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	-	-	-	-	-
	1-19	-	-	-	-	-
	20 PLUS	-	-	-	-	-
8. NOT WORKING	STUDENT	-	-	-	-	-
	RETIRED	-	-	-	-	-
	HOUSEWIFE	-	-	-	-	-
	N/A	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 679, TUNED 0

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION:	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	-	-	-	-	-
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	-	-	-	-	-
	3 PERSONS	-	-	-	-	-
	4 PERSONS	-	-	-	-	-
	5 PERSONS	-	-	-	-	-
	6 PERSONS	-	-	-	-	-
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	-	-	-	-	-
	NO	-	-	-	-	-
12. HOUSE STATUS	MALE HEAD	-	-	-	-	-
	FEMALE HEAD	-	-	-	-	-
	OTHER	-	-	-	-	-
13. #SETS/COLOUR	SETS-1 COL-Y	-	-	-	-	-
	SETS-1 COL-N	-	-	-	-	-
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	-	-	-	-	-
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	-	-	-	-	-
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	-	-	-	-	-
	CBL-N CON-NA	-	-	-	-	-





AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 403, TUNED 21

\*\*\*\*\*

BASED ON  
TOTAL REACHBASED ON  
IMPRESSIONS

CHARACTERISTIC	CATEGORY	NUMBER		% 1/4--HR		AVG. FREQ
		REACHED	DIS	IMPRSSN	DIS	
		00	%	00	%	
1. SEX	MALE	124	57	475	59	3.8
	FEMALE	94	43	336	41	3.6
2. AGE	2-6	4	2	18	2	4.0
	7-11	18	8	74	9	4.0
	12-17	19	9	77	10	4.0
	18-24	9	4	35	4	4.0
	25-34	44	20	175	22	4.0
	35-49	46	21	120	15	2.6
	50-54	6	3	25	3	4.0
	55-64	28	13	110	14	4.0
	65 PLUS	44	20	177	22	4.0
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	218	100	811	100	3.7
4. HOME LANG	ENGLISH	48	22	192	24	4.0
	FRENCH	167	76	605	75	3.6
	OTHER	3	2	14	2	4.0
5. MOTHR TONGUE	ENGLISH	218	100	811	100	3.7
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	4	2	18	2	4.0
	GRADE	45	21	181	23	4.0
	SOME HIGH	77	35	285	35	3.7
	COMP HIGH	41	19	164	20	4.0
	COMM/TECH	9	4	35	4	4.0
	SOME UNIV	41	19	123	15	3.0
	COMP UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	101	50	363	49	3.6
	1-19	15	7	59	8	4.0
	20 PLUS	84	42	315	43	3.7
8. NOT WORKING	STUDENT	15	8	60	8	4.0
	RETIRED	33	17	132	18	4.0
	HOUSEWIFE	49	25	154	21	3.2
	N/A	99	51	375	52	3.8

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 403, TUNED 21

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	4	2	15	2	4.0
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	68	34	252	34	3.7
	OTHER	12	6	48	7	4.0
	N/A	116	58	423	57	3.7
10. HSEHOLD SIZE	1 PERSON	12	5	47	6	4.0
	2 PERSONS	37	17	109	13	2.9
	3 PERSONS	31	14	122	15	4.0
	4 PERSONS	79	36	293	36	3.7
	5 PERSONS	33	15	130	16	4.0
	6 PERSONS	15	7	60	7	4.0
	7 PERSONS	12	6	49	6	4.0
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	91	42	342	42	3.8
	NO	127	58	469	58	3.7
12. HOUSE STATUS	MALE HEAD	93	46	349	46	3.8
	FEMALE HEAD	75	37	258	34	3.5
	OTHER	36	18	144	19	4.0
13. #SETS/COLOUR	SETS-1 COL-Y	92	42	368	45	4.0
	SETS-1 COL-N	8	4	34	4	4.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	26	12	106	13	4.0
	SETS-2 COL-N	49	23	175	22	3.6
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	42	19	128	16	3.0
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	16	7	64	8	4.0
	CBL-Y CON-N	65	30	259	32	4.0
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	138	63	488	60	3.5
	CBL-N CON-NA	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 403, TUNED 21

\*\*\*\*\*

BASED ON  
TOTAL REACH

BASED ON  
IMPRESSIONS

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN DIS	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	30	39	120	39	4.0
	SYMBOL 2	19	25	75	25	4.0
	SYMBOL 3	27	36	109	36	4.0
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	10	5	41	5	4.0
	QUINTILE 2	16	7	22	3	1.4
	QUINTILE 3	63	29	229	28	3.7
	QUINTILE 4	32	15	130	16	4.0
	QUINTILE 5	97	45	389	48	4.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 241, TUNED 2

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	4	34	16	50	4.0
	FEMALE	8	66	16	50	2.0
2. AGE	2-6	-	-	-	-	-
	7-11	-	-	-	-	-
	12-17	-	-	-	-	-
	18-24	4	34	16	50	4.0
	25-34	8	66	16	50	2.0
	35-49	-	-	-	-	-
	50-54	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	12	100	32	100	2.7
4. HOME LANG	ENGLISH	8	66	16	50	2.0
	FRENCH	4	34	16	50	4.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	12	100	32	100	2.7
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	-	-	-	-	-
	SOME HIGH	4	34	16	50	4.0
	COMP HIGH	8	66	16	50	2.0
	COMM/TECH	-	-	-	-	-
	SOME UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	12	100	32	100	2.7
	1-19	-	-	-	-	-
	20 PLUS	-	-	-	-	-
8. NOT WORKING	STUDENT	-	-	-	-	-
	RETIRED	-	-	-	-	-
	HOUSEWIFE	8	100	16	100	2.0
	N/A	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 241, TUNED 2

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN DIS	%	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	12	100	32	100	2.7
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	-	-	-	-	-
	3 PERSONS	-	-	-	-	-
	4 PERSONS	8	66	16	50	2.0
	5 PERSONS	4	34	16	50	4.0
	6 PERSONS	-	-	-	-	-
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	8	66	16	50	2.0
	NO	4	34	16	50	4.0
12. HOUSE STATUS	MALE HEAD	-	-	-	-	-
	FEMALE HEAD	8	66	16	50	2.0
	OTHER	4	34	16	50	4.0
13. #SETS/COLOUR	SETS-1 COL-Y	-	-	-	-	-
	SETS-1 COL-N	4	34	16	50	4.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	8	66	16	50	2.0
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	8	66	16	50	2.0
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	4	34	16	50	4.0
	CBL-N CON-NA	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 241, TUNED 2

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	-	-	-	-	-
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	-	-	-	-	-
	QUINTILE 2	-	-	-	-	-
	QUINTILE 3	-	-	-	-	-
	QUINTILE 4	12	100	32	100	2.7
	QUINTILE 5	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 6389, TUNED 10

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	115	76	229	81	2.0
	FEMALE	36	24	54	19	1.5
2. AGE	2-6	46	30	91	32	2.0
	7-11	48	32	96	34	2.0
	12-17	43	29	68	24	1.6
	18-24	6	4	12	4	2.0
	25-34	-	-	-	-	-
	35-49	-	-	-	-	-
	50-54	-	-	-	-	-
	55-64	8	5	16	6	2.0
	65 PLUS	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	151	100	283	100	1.9
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	151	100	283	100	1.9
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	151	100	283	100	1.9
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	14	9	29	10	2.0
	GRADE	116	77	214	76	1.8
	SOME HIGH	6	4	12	4	2.0
	COMP HIGH	14	9	28	10	2.0
	COMM/TECH	-	-	-	-	-
	SOME UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	103	88	187	87	1.8
	1-19	-	-	-	-	-
	20 PLUS	14	12	28	13	2.0
8. NOT WORKING	STUDENT	88	86	158	85	1.8
	RETIRED	-	-	-	-	-
	HOUSEWIFE	-	-	-	-	-
	N/A	14	14	28	15	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 6389, TUNED 10

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	8	7	16	8	2.0
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	103	93	187	92	1.8
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	14	9	28	10	2.0
	3 PERSONS	-	-	-	-	-
	4 PERSONS	55	36	92	32	1.7
	5 PERSONS	70	46	140	50	2.0
	6 PERSONS	11	8	23	8	2.0
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	112	74	224	79	2.0
	NO	39	26	59	21	1.5
12. HOUSE STATUS	MALE HEAD	8	5	16	6	2.0
	FEMALE HEAD	6	4	12	4	2.0
	OTHER	136	91	255	90	1.9
13. #SETS/COLOUR	SETS-1 COL-Y	61	40	121	43	2.0
	SETS-1 COL-N	51	34	103	36	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	24	16	31	11	1.2
	SETS-2 COL-N	14	9	28	10	2.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	9	6	18	6	2.0
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	108	72	198	70	1.8
	CBL-N CON-NA	34	22	68	24	2.0



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 6389, TUNED 10

\*\*\*\*\*

BASED ON TOTAL REACH      BASED ON IMPRESSIONS

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ.
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	3	100	6	100	2.0
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	-	-	-	-	-
	QUINTILE 2	34	22	68	24	2.0
	QUINTILE 3	69	46	139	49	2.0
	QUINTILE 4	48	32	77	27	1.6
	QUINTILE 5	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 22, TUNED 3

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	45	100	89	100	2.0
	FEMALE	-	-	-	-	-
2. AGE	2-6	3	6	6	6	2.0
	7-11	34	76	68	76	2.0
	12-17	-	-	-	-	-
	18-24	-	-	-	-	-
	25-34	-	-	-	-	-
	35-49	-	-	-	-	-
	50-54	-	-	-	-	-
55-64	55-64	8	18	16	18	2.0
	65 PLUS	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	45	100	89	100	2.0
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	45	100	89	100	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	45	100	89	100	2.0
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	3	6	6	6	2.0
	GRADE	34	76	68	76	2.0
	SOME HIGH	-	-	-	-	-
	COMP HIGH	8	18	16	18	2.0
	COMM/TECH	-	-	-	-	-
	SOME UNIV	-	-	-	-	-
COMP UNIV	-	-	-	-	-	
7. HOURS WORKED	NONE	3	26	6	26	2.0
	1-19	-	-	-	-	-
	20 PLUS	8	74	16	74	2.0
8. NOT WORKING	STUDENT	-	-	-	-	-
	RETIRED	-	-	-	-	-
	HOUSEWIFE	-	-	-	-	-
	N/A	8	100	16	100	2.0

AUD. CATEGORY...ALL PERSONS  
 ALL CELLS  
 SAMPLE SIZE...TOTAL 22, TUNED 3

\*\*\*\*\*  
 \*AUDIENCE PROFILE\*  
 \*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	8	74	16	74	2.0
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	3	26	6	26	2.0
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	8	18	16	18	2.0
	3 PERSONS	-	-	-	-	-
	4 PERSONS	37	82	73	82	2.0
	5 PERSONS	-	-	-	-	-
	6 PERSONS	-	-	-	-	-
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	37	82	73	82	2.0
	NO	8	18	16	18	2.0
12. HOUSE STATUS	MALE HEAD	8	18	16	18	2.0
	FEMALE HEAD	-	-	-	-	-
	OTHER	37	82	73	82	2.0
13. #SETS/COLOUR	SETS-1 COL-Y	11	24	22	24	2.0
	SETS-1 COL-N	34	76	68	76	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	-	-	-	-	-
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	3	6	6	6	2.0
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	8	18	16	18	2.0
	CBL-N CON-NA	34	76	68	76	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 22, TUNED 3

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	3	100	6	100	2.0
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	-	-	-	-	-
	QUINTILE 2	34	76	68	76	2.0
	QUINTILE 3	8	18	16	18	2.0
	QUINTILE 4	3	6	6	6	2.0
	QUINTILE 5	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 99, TUNED 1

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	-	-	-	-	-
	FEMALE	11	100	23	100	2.0
2. AGE	2-6	11	100	23	100	2.0
	7-11	-	-	-	-	-
	12-17	-	-	-	-	-
	18-24	-	-	-	-	-
	25-34	-	-	-	-	-
	35-49	-	-	-	-	-
	50-54	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	11	100	23	100	2.0
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	11	100	23	100	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	11	100	23	100	2.0
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	11	100	23	100	2.0
	GRADE	-	-	-	-	-
	SOME HIGH	-	-	-	-	-
	COMP HIGH	-	-	-	-	-
	COMM/TECH	-	-	-	-	-
	SOME UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	11	100	23	100	2.0
	1-19	-	-	-	-	-
	20 PLUS	-	-	-	-	-
8. NOT WORKING	STUDENT	-	-	-	-	-
	RETIRED	-	-	-	-	-
	HOUSEWIFE	-	-	-	-	-
	N/A	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 99, TUNED 1

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	11	100	23	100	2.0
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	-	-	-	-	-
	3 PERSONS	-	-	-	-	-
	4 PERSONS	-	-	-	-	-
	5 PERSONS	-	-	-	-	-
	6 PERSONS	11	100	23	100	2.0
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	11	100	23	100	2.0
	NO	-	-	-	-	-
12. HOUSE STATUS	MALE HEAD	-	-	-	-	-
	FEMALE HEAD	-	-	-	-	-
	OTHER	11	100	23	100	2.0
13. #SETS/COLOUR	SETS-1 COL-Y	-	-	-	-	-
	SETS-1 COL-N	11	100	23	100	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	-	-	-	-	-
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	-	-	-	-	-
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	11	100	23	100	2.0
	CBL-N CON-NA	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 99, TUNED 1

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ.
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	-	-	-	-	-
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	-	-	-	-	-
	QUINTILE 2	-	-	-	-	-
	QUINTILE 3	11	100	23	100	2.0
	QUINTILE 4	-	-	-	-	-
	QUINTILE 5	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 6099, TUNED 3

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	6	20	12	28	2.0
	FEMALE	25	80	31	72	1.3
2. AGE	2-6	-	-	-	-	-
	7-11	-	-	-	-	-
	12-17	24	80	31	71	1.2
	18-24	6	20	12	29	2.0
	25-34	-	-	-	-	-
	35-49	-	-	-	-	-
	50-54	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	31	100	43	100	1.4
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	31	100	43	100	1.4
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	31	100	43	100	1.4
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	18	60	18	43	1.0
	SOME HIGH	6	20	12	28	2.0
	COMP HIGH	6	20	12	29	2.0
	COMM/TECH	-	-	-	-	-
	SOME UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	24	80	31	71	1.2
	1-19	-	-	-	-	-
	20 PLUS	6	20	12	29	2.0
8. NOT WORKING	STUDENT	24	80	31	71	1.2
	RETIRED	-	-	-	-	-
	HOUSEWIFE	-	-	-	-	-
	N/A	6	20	12	29	2.0



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 6099, TUNED 3

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	24	100	31	100	1.2
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	6	20	12	29	2.0
	3 PERSONS	-	-	-	-	-
	4 PERSONS	18	60	18	43	1.0
	5 PERSONS	6	20	12	28	2.0
	6 PERSONS	-	-	-	-	-
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	-	-	-	-	-
	NO	31	100	43	100	1.4
12. HOUSE STATUS	MALE HEAD	-	-	-	-	-
	FEMALE HEAD	6	20	12	29	2.0
	OTHER	24	80	31	71	1.2
13. #SETS/COLOUR	SETS-1 COL-Y	-	-	-	-	-
	SETS-1 COL-N	6	20	12	29	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	24	80	31	71	1.2
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	6	20	12	28	2.0
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	25	80	31	72	1.3
	CBL-N CON-NA	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 6099, TUNED 3

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	-	-	-	-	-
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	-	-	-	-	-
	QUINTILE 2	-	-	-	-	-
	QUINTILE 3	-	-	-	-	-
	QUINTILE 4	31	100	43	100	1.4
	QUINTILE 5	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 169, TUNED 3

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	64	100	128	100	2.0
	FEMALE	-	-	-	-	-
2. AGE	2-6	31	49	62	49	2.0
	7-11	14	22	28	22	2.0
	12-17	19	29	37	29	2.0
	18-24	-	-	-	-	-
	25-34	-	-	-	-	-
	35-49	-	-	-	-	-
	50-54	-	-	-	-	-
	55-64	-	-	-	-	-
	65 PLUS	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	64	100	128	100	2.0
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	64	100	128	100	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	64	100	128	100	2.0
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	64	100	128	100	2.0
	SOME HIGH	-	-	-	-	-
	COMP HIGH	-	-	-	-	-
	COMM/TECH	-	-	-	-	-
	SOME UNIV	-	-	-	-	-
	COMP UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	64	100	128	100	2.0
	1-19	-	-	-	-	-
	20 PLUS	-	-	-	-	-
8. NOT WORKING	STUDENT	64	100	128	100	2.0
	RETIRED	-	-	-	-	-
	HOUSEWIFE	-	-	-	-	-
	N/A	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 169, TUNED 3

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	64	100	128	100	2.0
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	-	-	-	-	-
	3 PERSONS	-	-	-	-	-
	4 PERSONS	-	-	-	-	-
	5 PERSONS	64	100	128	100	2.0
	6 PERSONS	-	-	-	-	-
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	64	100	128	100	2.0
	NO	-	-	-	-	-
12. HOUSE STATUS	MALE HEAD	-	-	-	-	-
	FEMALE HEAD	-	-	-	-	-
	OTHER	64	100	128	100	2.0
13. #SETS/COLOUR	SETS-1 COL-Y	50	78	100	78	2.0
	SETS-1 COL-N	-	-	-	-	-
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	-	-	-	-	-
	SETS-2 COL-N	14	22	28	22	2.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	-	-	-	-	-
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	64	100	128	100	2.0
	CBL-N CON-NA	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 169, TUNED 3

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	-	-	-	-	-
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	-	-	-	-	-
	QUINTILE 2	-	-	-	-	-
	QUINTILE 3	50	78	100	78	2.0
	QUINTILE 4	14	22	28	22	2.0
	QUINTILE 5	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 6389, TUNED 3300

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	5541	34	10821	34	2.0
	FEMALE	10636	66	20856	66	2.0
2. AGE	2-6	577	4	1072	3	1.9
	7-11	1583	10	3099	10	2.0
	12-17	2119	13	4140	13	2.0
	18-24	2041	13	3956	12	1.9
	25-34	3017	19	5969	19	2.0
	35-49	2594	16	5133	16	2.0
	50-54	1335	8	2628	8	2.0
	55-64	1736	11	3413	11	2.0
65 PLUS	1176	7	2269	7	1.9	
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	16177	100	31678	100	2.0
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	12	-	24	-	2.0
	FRENCH	16126	100	31574	100	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	16177	100	31678	100	2.0
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	513	3	932	3	1.8
	GRADE	5190	33	10216	33	2.0
	SOME HIGH	5182	32	10197	33	2.0
	COMP HIGH	3219	20	6247	20	1.9
	COMM/TECH	1317	8	2589	8	2.0
	SOME UNIV	275	2	543	2	2.0
	COMP UNIV	253	2	504	2	2.0
7. HOURS WORKED	NONE	10142	65	19823	65	2.0
	1-19	723	5	1419	5	2.0
	20 PLUS	4751	30	9348	31	2.0
8. NOT WORKING	STUDENT	3544	25	6886	25	1.9
	RETIRED	936	7	1823	7	1.9
	HOUSEWIFE	4331	30	8535	30	2.0
	N/A	5474	38	10767	38	2.0

AUD. CATEGORY...ALL PERSONS  
 ALL CELLS  
 SAMPLE SIZE...TOTAL 6389, TUNED 3300

\*\*\*\*\*  
 \*AUDIENCE PROFILE\*  
 \*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ.
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	336	2	672	2	2.0
	PROFESSIONAL	603	4	1185	4	2.0
	CLERICAL	785	5	1503	5	1.9
	SALES	258	2	509	2	2.0
	FARM/FISH	226	2	449	2	2.0
	SKILLED TRAD	587	4	1159	4	2.0
	OTHER	1284	9	2550	9	2.0
	N/A	10865	73	21242	73	2.0
10. HSEHOLD SIZE	1 PERSON	1365	8	2646	8	1.9
	2 PERSONS	2717	17	5330	17	2.0
	3 PERSONS	3119	19	6116	19	2.0
	4 PERSONS	3673	23	7213	23	2.0
	5 PERSONS	2786	17	5464	17	2.0
	6 PERSONS	1353	8	2617	8	1.9
	7 PERSONS	602	4	1185	4	2.0
	8 PERSONS	272	2	541	2	2.0
	9 OR MORE	290	2	565	2	2.0
11. CHILD < 12	YES	7601	47	14895	47	2.0
	NO	8576	53	16782	53	2.0
12. HOUSE STATUS	MALE HEAD	3027	19	5955	20	2.0
	FEMALE HEAD	6737	43	13242	43	2.0
	OTHER	5828	37	11329	37	1.9
13. #SETS/COLOUR	SETS-1 COL-Y	5906	37	11542	36	2.0
	SETS-1 COL-N	1690	10	3333	11	2.0
	SETS-1 CL-NA	15	-	29	-	2.0
	SETS-2 COL-Y	6292	39	12302	39	2.0
	SETS-2 COL-N	604	4	1166	4	1.9
	SETS-2 CL-NA	6	-	12	-	2.0
	STS-3+ COL-Y	1618	10	3203	10	2.0
	STS-3+ COL-N	35	-	69	-	2.0
	STS-3+ CL-NA	6	-	11	-	1.8
14. CABLE/CONVTR	CBL-Y CON-Y	1147	7	2238	7	2.0
	CBL-Y CON-N	3934	24	7706	24	2.0
	CBL-Y CON-NA	249	2	483	2	1.9
	CBL-N CON-N	9951	62	19524	62	2.0
	CBL-N CON-NA	839	5	1619	5	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 6389, TUNED 3300

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	1352	53	2661	54	2.0
	SYMBOL 2	1011	40	1951	39	1.9
	SYMBOL 3	148	6	295	6	2.0
	SYMBOL 4	22	1	43	1	2.0
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	1069	7	2062	7	1.9
	QUINTILE 2	2358	15	4561	14	1.9
	QUINTILE 3	3052	19	5932	19	1.9
	QUINTILE 4	4017	25	7976	25	2.0
	QUINTILE 5	5681	35	11147	35	2.0

827605



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 22, TUNED 2

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	10	83	20	83	2.0
	FEMALE	2	17	4	17	2.0
2. AGE	2-6	-	-	-	-	-
	7-11	-	-	-	-	-
	12-17	-	-	-	-	-
	18-24	-	-	-	-	-
	25-34	-	-	-	-	-
	35-49	-	-	-	-	-
	50-54	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	12	100	24	100	2.0
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	12	100	24	100	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	12	100	24	100	2.0
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	2	17	4	17	2.0
	SOME HIGH	-	-	-	-	-
	COMP HIGH	-	-	-	-	-
	COMM/TECH	10	83	20	83	2.0
	SOME UNIV	-	-	-	-	-
	COMP UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	12	100	24	100	2.0
	1-19	-	-	-	-	-
	20 PLUS	-	-	-	-	-
8. NOT WORKING	STUDENT	-	-	-	-	-
	RETIRED	2	100	4	100	2.0
	HOUSEWIFE	-	-	-	-	-
	N/A	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 22, TUNED 2

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	12	100	24	100	2.0
10. HSEHOLD SIZE	1 PERSON	2	17	4	17	2.0
	2 PERSONS	10	83	20	83	2.0
	3 PERSONS	-	-	-	-	-
	4 PERSONS	-	-	-	-	-
	5 PERSONS	-	-	-	-	-
	6 PERSONS	-	-	-	-	-
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	-	-	-	-	-
	NO	12	100	24	100	2.0
12. HOUSE STATUS	MALE HEAD	10	83	20	83	2.0
	FEMALE HEAD	2	17	4	17	2.0
	OTHER	-	-	-	-	-
13. #SETS/COLOUR	SETS-1 COL-Y	12	100	24	100	2.0
	SETS-1 COL-N	-	-	-	-	-
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	-	-	-	-	-
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	-	-	-	-	-
	CBL-Y CON-NA	-	-	-	-	-
	CPL-N CON-N	12	100	24	100	2.0
	CBL-N CON-NA	-	-	-	-	-



