

Toronto - Q3 (13 WEEKS #27-39)

Age & Gender Audience Profile (Based on Listening Hours)



% of 2+ weekly hours tuned in each group:

Dominant cells highlighted

Gender	Pop.	CFRB	CHBMFM	CKFMFM	CFMJ	CFNYFM	CILQFM	CINGFM	CFTR	CHFIFM	CKISFM	CJCL	CHUM	CHUMFM	CIDCFM	CKDXFM	CFMZ+	CFZM	CFXJFM	CJRTFM
Male	49%	55%	41%	43%	68%	60%	70%	43%	61%	36%	45%	80%	51%	43%	42%	49%	49%	38%	35%	42%
Female	51%	45%	59%	57%	32%	40%	30%	57%	39%	64%	55%	20%	49%	57%	58%	51%	51%	62%	65%	58%

Age	5%	1%	7%	2%	1%	1%	2%	1%	4%	3%	2%	1%	1%	6%	5%	1%	2%	1%	2%	1%
2-6	7%	2%	2%	10%	1%	2%	3%	1%	1%	3%	5%	1%	0%	8%	2%	0%	0%	2%	2%	0%
7-11	8%	0%	6%	8%	5%	6%	5%	8%	4%	4%	19%	10%	1%	9%	12%	1%	2%	1%	6%	5%
12-17	9%	1%	14%	9%	1%	17%	4%	9%	5%	6%	31%	11%	4%	7%	13%	1%	6%	1%	32%	1%
18-24	15%	12%	8%	23%	17%	34%	9%	5%	9%	11%	19%	7%	15%	29%	2%	2%	1%	15%	14%	
25-34	16%	2%	18%	26%	7%	21%	20%	12%	16%	12%	12%	14%	10%	30%	22%	4%	5%	3%	16%	11%
35-44	9%	5%	15%	9%	12%	6%	19%	13%	9%	9%	9%	17%	3%	9%	11%