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 99, TUNED 31

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	58	31	115	32	2.0
	FEMALE	128	69	248	68	1.9
2. AGE	2-6	6	3	13	3	2.0
	7-11	29	16	58	16	2.0
	12-17	4	2	9	2	2.0
	18-24	8	4	16	4	2.0
	25-34	29	15	57	16	2.0
	35-49	12	6	23	6	2.0
	50-54	22	12	37	10	1.7
	55-64	38	20	76	21	2.0
	65 PLUS	37	20	75	21	2.0
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	185	100	363	100	2.0
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	185	100	363	100	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	185	100	363	100	2.0
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	3	2	7	2	2.0
	GRADE	140	79	273	78	1.9
	SOME HIGH	15	8	30	9	2.0
	COMP HIGH	11	6	23	7	2.0
	COMM/TECH	7	4	14	4	2.0
	SOME UNIV	-	-	-	-	-
	COMP UNIV	2	1	4	1	2.0
7. HOURS WORKED	NONE	176	97	345	97	2.0
	1-19	-	-	-	-	-
	20 PLUS	5	3	9	3	2.0
8. NOT WORKING	STUDENT	44	27	89	27	2.0
	RETIRED	31	19	63	19	2.0
	HOUSEWIFE	87	52	167	51	1.9
	N/A	5	3	9	3	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 99, TUNED 31

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	2	1	4	1	2.0
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	3	1	5	1	2.0
	OTHER	-	-	-	-	-
	N/A	176	9.7	345	9.7	2.0
10. HSEHOLD SIZE	1 PERSON	10	5	20	5	2.0
	2 PERSONS	69	37	138	38	2.0
	3 PERSONS	49	27	92	25	1.9
	4 PERSONS	23	12	46	13	2.0
	5 PERSONS	22	12	44	12	2.0
	6 PERSONS	12	7	25	7	2.0
	7 PERSONS	-	-	-	-	-
	8 PFRSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	82	44	164	45	2.0
	NO	104	56	200	55	1.9
12. HOUSE STATUS	MALE HEAD	31	18	62	18	2.0
	FEMALE HEAD	98	56	189	55	1.9
	OTHER	45	26	90	26	2.0
13. #SETS/COLOUR	SETS-1 COL-Y	109	59	210	58	1.9
	SETS-1 COL-N	14	7	27	7	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	40	21	79	22	2.0
	SETS-2 COL-N	5	3	9	3	2.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	19	10	38	10	2.0
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	7	4	15	4	2.0
	CBL-Y CON-N	42	22	83	23	2.0
	CBL-Y CON-NA	1	1	3	1	2.0
	CBL-N CON-N	135	73	263	72	1.9
	CBL-N CON-NA	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 99, TUNED 31

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	42	93	84	93	2.0
	SYMBOL 2	3	7	6	7	2.0
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	12	6	24	6	2.0
	QUINTILE 2	49	27	91	25	1.9
	QUINTILE 3	13	7	26	7	2.0
	QUINTILE 4	19	10	39	11	2.0
	QUINTILE 5	92	50	184	51	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 6099, TUNED 3185

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	5367	34	10475	34	2.0
	FEMALE	10325	66	20242	66	2.0
2. AGE	2-6	563	4	1045	3	1.9
	7-11	1526	10	2984	10	2.0
	12-17	2043	13	3988	13	2.0
	18-24	1996	13	3867	13	1.9
	25-34	2960	19	5856	19	2.0
	35-49	2543	16	5031	16	2.0
	50-54	1311	8	2586	8	2.0
	55-64	1657	11	3255	11	2.0
	65 PLUS	1093	7	2105	7	1.9
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	15692	100	30717	100	2.0
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	12	-	24	-	2.0
	FRENCH	15640	100	30614	100	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	15692	100	30717	100	2.0
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	494	3	894	3	1.8
	GRADE	4922	32	9691	32	2.0
	SOME HIGH	5053	33	9938	33	2.0
	COMP HIGH	3190	21	6191	20	1.9
	COMM/TECH	1296	8	2546	8	2.0
	SOME UNIV	263	2	520	2	2.0
	COMP UNIV	251	2	501	2	2.0
7. HOURS WORKED	NONE	9741	64	19031	64	2.0
	1-19	720	5	1414	5	2.0
	20 PLUS	4687	31	9220	31	2.0
8. NOT WORKING	STUDENT	3403	25	6605	24	1.9
	RETIRED	863	6	1678	6	1.9
	HOUSEWIFE	4186	30	8253	30	2.0
	N/A	5407	39	10634	39	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 6099, TUNED 3185

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	336	2	672	2	2.0
	PROFESSIONAL	601	4	1182	4	2.0
	CLERICAL	785	5	1503	5	1.9
	SALES	251	2	494	2	2.0
	FARM/FISH	226	2	449	2	2.0
	SKILLED TRAD	580	4	1146	4	2.0
	OTHER	1250	9	2481	9	2.0
	N/A	10462	72	20445	72	2.0
10. HSEHOLD SIZE	1 PERSON	1314	8	2544	8	1.9
	2 PERSONS	2595	17	5086	17	2.0
	3 PERSONS	3041	19	5969	19	2.0
	4 PERSONS	3589	23	7045	23	2.0
	5 PERSONS	2734	17	5360	17	2.0
	6 PERSONS	1297	8	2505	8	1.9
	7 PERSONS	586	4	1152	4	2.0
	8 PERSONS	263	2	525	2	2.0
	9 OR MORE	272	2	530	2	1.9
11. CHILD < 12	YES	7390	47	14474	47	2.0
	NO	8302	53	16243	53	2.0
12. HOUSE STATUS	MALE HEAD	2945	19	5792	20	2.0
	FEMALE HEAD	6546	43	12867	43	2.0
	OTHER	5637	37	10947	37	1.9
13. #SETS/COLOUR	SETS-1 COL-Y	5659	36	11055	36	2.0
	SETS-1 COL-N	1610	10	3172	10	2.0
	SETS-1 CL-NA	15	-	29	-	2.0
	SETS-2 COL-Y	6171	39	12062	39	2.0
	SETS-2 COL-N	592	4	1142	4	1.9
	SETS-2 CL-NA	6	-	12	-	2.0
	STS-3+ COL-Y	1594	10	3155	10	2.0
	STS-3+ COL-N	35	-	69	-	2.0
	STS-3+ CL-NA	6	-	11	-	1.8
14. CABLE/CONVTR	CBL-Y CON-Y	1134	7	2212	7	2.0
	CBL-Y CON-N	3864	25	7566	25	2.0
	CBL-Y CON-NA	244	2	474	2	1.9
	CBL-N CON-N	9556	61	18743	61	2.0
	CBL-N CON-NA	837	5	1615	5	1.9





AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 169, TUNED 79

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	107	38	212	38	2.0
	FEMALE	172	62	345	62	2.0
2. AGE	2-6	6	2	11	2	2.0
	7-11	28	10	56	10	2.0
	12-17	70	25	139	25	2.0
	18-24	37	13	74	13	2.0
	25-34	28	10	55	10	2.0
	35-49	34	12	69	12	2.0
	50-54	2	1	5	1	2.0
	55-64 65 PLUS	31 44	11 16	63 85	11 15	2.0 1.9
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	280	100	557	100	2.0
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	280	100	557	100	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	280	100	557	100	2.0
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	16	6	31	6	2.0
	GRADE	124	44	245	44	2.0
	SOME HIGH	108	38	215	39	2.0
	COMP HIGH	17	6	34	6	2.0
	COMM/TECH	5	2	9	2	2.0
	SOME UNIV	11	4	23	4	2.0
	COMP UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	209	79	416	79	2.0
	1-19	2	1	5	1	2.0
	20 PLUS	54	20	109	21	2.0
8. NOT WORKING	STUDENT	92	37	185	37	2.0
	RETIRED	40	16	78	16	1.9
	HOUSEWIFE	58	23	116	24	2.0
	N/A	57	23	114	23	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 169, TUNED 79

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	2	1	5	1	2.0
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	4	1	7	1	2.0
	OTHER	34	14	69	14	2.0
	N/A	212	84	421	84	2.0
10. HSEHOLD SIZE	1 PERSON	39	14	78	14	2.0
	2 PERSONS	43	15	86	15	2.0
	3 PERSONS	29	10	56	10	1.9
	4 PERSONS	56	20	113	20	2.0
	5 PERSONS	29	10	57	10	2.0
	6 PERSONS	41	15	82	15	2.0
	7 PERSONS	17	6	33	6	2.0
	8 PERSONS	8	3	16	3	2.0
	9 OR MORE	17	6	35	6	2.0
11. CHILD < 12	YES	125	45	250	45	2.0
	NO	154	55	306	55	2.0
12. HOUSE STATUS	MALE HEAD	42	15	81	15	1.9
	FEMALE HEAD	86	32	173	32	2.0
	OTHER	142	53	285	53	2.0
13. #SETS/COLOUR	SETS-1 COL-Y	122	44	244	44	2.0
	SETS-1 COL-N	67	24	133	24	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	78	28	153	28	2.0
	SETS-2 COL-N	7	3	15	3	2.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	5	2	11	2	2.0
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	6	2	12	2	2.0
	CBL-Y CON-N	28	10	57	10	2.0
	CBL-Y CON-NA	3	1	6	1	2.0
	CBL-N CON-N	242	87	482	87	2.0
	CBL-N CON-NA	-	-	-	-	-

ADD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 169, TUNED 79

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	-	-	-	-	-
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	28	10	56	10	2.0
	QUINTILE 2	58	21	117	21	2.0
	QUINTILE 3	28	10	53	10	1.9
	QUINTILE 4	84	30	168	30	2.0
	QUINTILE 5	81	29	163	29	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 6389, TUNED 78

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	208	34	394	35	1.9
	FEMALE	412	66	738	65	1.8
2. AGE	2-6	23	4	40	4	1.7
	7-11	51	8	69	6	1.3
	12-17	154	25	302	27	2.0
	18-24	78	13	119	10	1.5
	25-34	119	19	231	20	1.9
	35-49	135	22	257	23	1.9
	50-54	26	4	50	4	1.9
	55-64	4	1	8	1	2.0
	65 PLUS	28	5	56	5	2.0
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	620	100	1132	100	1.8
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	6	1	12	1	2.0
	FRENCH	611	99	1115	99	1.8
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	620	100	1132	100	1.8
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	16	3	33	3	2.0
	GRADE	166	27	283	25	1.7
	SOME HIGH	261	42	517	46	2.0
	COMP HIGH	112	18	192	17	1.7
	COMM/TECH	47	8	74	7	1.6
	SOME UNIV	9	2	19	2	2.0
	COMP UNIV	7	1	15	1	2.0
7. HOURS WORKED	NONE	384	63	682	62	1.8
	1-19	14	2	27	2	2.0
	20 PLUS	210	35	399	36	1.9
8. NOT WORKING	STUDENT	240	41	417	39	1.7
	RETIRED	1	-	3	-	2.0
	HOUSEWIFE	125	21	228	21	1.8
	N/A	224	38	427	40	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 6389, TUNED 78

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	28	5	35	3	1.3
	CLERICAL	60	10	120	11	2.0
	SALES	8	1	17	2	2.0
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	8	1	17	2	2.0
	OTHER	101	17	201	18	2.0
	N/A	398	66	709	64	1.8
10. HSEHOLD SIZE	1 PERSON	23	4	25	2	1.1
	2 PERSONS	75	12	150	13	2.0
	3 PERSONS	86	14	159	14	1.9
	4 PERSONS	94	15	183	16	2.0
	5 PERSONS	167	27	298	26	1.8
	6 PERSONS	64	10	126	11	2.0
	7 PERSONS	36	6	61	5	1.7
	8 PERSONS	49	8	78	7	1.6
	9 OR MORE	26	4	51	5	2.0
11. CHILD < 12	YES	378	61	688	61	1.8
	NO	241	39	444	39	1.8
12. HOUSE STATUS	MALE HEAD	138	23	276	25	2.0
	FEMALE HEAD	148	24	274	25	1.8
	OTHER	319	53	553	50	1.7
13. #SETS/COLOUR	SETS-1 COL-Y	239	39	445	39	1.9
	SETS-1 COL-N	53	9	99	9	1.9
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	228	37	407	36	1.8
	SETS-2 COL-N	24	4	30	3	1.3
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	49	8	98	9	2.0
	STS-3+ COL-N	26	4	53	5	2.0
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	57	9	97	9	1.7
	CBL-Y CON-N	95	15	175	15	1.8
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	391	63	728	64	1.9
	CBL-N CON-NA	77	12	133	12	1.7



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 22, TUNED 2

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	3	24	5	24	2.0
	FEMALE	8	76	17	76	2.0
2. AGE	2-6	-	-	-	-	-
	7-11	-	-	-	-	-
	12-17	-	-	-	-	-
	18-24	-	-	-	-	-
	25-34	8	76	17	76	2.0
	35-49	-	-	-	-	-
	50-54	-	-	-	-	-
	55-64	3	24	5	24	2.0
	65 PLUS	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	11	100	22	100	2.0
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	11	100	22	100	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	11	100	22	100	2.0
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	-	-	-	-	-
	SOME HIGH	-	-	-	-	-
	COMP HIGH	11	100	22	100	2.0
	COMM/TECH	-	-	-	-	-
	SOME UNIV	-	-	-	-	-
	COMP UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	-	-	-	-	-
	1-19	8	76	17	76	2.0
	20 PLUS	3	24	5	24	2.0
8. NOT WORKING	STUDENT	-	-	-	-	-
	RETIRED	-	-	-	-	-
	HOUSEWIFE	-	-	-	-	-
	N/A	11	100	22	100	2.0



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 22, TUNED 2

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	3	24	5	24	2.0
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	8	76	17	76	2.0
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	3	24	5	24	2.0
	3 PERSONS	-	-	-	-	-
	4 PERSONS	-	-	-	-	-
	5 PERSONS	8	76	17	76	2.0
	6 PERSONS	-	-	-	-	-
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	8	76	17	76	2.0
	NO	3	24	5	24	2.0
12. HOUSE STATUS	MALE HEAD	3	24	5	24	2.0
	FEMALE HEAD	8	76	17	76	2.0
	OTHER	-	-	-	-	-
13. #SETS/COLOUR	SETS-1 COL-Y	3	24	5	24	2.0
	SETS-1 COL-N	-	-	-	-	-
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	8	76	17	76	2.0
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	-	-	-	-	-
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	11	100	22	100	2.0
	CBL-N CON-NA	-	-	-	-	-



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 99, TUNED 17

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	32	27	59	28	1.9
	FEMALE	86	73	150	72	1.8
2. AGE	2-6	15	13	30	14	2.0
	7-11	22	19	40	19	1.8
	12-17	-	-	-	-	-
	18-24	21	18	21	10	1.0
	25-34	32	27	63	30	2.0
	35-49	14	12	29	14	2.0
	50-54	12	10	24	12	2.0
	55-64	1	1	3	1	2.0
	65 PLUS	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	117	100	209	100	1.8
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	6	5	12	6	2.0
	FRENCH	111	95	197	94	1.8
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	117	100	209	100	1.8
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	14	12	28	13	2.0
	GRADE	53	45	102	49	1.9
	SOME HIGH	2	2	4	2	2.0
	COMP HIGH	-	-	-	-	-
	COMM/TECH	35	30	49	24	1.4
	SOME UNIV	6	5	12	6	2.0
	COMP UNIV	7	6	15	7	2.0
7. HOURS WORKED	NONE	72	61	139	67	1.9
	1-19	-	-	-	-	-
	20 PLUS	45	39	70	33	1.5
8. NOT WORKING	STUDENT	23	22	42	23	1.8
	RETIRED	1	1	3	1	2.0
	HOUSEWIFE	33	32	67	37	2.0
	N/A	45	44	70	39	1.5

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 99, TUNED 17

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	28	24	35	17	1.3
	CLERICAL	11	10	22	11	2.0
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	6	5	12	6	2.0
	OTHER	-	-	-	-	-
	N/A	72	61	139	67	1.9
10. HSEHOLD SIZE	1 PERSON	21	18	21	10	1.0
	2 PERSONS	11	10	22	11	2.0
	3 PERSONS	9	7	17	8	2.0
	4 PERSONS	28	24	52	25	1.9
	5 PERSONS	24	21	49	23	2.0
	6 PERSONS	4	3	8	4	2.0
	7 PERSONS	6	5	12	6	2.0
	8 PERSONS	14	12	28	13	2.0
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	80	68	155	74	1.9
	NO	37	32	54	26	1.4
12. HOUSE STATUS	MALE HEAD	13	12	27	13	2.0
	FEMALE HEAD	33	29	67	32	2.0
	OTHER	70	60	115	55	1.6
13. #SETS/COLOUR	SETS-1 COL-Y	68	58	116	55	1.7
	SETS-1 COL-N	14	12	28	13	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	31	26	57	27	1.9
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	4	4	8	4	2.0
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	14	12	29	14	2.0
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	82	70	160	76	1.9
	CBL-N CON-NA	21	18	21	10	1.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 99, TUNED 17

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	3	100	6	100	2.0
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	29	25	38	18	1.3
	QUINTILE 2	35	30	70	34	2.0
	QUINTILE 3	10	8	20	9	2.0
	QUINTILE 4	22	18	39	19	1.8
	QUINTILE 5	21	18	43	20	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 6099, TUNED 53

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	159	34	300	35	1.9
	FEMALE	312	66	560	65	1.8
2. AGE	2-6	6	1	6	1	1.0
	7-11	29	6	29	3	1.0
	12-17	151	32	296	34	2.0
	18-24	52	11	87	10	1.7
	25-34	71	15	136	16	1.9
	35-49	118	25	223	26	1.9
	50-54	14	3	26	3	1.8
	55-64	-	-	-	-	-
65 PLUS	28	6	56	7	2.0	
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	471	100	860	100	1.8
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	471	100	860	100	1.8
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	471	100	860	100	1.8
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	111	24	177	21	1.6
	SOME HIGH	247	52	488	57	2.0
	COMP HIGH	101	21	170	20	1.7
	COMM/TECH	12	3	25	3	2.0
	SOME UNIV	-	-	-	-	-
	COMP UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	307	67	532	64	1.7
	1-19	5	1	11	1	2.0
	20 PLUS	147	32	294	35	2.0
8. NOT WORKING	STUDENT	212	46	365	44	1.7
	RETIRED	-	-	-	-	-
	HOUSEWIFE	91	20	161	19	1.8
	N/A	152	33	304	37	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 6099, TUNED 53

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	46	10	91	11	2.0
	SALES	6	1	12	1	2.0
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	2	-	4	1	2.0
	OTHER	89	20	178	21	2.0
	N/A	312	69	543	66	1.7
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	56	12	111	13	2.0
	3 PERSONS	70	15	128	15	1.8
	4 PERSONS	64	13	127	15	2.0
	5 PERSONS	134	29	233	27	1.7
	6 PERSONS	57	12	112	13	2.0
	7 PERSONS	30	6	49	6	1.6
	8 PERSONS	35	7	50	6	1.4
	9 OR MORE	26	5	51	6	2.0
11. CHILD < 12	YES	281	60	498	58	1.8
	NO	190	40	363	42	1.9
12. HOUSE STATUS	MALE HEAD	110	24	220	26	2.0
	FEMALE HEAD	106	23	190	23	1.8
	OTHER	240	53	421	51	1.8
13. #SETS/COLOUR	SETS-1 COL-Y	164	35	314	37	1.9
	SETS-1 COL-N	27	6	46	5	1.7
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	189	40	333	39	1.8
	SETS-2 COL-N	24	5	30	4	1.3
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	45	10	90	10	2.0
	STS-3+ COL-N	23	5	46	5	2.0
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	57	12	97	11	1.7
	CBL-Y CON-N	81	17	146	17	1.8
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	277	59	505	59	1.8
	CBL-N CON-NA	56	12	112	13	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 6099, TUNED 53

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	70	68	138	74	2.0
	SYMBOL 2	33	32	49	26	1.5
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	38	8	56	6	1.5
	QUINTILE 2	103	22	196	23	1.9
	QUINTILE 3	67	14	134	16	2.0
	QUINTILE 4	101	21	160	19	1.6
	QUINTILE 5	162	34	314	37	1.9



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 169, TUNED 6

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	15	74	30	74	2.0
	FEMALE	5	26	11	26	2.0
2. AGE	2-6	2	10	4	10	2.0
	7-11	-	-	-	-	-
	12-17	3	16	6	16	2.0
	18-24	5	27	11	27	2.0
	25-34	7	36	14	36	2.0
	35-49	2	12	5	12	2.0
	50-54	-	-	-	-	-
	55-64	-	-	-	-	-
	65 PLUS	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	20	100	41	100	2.0
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	18	100	36	100	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	20	100	41	100	2.0
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	2	12	5	12	2.0
	GRADE	2	10	4	10	2.0
	SOME HIGH	13	62	25	62	2.0
	COMP HIGH	-	-	-	-	-
	COMM/TECH	-	-	-	-	-
	SOME UNIV	3	16	7	16	2.0
	COMP UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	5	25	10	25	2.0
	1-19	-	-	-	-	-
	20 PLUS	15	75	30	75	2.0
8. NOT WORKING	STUDENT	5	25	10	25	2.0
	RETIRED	-	-	-	-	-
	HOUSEWIFE	-	-	-	-	-
	N/A	15	75	30	75	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 169, TUNED 6

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	3	16	7	16	2.0
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	12	58	24	58	2.0
	N/A	5	25	10	25	2.0
10. HSEHOLD SIZE	1 PERSON	2	11	4	11	2.0
	2 PERSONS	6	28	12	28	2.0
	3 PERSONS	7	36	14	36	2.0
	4 PERSONS	2	10	4	10	2.0
	5 PERSONS	-	-	-	-	-
	6 PERSONS	3	16	6	16	2.0
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	9	45	19	45	2.0
	NO	11	55	22	55	2.0
12. HOUSE STATUS	MALE HEAD	12	58	24	58	2.0
	FEMALE HEAD	-	-	-	-	-
	OTHER	9	42	17	42	2.0
13. #SETS/COLOUR	SETS-1 COL-Y	5	23	9	23	2.0
	SETS-1 COL-N	13	62	25	62	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	-	-	-	-	-
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	3	16	6	16	2.0
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	-	-	-	-	-
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	20	100	41	100	2.0
	CBL-N CON-NA	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 169, TUNED 6

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	-	-	-	-	-
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	-	-	-	-	-
	QUINTILE 2	3	16	7	16	2.0
	QUINTILE 3	5	25	10	25	2.0
	QUINTILE 4	2	11	4	11	2.0
	QUINTILE 5	10	48	19	48	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 6389, TUNED 1887

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	5570	41	21029	41	3.8
	FEMALE	8004	59	29869	59	3.7
2. AGE	2-6	1300	10	4678	9	3.6
	7-11	2419	18	9134	18	3.8
	12-17	2512	19	9285	18	3.7
	18-24	1538	11	5803	11	3.8
	25-34	2094	15	8076	16	3.9
	35-49	1655	12	6221	12	3.8
	50-54	826	6	3117	6	3.8
	55-64	819	6	3090	6	3.8
	65 PLUS	411	3	1495	3	3.6
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	13573	100	50898	100	3.7
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	2	-	5	-	2.0
	FRENCH	13520	100	50694	100	3.7
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	13573	100	50898	100	3.7
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	1113	8	3978	8	3.6
	GRADE	4570	34	17088	34	3.7
	SOME HIGH	4254	32	16038	32	3.8
	COMP HIGH	2043	15	7725	15	3.8
	COMM/TECH	970	7	3756	8	3.9
	SOME UNIV	205	2	716	1	3.5
	COMP UNIV	193	1	734	1	3.8
7. HOURS WORKED	NONE	9202	70	34317	70	3.7
	1-19	513	4	1902	4	3.7
	20 PLUS	3398	26	12935	26	3.8
8. NOT WORKING	STUDENT	5156	43	19220	43	3.7
	RETIRED	383	3	1462	3	3.8
	HOUSEWIFE	2438	21	9297	21	3.8
	N/A	3911	33	14838	33	3.8

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 6389, TUNED 1887

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	175	1	637	1	3.6
	PROFESSIONAL	461	4	1746	4	3.8
	CLERICAL	558	4	2142	5	3.8
	SALES	214	2	777	2	3.6
	FARM/FISH	104	1	392	1	3.8
	SKILLED TRAD	496	4	1912	4	3.9
	OTHER	861	7	3334	7	3.9
	N/A	9715	77	36219	77	3.7
10. HSEHOLD SIZE	1 PERSON	963	7	3572	7	3.7
	2 PERSONS	1616	12	6173	12	3.8
	3 PERSONS	2030	15	7635	15	3.8
	4 PERSONS	3555	26	13177	26	3.7
	5 PERSONS	2661	20	10103	20	3.8
	6 PERSONS	1470	11	5455	11	3.7
	7 PERSONS	616	5	2387	5	3.9
	8 PERSONS	280	2	967	2	3.5
	9 OR MORE	382	3	1429	3	3.7
11. CHILD < 12	YES	7765	57	29094	57	3.7
	NO	5808	43	21804	43	3.8
12. HOUSE STATUS	MALE HEAD	1955	15	7360	15	3.8
	FEMALE HEAD	3701	28	14037	28	3.8
	OTHER	7492	57	27948	57	3.7
13. #SETS/COLOUR	SETS-1 COL-Y	4507	33	16875	33	3.7
	SETS-1 COL-N	1071	8	3989	8	3.7
	SETS-1 CL-NA	37	-	136	-	3.7
	SETS-2 COL-Y	5678	42	21349	42	3.8
	SETS-2 COL-N	542	4	1938	4	3.6
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	1625	12	6157	12	3.8
	STS-3+ COL-N	99	1	395	1	4.0
	STS-3+ CL-NA	2	-	8	-	4.0
14. CABLE/CONVTR	CBL-Y CON-Y	884	7	3301	6	3.7
	CBL-Y CON-N	3427	25	12956	25	3.8
	CBL-Y CON-NA	231	2	851	2	3.7
	CBL-N CON-N	8419	62	31631	62	3.8
	CBL-N CON-NA	593	4	2091	4	3.5

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 6389, TUNED 1887

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	1214	54	4459	52	3.7
	SYMBOL 2	962	43	3745	44	3.9
	SYMBOL 3	73	3	293	3	4.0
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	691	5	2310	5	3.3
	QUINTILE 2	1825	13	6439	13	3.5
	QUINTILE 3	3083	23	11502	23	3.7
	QUINTILE 4	3633	27	13832	27	3.8
	QUINTILE 5	4342	32	16815	33	3.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 22, TUNED 1

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	15	100	59	100	4.0
	FEMALE	-	-	-	-	-
2. AGE	2-6	-	-	-	-	-
	7-11	-	-	-	-	-
	12-17	-	-	-	-	-
	18-24	-	-	-	-	-
	25-34	-	-	-	-	-
	35-49	-	-	-	-	-
	50-54	-	-	-	-	-
	55-64	15	100	59	100	4.0
	65 PLUS	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	15	100	59	100	4.0
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	15	100	59	100	4.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	15	100	59	100	4.0
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	-	-	-	-	-
	SOME HIGH	-	-	-	-	-
	COMP HIGH	-	-	-	-	-
	COMM/TECH	15	100	59	100	4.0
	SOME UNIV	-	-	-	-	-
7. HOURS WORKED	COMP UNIV	-	-	-	-	-
	NONE	15	100	59	100	4.0
	1-19	-	-	-	-	-
	20 PLUS	-	-	-	-	-
8. NOT WORKING	STUDENT	-	-	-	-	-
	RETIRED	-	-	-	-	-
	HOUSEWIFE	-	-	-	-	-
	N/A	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 22, TUNED 1

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	15	100	59	100	4.0
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	15	100	59	100	4.0
	3 PERSONS	-	-	-	-	-
	4 PERSONS	-	-	-	-	-
	5 PERSONS	-	-	-	-	-
	6 PERSONS	-	-	-	-	-
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	-	-	-	-	-
	NO	15	100	59	100	4.0
12. HOUSE STATUS	MALE HEAD	15	100	59	100	4.0
	FEMALE HEAD	-	-	-	-	-
	OTHER	-	-	-	-	-
13. #SETS/COLOUR	SETS-1 COL-Y	15	100	59	100	4.0
	SETS-1 COL-N	-	-	-	-	-
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	-	-	-	-	-
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	-	-	-	-	-
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	15	100	59	100	4.0
	CBL-N CON-NA	-	-	-	-	-



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 22, TUNED 1

\*\*\*\*\*

BASED ON  
TOTAL REACH

BASED ON  
IMPRESSIONS

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	-	-	-	-	-
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	-	-	-	-	-
	QUINTILE 2	-	-	-	-	-
	QUINTILE 3	-	-	-	-	-
	QUINTILE 4	-	-	-	-	-
	QUINTILE 5	15	100	59	100	4.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 99, TUNED 20

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	34	28	101	26	2.9
	FEMALE	88	72	284	74	3.2
2. AGE	2-6	27	22	73	19	2.7
	7-11	5	4	21	5	4.0
	12-17	9	8	38	10	4.0
	18-24	16	13	63	16	4.0
	25-34	19	16	73	19	3.9
	35-49	-	-	-	-	-
	50-54	26	21	36	9	1.4
	55-64	15	12	60	16	4.0
	65 PLUS	5	4	21	5	4.0
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	122	100	385	100	3.2
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	122	100	385	100	3.2
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	122	100	385	100	3.2
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	24	20	64	17	2.6
	GRADE	65	54	194	50	3.0
	SOME HIGH	25	21	102	26	4.0
	COMP HIGH	4	3	16	4	4.0
	COMM/TECH	-	-	-	-	-
	SOME UNIV	-	-	-	-	-
	COMP UNIV	3	2	9	2	3.0
7. HOURS WORKED	NONE	115	94	361	94	3.1
	1-19	-	-	-	-	-
	20 PLUS	7	6	24	6	3.6
8. NOT WORKING	STUDENT	40	42	158	52	4.0
	RETIRED	5	6	21	7	4.0
	HOUSEWIFE	42	45	102	33	2.4
	N/A	7	7	24	8	3.6

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 99, TUNED 20

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	3	2	9	2	3.0
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	4	3	16	4	4.0
	OTHER	-	-	-	-	-
	N/A	115	94	361	94	3.1
10. HSEHOLD SIZE	1 PERSON	15	12	60	16	4.0
	2 PERSONS	31	26	59	15	1.9
	3 PERSONS	11	9	39	10	3.7
	4 PERSONS	24	19	61	16	2.6
	5 PERSONS	18	15	71	18	4.0
	6 PERSONS	9	7	35	9	4.0
	7 PERSONS	3	3	14	4	4.0
	8 PERSONS	-	-	-	-	-
	9 OR MORE	11	9	46	12	4.0
11. CHILD < 12	YES	80	65	282	73	3.5
	NO	42	35	103	27	2.4
12. HOUSE STATUS	MALE HEAD	7	6	24	7	3.6
	FEMALE HEAD	62	53	183	50	2.9
	OTHER	48	41	157	43	3.3
13. #SETS/COLOUR	SETS-1 COL-Y	12	10	39	10	3.2
	SETS-1 COL-N	10	9	42	11	4.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	70	58	187	49	2.7
	SETS-2 COL-N	11	9	46	12	4.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	18	15	71	18	4.0
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	7	5	23	6	3.6
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	111	91	358	93	3.2
	CBL-N CON-NA	4	3	4	1	1.0



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 6099, TUNED 1817

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	5365	41	20298	41	3.8
	FEMALE	7816	59	29228	59	3.7
2. AGE	2-6	1248	9	4519	9	3.6
	7-11	2361	18	8901	18	3.8
	12-17	2434	18	9016	18	3.7
	18-24	1461	11	5513	11	3.8
	25-34	2075	16	8003	16	3.9
	35-49	1641	12	6163	12	3.8
	50-54	796	6	3066	6	3.9
	55-64	778	6	2925	6	3.8
	65 PLUS	387	3	1420	3	3.7
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	13181	100	49526	100	3.8
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	2	-	5	-	2.0
	FRENCH	13127	100	49322	100	3.8
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	13181	100	49526	100	3.8
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	1056	8	3820	8	3.6
	GRADE	4392	34	16477	34	3.8
	SOME HIGH	4165	32	15688	32	3.8
	COMP HIGH	2005	15	7593	16	3.8
	COMM/TECH	949	7	3670	8	3.9
	SOME UNIV	201	2	702	1	3.5
	COMP UNIV	190	1	725	1	3.8
7. HOURS WORKED	NONE	8857	70	33114	69	3.7
	1-19	513	4	1902	4	3.7
	20 PLUS	3356	26	12788	27	3.8
8. NOT WORKING	STUDENT	4977	43	18545	42	3.7
	RETIRED	363	3	1406	3	3.9
	HOUSEWIFE	2372	20	9098	21	3.8
	N/A	3869	33	14691	34	3.8

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 6099, TUNED 1817

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	175	1	637	1	3.6
	PROFESSIONAL	459	4	1738	4	3.8
	CLERICAL	558	5	2142	5	3.8
	SALES	207	2	766	2	3.7
	FARM/FISH	104	1	392	1	3.8
	SKILLED TRAD	492	4	1896	4	3.9
	OTHER	833	7	3223	7	3.9
	N/A	9370	77	35016	76	3.7
10. HSEHOLD SIZE	1 PERSON	925	7	3442	7	3.7
	2 PERSONS	1563	12	6029	12	3.9
	3 PERSONS	1999	15	7539	15	3.8
	4 PERSONS	3495	27	12986	26	3.7
	5 PERSONS	2621	20	9948	20	3.8
	6 PERSONS	1405	11	5203	11	3.7
	7 PERSONS	568	4	2217	4	3.9
	8 PERSONS	269	2	923	2	3.4
	9 OR MORE	335	3	1240	3	3.7
11. CHILD < 12	YES	7530	57	28232	57	3.7
	NO	5650	43	21294	43	3.8
12. HOUSE STATUS	MALE HEAD	1916	15	7220	15	3.8
	FEMALE HEAD	3615	28	13769	29	3.8
	OTHER	7236	57	27032	56	3.7
13. #SETS/COLOUR	SETS-1 COL-Y	4372	33	16384	33	3.7
	SETS-1 COL-N	990	8	3679	7	3.7
	SETS-1 CL-NA	37	-	136	-	3.7
	SETS-2 COL-Y	5557	42	20981	42	3.8
	SETS-2 COL-N	520	4	1864	4	3.6
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	1591	12	6028	12	3.8
	STS-3+ COL-N	99	1	395	1	4.0
	STS-3+ CL-NA	2	-	8	-	4.0
14. CABLE/CONVTR	CBL-Y CON-Y	884	7	3301	7	3.7
	CBL-Y CON-N	3395	26	12830	26	3.8
	CBL-Y CON-NA	231	2	851	2	3.7
	CBL-N CON-N	8062	61	30389	61	3.8
	CBL-N CON-NA	589	4	2086	4	3.5

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 6099, TUNED 1817

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	1207	54	4436	52	3.7
	SYMBOL 2	962	43	3745	44	3.9
	SYMBOL 3	73	3	293	3	4.0
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	656	5	2179	4	3.3
	QUINTILE 2	1752	13	6171	12	3.5
	QUINTILE 3	3018	23	11275	23	3.7
	QUINTILE 4	3523	27	13504	27	3.8
	QUINTILE 5	4233	32	16397	33	3.9

927199

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 169, TUNED 49

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	155	61	571	62	3.7
	FEMALE	101	39	357	38	3.5
2. AGE	2-6	25	10	86	9	3.4
	7-11	53	21	212	23	4.0
	12-17	68	27	231	25	3.4
	18-24	61	24	226	24	3.7
	25-34	-	-	-	-	-
	35-49	15	6	58	6	4.0
	50-54	4	1	15	2	4.0
	55-64 65 PLUS	11 19	4 7	46 54	5 6	4.0 2.8
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	256	100	928	100	3.6
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	256	100	928	100	3.6
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	256	100	928	100	3.6
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	32	13	93	10	2.9
	GRADE	113	45	416	45	3.7
	SOME HIGH	64	25	249	27	3.9
	COMP HIGH	34	13	116	13	3.5
	COMM/TECH	7	3	27	3	4.0
	SOME UNIV	4	1	14	2	4.0
	COMP UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	215	86	783	86	3.6
	1-19	-	-	-	-	-
	20 PLUS	35	14	123	14	3.5
8. NOT WORKING	STUDENT	139	66	516	67	3.7
	RETIRED	14	7	35	5	2.4
	HOUSEWIFE	24	11	96	12	4.0
	N/A	35	16	123	16	3.5



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 169, TUNED 49

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	7	3	11	1	1.5
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	28	11	112	12	4.0
	N/A	215	86	783	86	3.6
10. HSEHOLD SIZE	1 PERSON	23	9	71	8	3.0
	2 PERSONS	6	3	26	3	4.0
	3 PERSONS	21	8	57	6	2.8
	4 PERSONS	36	14	130	14	3.6
	5 PERSONS	22	9	83	9	3.7
	6 PERSONS	56	22	218	23	3.9
	7 PERSONS	44	17	156	17	3.5
	8 PERSONS	11	4	44	5	4.0
	9 OR MORE	36	14	143	15	4.0
11. CHILD < 12	YES	156	61	580	62	3.7
	NO	100	39	348	38	3.5
12. HOUSE STATUS	MALE HEAD	17	7	55	6	3.3
	FEMALE HEAD	24	10	86	9	3.6
	OTHER	208	84	759	84	3.6
13. #SETS/COLOUR	SETS-1 COL-Y	108	42	393	42	3.6
	SETS-1 COL-N	70	27	268	29	3.8
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	51	20	182	20	3.6
	SETS-2 COL-N	11	4	27	3	2.4
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	16	6	59	6	3.6
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	26	10	103	11	4.0
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	230	90	826	89	3.6
	CBL-N CON-NA	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 169, TUNED 49

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	-	-	-	-	-
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	35	14	130	14	3.7
	QUINTILE 2	70	27	259	28	3.7
	QUINTILE 3	28	11	87	9	3.1
	QUINTILE 4	69	27	254	27	3.7
	QUINTILE 5	54	21	198	21	3.7

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 3604, TUNED 63

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	547	51	925	48	1.7
	FEMALE	526	49	1015	52	1.9
2. AGE	2-6	23	2	47	2	2.0
	7-11	88	8	155	8	1.8
	12-17	88	8	176	9	2.0
	18-24	96	9	140	7	1.5
	25-34	313	29	510	26	1.6
	35-49	215	20	424	22	2.0
	50-54	11	1	22	1	2.0
	55-64	84	8	168	9	2.0
65 PLUS	155	14	299	15	1.9	
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	1072	100	1940	100	1.8
4. HOME LANG	ENGLISH	406	38	723	37	1.8
	FRENCH	667	62	1217	63	1.8
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	1072	100	1940	100	1.8
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	387	37	749	40	1.9
	SOME HIGH	176	17	345	18	2.0
	COMP HIGH	123	12	240	13	2.0
	COMM/TECH	172	17	210	11	1.2
	SOME UNIV	120	12	240	13	2.0
	COMP UNIV	62	6	90	5	1.5
7. HOURS WORKED	NONE	559	53	1088	57	1.9
	1-19	23	2	46	2	2.0
	20 PLUS	471	45	769	40	1.6
8. NOT WORKING	STUDENT	250	25	478	27	1.9
	RETIRED	130	13	250	14	1.9
	HOUSEWIFE	107	11	215	12	2.0
	N/A	494	50	815	46	1.6

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 3604, TUNED 63

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	43	4	70	4	1.7
	PROFESSIONAL	85	8	100	6	1.2
	CLERICAL	115	12	142	8	1.2
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	38	4	76	4	2.0
	OTHER	137	14	274	15	2.0
	N/A	583	58	1134	63	1.9
10. HSEHOLD SIZE	1 PERSON	40	4	79	4	2.0
	2 PERSONS	197	18	360	19	1.8
	3 PERSONS	373	35	596	31	1.6
	4 PERSONS	178	17	357	18	2.0
	5 PERSONS	156	15	312	16	2.0
	6 PERSONS	49	5	77	4	1.6
	7 PERSONS	30	3	60	3	2.0
	8 PERSONS	35	3	70	4	2.0
	9 OR MORE	15	1	29	2	2.0
11. CHILD < 12	YES	482	45	845	44	1.8
	NO	591	55	1095	56	1.9
12. HOUSE STATUS	MALE HEAD	407	39	697	37	1.7
	FEMALE HEAD	276	26	535	28	1.9
	OTHER	362	35	650	35	1.8
13. #SETS/COLOUR	SETS-1 COL-Y	625	58	1067	55	1.7
	SETS-1 COL-N	102	9	185	10	1.8
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	149	14	295	15	2.0
	SETS-2 COL-N	105	10	210	11	2.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	64	6	127	7	2.0
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	28	3	56	3	2.0
14. CABLE/CONVTR	CBL-Y CON-Y	225	21	368	19	1.6
	CBL-Y CON-N	90	8	173	9	1.9
	CBL-Y CON-NA	18	2	18	1	1.0
	CBL-N CON-N	679	63	1311	68	1.9
	CBL-N CON-NA	61	6	69	4	1.1

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 3604, TUNED 63

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	119	57	138	43	1.2
	SYMBOL 2	42	20	85	27	2.0
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	48	23	97	30	2.0
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	175	16	330	17	1.9
	QUINTILE 2	116	11	142	7	1.2
	QUINTILE 3	118	11	236	12	2.0
	QUINTILE 4	308	29	530	27	1.7
	QUINTILE 5	355	33	703	36	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 283, TUNED 17

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	10	5	20	5	2.0
	FEMALE	178	95	345	95	1.9
2. AGE	2-6	-	-	-	-	-
	7-11	-	-	-	-	-
	12-17	26	14	51	14	2.0
	18-24	-	-	-	-	-
	25-34	35	19	69	19	2.0
	35-49	86	46	171	47	2.0
	50-54	3	2	6	2	2.0
55-64		18	10	37	10	2.0
	65 PLUS	21	11	31	8	1.5
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	188	100	365	100	1.9
4. HOME LANG	ENGLISH	123	66	246	68	2.0
	FRENCH	64	34	118	32	1.8
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	188	100	365	100	1.9
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	56	31	107	31	1.9
	SOME HIGH	88	49	169	49	1.9
	COMP HIGH	23	13	46	13	2.0
	COMM/TECH	-	-	-	-	-
	SOME UNIV	12	7	23	7	2.0
COMP UNIV	-	-	-	-	-	
7. HOURS WORKED	NONE	137	74	263	74	1.9
	1-19	10	5	19	5	2.0
	20 PLUS	37	20	74	21	2.0
8. NOT WORKING	STUDENT	26	19	51	20	2.0
	RETIRED	10	8	10	4	1.0
	HOUSEWIFF	52	39	104	40	2.0
	N/A	47	35	93	36	2.0

AUD. CATEGORY...ALL PERSONS \*\*\*\*\*

ALL CELLS

SAMPLE SIZE...TOTAL 283, TUNED 17

\*AUDIENCE PROFILE\*

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	6	3	11	3	2.0
	OTHER	32	17	63	18	2.0
	N/A	146	80	282	79	1.9
10. HSEHOLD SIZE	1 PERSON	10	5	19	5	2.0
	2 PERSONS	39	21	68	19	1.7
	3 PERSONS	10	6	21	6	2.0
	4 PERSONS	50	27	100	28	2.0
	5 PERSONS	66	35	131	36	2.0
	6 PERSONS	6	3	11	3	2.0
	7 PERSONS	-	-	-	-	-
	8 PERSONS	7	4	14	4	2.0
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	90	48	181	49	2.0
	NO	97	52	184	51	1.9
12. HOUSE STATUS	MALE HEAD	10	5	20	5	2.0
	FEMALE HEAD	152	81	294	81	1.9
	OTHER	26	14	51	14	2.0
13. #SETS/COLOUR	SETS-1 COL-Y	115	61	224	61	1.9
	SETS-1 COL-N	6	3	11	3	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	35	19	67	18	1.9
	SETS-2 COL-N	32	17	63	17	2.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	80	43	160	44	2.0
	CBL-Y CON-N	4	2	9	2	2.0
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	95	51	179	49	1.9
	CBL-N CON-NA	8	4	17	5	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 283, TUNED 17

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	4	5	9	5	2.0
	SYMBOL 2	32	37	63	37	2.0
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	48	57	97	57	2.0
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	48	26	97	27	2.0
	QUINTILE 2	7	4	14	4	2.0
	QUINTILE 3	4	2	8	2	2.0
	QUINTILE 4	38	20	72	20	1.9
	QUINTILE 5	90	48	174	48	1.9



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 661, TUNED 14

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	188	72	293	72	1.6
	FEMALE	71	28	116	28	1.6
2. AGE	2-6	23	9	47	11	2.0
	7-11	21	8	21	5	1.0
	12-17	7	3	14	3	2.0
	18-24	28	11	56	14	2.0
	25-34	130	50	178	43	1.4
	35-49	44	17	82	20	1.9
	50-54	-	-	-	-	-
	55-64	-	-	-	-	-
	65 PLUS	6	2	12	3	2.0
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	259	100	410	100	1.6
4. HOME LANG	ENGLISH	152	59	216	53	1.4
	FRENCH	107	41	194	47	1.8
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	259	100	410	100	1.6
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	53	23	86	24	1.6
	SOME HIGH	31	13	62	17	2.0
	COMP HIGH	55	23	104	29	1.9
	COMM/TECH	83	35	83	23	1.0
	SOME UNIV	-	-	-	-	-
	COMP UNIV	14	6	28	8	2.0
7. HOURS WORKED	NONE	66	26	111	28	1.7
	1-19	-	-	-	-	-
	20 PLUS	188	74	287	72	1.5
8. NOT WORKING	STUDENT	66	26	111	28	1.7
	RETIRED	-	-	-	-	-
	HOUSEWIFE	-	-	-	-	-
	N/A	188	74	287	72	1.5

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 661, TUNED 14

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	88	37	88	24	1.0
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	12	5	23	6	2.0
	OTHER	73	31	146	40	2.0
	N/A	66	28	111	30	1.7
10. HSEHOLD SIZE	1 PERSON	6	2	12	3	2.0
	2 PERSONS	6	2	6	1	1.0
	3 PERSONS	104	40	124	30	1.2
	4 PERSONS	81	31	161	39	2.0
	5 PERSONS	31	12	62	15	2.0
	6 PERSONS	33	13	44	11	1.4
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	206	79	308	75	1.5
	NO	54	21	101	25	1.9
12. HOUSE STATUS	MALE HEAD	160	62	237	58	1.5
	FEMALE HEAD	20	8	35	8	1.7
	OTHER	79	31	138	34	1.7
13. #SETS/COLOUR	SETS-1 COL-Y	179	69	248	61	1.4
	SETS-1 COL-N	-	-	-	-	-
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	29	11	58	14	2.0
	SETS-2 COL-N	23	9	47	11	2.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	28	11	56	14	2.0
14. CABLE/CONVTR	CBL-Y CON-Y	123	47	163	40	1.3
	CBL-Y CON-N	20	8	34	8	1.7
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	117	45	213	52	1.8
	CBL-N CON-NA	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 661, TUNED 14

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	97	100	111	100	1.1
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	60	23	115	28	1.9
	QUINTILE 2	21	8	21	5	1.0
	QUINTILE 3	12	5	23	6	2.0
	QUINTILE 4	131	50	179	44	1.4
	QUINTILE 5	36	14	71	17	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 2240, TUNED 9

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	81	37	92	25	1.1
	FEMALE	138	63	277	75	2.0
2. AGE	2-6	-	-	-	-	-
	7-11	-	-	-	-	-
	12-17	-	-	-	-	-
	18-24	52	24	52	14	1.0
	25-34	70	32	122	33	1.7
	35-49	40	18	79	21	2.0
	50-54	8	4	16	4	2.0
3. OFCL LANG	55-64	42	19	84	23	2.0
	65 PLUS	8	4	16	4	2.0
	ENGLISH	-	-	-	-	-
4. HOME LANG	FRENCH	-	-	-	-	-
	BOTH	220	100	369	100	1.7
	ENGLISH	81	37	163	44	2.0
5. MOTHR TONGUE	FRENCH	138	63	206	56	1.5
	OTHER	-	-	-	-	-
	ENGLISH	-	-	-	-	-
6. EDUCATION	FRENCH	220	100	369	100	1.7
	OTHER	-	-	-	-	-
	NONE	-	-	-	-	-
	GRADE	50	23	100	27	2.0
	SOME HIGH	-	-	-	-	-
	COMP HIGH	19	9	38	10	2.0
7. HOURS WORKED	COMM/TECH	52	24	52	14	1.0
	SOME UNIV	81	37	161	44	2.0
	COMP UNIV	18	8	18	5	1.0
	NONE	91	43	181	51	2.0
8. NOT WORKING	1-19	-	-	-	-	-
	20 PLUS	121	57	171	49	1.4
	STUDENT	52	25	104	31	2.0
9. HOUSEWIFE	RETIRED	-	-	-	-	-
	HOUSEWIFE	31	15	62	18	2.0
	N/A	121	59	171	51	1.4

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 2240, TUNED 9

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	70	38	70	24	1.0
	CLERICAL	11	6	22	7	2.0
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	11	6	22	7	2.0
	OTHER	-	-	-	-	-
	N/A	91	50	181	61	2.0
10. HSEHOLD SIZE	1 PERSON	8	4	16	4	2.0
	2 PERSONS	89	41	160	43	1.8
	3 PERSONS	112	51	171	46	1.5
	4 PERSONS	11	5	22	6	2.0
	5 PERSONS	-	-	-	-	-
	6 PERSONS	-	-	-	-	-
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	-	-	-	-	-
	NO	220	100	369	100	1.7
12. HOUSE STATUS	MALE HEAD	29	15	40	13	1.4
	FEMALE HEAD	58	30	116	37	2.0
	OTHER	104	54	156	50	1.5
13. #SETS/COLOUR	SETS-1 COL-Y	123	56	194	52	1.6
	SETS-1 COL-N	49	22	80	22	1.6
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	11	5	22	6	2.0
	SETS-2 COL-N	8	4	16	4	2.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	29	13	58	16	2.0
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	42	19	83	23	2.0
	CBL-Y CON-NA	18	8	18	5	1.0
	CBL-N CON-N	108	49	215	58	2.0
	CBL-N CON-NA	52	24	52	14	1.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 2240, TUNED 9.

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	18	63	18	46	1.0
	SYMBOL 2	11	37	22	54	2.0
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	19	9	38	10	2.0
	QUINTILE 2	70	32	70	19	1.0
	QUINTILE 3	8	4	16	4	2.0
	QUINTILE 4	81	37	161	44	2.0
	QUINTILE 5	42	19	83	23	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 420, TUNED 23

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	267	66	520	65	1.9
	FEMALE	138	34	276	35	2.0
2. AGE	2-6	-	-	-	-	-
	7-11	67	16	134	17	2.0
	12-17	55	14	111	14	2.0
	18-24	16	4	32	4	2.0
	25-34	78	19	141	18	1.8
	35-49	46	11	92	12	2.0
	50-54	-	-	-	-	-
	55-64	24	6	48	6	2.0
	65 PLUS	120	30	239	30	2.0
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	406	100	796	100	2.0
4. HOME LANG	ENGLISH	49	12	98	12	2.0
	FRENCH	357	88	699	88	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	406	100	796	100	2.0
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	228	56	457	57	2.0
	SOME HIGH	57	14	114	14	2.0
	COMP HIGH	26	6	51	6	2.0
	COMM/TECH	38	9	75	9	2.0
	SOME UNIV	28	7	56	7	2.0
	COMP UNIV	29	7	44	6	1.5
7. HOURS WORKED	NONE	266	66	533	67	2.0
	1-19	14	3	27	3	2.0
	20 PLUS	126	31	237	30	1.9
8. NOT WORKING	STUDENT	106	27	213	28	2.0
	RETIRED	120	31	239	31	2.0
	HOUSEWIFE	24	6	49	6	2.0
	N/A	139	36	264	34	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 420, TUNED 23

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	43	11	70	9	1.7
	PROFESSIONAL	15	4	29	4	2.0
	CLERICAL	16	4	32	4	2.0
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	10	2	19	2	2.0
	OTHER	33	8	65	8	2.0
	N/A	280	71	560	72	2.0
10. HSEHOLD SIZE	1 PERSON	16	4	32	4	2.0
	2 PERSONS	64	16	127	16	2.0
	3 PERSONS	147	36	279	35	1.9
	4 PERSONS	37	9	73	9	2.0
	5 PERSONS	59	15	119	15	2.0
	6 PERSONS	11	3	21	3	2.0
	7 PERSONS	30	7	60	8	2.0
	8 PERSONS	28	7	55	7	2.0
	9 OR MORE	15	4	29	4	2.0
11. CHILD < 12	YES	186	46	357	45	1.9
	NO	220	54	440	55	2.0
12. HOUSE STATUS	MALE HEAD	207	51	400	50	1.9
	FEMALE HEAD	45	11	91	11	2.0
	OTHER	153	38	306	38	2.0
13. #SETS/COLOUR	SETS-1 COL-Y	208	51	401	50	1.9
	SETS-1 COL-N	47	12	94	12	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	74	18	148	19	2.0
	SETS-2 COL-N	42	10	84	11	2.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	35	9	70	9	2.0
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	22	6	45	6	2.0
	CBL-Y CON-N	24	6	47	6	2.0
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	359	89	704	88	2.0
	CBL-N CON-NA	-	-	-	-	-





AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 3604, TUNED 896

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN DIS	% DIS	
		00	%	00	%	
1. SEX	MALE	2547	43	4983	43	2.0
	FEMALE	3323	57	6472	57	1.9
2. AGE	2-6	-	-	-	-	-
	7-11	24	-	49	-	2.0
	12-17	440	7	872	8	2.0
	18-24	790	13	1550	14	2.0
	25-34	1463	25	2852	25	2.0
	35-49	1267	22	2476	22	2.0
	50-54	466	8	928	8	2.0
	55-64	774	13	1494	13	1.9
	65 PLUS	647	11	1234	11	1.9
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	5871	100	11455	100	2.0
4. HOME LANG	ENGLISH	30	1	59	1	2.0
	FRENCH	5819	99	11351	99	2.0
	OTHER	4	-	8	-	2.0
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	5871	100	11455	100	2.0
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	23	-	45	-	2.0
	GRADE	631	11	1251	11	2.0
	SOME HIGH	1528	26	2975	26	1.9
	COMP HIGH	1786	31	3496	31	2.0
	COMM/TECH	1061	18	2083	18	2.0
	SOME UNIV	387	7	742	7	1.9
	COMP UNIV	361	6	717	6	2.0
7. HOURS WORKED	NONE	2584	45	5020	45	1.9
	1-19	416	7	815	7	2.0
	20 PLUS	2779	48	5435	48	2.0
8. NOT WORKING	STUDENT	474	9	928	9	2.0
	RETIRED	571	11	1056	10	1.9
	HOUSEWIFE	1183	22	2327	22	2.0
	N/A	3195	59	6250	59	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 3604, TUNED 896

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	269	5	518	5	1.9
	PROFESSIONAL	544	10	1078	10	2.0
	CLERICAL	678	12	1336	13	2.0
	SALES	168	3	336	3	2.0
	FARM/FISH	32	1	61	1	1.9
	SKILLED TRAD	362	7	704	7	1.9
	OTHER	400	7	778	7	1.9
	N/A	2999	55	5835	55	1.9
10. HSEHOLD SIZE	1 PERSON	643	11	1259	11	2.0
	2 PERSONS	1424	24	2749	24	1.9
	3 PERSONS	1262	21	2475	22	2.0
	4 PERSONS	1401	24	2706	24	1.9
	5 PERSONS	677	12	1349	12	2.0
	6 PERSONS	200	3	395	3	2.0
	7 PERSONS	177	3	348	3	2.0
	8 PERSONS	43	1	85	1	2.0
	9 OR MORE	45	1	89	1	2.0
11. CHILD < 12	YES	1999	34	3918	34	2.0
	NO	3872	66	7537	66	1.9
12. HOUSE STATUS	MALE HEAD	2072	36	4042	36	2.0
	FEMALE HEAD	2407	42	4681	42	1.9
	OTHER	1283	22	2514	22	2.0
13. #SETS/COLOUR	SETS-1 COL-Y	1598	27	3105	27	1.9
	SETS-1 COL-N	565	10	1095	10	1.9
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	2588	44	5022	44	1.9
	SETS-2 COL-N	353	6	705	6	2.0
	SETS-2 CL-NA	2	-	5	-	2.0
	STS-3+ COL-Y	746	13	1487	13	2.0
	STS-3+ COL-N	18	-	35	-	2.0
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	624	11	1168	10	1.9
	CBL-Y CON-N	1789	31	3557	31	2.0
	CBL-Y CON-NA	104	2	208	2	2.0
	CBL-N CON-N	3171	54	6173	54	1.9
	CBL-N CON-NA	160	3	304	3	1.9

22773

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 3604, TUNED 896

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	659	41	1303	42	2.0
	SYMBOL 2	861	54	1650	53	1.9
	SYMBOL 3	57	4	114	4	2.0
	SYMBOL 4	7	-	14	-	2.0
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	12	1	24	1	2.0
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	484	8	914	8	1.9
	QUINTILE 2	995	17	1952	17	2.0
	QUINTILE 3	1185	20	2301	20	1.9
	QUINTILE 4	1359	23	2690	23	2.0
	QUINTILE 5	1848	31	3598	31	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 283, TUNED 8

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	32	97	63	96	1.9
	FEMALE	1	3	2	4	2.0
2. AGE	2-6	-	-	-	-	-
	7-11	-	-	-	-	-
	12-17	-	-	-	-	-
	18-24	-	-	-	-	-
	25-34	1	3	2	4	2.0
	35-49	11	33	22	34	2.0
	50-54	4	12	8	12	2.0
	55-64	4	12	8	12	2.0
	65 PLUS	13	40	25	38	1.9
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	34	100	66	100	2.0
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	34	100	66	100	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	34	100	66	100	2.0
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	32	97	63	96	1.9
	SOME HIGH	1	3	2	4	2.0
	COMP HIGH	-	-	-	-	-
	COMM/TECH	-	-	-	-	-
	SOME UNIV	-	-	-	-	-
	COMP UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	15	43	27	42	1.9
	1-19	3	8	6	9	2.0
	20 PLUS	16	48	32	49	2.0
8. NOT WORKING	STUDENT	-	-	-	-	-
	RETIRED	13	40	25	38	1.9
	HOUSEWIFE	1	3	2	4	2.0
	N/A	19	57	38	58	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 283, TUNED 8

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	4	12	8	12	2.0
	SKILLED TRAD	1	3	2	4	2.0
	OTHER	11	33	22	34	2.0
	N/A	17	52	33	51	1.9
10. HSEHOLD SIZE	1 PERSON	6	17	10	15	1.7
	2 PERSONS	13	38	26	39	2.0
	3 PERSONS	-	-	-	-	-
	4 PERSONS	11	33	22	34	2.0
	5 PERSONS	-	-	-	-	-
	6 PERSONS	-	-	-	-	-
	7 PERSONS	4	12	8	12	2.0
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	15	45	30	46	2.0
	NO	19	55	36	54	1.9
12. HOUSE STATUS	MALE HEAD	32	97	63	96	1.9
	FEMALE HEAD	1	3	2	4	2.0
	OTHER	-	-	-	-	-
13. #SETS/COLOUR	SETS-1 COL-Y	19	55	35	54	1.9
	SETS-1 COL-N	-	-	-	-	-
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	15	45	30	46	2.0
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	12	35	24	36	2.0
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	22	65	42	64	1.9
	CBL-N CON-NA	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 283, TUNED 8

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ.
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN DIS	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	-	-	-	-	-
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	12	100	24	100	2.0
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	11	33	22	34	2.0
	QUINTILE 2	1	3	2	4	2.0
	QUINTILE 3	-	-	-	-	-
	QUINTILE 4	20	59	40	60	2.0
	QUINTILE 5	2	5	2	3	1.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 661, TUNED 49

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	57	22	114	23	2.0
	FEMALE	198	78	392	77	2.0
2. AGE	2-6	-	-	-	-	-
	7-11	13	5	26	5	2.0
	12-17	42	16	84	17	2.0
	18-24	47	18	94	19	2.0
	25-34	35	14	70	14	2.0
	35-49	23	9	46	9	2.0
	50-54	28	11	56	11	2.0
3. OFCL LANG	55-64	36	14	71	14	2.0
	65 PLUS	32	12	59	12	1.9
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	256	100	506	100	2.0
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	249	100	494	100	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	256	100	506	100	2.0
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	5	2	10	2	2.0
	GRADE	47	19	90	19	1.9
	SOME HIGH	61	25	122	25	2.0
	COMP HIGH	92	38	183	38	2.0
	COMM/TECH	11	5	23	5	2.0
	SOME UNIV	5	2	10	2	2.0
	COMP UNIV	21	9	43	9	2.0
7. HOURS WORKED	NONE	148	59	291	59	2.0
	1-19	19	8	38	8	2.0
	20 PLUS	83	33	165	33	2.0
8. NOT WORKING	STUDENT	39	17	78	17	2.0
	RETIRED	24	11	48	11	2.0
	HOUSEWIFE	63	28	126	28	2.0
	N/A	102	45	204	45	2.0



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 661, TUNED 49

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	13	5	27	5	2.0
	PROFESSIONAL	32	13	64	13	2.0
	CLERICAL	23	9	45	9	2.0
	SALES	-	-	-	-	-
	FARM/FISH	1	-	1	-	2.0
	SKILLED TRAD	14	6	28	6	2.0
	OTHER	-	-	-	-	-
	N/A	167	67	329	67	2.0
10. HSEHOLD SIZE	1 PERSON	15	6	31	6	2.0
	2 PERSONS	65	25	125	25	1.9
	3 PERSONS	24	9	47	9	2.0
	4 PERSONS	78	30	155	31	2.0
	5 PERSONS	38	15	77	15	2.0
	6 PERSONS	16	6	32	6	2.0
	7 PERSONS	17	7	34	7	2.0
	8 PERSONS	2	1	4	1	2.0
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	97	38	194	38	2.0
	NO	159	62	313	62	2.0
12. HOUSE STATUS	MALE HEAD	43	17	85	17	2.0
	FEMALE HEAD	147	58	290	58	2.0
	OTHER	64	25	127	25	2.0
13. #SETS/COLOUR	SETS-1 COL-Y	55	21	105	21	1.9
	SETS-1 COL-N	27	11	54	11	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	118	46	236	47	2.0
	SETS-2 COL-N	35	14	70	14	2.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	21	8	41	8	2.0
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	10	4	21	4	2.0
	CBL-Y CON-N	105	41	210	42	2.0
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	128	50	251	49	2.0
	CBL-N CON-NA	12	5	25	5	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 661, TUNED 49

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	46	49	92	49	2.0
	SYMBOL 2	48	51	96	51	2.0
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	22	8	43	9	2.0
	QUINTILE 2	66	26	133	26	2.0
	QUINTILE 3	37	15	75	15	2.0
	QUINTILE 4	48	19	92	18	1.9
	QUINTILE 5	82	32	164	32	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 2240, TUNED 757

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	2305	44	4507	44	2.0
	FEMALE	2929	56	5696	56	1.9
2. AGE	2-6	-	-	-	-	-
	7-11	8	-	17	-	2.0
	12-17	365	7	721	7	2.0
	18-24	704	13	1381	14	2.0
	25-34	1333	25	2603	26	2.0
	35-49	1170	22	2285	22	2.0
	50-54	405	8	805	8	2.0
	55-64	691	13	1328	13	1.9
65 PLUS	559	11	1065	10	1.9	
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	5234	100	10203	100	1.9
4. HOME LANG	ENGLISH	30	1	59	1	2.0
	FRENCH	5194	99	10122	99	1.9
	OTHER	4	-	8	-	2.0
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	5234	100	10203	100	1.9
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	12	-	25	-	2.0
	GRADE	427	8	850	8	2.0
	SOME HIGH	1367	27	2655	26	1.9
	COMP HIGH	1630	32	3184	32	2.0
	COMM/TECH	1033	20	2032	20	2.0
	SOME UNIV	357	7	685	7	1.9
	COMP UNIV	326	6	647	6	2.0
7. HOURS WORKED	NONE	2240	43	4343	43	1.9
	1-19	377	7	737	7	2.0
	20 PLUS	2543	49	4974	49	2.0
8. NOT WORKING	STUDENT	396	8	775	8	2.0
	RETIRED	481	10	879	9	1.8
	HOUSEWIFE	1055	22	2073	22	2.0
	N/A	2920	60	5711	61	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 2240, TUNED 757

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	232	5	446	5	1.9
	PROFESSIONAL	492	10	979	10	2.0
	CLERICAL	618	13	1220	13	2.0
	SALES	162	3	324	3	2.0
	FARM/FISH	26	1	48	1	1.8
	SKILLED TRAD	344	7	669	7	1.9
	OTHER	359	7	695	7	1.9
	N/A	2617	54	5080	54	1.9
10. HSEHOLD SIZE	1 PERSON	568	11	1110	11	2.0
	2 PERSONS	1319	25	2545	25	1.9
	3 PERSONS	1167	22	2285	22	2.0
	4 PERSONS	1248	24	2412	24	1.9
	5 PERSONS	594	11	1183	12	2.0
	6 PERSONS	153	3	301	3	2.0
	7 PERSONS	123	2	240	2	2.0
	8 PERSONS	19	-	38	-	2.0
	9 OR MORE	45	1	89	1	2.0
11. CHILD < 12	YES	1754	34	3436	34	2.0
	NO	3481	66	6767	66	1.9
12. HOUSE STATUS	MALE HEAD	1864	36	3635	36	2.0
	FEMALE HEAD	2144	42	4166	41	1.9
	OTHER	1145	22	2239	22	2.0
13. #SETS/COLOUR	SETS-1 COL-Y	1369	26	2666	26	1.9
	SETS-1 COL-N	487	9	939	9	1.9
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	2341	45	4527	44	1.9
	SETS-2 COL-N	307	6	614	6	2.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	716	14	1427	14	2.0
	STS-3+ COL-N	15	-	30	-	2.0
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	609	12	1140	11	1.9
	CBL-Y CON-N	1643	32	3265	32	2.0
	CBL-Y CON-NA	104	2	208	2	2.0
	CBL-N CON-N	2701	52	5252	52	1.9
	CBL-N CON-NA	155	3	295	3	1.9



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 420, TUNED 74

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	140	43	276	43	2.0
	FEMALE	186	57	363	57	2.0
2. AGE	2-6	-	-	-	-	-
	7-11	-	-	-	-	-
	12-17	31	9	62	10	2.0
	18-24	38	12	73	11	1.9
	25-34	87	27	164	26	1.9
	35-49	54	17	108	17	2.0
	50-54	27	8	53	8	2.0
	55-64	43	13	87	14	2.0
65 PLUS	46	14	92	14	2.0	
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	326	100	639	100	2.0
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	320	100	628	100	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	326	100	639	100	2.0
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	5	2	10	2	2.0
	GRADE	110	35	221	35	2.0
	SOME HIGH	97	31	193	31	2.0
	COMP HIGH	56	18	113	18	2.0
	COMM/TECH	16	5	28	5	1.8
	SOME UNIV	24	8	47	7	1.9
	COMP UNIV	7	2	14	2	2.0
7. HOURS WORKED	NONE	179	55	354	56	2.0
	1-19	17	5	34	5	2.0
	20 PLUS	127	39	247	39	1.9
8. NOT WORKING	STUDENT	36	12	70	12	1.9
	RETIRED	62	21	124	21	2.0
	HOUSEWIFE	58	19	114	19	2.0
	N/A	144	48	280	48	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 420, TUNED 74

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	21	7	43	7	2.0
	PROFESSIONAL	13	4	21	3	1.6
	CLERICAL	37	12	71	12	1.9
	SALES	6	2	11	2	2.0
	FARM/FISH	2	1	3	1	2.0
	SKILLED TRAD	2	1	5	1	2.0
	OTHER	30	10	60	10	2.0
	N/A	196	64	388	64	2.0
10. HSEHOLD SIZE	1 PERSON	41	13	82	13	2.0
	2 PERSONS	28	8	53	8	1.9
	3 PERSONS	81	25	161	25	2.0
	4 PERSONS	58	18	108	17	1.9
	5 PERSONS	40	12	80	13	2.0
	6 PERSONS	28	9	55	9	1.9
	7 PERSONS	29	9	58	9	2.0
	8 PERSONS	22	7	43	7	2.0
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	120	37	232	36	1.9
	NO	206	63	407	64	2.0
12. HOUSE STATUS	MALE HEAD	121	40	237	40	2.0
	FEMALE HEAD	112	37	216	37	1.9
	OTHER	69	23	137	23	2.0
13. #SETS/COLOUR	SETS-1 COL-Y	144	44	276	43	1.9
	SETS-1 COL-N	44	13	88	14	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	114	35	228	36	2.0
	SETS-2 COL-N	10	3	19	3	2.0
	SETS-2 CL-NA	2	1	5	1	2.0
	STS-3+ COL-Y	9	3	18	3	2.0
	STS-3+ COL-N	3	1	5	1	2.0
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	4	1	7	1	1.6
	CBL-Y CON-N	23	7	45	7	2.0
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	296	91	582	91	2.0
	CBL-N CON-NA	2	1	5	1	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 420, TUNED 74

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	8	100	16	100	2.0
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	48	15	91	14	1.9
	QUINTILE 2	34	10	68	11	2.0
	QUINTILE 3	56	17	108	17	1.9
	QUINTILE 4	66	20	131	21	2.0
	QUINTILE 5	123	38	242	38	2.0



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 3604, TUNED 531

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	1367	48	2653	48	1.9
	FEMALE	1465	52	2818	52	1.9
2. AGE	2-6	2	-	4	-	2.0
	7-11	106	4	209	4	2.0
	12-17	475	17	926	17	1.9
	18-24	561	20	1105	20	2.0
	25-34	621	22	1191	22	1.9
	35-49	478	17	924	17	1.9
	50-54	178	6	341	6	1.9
55-64	264	9	495	9	1.9	
65 PLUS	147	.5	276	5	1.9	
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	2832	100	5471	100	1.9
4. HOME LANG	ENGLISH	649	23	1259	24	1.9
	FRENCH	2081	75	4009	75	1.9
	OTHER	42	2	85	2	2.0
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	2832	100	5471	100	1.9
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	2	-	4	-	2.0
	GRADE	493	18	967	18	2.0
	SOME HIGH	759	27	1488	28	2.0
	COMP HIGH	767	28	1439	27	1.9
	COMM/TECH	385	14	759	14	2.0
	SOME UNIV	195	7	381	7	2.0
	COMP UNIV	173	6	318	6	1.8
7. HOURS WORKED	NONE	1253	46	2397	45	1.9
	1-19	272	10	535	10	2.0
	20 PLUS	1219	44	2368	45	1.9
8. NOT WORKING	STUDENT	543	20	1073	21	2.0
	RETIRED	188	7	330	6	1.8
	HOUSEWIFE	444	17	856	17	1.9
	N/A	1491	56	2904	56	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 3604, TUNED 531

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	124	5	242	5	2.0
	PROFESSIONAL	183	7	346	7	1.9
	CLERICAL	189	7	351	7	1.9
	SALES	46	2	92	2	2.0
	FARM/FISH	49	2	97	2	2.0
	SKILLED TRAD	221	9	442	9	2.0
	OTHER	229	9	440	9	1.9
	N/A	1525	59	2933	59	1.9
10. HSEHOLD SIZE	1 PERSON	174	6	343	6	2.0
	2 PERSONS	595	21	1158	21	1.9
	3 PERSONS	486	17	895	16	1.8
	4 PERSONS	710	25	1387	25	2.0
	5 PERSONS	489	17	956	17	2.0
	6 PERSONS	226	8	437	8	1.9
	7 PERSONS	67	2	129	2	1.9
	8 PERSONS	35	1	66	1	1.9
	9 OR MORE	50	2	101	2	2.0
11. CHILD < 12	YES	1118	39	2156	39	1.9
	NO	1714	61	3316	61	1.9
12. HOUSE STATUS	MALE HEAD	890	32	1715	32	1.9
	FEMALE HEAD	792	28	1515	28	1.9
	OTHER	1108	40	2159	40	1.9
13. #SETS/COLOUR	SETS-1 COL-Y	847	30	1641	30	1.9
	SETS-1 COL-N	206	7	402	7	1.9
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	1194	42	2298	42	1.9
	SETS-2 COL-N	144	5	258	5	1.8
	SETS-2 CL-NA	3	-	6	-	2.0
	STS-3+ COL-Y	434	15	858	16	2.0
	STS-3+ COL-N	5	-	9	-	2.0
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	334	12	629	12	1.9
	CBL-Y CON-N	848	30	1646	30	1.9
	CBL-Y CON-NA	15	1	30	1	2.0
	CBL-N CON-N	1488	53	2884	53	1.9
	CBL-N CON-NA	136	5	260	5	1.9



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 283, TUNED 92

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	138	37	277	37	2.0
	FEMALE	239	63	466	63	1.9
2. AGE	2-6	-	-	-	-	-
	7-11	18	5	36	5	2.0
	12-17	58	15	115	15	2.0
	18-24	16	4	32	4	2.0
	25-34	59	16	109	15	1.8
	35-49	90	24	180	24	2.0
	50-54	47	12	93	13	2.0
	55-64	61	16	123	17	2.0
	65 PLUS	28	7	54	7	2.0
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	377	100	743	100	2.0
4. HOME LANG	ENGLISH	199	55	387	54	1.9
	FRENCH	145	40	289	41	2.0
	OTHER	18	5	36	5	2.0
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	377	100	743	100	2.0
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	114	33	226	33	2.0
	SOME HIGH	110	32	220	32	2.0
	COMP HIGH	40	11	80	12	2.0
	COMM/TECH	55	16	110	16	2.0
	SOME UNIV	20	6	39	6	2.0
	COMP UNIV	11	3	12	2	1.1
7. HOURS WORKED	NONE	169	48	326	48	1.9
	1-19	52	15	104	15	2.0
	20 PLUS	127	37	255	37	2.0
8. NOT WORKING	STUDENT	63	19	125	19	2.0
	RETIRED	23	7	46	7	2.0
	HOUSEWIFE	72	21	142	21	2.0
	N/A	180	53	358	53	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 283, TUNED 92

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	2	1	4	1	2.0
	PROFESSIONAL	20	6	40	6	2.0
	CLERICAL	16	5	32	5	2.0
	SALES	4	1	7	1	2.0
	FARM/FISH	23	7	47	7	2.0
	SKILLED TRAD	33	10	66	10	2.0
	OTHER	12	4	25	4	2.0
	N/A	221	67	430	66	1.9
10. HSEHOLD SIZE	1 PERSON	12	3	24	3	1.9
	2 PERSONS	104	27	206	28	2.0
	3 PERSONS	41	11	81	11	2.0
	4 PERSONS	76	20	143	19	1.9
	5 PERSONS	54	14	109	15	2.0
	6 PERSONS	78	21	156	21	2.0
	7 PERSONS	1	-	2	-	2.0
	8 PERSONS	3	1	7	1	2.0
	9 OR MORE	8	2	15	2	2.0
11. CHILD < 12	YES	162	43	315	42	1.9
	NO	215	57	428	58	2.0
12. HOUSE STATUS	MALE HEAD	117	33	235	33	2.0
	FEMALE HEAD	146	41	283	40	1.9
	OTHER	96	27	191	27	2.0
13. #SETS/COLOUR	SETS-1 COL-Y	118	31	226	30	1.9
	SETS-1 COL-N	25	7	50	7	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	176	47	351	47	2.0
	SETS-2 COL-N	12	3	24	3	2.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	46	12	91	12	2.0
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	19	5	38	5	2.0
	CBL-Y CON-N	98	26	197	26	2.0
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	239	63	465	63	1.9
	CBL-N CON-NA	21	6	43	6	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 283, TUNED 92

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	57	53	115	53	2.0
	SYMBOL 2	25	23	49	23	2.0
	SYMBOL 3	27	25	54	25	2.0
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	19	5	29	4	1.5
	QUINTILE 2	8	2	16	2	2.0
	QUINTILE 3	79	21	157	21	2.0
	QUINTILE 4	106	28	211	28	2.0
	QUINTILE 5	166	44	330	44	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 661, TUNED 159

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	381	54	722	54	1.9
	FEMALE	318	46	624	46	2.0
2. AGE	2-6	2	-	4	-	2.0
	7-11	20	3	40	3	2.0
	12-17	133	19	256	19	1.9
	18-24	90	13	168	12	1.9
	25-34	187	27	363	27	1.9
	35-49	135	19	262	19	1.9
	50-54	58	8	115	9	2.0
	55-64	57	8	110	8	1.9
	65 PLUS	17	2	29	2	1.7
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	699	100	1347	100	1.9
4. HOME LANG	ENGLISH	253	38	484	37	1.9
	FRENCH	409	61	791	61	1.9
	OTHER	10	1	19	1	2.0
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	699	100	1347	100	1.9
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	2	-	4	-	2.0
	GRADE	155	23	301	23	1.9
	SOME HIGH	232	34	452	35	1.9
	COMP HIGH	162	24	305	23	1.9
	COMM/TECH	66	10	133	10	2.0
	SOME UNIV	7	1	14	1	2.0
	COMP UNIV	55	8	99	8	1.8
7. HOURS WORKED	NONE	255	39	493	39	1.9
	1-19	61	9	122	10	2.0
	20 PLUS	345	52	660	52	1.9
8. NOT WORKING	STUDENT	97	15	191	15	2.0
	RETIRED	32	5	58	5	1.8
	HOUSEWIFE	115	18	225	18	2.0
	N/A	406	62	782	62	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 661, TUNED 159

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	39	6	78	6	2.0
	PROFESSIONAL	53	8	97	8	1.8
	CLERICAL	26	4	46	4	1.8
	SALES	26	4	51	4	2.0
	FARM/FISH	4	1	9	1	2.0
	SKILLED TRAD	72	11	144	12	2.0
	OTHER	99	16	184	15	1.8
	N/A	316	50	615	50	1.9
10. HSEHOLD SIZE	1 PERSON	22	3	42	3	1.9
	2 PERSONS	173	25	336	25	1.9
	3 PERSONS	84	12	157	12	1.9
	4 PERSONS	199	29	384	29	1.9
	5 PERSONS	132	19	257	19	1.9
	6 PERSONS	54	8	104	8	1.9
	7 PERSONS	22	3	39	3	1.8
	8 PERSONS	8	1	15	1	2.0
	9 OR MORE	6	1	11	1	2.0
11. CHILD < 12	YES	313	45	597	44	1.9
	NO	386	55	749	56	1.9
12. HOUSE STATUS	MALE HEAD	275	40	513	39	1.9
	FEMALE HEAD	209	31	412	31	2.0
	OTHER	201	29	392	30	2.0
13. #SETS/COLOUR	SETS-1 COL-Y	272	39	541	40	2.0
	SETS-1 COL-N	54	8	109	8	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	226	32	432	32	1.9
	SETS-2 COL-N	55	8	84	6	1.5
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	91	13	182	13	2.0
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	114	17	227	17	2.0
	CBL-Y CON-N	248	36	476	36	1.9
	CBL-Y CON-NA	5	1	10	1	2.0
	CBL-N CON-N	300	44	575	43	1.9
	CBL-N CON-NA	20	3	35	3	1.8



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 661, TUNED 159

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	186	58	360	57	1.9
	SYMBOL 2	101	32	203	32	2.0
	SYMBOL 3	4	1	4	1	1.0
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	30	9	60	10	2.0
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	27	4	51	4	1.9
	QUINTILE 2	142	20	275	20	1.9
	QUINTILE 3	69	10	125	9	1.8
	QUINTILE 4	229	33	450	33	2.0
	QUINTILE 5	231	33	445	33	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 2240, TUNED 169

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	627	50	1227	51	2.0
	FEMALE	631	50	1181	49	1.9
2. AGE	2-6	-	-	-	-	-
	7-11	20	2	40	2	2.0
	12-17	213	17	419	17	2.0
	18-24	345	27	686	28	2.0
	25-34	247	20	470	20	1.9
	35-49	211	17	399	17	1.9
	50-54	43	3	74	3	1.7
	55-64	101	8	174	7	1.7
	65 PLUS	79	6	145	6	1.8
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	1258	100	2408	100	1.9
4. HOME LANG	ENGLISH	73	6	145	6	2.0
	FRENCH	1153	93	2198	93	1.9
	OTHER	15	1	30	1	2.0
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	1258	100	2408	100	1.9
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	75	6	145	6	1.9
	SOME HIGH	299	24	591	25	2.0
	COMP HIGH	459	37	850	35	1.8
	COMM/TECH	210	17	410	17	2.0
	SOME UNIV	153	12	299	12	2.0
	COMP UNIV	60	5	112	5	1.9
7. HOURS WORKED	NONE	608	48	1150	48	1.9
	1-19	119	9	230	10	1.9
	20 PLUS	528	42	1025	43	1.9
8. NOT WORKING	STUDENT	275	23	546	23	2.0
	RETIRED	101	8	163	7	1.6
	HOUSEWIFE	193	16	363	16	1.9
	N/A	647	53	1254	54	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 2240, TUNED 169

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	70	6	141	6	2.0
	PROFESSIONAL	91	8	174	8	1.9
	CLERICAL	108	9	194	9	1.8
	SALES	16	1	33	1	2.0
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	90	8	179	8	2.0
	OTHER	78	7	155	7	2.0
	N/A	727	62	1380	61	1.9
10. HSEHOLD SIZE	1 PERSON	108	9	214	9	2.0
	2 PERSONS	216	17	410	17	1.9
	3 PERSONS	276	22	493	20	1.8
	4 PERSONS	349	28	697	29	2.0
	5 PERSONS	213	17	411	17	1.9
	6 PERSONS	67	5	125	5	1.9
	7 PERSONS	15	1	29	1	2.0
	8 PERSONS	14	1	29	1	2.0
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	386	31	740	31	1.9
	NO	872	69	1667	69	1.9
12. HOUSE STATUS	MALE HEAD	350	28	673	28	1.9
	FEMALE HEAD	307	24	567	24	1.8
	OTHER	599	48	1162	48	1.9
13. #SETS/COLOUR	SETS-1 COL-Y	292	23	554	23	1.9
	SETS-1 COL-N	59	5	106	4	1.8
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	618	49	1176	49	1.9
	SETS-2 COL-N	23	2	45	2	2.0
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	263	21	517	21	2.0
	STS-3+ COL-N	5	-	9	-	2.0
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	179	14	319	13	1.8
	CBL-Y CON-N	415	33	800	33	1.9
	CBL-Y CON-NA	5	-	10	-	2.0
	CBL-N CON-N	588	47	1140	47	1.9
	CBL-N CON-NA	70	6	138	6	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 2240, TUNED 169

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	226	45	427	46	1.9
	SYMBOL 2	245	49	449	48	1.8
	SYMBOL 3	27	5	54	6	2.0
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	155	12	285	12	1.8
	QUINTILE 2	231	18	447	19	1.9
	QUINTILE 3	255	20	507	21	2.0
	QUINTILE 4	186	15	360	15	1.9
	QUINTILE 5	431	34	808	34	1.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 420, TUNED 111

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	221	44	428	44	1.9
	FEMALE	277	56	547	56	2.0
2. AGE	2-6	-	-	-	-	-
	7-11	49	10	93	10	1.9
	12-17	71	14	136	14	1.9
	18-24	111	22	220	23	2.0
	25-34	128	26	249	26	1.9
	35-49	41	8	83	8	2.0
	50-54	31	6	59	6	1.9
	55-64	44	9	88	9	2.0
	65 PLUS	24	5	47	5	2.0
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	498	100	975	100	2.0
4. HOME LANG	ENGLISH	124	25	244	25	2.0
	FRENCH	374	75	731	75	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	498	100	975	100	2.0
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	149	31	294	31	2.0
	SOME HIGH	117	24	225	24	1.9
	COMP HIGH	106	22	204	21	1.9
	COMM/TECH	53	11	106	11	2.0
	SOME UNIV	15	3	29	3	1.9
	COMP UNIV	48	10	95	10	2.0
7. HOURS WORKED	NGNE	221	46	428	46	1.9
	1-19	40	8	80	9	2.0
	20 PLUS	219	46	429	46	2.0
8. NOT WORKING	STUDENT	109	23	211	23	1.9
	RETIRED	32	7	63	7	2.0
	HOUSEWIFE	64	14	125	14	1.9
	N/A	258	56	509	56	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 420, TUNED 111

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	12	3	19	2	1.6
	PROFESSIONAL	18	4	36	4	2.0
	CLERICAL	40	10	80	10	2.0
	SALES	-	-	-	-	-
	FARM/FISH	21	5	42	5	2.0
	SKILLED TRAD	26	6	53	6	2.0
	OTHER	40	9	77	9	1.9
	N/A	261	62	508	62	1.9
10. HSEHOLD SIZE	1 PERSON	32	6	63	7	2.0
	2 PERSONS	103	21	205	21	2.0
	3 PERSONS	86	17	164	17	1.9
	4 PERSONS	85	17	163	17	1.9
	5 PERSONS	90	18	180	18	2.0
	6 PERSONS	27	5	52	5	1.9
	7 PERSONS	29	6	59	6	2.0
	8 PERSONS	9	2	15	1	1.6
	9 OR MORE	37	7	74	8	2.0
11. CHILD < 12	YES	257	52	503	52	2.0
	NO	241	48	471	48	2.0
12. HOUSE STATUS	MALE HEAD	148	30	294	31	2.0
	FEMALE HEAD	130	26	253	26	1.9
	OTHER	213	43	415	43	1.9
13. #SETS/COLOUR	SETS-1 COL-Y	166	33	320	33	1.9
	SETS-1 COL-N	68	14	137	14	2.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	173	35	339	35	2.0
	SETS-2 COL-N	54	11	105	11	2.0
	SETS-2 CL-NA	3	1	6	1	2.0
	STS-3+ COL-Y	34	7	68	7	2.0
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	22	4	44	5	2.0
	CBL-Y CON-N	87	17	173	18	2.0
	CBL-Y CON-NA	5	1	9	1	2.0
	CBL-N CON-N	360	72	703	72	2.0
	CBL-N CON-NA	24	5	45	5	1.8

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 420, TUNED 111

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	31	72	61	72	2.0
	SYMBOL 2	3	7	6	7	2.0
	SYMBOL 3	9	21	18	21	2.0
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	30	6	58	6	1.9
	QUINTILE 2	71	14	138	14	2.0
	QUINTILE 3	116	23	226	23	2.0
	QUINTILE 4	122	24	238	24	1.9
	QUINTILE 5	160	32	315	32	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 3604, TUNED 486

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	2524	57	9318	57	3.7
	FEMALE	1892	43	6996	43	3.7
2. AGE	2-6	45	1	180	1	4.0
	7-11	149	3	543	3	3.6
	12-17	629	14	2408	15	3.8
	18-24	659	15	2420	15	3.7
	25-34	920	21	3470	21	3.8
	35-49	1095	25	3942	24	3.6
	50-54	242	5	900	6	3.7
55-64		426	10	1642	10	3.9
	65 PLUS	251	6	810	5	3.2
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	4416	100	16313	100	3.7
4. HOME LANG	ENGLISH	61	1	244	2	4.0
	FRENCH	4304	98	15906	98	3.7
	OTHER	14	-	45	-	3.2
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	4416	100	16313	100	3.7
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	11	-	45	-	4.0
	GRADE	485	11	1776	11	3.7
	SOME HIGH	1290	30	4695	29	3.6
	COMP HIGH	1278	29	4820	30	3.8
	COMM/TECH	708	16	2607	16	3.7
	SOME UNIV	228	5	855	5	3.8
COMP UNIV	362	8	1405	9	3.9	
7. HOURS WORKED	NONE	1818	42	6802	43	3.7
	1-19	283	7	1000	6	3.5
	20 PLUS	2196	51	8173	51	3.7
8. NOT WORKING	STUDENT	834	20	3157	20	3.8
	RETIRED	299	7	1066	7	3.6
	HOUSEWIFE	584	14	2175	14	3.7
	N/A	2480	59	9174	59	3.7



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 3604, TUNED 486

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ.
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	190	5	729	5	3.8
	PROFESSIONAL	367	9	1348	9	3.7
	CLERICAL	548	14	1973	13	3.6
	SALES	101	3	393	3	3.9
	FARM/FISH	36	1	145	1	4.0
	SKILLED TRAD	290	7	1126	8	3.9
	OTHER	356	9	1241	8	3.5
	N/A	2101	53	7802	53	3.7
10. HSEHOLD SIZE	1 PERSON	310	7	1213	7	3.9
	2 PERSONS	760	17	2749	17	3.6
	3 PERSONS	767	17	2817	17	3.7
	4 PERSONS	1242	28	4564	28	3.7
	5 PERSONS	732	17	2828	17	3.9
	6 PERSONS	360	8	1285	8	3.6
	7 PERSONS	145	3	519	3	3.6
	8 PERSONS	58	1	173	1	3.0
	9 OR MORE	42	1	165	1	3.9
11. CHILD < 12	YES	1679	38	6190	38	3.7
	NO	2736	62	10123	62	3.7
12. HOUSE STATUS	MALE HEAD	1771	41	6480	41	3.7
	FEMALE HEAD	1000	23	3579	23	3.6
	OTHER	1502	35	5684	36	3.8
13. #SETS/COLOUR	SETS-1 COL-Y	1055	24	3874	24	3.7
	SETS-1 COL-N	429	10	1657	10	3.9
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	2004	45	7367	45	3.7
	SETS-2 COL-N	223	5	788	5	3.5
	SETS-2 CL-NA	19	-	77	-	4.0
	STS-3+ COL-Y	681	15	2533	16	3.7
	STS-3+ COL-N	4	-	18	-	4.0
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	483	11	1804	11	3.7
	CBL-Y CON-N	1271	29	4841	30	3.8
	CBL-Y CON-NA	48	1	138	1	2.9
	CBL-N CON-N	2454	56	9024	55	3.7
	CBL-N CON-NA	157	4	501	3	3.2

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 3604, TUNED 486

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	563	52	2180	53	3.9
	SYMBOL 2	470	44	1780	43	3.8
	SYMBOL 3	43	4	172	4	4.0
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	3	-	10	-	4.0
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	331	7	1171	7	3.5
	QUINTILE 2	652	15	2311	14	3.5
	QUINTILE 3	821	19	3032	19	3.7
	QUINTILE 4	969	22	3603	22	3.7
	QUINTILE 5	1643	37	6196	38	3.8

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 283, TUNED 1

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	-	-	-	-	-
	FEMALE	21	100	42	100	2.0
2. AGE	2-6	-	-	-	-	-
	7-11	-	-	-	-	-
	12-17	-	-	-	-	-
	18-24	-	-	-	-	-
	25-34	-	-	-	-	-
	35-49	21	100	42	100	2.0
	50-54	-	-	-	-	-
	55-64	-	-	-	-	-
	65 PLUS	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	21	100	42	100	2.0
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	21	100	42	100	2.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	21	100	42	100	2.0
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	-	-	-	-	-
	SOME HIGH	-	-	-	-	-
	COMP HIGH	-	-	-	-	-
	COMM/TECH	-	-	-	-	-
	SOME UNIV	-	-	-	-	-
	COMP UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	-	-	-	-	-
	1-19	-	-	-	-	-
	20 PLUS	-	-	-	-	-
8. NOT WORKING	STUDENT	-	-	-	-	-
	RETIRED	-	-	-	-	-
	HOUSEWIFE	-	-	-	-	-
	N/A	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 283, TUNED 1

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	-	-	-	-	-
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	-	-	-	-	-
10. HSEHOLD SIZE	1 PERSON	-	-	-	-	-
	2 PERSONS	-	-	-	-	-
	3 PERSONS	-	-	-	-	-
	4 PERSONS	-	-	-	-	-
	5 PERSONS	-	-	-	-	-
	6 PERSONS	21	100	42	100	2.0
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	21	100	42	100	2.0
	NO	-	-	-	-	-
12. HOUSE STATUS	MALE HEAD	-	-	-	-	-
	FEMALE HEAD	21	100	42	100	2.0
	OTHER	-	-	-	-	-
13. #SETS/COLOUR	SETS-1 COL-Y	-	-	-	-	-
	SETS-1 COL-N	-	-	-	-	-
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	21	100	42	100	2.0
	SETS-2 COL-N	-	-	-	-	-
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	-	-	-	-	-
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	-	-	-	-	-
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	21	100	42	100	2.0
	CBL-N CON-NA	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 283, TUNED 1

\*\*\*\*\*

BASED ON TOTAL REACH      BASED ON IMPRESSIONS

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN DIS	% DIS	
		00	%	00	%	
15. CABLE COMP	SYMBOL 1	-	-	-	-	-
	SYMBOL 2	-	-	-	-	-
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-
16. TV QUINTILE	QUINTILE 1	-	-	-	-	-
	QUINTILE 2	-	-	-	-	-
	QUINTILE 3	-	-	-	-	-
	QUINTILE 4	-	-	-	-	-
	QUINTILE 5	21	100	42	100	2.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 661, TUNED 30

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	64	48	197	42	3.1
	FEMALE	69	52	272	58	3.9
2. AGE	2-6	8	6	30	6	4.0
	7-11	31	24	114	24	3.6
	12-17	27	20	95	20	3.5
	18-24	25	19	61	13	2.5
	25-34	24	18	97	21	4.0
	35-49	9	7	35	7	4.0
	50-54	7	5	28	6	4.0
	55-64	2	1	8	2	4.0
	65 PLUS	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	133	100	469	100	3.5
4. HOME LANG	ENGLISH	10	8	40	9	4.0
	FRENCH	123	92	429	91	3.5
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	133	100	469	100	3.5
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	3	2	10	2	4.0
	GRADE	46	36	158	35	3.5
	SOME HIGH	32	25	129	29	4.0
	COMP HIGH	26	20	65	14	2.5
	COMM/TECH	22	17	90	20	4.0
	SOME UNIV	-	-	-	-	-
	COMP UNIV	-	-	-	-	-
7. HOURS WORKED	NONE	98	82	368	81	3.8
	1-19	7	5	26	6	4.0
	20 PLUS	16	13	63	14	4.0
8. NOT WORKING	STUDENT	66	58	240	56	3.6
	RETIRED	2	2	8	2	4.0
	HOUSEWIFE	23	20	91	21	4.0
	N/A	22	20	89	21	4.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 661, TUNED 30

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ.
		NUMBER REACHED	% DIS.	% IMPRSSN	% DIS.	
		60	%	60	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	-	-	-	-	-
	CLERICAL	7	6	30	7	4.0
	SALES	-	-	-	-	-
	PARM/PTSH	-	-	-	-	-
	SKILLED TRAD	5	5	22	5	4.0
	OTHER	3	2	11	2	4.0
	N/A	165	87	394	86	3.8
10. HSEHOLD SIZE	1 PERSON	3	2	11	2	4.0
	2 PERSONS	15	11	58	12	4.0
	3 PERSONS	30	23	115	24	3.8
	4 PERSONS	6	5	25	5	4.0
	5 PERSONS	40	30	145	31	3.7
	6 PERSONS	24	18	56	12	2.4
	7 PERSONS	6	4	19	4	3.3
	8 PERSONS	-	-	-	-	-
	9 OR MORE	10	8	40	9	4.0
11. CHILD < 12	YES	101	76	342	73	3.4
	NO	32	24	127	27	4.0
12. HOUSE STATUS	MALE HEAD	5	4	22	5	4.0
	FEMALE HEAD	45	34	178	38	4.0
	OTHER	83	62	269	57	3.2
13. #SETS/COLOUR	SETS-1 COL-Y	71	54	234	50	3.3
	SETS-1 COL-N	7	6	30	6	4.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	41	31	152	32	3.7
	SETS-2 COL-N	3	2	12	3	4.0
	SETS-2 CL-NA	-	-	-	-	-
	SETS-3+ COL-Y	10	8	41	9	4.0
	SETS-3+ COL-N	-	-	-	-	-
	SETS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	10	7	39	8	4.0
	CBL-Y CON-N	45	34	182	39	4.0
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-A	74	56	234	50	3.2
	CBL-N CON-NA	3	3	13	3	4.0





AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 2240, TUNED 424

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	2391	59	8890	59	3.7
	FEMALE	1688	41	6251	41	3.7
2. AGE	2-6	37	1	150	1	4.0
	7-11	118	3	429	3	3.6
	12-17	562	14	2154	14	3.8
	18-24	603	15	2250	15	3.7
	25-34	845	21	3205	21	3.8
	35-49	1040	26	3775	25	3.6
	50-54	227	6	842	6	3.7
	55-64	395	10	1527	10	3.9
	65 PLUS	251	6	810	5	3.2
3. OFCL LANG	ENGLISH	-	-	-	-	
	FRENCH	-	-	-	-	
	BOTH	4079	100	15141	100	3.7
4. HOME LANG	ENGLISH	41	1	165	1	4.0
	FRENCH	3992	99	14830	99	3.7
	OTHER	14	-	45	-	3.2
5. MOTHR TONGUE	ENGLISH	-	-	-	-	
	FRENCH	4079	100	15141	100	3.7
	OTHER	-	-	-	-	
6. EDUCATION	NONE	9	-	35	-	4.0
	GRADE	402	10	1486	10	3.7
	SOME HIGH	1178	29	4278	28	3.6
	COMP HIGH	1216	30	4609	31	3.8
	COMM/TECH	670	17	2468	16	3.7
	SOME UNIV	224	6	841	6	3.8
	COMP UNIV	355	9	1377	9	3.9
7. HOURS WORKED	NONE	1621	41	6057	41	3.7
	1-19	263	7	940	6	3.6
	20 PLUS	2111	53	7861	53	3.7
8. NOT WORKING	STUDENT	726	19	2751	19	3.8
	RETIRED	280	7	988	7	3.5
	HOUSEWIFE	521	13	1943	13	3.7
	N/A	2374	61	8801	61	3.7

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 2240, TUNED 424

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	186	5	712	5	3.8
	PROFESSIONAL	364	10	1341	10	3.7
	CLERICAL	526	14	1886	14	3.6
	SALES	92	3	359	3	3.9
	FARM/FISH	36	1	145	1	4.0
	SKILLED TRAD	274	7	1068	8	3.9
	OTHER	336	9	1177	9	3.5
	N/A	1884	51	6997	51	3.7
10. HSEHOLD SIZE	1 PERSON	283	7	1119	7	4.0
	2 PERSONS	733	18	2638	17	3.6
	3 PERSONS	712	17	2628	17	3.7
	4 PERSONS	1212	30	4450	29	3.7
	5 PERSONS	643	16	2483	16	3.9
	6 PERSONS	302	7	1137	8	3.8
	7 PERSONS	122	3	445	3	3.7
	8 PERSONS	41	1	117	1	2.8
	9 OR MORE	32	1	125	1	3.9
11. CHILD < 12	YES	1484	36	5528	37	3.7
	NO	2595	64	9613	63	3.7
12. HOUSE STATUS	MALE HEAD	1727	44	6323	43	3.7
	FEMALE HEAD	877	22	3153	22	3.6
	OTHER	1355	34	5181	35	3.8
13. #SETS/COLOUR	SETS-1 COL-Y	944	23	3504	23	3.7
	SETS-1 COL-N	396	10	1527	10	3.9
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	1850	45	6837	45	3.7
	SETS-2 COL-N	209	5	744	5	3.6
	SETS-2 CL-NA	19	-	77	1	4.0
	STS-3+ COL-Y	656	16	2434	16	3.7
	STS-3+ COL-N	4	-	18	-	4.0
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	473	12	1764	12	3.7
	CBL-Y CON-N	1213	30	4617	31	3.8
	CBL-Y CON-NA	48	1	138	1	2.9
	CBL-N CON-N	2189	54	8128	54	3.7
	CBL-N CON-NA	153	4	487	3	3.2

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 2240, TUNED 424

\*\*\*\*\*

BASED ON TOTAL REACH      BASED ON IMPRESSIONS

NUMBER    %    1/4--HR    %    AVG.  
REACHED DIS    IMPRSSN DIS    FREQ

00    %            00    %

CHARACTERISTIC	CATEGORY	NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	AVG. FREQ
15. CABLE COMP	SYMBOL 1	520	51	2006	51	3.9
	SYMBOL 2	463	45	1750	45	3.8
	SYMBOL 3	43	4	172	4	4.0
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-

16. TV QUINTILE	QUINTILE 1	313	8	1099	7	3.5
	QUINTILE 2	628	15	2223	15	3.5
	QUINTILE 3	747	18	2795	18	3.7
	QUINTILE 4	855	21	3192	21	3.7
	QUINTILE 5	1537	38	5833	39	3.8

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 420, TUNED 31

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	69	38	231	35	3.4
	FEMALE	114	62	431	65	3.8
2. AGE	2-6	-	-	-	-	-
	7-11	-	-	-	-	-
	12-17	40	22	158	24	4.0
	18-24	31	17	109	16	3.5
	25-34	51	28	167	25	3.3
	35-49	25	14	90	14	3.6
	50-54	8	4	30	5	4.0
55-64	29	16	107	16	3.7	
	65 PLUS	-	-	-	-	-
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	183	100	662	100	3.6
4. HOME LANG	ENGLISH	10	5	39	6	4.0
	FRENCH	168	95	605	94	3.6
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	183	100	662	100	3.6
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	37	21	132	20	3.5
	SOME HIGH	79	44	287	44	3.6
	COMP HIGH	36	20	146	22	4.0
	COMM/TECH	16	9	49	7	3.0
	SOME UNIV	3	2	14	2	4.0
COMP UNIV	7	4	27	4	4.0	
7. HOURS WORKED	NONE	99	54	378	57	3.8
	1-19	14	8	34	5	2.4
	20 PLUS	70	38	250	38	3.6
8. NOT WORKING	STUDENT	42	23	166	25	4.0
	RETIRED	17	10	69	10	4.0
	HOUSEWIFE	40	22	142	21	3.6
	N/A	84	46	284	43	3.4

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

ALL CELLS

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 420, TUNED 31

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	4	2	17	3	4.0
	PROFESSIONAL	4	2	7	1	2.0
	CLERICAL	14	8	57	9	4.0
	SALES	8	5	34	5	4.0
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	11	6	36	6	3.3
	OTHER	17	10	53	9	3.2
	N/A	113	66	412	67	3.6
10. HSEHOLD SIZE	1 PERSON	25	13	84	13	3.4
	2 PERSONS	13	7	53	8	4.0
	3 PERSONS	24	13	74	11	3.1
	4 PERSONS	24	13	90	14	3.7
	5 PERSONS	50	27	200	30	4.0
	6 PERSONS	13	7	50	8	4.0
	7 PERSONS	17	9	55	8	3.2
	8 PERSONS	17	9	56	8	3.4
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	73	40	278	42	3.8
	NO	109	60	384	58	3.5
12. HOUSE STATUS	MALE HEAD	39	24	135	23	3.4
	FEMALE HEAD	58	36	206	36	3.6
	OTHER	64	40	235	41	3.7
13. #SETS/COLOUR	SETS-1 COL-Y	39	21	135	20	3.5
	SETS-1 COL-N	25	14	100	15	4.0
	SETS-1 CL-NA	-	-	-	-	-
	SETS-2 COL-Y	92	51	337	51	3.6
	SETS-2 COL-N	11	6	31	5	2.7
	SETS-2 CL-NA	-	-	-	-	-
	STS-3+ COL-Y	14	8	58	9	4.0
	STS-3+ COL-N	-	-	-	-	-
	STS-3+ CL-NA	-	-	-	-	-
14. CABLE/CONVTR	CBL-Y CON-Y	-	-	-	-	-
	CBL-Y CON-N	12	7	42	6	3.4
	CBL-Y CON-NA	-	-	-	-	-
	CBL-N CON-N	170	93	620	94	3.6
	CBL-N CON-NA	-	-	-	-	-



Appendice A

Cahier d'écoute

de la télévision (extraits)

Please answer the following confidential questions. They are most important for the analysis of the information given by all the people in the survey. PLEASE CHECK  ONE SQUARE FOR EACH QUESTION.

Veuillez d'abord répondre à ces questions. Ces renseignements confidentiels nous permettent d'analyser l'écoute de la radio pour l'ensemble des participants à ce sondage. S.V.P. UNE SEULE  RÉPONSE PAR QUESTION.

1. What is your sex?

Quel est votre sexe?  
Male  Masculin  
Female  Féminin

2. In which age group are you?

Dans quel groupe d'âge êtes-vous?  
2-6  2-6      25-34  25-34  
7-11  7-11      35-49  35-49  
12-17  12-17      50-54  50-54  
18-24  18-24      55-64  55-64  
65 and over  65 et plus

3. (a) Can you speak English or French well enough to conduct a conversation?

Connaissez-vous assez bien le français ou l'anglais pour soutenir une conversation?  
English only  Anglais seulement  
French only  Français seulement  
English and French  Français et anglais

(b) What language do you most often speak at home now?

Quelle langue parlez-vous le plus souvent à la maison?  
English  Anglais  
French  Français  
Other  Autre

Please specify

Veuillez préciser

(c) Which language did you first learn in childhood and still understand?

Quelle est la première langue que vous avez apprise dans l'enfance et que vous comprenez encore?  
English  Anglais  
French  Français  
Other  Autre

Please specify

Veuillez préciser

4. What is the highest grade of schooling you attended?

Combien d'années d'étude avez-vous complétées?  
None (infants, etc.)  Aucune (bébés etc.)  
Public or Grade School  École primaire  
Some High School  Secondaire - en partie  
Completed High School  Secondaire - au complet  
Community or technical college  Collège ou école technique  
Some university  Université - en partie  
Completed university  Université - au complet

5. (a) How many hours per week do you normally work for pay (or in your own farm, business or professional practice)?

None  Aucune  
1-19 hrs.  1-19 heures  
20 or more hrs.  20 heures ou plus

D'habitude, combien d'heures par semaine travaillez-vous en vue d'un salaire (ou d'un revenu d'affaire ou professionnel)?

(b) IF NONE... Are you:

Full Time Student  Étudiant  
Retired  Retraité  
Housewife  Ménagère

SI AUCUNE... Êtes-vous:

(c) IF 1-19 HOURS OR 20 OR MORE HOURS... What is your normal occupation (work or job)?

Owner of own business, Manager, Business executive, administrator.

Propriétaire d'entreprise, administrateur, gérant

Professional (e.g. teacher, doctor, nurse)

Professionnel (y compris professeur, médecin, infirmière)

Clerical worker (e.g. bookkeeper, stenographer, clerk).

Employé de bureau (y compris préposé à la tenue des livres, sténographe, commis).

Salesman/Saleswoman

Vendeur/Vendeuse

Farmer, farm-worker, fisherman.

Fermier, travailleur agricole, pêcheur.

Foreman, supervisor, skilled tradesman, craftsman.

Contremaitre, ouvrier spécialisé artisan.

Other worker (e.g. service worker, truck driver, labourer).

Ouvrier semi-spécialisé, journalier (y compris travailleur de service, camionneur).

6. Including yourself how many people are there in your household in each of the following age groups? (Please write number)

Pour chacun des groupes d'âge suivants, combien de personnes, y compris vous-même, vivent dans votre foyer? (Veuillez inscrire le nombre).

Adults (aged 18 or more) \_\_\_\_\_ Adultes (18 ans ou plus)

Teenagers (aged 12-17) \_\_\_\_\_ Adolescents (âgés de 12 à 17 ans)

Children (aged 2-11) \_\_\_\_\_ Enfants (âgés de 2 à 11 ans)

Children (aged under 2) \_\_\_\_\_ Enfants (moins de 2 ans)

7. Are you...

Male head of household  Le chef de famille  
Female head of household  La maîtresse du foyer  
Other member of household  Autre personne dans le foyer

Êtes-vous...

8. Is there a color TV set in your home?

Yes  Oui  
No  Non

Est-ce qu'il y a un appareil de télévision couleur chez-vous?

9. (a) Is any TV set in your household connected to a community antenna service (cable vision, CATV) for which you (or your landlord) pay a rental fee?

Yes  Oui  
No  Non

Y-a-t-il chez-vous un appareil de télévision raccordé à un câble, pour lequel vous ou votre propriétaire payez un loyer?

(b) If Yes... What is the name of the CATV or cable company?

Si oui... Quel est le nom de la compagnie de câble?



MONDAY/LUNDI ① TELEVISION

MONDAY/LUNDI

OFFICE/BUREAU	TIME HEURE	STATION	TIME HEURE	STATION	OFFICE/BUREAU
1	6.00-6.15AM		4.00-4.15PM		41
2	6.15-6.30		4.15-4.30		42
3	6.30-6.45		4.30-4.45		43
4	6.45-7.00		4.45-5.00		44
5	7.00-7.15		5.00-5.15		45
6	7.15-7.30		5.15-5.30		46
7	7.30-7.45		5.30-5.45		47
8	7.45-8.00		5.45-6.00		48
9	8.00-8.15		6.00-6.15		49
10	8.15-8.30		6.15-6.30		50
11	8.30-8.45		6.30-6.45		51
12	8.45-9.00		6.45-7.00		52
13	9.00-9.15		7.00-7.15		53
14	9.15-9.30		7.15-7.30		54
15	9.30-9.45		7.30-7.45		55
16	9.45-10.00		7.45-8.00		56
17	10.00-10.15		8.00-8.15		57
18	10.15-10.30		8.15-8.30		58
19	10.30-10.45		8.30-8.45		59
20	10.45-11.00		8.45-9.00		60
21	11.00-11.15		9.00-9.15		61
22	11.15-11.30		9.15-9.30		62
23	11.30-11.45		9.30-9.45		63
24	11.45-12.00		9.45-10.00		64
25	12.00-12.15PM		10.00-10.15		65
26	12.15-12.30		10.15-10.30		66
27	12.30-12.45		10.30-10.45		67
28	12.45-1.00		10.45-11.00		68
29	1.00-1.15		11.00-11.15		69
30	1.15-1.30		11.15-11.30		70
31	1.30-1.45		11.30-11.45		71
32	1.45-2.00		11.45-12.00		72
33	2.00-2.15		12.00-12.15AM		73
34	2.15-2.30		12.15-12.30		74
35	2.30-2.45		12.30-12.45		75
36	2.45-3.00		12.45-1.00		76
37	3.00-3.15		1.00-1.15		77
38	3.15-3.30		1.15-1.30		78
39	3.30-3.45		1.30-1.45		79
40	3.45-4.00		1.45-2.00		80

1. Was there anything about the TV you watched today that you particularly liked? If so, what? (Don't forget to name the program.)

Est-ce qu'il y a quelque chose que vous avez aimé davantage aujourd'hui à la télévision? (ne pas oublier d'indiquer le nom de l'émission).

---



---



---



---



---

2. Was there anything about the TV you watched today that you particularly disliked? If so, what? (Don't forget to name the program.)

Est-ce qu'il y a quelque chose qui vous a déplu à la télévision aujourd'hui? (ne pas oublier d'indiquer le nom de l'émission).

---



---



---



---



---

Remember, watch only the programs you want to watch.

Regardez seulement ce que vous avez envie de regarder à la télévision.

7 Please check (✓) if you did not watch TV Monday  
 Cochez s.v.p. (✓) si vous n'avez pas regardé la TV lundi

Appendice B

Auditoire et portée

unilingue (Montréal)

	<u>Page</u>
. . . Auditoire unilingue anglophone des réseaux français	271
. . . Auditoire unilingue francophone des réseaux français	272
. . . Auditoire unilingue anglophone des réseaux anglais	273
. . . Auditoire unilingue francophone des réseaux anglais	274
. . . Auditoire unilingue anglophone des réseaux américains	275
. . . Auditoire unilingue francophone des réseaux américains	276

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*REACH REPORT\*

SAMPLE SIZE...TOTAL 206, TUNED 20

\*\*\*\*\*

SPT SEQ	STA- TION	SUR- VEY	WKS DAY	TIME PERIOD	AV 1/4-HR AUDIENCE RTG	IMPS	REACH IN TIME PERIOD	EXCLUS REACH OF SPT	TOTAL IMPR SESSIONS IN TIM PERIOD		
1	CFTM	ALL	MO-SU	600A- 200A	-	-	3	121	121	14	266
2	CBFT	ALL	MO-SU	600A- 200A	-	2	5	162	152	65	1207
3	CKSH	ALL	MO-SU	600A- 200A	-	-	-	-	-	-	-
4	CIVM	ALL	MO-SU	600A- 200A	-	-	1	44	44	4	69
5	CKTM	ALL	MO-SU	600A- 200A	-	-	-	-	-	-	-

6	CHLT	ALL	MO-SU	600A- 200A	-	1	1	45	34	17	318
---	------	-----	-------	------------	---	---	---	----	----	----	-----

SUMMARY STATISTICS FOR WHOLE SCHEDULE				IN	00	%
TOTAL 1/4-HR IMPRESSIONS (GRPS)				1861	53	-
UNDUPLICATED REACH				361	10	-
AVERAGE 1/4-HR AUDIENCE PER SPOT				1	-	-

AVERAGE FREQUENCY  
(TOTAL IMPS/REACH) 5.2

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*REACH REPORT\*

SAMPLE SIZE...TOTAL 670, TUNED 666

\*\*\*\*\*

SPT SEQ	STA-TION	SURVEY WKS	DAY	TIME PERIOD	AV 1/4-HR AUDIENCE RTG	IMPS	REACH IN TIME PERIOD	EXCLUS REACH OF SPT	TOTAL IMPRESSIONS IN TIM PERIOD	
1	CFTM	ALL	MO-SU	600A- 200A	10	1052	95	9684	461	64 589340
2	CBFT	ALL	MO-SU	600A- 200A	6	569	94	9542	306	34 318811
3	CKSH	ALL	MO-SU	600A- 200A	-	4	2	166	-	- 2070
4	CIVM	ALL	MO-SU	600A- 200A	-	13	10	975	-	1 7163
5	CKTM	ALL	MO-SU	600A- 200A	-	11	5	458	-	1 6035
6	CHLT	ALL	MO-SU	600A- 200A	-	6	6	624	-	- 3529

SUMMARY STATISTICS FOR WHOLE SCHEDULE		IN 00	%
TOTAL 1/4-HR IMPRESSIONS (GRPS)		926948	9135
UNDUPLICATED REACH		10083	99
AVERAGE 1/4-HR AUDIENCE PER SPOT		276	3

AVERAGE FREQUENCY (TOTAL IMPS/REACH) 91.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*REACH REPORT\*

SAMPLE SIZE...TOTAL 206, TUNED 200

\*\*\*\*\*

SPT SEQ NUM	STA- TION	SUR VEY WKS	DAY	TIME PERIOD	AV 1/4-HR AUDIENCE RTG	IMPS	REACH IN TIME PERIOD	EXCLUS REACH OF SPT	TOTAL IMPR RESSIONS IN TIM PERIOD	
					%	00	%	00	%	00
1	CBMT	ALL	MO-SU	600A- 200A	3	102	89	3153	132	36 57085
2	CFCF	ALL	MO-SU	600A- 200A	5	175	94	3333	298	61 97827
3	CJOH	ALL	MO-SU	600A- 200A	-	10	17	617	-	3 5452

SUMMARY STATISTICS FOR WHOLE SCHEDULE IN 00 %

TOTAL 1/4-HR IMPRESSIONS (GRPS)	160364	4526
UNDUPLICATED REACH	3465	98
AVERAGE 1/4-HR AUDIENCE PER SPOT	95	3
AVERAGE FREQUENCY (TOTAL IMPS/REACH)	46.3	

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*REACH REPORT\*

SAMPLE SIZE...TOTAL 670, TUNED 325

\*\*\*\*\*

SPT SEQ	STA- TION	SUR VEY	WKS DAY	TIME PERIOD	AV 1/4-HR AUDIENCE RTG	IMPS	REACH IN TIME PERIOD	EXCLUS REACH OF SPT	TOTAL IMPR RESSIONS IN TIM PERIOD	
					%	00	%	00	%	00
1	CBMT	ALL	MO-SU	600A-200A	-	23	16	1672	585	23 13039
2	CFCF	ALL	MO-SU	600A-200A	1	78	42	4279	3185	77 43541
3	CJOH	ALL	MO-SU	600A-200A	-	-	1	84	-	- 261

SUMMARY STATISTICS FOR WHOLE SCHEDULE IN 00 %

TOTAL 1/4-HR IMPRESSIONS (GRPS) 56841 560  
 UNDUPLICATED REACH 4864 48  
 AVERAGE 1/4-HR AUDIENCE PER SPOT 34 -

AVERAGE FREQUENCY  
 (TOTAL IMPS/REACH) 11.7

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*REACH REPORT\*

SAMPLE SIZE...TOTAL 206, TUNED 176

\*\*\*\*\*

SPT SEQ	STA- TION	SUR VEY WKS	DAY	TIME PERIOD	AV 1/4-HR AUDIENCE RTG	IMPS	REACH IN TIME PERIOD	EXCLUS REACH OF SPT	TOTAL IMPR SESSIONS IN TIM PERIOD		
					%	00	%	00	%		
1	WCAX	ALL	MO-SU	600A-200A	2	86	72	2549	131	39	48299
2	WMTW	ALL	MO-SU	600A-200A	1	26	31	1113	40	12	14517
3	WCFE	ALL	MO-SU	600A-200A	-	5	6	219	14	2	2832
4	WPTZ	ALL	MO-SU	600A-200A	2	69	68	2410	151	31	38521
5	WEZF	ALL	MO-SU	600A-200A	1	30	30	1052	42	14	17043
6	WETK	ALL	MO-SU	600A-200A	-	6	12	424	44	3	3125

SUMMARY STATISTICS FOR WHOLE SCHEDULE

IN 00 %

TOTAL 1/4-HR IMPRESSIONS (GRPS)

124338 3510

UNDUPLICATED REACH

3046 86

AVERAGE 1/4-HR AUDIENCE PER SPOT

37 1

AVERAGE FREQUENCY

(TOTAL IMPS/REACH)

40.8

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*REACH REPORT\*

SAMPLE SIZE...TOTAL 670, TUNED 113

\*\*\*\*\*

SPT SEQ	STA- TION	SUR VEY	TIME DAY	AV 1/4-HR AUDIENCE RTG	IMPS	REACH IN TIME PERIOD	EXCLUS REACH OF SPT	TOTAL IMPR RESSIONS IN TIM PERIOD			
1	WCAX	ALL	MO-SU	600A- 200A	-	19	10	992	453	44	10690
2	WMTW	ALL	MO-SU	600A- 200A	-	7	4	370	108	16	3977
3	WCFE	ALL	MO-SU	600A- 200A	-	-	-	-	-	-	-
4	WPTZ	ALL	MO-SU	600A- 200A	-	13	9	866	242	30	7405
5	WEZF	ALL	MO-SU	600A- 200A	-	4	4	363	181	9	2186
6	WETK	ALL	MO-SU	600A- 200A	-	-	-	11	4	-	30

SUMMARY STATISTICS FOR WHOLE SCHEDULE		IN 00	%
TOTAL 1/4-HR IMPRESSIONS (GRPS)		24289	239
UNDUPLICATED REACH		1648	16
AVERAGE 1/4-HR AUDIENCE PER SPOT		7	-

AVERAGE FREQUENCY  
(TOTAL IMPS/REACH) 14.7



Appendice C

Auditoire et portée

bilingue (Montréal)

	<u>Page</u>
. . . . . Auditoire bilingue anglophone des réseaux français	278
. . . . . Auditoire bilingue francophone des réseaux français	279
. . . . . Auditoire bilingue anglophone des réseaux anglais	280
. . . . . Auditoire bilingue francophone des réseaux anglais	281
. . . . . Auditoire bilingue anglophone des réseaux américains	282
. . . . . Auditoire bilingue francophone des réseaux américains	283

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*REACH REPORT\*

SAMPLE SIZE...TOTAL 200, TUNED 40

\*\*\*\*\*

SPT SEQ	STA- TION	SUR VEY	WKS DAY	TIME PERIOD	AV 1/4-HR AUDIENCE RTG	IMPS	REACH IN TIME PERIOD	EXCLUS REACH OF SPT	TOTAL IMPR RESSIONS IN TIM PERIOD	
					%	00	%	00	%	00
1	CFTM	ALL	MO-SU	600A- 200A	-	7	8	185	63	52 3946
2	CBFT	ALL	MO-SU	600A- 200A	-	5	15	323	190	38 2879
3	CKSH	ALL	MO-SU	600A- 200A	-	-	-	11	-	- 34
4	CIVM	ALL	MO-SU	600A- 200A	-	-	1	16	16	- 28
5	CKTM	ALL	MO-SU	600A- 200A	-	1	1	14	14	6 418
6	CHLT	ALL	MO-SU	600A- 200A	-	-	1	16	-	3 250

SUMMARY STATISTICS FOR WHOLE SCHEDULE IN 00 %

TOTAL 1/4-HR IMPRESSIONS (GRPS)	7554	340
UNDUPLICATED REACH	415	19
AVERAGE 1/4-HR AUDIENCE PER SPOT	2	-

AVERAGE FREQUENCY  
(TOTAL IMPS/REACH) 18.2

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*REACH REPORT\*

SAMPLE SIZE...TOTAL 659, TUNED 617

\*\*\*\*\*

SPT SEQ NUM	STA- TION	SUR VEY WKS	DAY	TIME PERIOD	AV 1/4-HR AUDIENCE RTG	REACH IN TIME IMPS	EXCLUS REACH OF SPT	TOTAL IMPR SSIONS IN TIM PERIOD			
					%	00	%	00	00	%	00
1	CFTM	ALL	MO-SU	600A- 200A	6	442	83	6265	541	53	247498
2	CBFT	ALL	MO-SU	600A- 200A	5	361	86	6522	710	44	202349
3	CKSH	ALL	MO-SU	600A- 200A	-	3	2	151	-	-	1409
4	CIVM	ALL	MO-SU	600A- 200A	-	8	9	651	12	1	4422
5	CKTM	ALL	MO-SU	600A- 200A	-	9	3	217	-	1	4946
6	CHLT	ALL	MO-SU	600A- 200A	-	6	5	370	-	1	3350

SUMMARY STATISTICS FOR WHOLE SCHEDULE IN 00 %

---

TOTAL 1/4-HR IMPRESSIONS (GRPS) 463974 6118

UNDUPLICATED REACH 7122 94

AVERAGE 1/4-HR AUDIENCE PER SPOT 138 2

AVERAGE FREQUENCY  
(TOTAL IMPS/REACH) 65.1

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*REACH REPORT\*

SAMPLE SIZE...TOTAL 200, TUNED 189

\*\*\*\*\*

SPT SEQ	STA-TION	SUR VEY	WKS	DAY	TIME PERIOD	AV 1/4-HR AUDIENCE RTG	IMPS	REACH IN TIME PERIOD	EXCLUS REACH OF SPT	TOTAL IMPRESSIONS IN TIM PERIOD	
1	CBMT	ALL	MO-SU		600A-200A	3	63	82	1816	69	33 35299
2	CFCF	ALL	MO-SU		600A-200A	5	120	92	2032	262	64 67168
3	CJOH	ALL	MO-SU		600A-200A	-	6	14	301	-	3 3206

SUMMARY STATISTICS FOR WHOLE SCHEDULE IN 0.0 %

TOTAL 1/4-HR IMPRESSIONS (GRPS)	105673	4759
UNDUPLICATED REACH	2101	95
AVERAGE 1/4-HR AUDIENCE PER SPOT	63	3
AVERAGE FREQUENCY (TOTAL IMPS/REACH)	50.3	

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*REACH REPORT\*

SAMPLE SIZE...TOTAL 659, TUNED 468

\*\*\*\*\*

SPT SEQ	STA- TION	SUR VEY	WKS DAY	TIME PERIOD	AV 1/4-HR AUDIENCE RTG. IMPS	REACH IN TIME PERIOD	EXCLUS REACH OF SPT	TOTAL IMPR RESSIONS IN TIM PERIOD	
					%	00	%	00	
1	CBMT	ALL	MO-SU	600A-200A	1	58 43	3238	580	23 32628
2	CFCF	ALL	MO-SU	600A-200A	3	195 63	4781	2075	76 109385
3	CJOH	ALL	MO-SU	600A-200A	-	3 3	221	10	1 1404

SUMMARY STATISTICS FOR WHOLE SCHEDULE

IN 00 %

TOTAL 1/4-HR IMPRESSIONS (GRPS)	143418	1891
UNDUPLICATED REACH	5370	71
AVERAGE 1/4-HR AUDIENCE PER SPOT	85	1
AVERAGE FREQUENCY (TOTAL IMPS/REACH)	26.7	

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*REACH REPORT\*

SAMPLE SIZE...TOTAL 200, TUNED 159

\*\*\*\*\*

SPT SEQ	STA-TION	SURVEY WKS	DAY	TIME PERIOD	AV 1/4-HR AUDIENCE RTG	IMPS	REACH IN TIME PERIOD	EXCLUS REACH OF SPT	TOTAL IMPRESSIONS IN TIM PERIOD
1	WCAX	ALL	MO-SU	600A- 200A	2	45	66 1461	184	37 25428
2	WMTW	ALL	MO-SU	600A- 200A	1	18	35 779	9	15 10106
3	WCPE	ALL	MO-SU	600A- 200A	-	4	8 175	27	3 2292
4	WPTZ	ALL	MO-SU	600A- 200A	1	33	61 1349	93	27 18495
5	WEZF	ALL	MO-SU	600A- 200A	1	16	30 657	18	13 8837
6	WETK	ALL	MO-SU	600A- 200A	-	6	17 386	32	5 3180

SUMMARY STATISTICS FOR WHOLE SCHEDULE		IN	00	%
TOTAL 1/4-HR IMPRESSIONS (GRPS)		68337	3078	
UNDUPLICATED REACH		1782	80	
AVERAGE 1/4-HR AUDIENCE PER SPOT		20	1	

AVERAGE FREQUENCY (TOTAL IMPS/REACH) 38.3

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*REACH REPORT\*

SAMPLE SIZE...TOTAL 659, TUNED 272

\*\*\*\*\*

SPT SEQ	STA-TION	SURVEY WKS	DAY	TIME PERIOD	AV 1/4-HR AUDIENCE RTG	IMPS	REACH IN TIME PERIOD	EXCLUS REACH OF SPT	TOTAL IMPRESSIONS IN TIM PERIOD
1	WCAX	ALL	MO-SU	600A-200A	1	57	30 2271	494	39 31937
2	WMTW	ALL	MO-SU	600A-200A	-	19	12 922	96	13 10543
3	WCFF	ALL	MO-SU	600A-200A	-	3	1 57	16	2 1583
4	WPTZ	ALL	MO-SU	600A-200A	1	46	27 2040	276	32 25900
5	WEZF	ALL	MO-SU	600A-200A	-	21	13 993	198	14 11519
6	WETK	ALL	MO-SU	600A-200A	-	1	2 135	13	1 655

SUMMARY STATISTICS FOR WHOLE SCHEDULE		IN	00	%
TOTAL 1/4-HR IMPRESSIONS (GRPS)		82138	1083	-
UNDUPLICATED REACH		3153	42	-
AVERAGE 1/4-HR AUDIENCE PER SPOT		24	-	-

AVERAGE FREQUENCY (TOTAL IMPS/REACH) 26.1

Appendice D

Rapport de profil  
unilingue (Montréal)

	<u>Page</u>
. Profil unilingue anglophone des réseaux français	285
. Profil unilingue francophone des réseaux français	288
. Profil unilingue anglophone des réseaux anglais	291
. Profil unilingue francophone des réseaux anglais	294
. Profil unilingue anglophone des réseaux américains	297
. Profil unilingue francophone des réseaux américains	300



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 206, TUNED 20

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN DIS	% DIS	
		00	%	00	%	
1. SEX	MALE	176	49	634	34	3.6
	FEMALE	185	51	1227	66	6.6
2. AGE	2-6	18	5	36	2	2.0
	7-11	95	26	351	19	3.7
	12-17	-	-	-	-	-
	18-24	50	14	162	9	3.2
	25-34	49	14	390	21	8.0
	35-49	28	8	96	5	3.5
	50-54	33	9	163	9	4.9
	55-64	80	22	596	32	7.5
	65 PLUS	8	2	65	3	8.0
3. OFCL LANG	ENGLISH	361	100	1861	100	5.2
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	361	100	1861	100	5.2
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	361	100	1861	100	5.2
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	18	5	36	2	2.0
	GRADE	95	26	351	19	3.7
	SOME HIGH	8	2	65	3	8.0
	COMP HIGH	103	28	858	46	8.4
	COMM/TECH	40	11	79	4	2.0
	SOME UNIV	25	7	138	7	5.6
	COMP UNIV	72	20	334	18	4.6
7. HOURS WORKED	NONE	153	50	492	30	3.2
	1-19	32	10	175	11	5.5
	20 PLUS	119	39	968	59	8.1
8. NOT WORKING	STUDENT	73	26	241	15	3.3
	RETIRED	-	-	-	-	-
	HOUSEWIFE	51	18	202	13	4.0
	N/A	151	55	1143	72	7.6

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 206, TUNED 20

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	33	11	163	10	4.9
	PROFESSIONAL	34	11	149	9	4.4
	CLERICAL	52	17	656	40	12.6
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	-	-	-	-	-
	OTHER	-	-	-	-	-
	N/A	185	61	667	41	3.6
10. HSEHOLD SIZE	1 PERSON	100	28	760	41	7.6
	2 PERSONS	13	3	126	7	10.0
	3 PERSONS	40	11	245	13	6.2
	4 PERSONS	38	11	76	4	2.0
	5 PERSONS	171	47	653	35	3.8
	6 PERSONS	-	-	-	-	-
	7 PERSONS	-	-	-	-	-
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	176	49	756	41	4.3
	NO	185	51	1104	59	6.0
12. HOUSE STATUS	MALE HEAD	80	23	438	24	5.5
	FEMALE HEAD	117	33	886	49	7.6
	OTHER	157	44	472	26	3.0
13. COLOUR TV	YES	293	81	1159	62	4.0
	NO	68	19	702	38	10.3
14. CABLE	YES	121	34	442	24	3.7
	NO	240	66	1418	76	5.9
15. CABLE COMP	SYMBOL 1	48	39	177	40	3.7
	SYMBOL 2	73	61	266	60	3.6
	SYMBOL 3	-	-	-	-	-
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 670, TUNED 666

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	4399	44	362587	39	82.4
	FEMALE	5685	56	564361	61	99.3
2. AGE	2-6	760	8	58472	6	77.0
	7-11	1577	16	118580	13	75.2
	12-17	1575	16	122639	13	77.9
	18-24	1342	13	94455	10	70.4
	25-34	1621	16	146867	16	90.6
	35-49	1511	15	151369	16	100.2
	50-54	633	6	74463	8	117.6
	55-64	776	8	110010	12	141.7
	65 PLUS	288	3	50092	5	173.7
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	10083	100	926948	100	91.9
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	5	-	610	-	118.0
	FRENCH	10044	100	925367	100	92.1
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	10083	100	926948	100	91.9
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	684	7	55584	6	81.3
	GRADE	3438	35	339942	37	98.9
	SOME HIGH	2469	25	242679	26	98.3
	COMP HIGH	1808	18	168938	18	93.4
	COMM/TECH	871	9	66847	7	76.8
	SOME UNIV	383	4	24479	3	63.9
	COMP UNIV	297	3	17378	2	58.5
7. HOURS WORKED	NONE	6128	66	601209	70	98.1
	1-19	577	6	48118	6	83.4
	20 PLUS	2552	28	207283	24	81.2
8. NOT WORKING	STUDENT	3192	37	238933	30	74.9
	RETIRED	209	2	33211	4	159.1
	HOUSEWIFE	2169	25	281309	35	129.7
	N/A	3129	36	255401	32	81.6

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 670, TUNED 666

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	74	1	6085	1	81.7
	PROFESSIONAL	444	5	28735	3	64.7
	CLERICAL	456	5	29558	4	64.8
	SALES	66	1	3551	-	53.5
	FARM/FISH	20	-	430	-	21.0
	SKILLED TRAD	449	5	44609	5	99.3
	OTHER	807	9	72566	9	89.9
	N/A	6704	74	649327	78	96.9
10. HSEHOLD SIZE	1 PERSON	877	9	90950	10	103.7
	2 PERSONS	1286	13	159356	17	123.9
	3 PERSONS	1642	16	151687	16	92.4
	4 PERSONS	2685	27	224750	24	83.7
	5 PERSONS	1792	18	154618	17	86.3
	6 PERSONS	1059	11	78399	8	74.0
	7 PERSONS	528	5	43829	5	83.0
	8 PERSONS	178	2	19294	2	108.7
	9 OR MORE	37	-	4064	-	111.0
11. CHILD < 12	YES	5104	51	433469	47	84.9
	NO	4980	49	493479	53	99.1
12. HOUSE STATUS	MALE HEAD	1629	17	140742	16	86.4
	FEMALE HEAD	2961	30	360408	40	121.7
	OTHER	5133	53	389221	44	75.8
13. COLOUR TV	YES	8090	80	752636	81	93.0
	NO	1993	20	174312	19	87.4
14. CABLE	YES	3310	33	286409	31	86.5
	NO	6773	67	640540	69	94.6
15. CABLE COMP	SYMBOL 1	357	12	34426	13	96.4
	SYMBOL 2	2647	86	226838	86	85.7
	SYMBOL 3	60	2	3898	1	65.1
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 206, TUNED 200

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	1742	50	78505	49	45.1
	FEMALE	1723	50	81860	51	47.5
2. AGE	2-6	167	5	5614	4	33.6
	7-11	373	11	14136	9	37.9
	12-17	383	11	20976	13	54.8
	18-24	453	13	19109	12	42.2
	25-34	468	14	16967	11	36.2
	35-49	630	18	21100	13	33.5
	50-54	258	7	18438	11	71.6
	55-64	534	15	26586	17	49.8
	65 PLUS	199	6	17437	11	87.6
3. OFCL LANG	ENGLISH	3465	100	160364	100	46.3
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	3435	99	158980	99	46.3
	FRENCH	-	-	-	-	-
	OTHER	30	1	1384	1	45.4
5. MOTHR TONGUE	ENGLISH	3465	100	160364	100	46.3
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	116	3	4657	3	40.3
	GRADE	513	15	24670	16	48.1
	SOME HIGH	701	21	34983	23	49.9
	COMP HIGH	853	26	48315	31	56.6
	COMM/TECH	366	11	10959	7	30.0
	SOME UNIV	339	10	15424	10	45.5
	COMP UNIV	441	13	14669	10	33.3
7. HOURS WORKED	NONE	1576	52	80402	58	51.0
	1-19	233	8	9386	7	40.2
	20 PLUS	1231	41	47697	35	38.7
8. NOT WORKING	STUDENT	610	21	28503	22	46.8
	RETIRED	96	3	8197	6	85.1
	HOUSEWIFE	680	24	34801	27	51.2
	N/A	1465	51	57083	44	39.0

AUD. CATEGORY...ALL PERSONS  
 AREA...4479  
 SAMPLE SIZE...TOTAL 206, TUNED 200

\*\*\*\*\*  
 \*AUDIFNCE PROFILE\*  
 \*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	260	9	9121	7	35.0
	PROFESSIONAL	262	9	7150	5	27.3
	CLERICAL	302	10	10091	7	33.4
	SALES	32	1	638	-	20.0
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	277	9	14857	11	53.6
	OTHER	53	2	2913	2	55.3
	N/A	1809	60	89788	67	49.6
10. HSEHOLD SIZE	1 PERSON	292	8	14002	9	50.1
	2 PERSONS	619	18	41399	26	66.9
	3 PERSONS	710	20	27016	17	38.1
	4 PERSONS	590	17	25281	16	42.9
	5 PERSONS	748	22	31706	20	42.4
	6 PERSONS	348	10	14644	9	42.1
	7 PERSONS	140	4	5358	3	38.2
	8 PERSONS	18	1	357	-	20.0
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	1421	41	52416	33	36.9
	NO	2044	59	107949	67	52.8
12. HOUSE STATUS	MALE HEAD	886	26	40921	26	46.2
	FEMALE HEAD	995	29	47176	30	47.4
	OTHER	1525	45	69260	44	45.4
13. COLOUR TV	YES	2867	83	127955	80	44.6
	NO	598	17	32410	20	54.2
14. CABLE	YES	1830	53	76780	48	42.0
	NO	1635	47	83584	52	51.1
15. CABLE COMP	SYMBOL 1	1333	74	54008	71	40.5
	SYMBOL 2	445	25	20307	27	45.6
	SYMBOL 3	23	1	2062	3	89.5
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-





AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 670, TUNED 325

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	2047	42	22175	39	10.8
	FEMALE	2817	58	34667	61	12.3
2. AGE	2-6	470	10	6548	12	13.9
	7-11	933	19	9399	17	10.1
	12-17	945	19	8262	15	8.7
	18-24	483	10	7064	12	14.6
	25-34	756	16	8092	14	10.7
	35-49	473	10	5242	9	11.1
	50-54	236	5	3409	6	14.5
	55-64	383	8	5390	9	14.1
	65 PLUS	185	4	3436	6	18.5
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	4864	100	56841	100	11.7
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	5	-	253	-	49.0
	FRENCH	4824	100	55651	100	11.5
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	4864	100	56841	100	11.7
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	456	10	5854	11	12.8
	GRADE	1664	35	20068	36	12.1
	SOME HIGH	1190	25	11221	20	9.4
	COMP HIGH	883	19	11047	20	12.5
	COMM/TECH	376	8	4723	9	12.6
	SOME UNIV	135	3	1686	3	12.5
	COMP UNIV	64	1	677	1	10.6
7. HOURS WORKED	NONE	3205	73	35899	72	11.2
	1-19	290	7	2698	5	9.3
	20 PLUS	917	21	11090	22	12.1
8. NOT WORKING	STUDENT	1865	45	18769	40	10.1
	RETIRED	142	3	2163	5	15.2
	HOUSEWIFE	926	22	11809	25	12.8
	N/A	1207	29	13789	30	11.4

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 670, TUNED 325

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	34	1	508	1	14.9
	PROFESSIONAL	165	4	1599	3	9.7
	CLERICAL	179	4	2218	5	12.4
	SALES	4	-	8	-	2.0
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	173	4	1023	2	5.9
	OTHER	267	6	2825	6	10.6
	N/A	3495	81	38597	83	11.0
10. HSEHOLD SIZE	1 PERSON	344	7	6748	12	19.6
	2 PERSONS	592	12	7685	14	13.0
	3 PERSONS	902	19	11574	20	12.8
	4 PERSONS	1310	27	12996	23	9.9
	5 PERSONS	969	20	9928	17	10.2
	6 PERSONS	429	9	4961	9	11.6
	7 PERSONS	237	5	2453	4	10.4
	8 PERSONS	52	1	263	-	5.0
	9 OR MORE	29	1	234	-	8.1
11. CHILD < 12	YES	2648	54	30372	53	11.5
	NO	2216	46	26470	47	11.9
12. HOUSE STATUS	MALE HEAD	616	13	6619	12	10.7
	FEMALE HEAD	1284	27	16714	31	13.0
	OTHER	2810	60	30068	56	10.7
13. COLOUR TV	YES	4053	83	47791	84	11.8
	NO	811	17	9051	16	11.2
14. CABLE	YES	1580	32	19049	34	12.1
	NO	3284	68	37792	66	11.5
15. CABLE COMP	SYMBOL 1	96	7	871	5	9.0
	SYMBOL 2	1327	90	16540	93	12.5
	SYMBOL 3	50	3	442	2	8.9
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 670, TUNED 325

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
16. TV QUINTILE	QUINTILE 1	340	7	1977	3	5.8
	QUINTILE 2	654	13	4090	7	6.3
	QUINTILE 3	1132	23	9051	16	8.0
	QUINTILE 4	1277	26	17105	30	13.4
	QUINTILE 5	1461	30	24617	43	16.8

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 206, TUNED 176

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ.
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	1532	50	56551	45	36.9
	FEMALE	1514	50	67787	55	44.8
2. AGE	2-6	167	5	6128	5	36.7
	7-11	327	11	11247	9	34.4
	12-17	333	11	17938	14	53.9
	18-24	453	15	17892	14	39.5
	25-34	368	12	11711	9	31.8
	35-49	544	18	13645	11	25.1
	50-54	265	9	14325	12	54.0
	55-64	428	14	23876	19	55.8
	65 PLUS	161	5	7576	6	47.1
3. OFCL LANG	ENGLISH	3046	100	124338	100	40.8
	FRENCH	-	-	-	-	-
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	3016	99	123218	99	40.9
	FRENCH	-	-	-	-	-
	OTHER	30	1	1120	1	36.8
5. MOTHR TONGUE	ENGLISH	3046	100	124338	100	40.8
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	116	4	4122	3	35.7
	GRADE	455	16	15822	13	34.8
	SOME HIGH	636	22	35499	30	55.8
	COMP HIGH	712	24	32485	27	45.6
	COMM/TECH	354	12	11540	10	32.6
	SOME UNIV	315	11	10905	9	34.7
	COMP UNIV	323	11	8101	7	25.1
7. HOURS WORKED	NONE	1368	52	59384	58	43.4
	1-19	183	7	5621	5	30.8
	20 PLUS	1102	42	37839	37	34.3
8. NOT WORKING	STUDENT	532	21	18417	19	34.6
	RETIRED	72	3	5507	6	76.3
	HOUSEWIFE	586	24	29106	30	49.6
	N/A	1284	52	43460	45	33.8

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 206, TUNED 176

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	255	10	7957	8	31.2
	PROFESSIONAL	196	7	4615	5	23.6
	CLERICAL	261	10	8358	8	32.0
	SALES	32	1	2737	3	85.8
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	271	10	11705	11	43.3
	OTHER	53	2	1426	1	27.1
	N/A	1550	59	65005	64	41.9
10. HSEHOLD SIZE	1 PERSON	215	7	8649	7	40.2
	2 PERSONS	538	18	29848	24	55.5
	3 PERSONS	669	22	27679	22	41.4
	4 PERSONS	512	17	16867	14	33.0
	5 PERSONS	639	21	26473	21	41.4
	6 PERSONS	316	10	11243	9	35.6
	7 PERSONS	140	5	2793	2	19.9
	8 PERSONS	18	1	786	1	44.0
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	1249	41	39140	31	31.3
	NO	1797	59	85199	69	47.4
12. HOUSE STATUS	MALE HEAD	748	25	24201	20	32.3
	FEMALE HEAD	878	29	44004	36	50.1
	OTHER	1362	46	54778	45	40.2
13. COLOUR TV	YES	2655	87	110713	89	41.7
	NO	392	13	13625	11	34.8
14. CABLE	YES	1790	59	80195	64	44.8
	NO	1256	41	44144	36	35.1
15. CABLE COMP	SYMBOL 1	1294	73	52807	68	40.8
	SYMBOL 2	445	25	22838	29	51.3
	SYMBOL 3	23	1	1848	2	80.2
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 670, TUNED 113

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	745	45	10742	44	14.4
	FEMALE	903	55	13547	56	15.0
2. AGE	2-6	128	8	1317	5	10.3
	7-11	394	24	3603	15	9.1
	12-17	207	13	1693	7	8.2
	18-24	289	18	2610	11	9.0
	25-34	191	12	2413	10	12.6
	35-49	141	9	2418	10	17.2
	50-54	52	3	3435	14	66.0
	55-64	163	10	2830	12	17.4
	65 PLUS	82	5	3970	16	48.6
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	1648	100	24289	100	14.7
	BOTH	-	-	-	-	-
4. HOME LANG	ENGLISH	-	-	-	-	-
	FRENCH	1613	100	20923	100	13.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	1648	100	24289	100	14.7
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	128	8	1317	6	10.3
	GRADE	633	40	10503	49	16.6
	SOME HIGH	253	16	2278	11	9.0
	COMP HIGH	299	19	2493	12	8.3
	COMM/TECH	184	12	2563	12	13.9
	SOME UNIV	34	2	374	2	11.1
	COMP UNIV	40	3	1698	8	43.0
7. HOURS WORKED	NONE	1079	74	14553	75	13.5
	1-19	50	3	362	2	7.2
	20 PLUS	335	23	4488	23	13.4
8. NOT WORKING	STUDENT	620	46	5939	32	9.6
	RETIRED	31	2	406	2	13.1
	HOUSEWIFE	319	24	7166	39	22.5
	N/A	385	28	4851	26	12.6



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 670, TUNED 113

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	-	-	-	-	-
	PROFESSIONAL	56	4	760	4	13.6
	CLERICAL	88	6	593	3	6.8
	SALES	-	-	-	-	-
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	50	4	780	4	15.7
	OTHER	78	6	1380	7	17.6
	N/A	1129	81	14916	81	13.2
10. HSEHOLD SIZE	1 PERSON	41	2	980	4	23.9
	2 PERSONS	188	11	5377	22	28.7
	3 PERSONS	300	18	3026	12	10.1
	4 PERSONS	460	28	5262	22	11.4
	5 PERSONS	368	22	7054	29	19.2
	6 PERSONS	208	13	1904	8	9.2
	7 PERSONS	71	4	584	2	8.3
	8 PERSONS	13	1	102	-	8.0
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	902	55	9836	40	10.9
	NO	745	45	14453	60	19.4
12. HOUSE STATUS	MALE HEAD	186	12	4817	20	25.9
	FEMALE HEAD	418	26	9610	40	23.0
	OTHER	1002	62	9374	39	9.4
13. COLOUR TV	YES	1447	88	22963	95	15.9
	NO	201	12	1326	5	6.6
14. CABLE	YES	1340	81	22285	92	16.6
	NO	307	19	2003	8	6.5
15. CABLE COMP	SYMBOL 1	119	10	2199	11	18.5
	SYMBOL 2	1041	87	17824	87	17.1
	SYMBOL 3	34	3	417	2	12.2
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-



Appendice E  
Rapport de profil  
bilingue (Montréal)

	<u>Page</u>
. Profil bilingue anglophone des réseaux français	304
. Profil bilingue francophone des réseaux français	307
. Profil bilingue anglophone des réseaux anglais	310
. Profil bilingue francophone des réseaux anglais	313
. Profil bilingue anglophone des réseaux américains	316
. Profil bilingue francophone des réseaux américains	319

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 200, TUNED 40

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% 1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	221	53	3130	41	14.2
	FEMALE	194	47	4424	59	22.8
2. AGE	2-6	25	6	81	1	3.2
	7-11	60	14	652	9	10.9
	12-17	19	5	58	1	3.0
	18-24	71	17	799	11	11.2
	25-34	31	7	116	2	3.8
	35-49	50	12	993	13	19.9
	50-54	64	16	408	5	6.3
	55-64	46	11	304	4	6.6
	65 PLUS	48	12	4144	55	86.0
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	415	100	7554	100	18.2
4. HOME LANG	ENGLISH	332	84	2654	36	8.0
	FRENCH	63	16	4752	64	76.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	415	100	7554	100	18.2
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	19	5	53	1	2.9
	GRADE	90	23	1408	19	15.6
	SOME HIGH	85	22	784	10	9.2
	COMP HIGH	65	17	592	8	9.1
	COMM/TECH	39	10	3683	49	95.5
	SOME UNIV	39	10	210	3	5.3
	COMP UNIV	55	14	743	10	13.6
7. HOURS WORKED	NONE	143	40	3415	52	23.8
	1-19	28	8	538	8	19.5
	20 PLUS	185	52	2651	40	14.4
8. NOT WORKING	STUDENT	77	22	368	6	4.8
	RETIRED	11	3	123	2	11.0
	HOUSEWIFE	44	13	2913	44	66.5
	N/A	212	62	3189	48	15.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 200, TUNED 40

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	43	13	408	6	9.5
	PROFESSIONAL	12	4	119	2	10.0
	CLERICAL	60	18	1107	17	18.6
	SALES	21	6	177	3	8.5
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	15	5	550	8	35.5
	OTHER	18	5	227	3	12.7
	N/A	171	50	3953	60	23.1
10. HSEHOLD SIZE	1 PERSON	33	8	992	13	30.0
	2 PERSONS	113	27	4088	54	36.1
	3 PERSONS	70	17	598	8	8.5
	4 PERSONS	118	29	1352	18	11.4
	5 PERSONS	23	5	194	3	8.6
	6 PERSONS	37	9	229	3	6.2
	7 PERSONS	21	5	101	1	4.9
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	145	35	1155	15	8.0
	NO	270	65	6400	85	23.7
12. HOUSE STATUS	MALE HEAD	169	42	2888	39	17.1
	FEMALE HEAD	61	15	3246	43	53.2
	OTHER	175	43	1367	18	7.8
13. COLOUR TV	YES	310	78	5822	82	18.8
	NO	90	22	1308	18	14.6
14. CABLE	YES	217	52	5129	68	23.6
	NO	198	48	2425	32	12.2
15. CABLE COMP	SYMBOL 1	112	51	1044	20	9.4
	SYMBOL 2	89	41	4027	78	45.1
	SYMBOL 3	16	8	59	1	3.6
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 200, TUNED 40

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
16. TV QUINTILE	QUINTILE 1	45	11	683	9	15.1
	QUINTILE 2	91	22	527	7	5.8
	QUINTILE 3	96	23	849	11	8.9
	QUINTILE 4	83	20	1005	13	12.1
	QUINTILE 5	100	24	4491	59	45.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 659, TUNED 617

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	4216	59	270296	58	64.1
	FEMALE	2906	41	193678	42	66.7
2. AGE	2-6	10	-	718	-	73.0
	7-11	206	3	7834	2	38.0
	12-17	507	7	29711	6	58.7
	18-24	1325	19	66794	14	50.4
	25-34	1809	25	121565	26	67.2
	35-49	1638	23	93278	20	56.9
	50-54	561	8	41597	9	74.1
	55-64	633	9	55731	12	88.1
	65 PLUS	433	6	46746	10	108.0
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	7122	100	463974	100	65.1
4. HOME LANG	ENGLISH	178	3	2975	1	16.7
	FRENCH	6857	97	454896	99	66.3
	OTHER	5	-	373	-	70.0
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	7122	100	463974	100	65.1
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	10	-	718	-	73.0
	GRADE	794	11	51085	11	64.3
	SOME HIGH	1576	22	119451	26	75.8
	COMP HIGH	1960	28	145890	32	74.4
	COMM/TECH	1277	18	68568	15	53.7
	SOME UNIV	832	12	45160	10	54.3
	COMP UNIV	641	9	31918	7	49.8
7. HOURS WORKED	NONE	2210	32	164705	37	74.5
	1-19	524	8	25822	6	49.3
	20 PLUS	4132	60	250627	57	60.7
8. NOT WORKING	STUDENT	957	14	46963	11	49.1
	RETIRED	368	5	39035	9	106.0
	HOUSEWIFE	813	12	75156	17	92.4
	N/A	4656	69	276450	63	59.4

AUD. CATEGORY...ALL PERSONS  
 AREA...4479  
 SAMPLE SIZE...TOTAL 659, TUNED 617

\*\*\*\*\*  
 \*AUDIENCE PROFILE\*  
 \*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	569	8	32147	7	56.5
	PROFESSIONAL	815	12	46336	11	56.9
	CLERICAL	1012	15	51773	12	51.2
	SALES	187	3	13075	3	70.0
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	638	9	47164	11	73.9
	OTHER	784	12	50701	12	64.7
	N/A	2733	41	190528	44	69.7
10. HSEHOLD SIZE	1 PERSON	749	11	58256	13	77.8
	2 PERSONS	1212	17	93960	20	77.5
	3 PERSONS	1676	24	96573	21	57.6
	4 PERSONS	1741	24	114632	25	65.9
	5 PERSONS	1079	15	61054	13	56.6
	6 PERSONS	490	7	27654	6	56.4
	7 PERSONS	125	2	8300	2	66.4
	8 PERSONS	15	-	1293	-	88.0
	9 OR MORE	35	-	2252	-	64.1
11. CHILD < 12	YES	2456	34	145470	31	59.2
	NO	4666	66	318504	69	68.3
12. HOUSE STATUS	MALE HEAD	2914	42	199937	44	68.6
	FEMALE HEAD	1836	26	132260	29	72.0
	OTHER	2193	32	120240	27	54.8
13. COLOUR TV	YES	5872	83	380306	82	64.8
	NO	1239	17	82887	18	66.9
14. CABLE	YES	2882	41	172556	37	59.9
	NO	4193	59	289918	63	69.1
15. CABLE COMP	SYMBOL 1	599	22	24550	15	41.0
	SYMBOL 2	2011	75	136495	83	67.9
	SYMBOL 3	84	3	4229	3	50.1
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-





AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 200, TUNED 189

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	% IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	926	44	47332	45	51.1
	FEMALE	1175	56	58342	55	49.7
2. AGE	2-6	54	3	2862	3	52.6
	7-11	156	7	8173	8	52.4
	12-17	326	16	12426	12	38.1
	18-24	304	14	11427	11	37.6
	25-34	353	17	12414	12	35.2
	35-49	341	16	18049	17	52.9
	50-54	183	9	11653	11	63.8
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
4. HOME LANG	ENGLISH	2039	98	102582	99	50.3
	FRENCH	41	2	1459	1	35.9
5. MOTHR TONGUE	ENGLISH	2101	100	105673	100	50.3
	FRENCH	-	-	-	-	-
6. EDUCATION	OTHER	-	-	-	-	-
	NONE	52	3	3064	3	58.5
	GRADE	277	14	17475	17	63.1
	SOME HIGH	407	20	24880	24	61.2
	COMP HIGH	417	20	22811	22	54.6
	COMM/TECH	228	11	8741	9	38.4
	SOME UNIV	337	16	12759	13	37.9
COMP UNIV	328	16	11986	12	36.5	
7. HOURS WORKED	NONE	865	44	49484	52	57.2
	1-19	144	7	4162	4	28.9
	20 PLUS	943	48	41321	44	43.8
8. NOT WORKING	STUDENT	494	26	21850	23	44.3
	RETIRED	91	5	7541	8	83.2
	HOUSEWIFE	247	13	18685	20	75.6
	N/A	1087	57	45483	49	41.9

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 200, TUNED 189

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	225	12	10860	12	48.3
	PROFESSIONAL	159	9	6455	7	40.6
	CLERICAL	227	12	9706	11	42.8
	SALES	83	4	3130	3	37.6
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	126	7	4593	5	36.4
	OTHER	39	2	2407	3	61.4
	N/A	1009	54	53646	59	53.2
10. HSEHOLD SIZE	1 PERSON	216	10	13365	13	61.9
	2 PERSONS	429	20	25901	25	60.4
	3 PERSONS	333	16	14868	14	44.6
	4 PERSONS	619	29	31695	30	51.2
	5 PERSONS	361	17	11762	11	32.5
	6 PERSONS	111	5	6500	6	58.4
	7 PERSONS	30	1	1582	1	52.3
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	567	27	23326	22	41.2
	NO	1534	73	82348	78	53.7
12. HOUSE STATUS	MALE HEAD	594	29	32396	31	54.6
	FEMALE HEAD	473	23	30809	30	65.2
	OTHER	983	48	40180	39	40.9
13. COLOUR TV	YES	1725	83	86906	83	50.4
	NO	360	17	18161	17	50.4
14. CABLE	YES	1239	59	57461	54	46.4
	NO	862	41	48212	46	55.9
15. CABLE COMP	SYMBOL 1	609	53	26773	49	43.9
	SYMBOL 2	518	45	26618	49	51.4
	SYMBOL 3	22	2	985	2	44.6
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 659, TUNED 468

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	3053	57	76240	53	25.0
	FEMALE	2317	43	67178	47	29.0
2. AGE	2-6	10	-	600	-	61.0
	7-11	213	4	4964	3	23.3
	12-17	424	8	10222	7	24.1
	18-24	961	18	20789	14	21.6
	25-34	1333	25	35955	25	27.0
	35-49	1140	21	26496	18	23.2
	50-54	420	8	12548	9	29.9
55-64		509	9	20965	15	41.2
	65 PLUS	361	7	10880	8	30.2
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	5370	100	143418	100	26.7
4. HOME LANG	ENGLISH	319	6	21387	15	67.0
	FRENCH	4972	94	115912	84	23.3
	OTHER	12	-	1464	1	127.0
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	5370	100	143418	100	26.7
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	10	-	600	-	61.0
	GRADE	692	13	23138	16	33.5
	SOME HIGH	1252	23	35118	25	28.1
	COMP HIGH	1496	28	42246	30	28.2
	COMM/TECH	998	19	22330	16	22.4
	SOME UNIV	572	11	13413	9	23.4
	COMP UNIV	339	6	6090	4	18.0
7. HOURS WORKED	NONE	1860	36	55966	42	30.1
	1-19	429	8	10054	7	23.4
	20. PLUS	2845	55	68477	51	24.1
8. NOT WORKING	STUDENT	778	15	17076	13	22.0
	RETIRED	333	7	12559	9	37.8
	HOUSEWIFE	698	14	24616	19	35.3
	N/A	3274	64	78530	59	24.0

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 659, TUNED 468

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	383	8	10192	8	26.6
	PROFESSIONAL	465	9	8102	6	17.4
	CLERICAL	789	16	19864	15	25.2
	SALES	144	3	4841	4	33.5
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	459	9	11772	9	25.6
	OTHER	544	11	13079	10	24.1
	N/A	2289	45	66019	49	28.8
10. HSEHOLD SIZE	1 PERSON	512	10	20710	14	40.5
	2 PERSONS	844	16	19821	14	23.5
	3 PERSONS	1383	26	38601	27	27.9
	4 PERSONS	1395	26	37133	26	26.6
	5 PERSONS	779	14	16018	11	20.6
	6 PERSONS	314	6	7647	5	24.4
	7 PERSONS	94	2	3016	2	32.0
	8 PERSONS	15	-	206	-	14.0
	9 OR MORE	35	1	266	-	7.6
11. CHILD < 12	YES	1852	34	50092	35	27.0
	NO	3518	66	93325	65	26.5
12. HOUSE STATUS	MALE HEAD	2038	39	53784	39	26.4
	FEMALE HEAD	1455	28	42299	31	29.1
	OTHER	1755	33	40399	30	23.0
13. COLOUR TV	YES	4546	85	118713	83	26.1
	NO	824	15	24705	17	30.0
14. CABLE	YES	2425	46	61534	43	25.4
	NO	2904	54	81021	57	27.9
15. CABLE COMP	SYMBOL 1	610	27	16519	28	27.1
	SYMBOL 2	1597	70	41311	70	25.9
	SYMBOL 3	71	3	1559	3	22.0
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 200, TUNED 159

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	800	45	31228	46	39.0
	FEMALE	982	55	37110	54	37.8
2. AGE	2-6	38	2	1270	2	33.1
	7-11	129	7	5595	8	43.4
	12-17	284	16	11743	17	41.3
	18-24	291	16	10284	15	35.3
	25-34	280	16	10470	15	37.4
	35-49	316	18	9985	15	31.6
	50-54	142	8	5645	8	39.8
	55-64	201	11	9049	13	45.0
	65 PLUS	100	6	4295	6	42.9
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	1782	100	68337	100	38.3
4. HOME LANG	ENGLISH	1745	99	66765	98	38.3
	FRENCH	23	1	1149	2	50.0
	OTHER	-	-	-	-	-
5. MOTHR TONGUE	ENGLISH	1782	100	68337	100	38.3
	FRENCH	-	-	-	-	-
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	43	3	504	1	11.7
	GRADE	225	13	11611	18	51.6
	SOME HIGH	365	21	13484	21	36.9
	COMP HIGH	353	20	16813	26	47.6
	COMM/TECH	182	11	7281	11	40.0
	SOME UNIV	331	19	10182	15	30.8
	COMP UNIV	228	13	5878	9	25.8
7. HOURS WORKED	NONE	745	45	30031	47	40.3
	1-19	120	7	4575	7	38.1
	20 PLUS	775	47	29298	46	37.8
8. NOT WORKING	STUDENT	451	28	19286	30	42.7
	RETIRED	66	4	3135	5	47.7
	HOUSEWIFE	189	12	7226	11	38.3
	N/A	895	56	33873	53	37.8



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 200, TUNED 159

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	202	13	7081	11	35.0
	PROFESSIONAL	84	5	2909	5	34.7
	CLERICAL	191	12	9897	16	51.9
	SALES	72	5	2453	4	34.0
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	104	7	3879	6	37.1
	OTHER	39	3	1125	2	28.7
	N/A	865	56	34606	56	40.0
10. HSEHOLD SIZE	1 PERSON	216	12	9996	15	46.3
	2 PERSONS	292	16	12306	18	42.1
	3 PERSONS	310	17	10524	15	33.9
	4 PERSONS	499	28	17383	25	34.8
	5 PERSONS	348	20	12610	18	36.3
	6 PERSONS	95	5	4109	6	43.1
	7 PERSONS	22	1	1410	2	65.3
	8 PERSONS	-	-	-	-	-
	9 OR MORE	-	-	-	-	-
11. CHILD < 12	YES	478	27	17635	26	36.9
	NO	1304	73	50703	74	38.9
12. HOUSE STATUS	MALE HEAD	504	29	18521	28	36.7
	FEMALE HEAD	383	22	15605	23	40.8
	OTHER	869	49	32421	49	37.3
13. COLOUR TV	YES	1600	91	65324	96	40.8
	NO	167	9	2680	4	16.0
14. CABLE	YES	1227	69	54469	80	44.4
	NO	555	31	13869	20	25.0
15. CABLE COMP.	SYMBOL 1	615	54	25782	51	41.9
	SYMBOL 2	501	44	23320	47	46.5
	SYMBOL 3	22	2	1006	2	45.6
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-



AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 659, TUNED 272

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
1. SEX	MALE	1845	59	49367	60	26.8
	FEMALE	1308	41	32770	40	25.1
2. AGE	2-6	-	-	-	-	-
	7-11	167	5	4008	5	24.0
	12-17	263	8	6698	8	25.5
	18-24	580	18	13571	17	23.4
	25-34	791	25	22440	27	28.4
	35-49	667	21	18278	22	27.4
	50-54	280	9	5418	7	19.3
	55-64	254	8	7387	9	29.1
	65 PLUS	150	5	4338	5	28.9
3. OFCL LANG	ENGLISH	-	-	-	-	-
	FRENCH	-	-	-	-	-
	BOTH	3153	100	82138	100	26.1
4. HOME LANG	ENGLISH	254	8	11156	14	43.9
	FRENCH	2857	91	69483	86	24.3
	OTHER	12	-	231	-	20.0
5. MOTHR TONGUE	ENGLISH	-	-	-	-	-
	FRENCH	3153	100	82138	100	26.1
	OTHER	-	-	-	-	-
6. EDUCATION	NONE	-	-	-	-	-
	GRADE	454	14	11757	14	25.9
	SOME HIGH	690	22	20314	25	29.4
	COMP HIGH	854	27	26321	32	30.8
	COMM/TECH	620	20	13813	17	22.3
	SOME UNIV	295	9	4114	5	13.9
	COMP UNIV	226	7	4952	6	21.9
7. HOURS WORKED	NONE	1196	39	34276	44	28.7
	1-19	236	8	7000	9	29.7
	20 PLUS	1617	53	36933	47	22.8
8. NOT WORKING	STUDENT	521	17	10783	15	20.7
	RETIRED	160	5	6304	9	39.4
	HOUSEWIFE	484	16	12383	17	25.6
	N/A	1853	61	43933	60	23.7

AUD. CATEGORY...ALL PERSONS

\*\*\*\*\*

AREA...4479

\*AUDIENCE PROFILE\*

SAMPLE SIZE...TOTAL 659, TUNED 272

\*\*\*\*\*

CHARACTERISTIC	CATEGORY	BASED ON TOTAL REACH		BASED ON IMPRESSIONS		AVG. FREQ
		NUMBER REACHED	% DIS	1/4--HR IMPRSSN	% DIS	
		00	%	00	%	
9. OCCUPATION	MAN/EXEC	256	8	5220	7	20.4
	PROFESSIONAL	282	9	5623	7	19.9
	CLERICAL	386	13	10733	14	27.8
	SALES	63	2	1743	2	27.5
	FARM/FISH	-	-	-	-	-
	SKILLED TRAD	257	8	5837	7	22.7
	OTHER	347	11	7565	10	21.8
	N/A	1432	47	41276	53	28.8
10. HSEHOLD SIZE	1 PERSON	292	9	10272	13	35.2
	2 PERSONS	520	17	14955	18	28.7
	3 PERSONS	791	25	21702	26	27.4
	4 PERSONS	873	28	24064	29	27.6
	5 PERSONS	437	14	7307	9	16.7
	6 PERSONS	161	5	2340	3	14.5
	7 PERSONS	69	2	1316	2	19.0
	8 PERSONS	-	-	-	-	-
	9 OR MORE	10	-	183	-	19.0
11. CHILD < 12	YES	1169	37	28113	34	24.1
	NO	1984	63	54025	66	27.2
12. HOUSE STATUS	MALE HEAD	1202	38	31323	38	26.1
	FEMALE HEAD	883	28	23180	28	26.3
	OTHER	1053	34	27202	33	25.8
13. COLOUR TV	YES	2934	93	77229	94	26.3
	NO	218	7	4909	6	22.5
14. CABLE	YES	2368	76	62660	77	26.5
	NO	760	24	19011	23	25.0
15. CABLE COMP	SYMBOL 1	613	28	19502	33	31.8
	SYMBOL 2	1532	70	39196	66	25.6
	SYMBOL 3	52	2	882	1	16.9
	SYMBOL 4	-	-	-	-	-
	SYMBOL 5	-	-	-	-	-
	SYMBOL 6	-	-	-	-	-
	SYMBOL 7	-	-	-	-	-
	SYMBOL 8	-	-	-	-	-
	SYMBOL 9	-	-	-	-	-



Appendice F

Documentation B.B.M.

Documentation B.B.M.

- "Area/Cell structure 1978-79"
- "Background Material, 20 weeks of television... part 2, september 18th, 1978".
- "B.B.M. Television Reach/Portée, spring '78"
- "B.B.M. Terminal access manual"
- "B.B.M. T.V. Vancouver and Victoria, spring '78"
- Comment interpréter les rapports, B.B.M. Télévision 1977-78
- Estimations de population, janvier 1977
- Estimations de population, janvier 1978
- Estimations de population, janvier 1979
- "INFO - B.B.M. as an organization"
- "INFO - What we have learned from 20 weeks of Television Audience Measurement"
- "Personal Diary - radio"
- "Personal Diary - television"
- Population et taille d'échantillon, niveaux d'écoute, horaires, ordre alphabétique, chronologique et classement par rang:
  - semaine du 30 octobre au 5 novembre
  - semaine du 13 au 19 novembre
  - semaine du 20 au 26 novembre
- "Sigma '77 sondages"
- "Sigma '77 Surveys"
- "Technical Stuff, How B.B.M. Measured T.V. Audience"
- "Technical Stuff, Sampling Plan and Specification for 1977-78"
- "Television Network - Fall '76"
- "Television Winnipeg - Fall '77"
- "The Terms": définition de 16 des principaux construits utilisés par B.B.M.

- "U.S. Television viewing in Canada, printemps '78"
- 1978 Télévision, statistiques sur les marchés.







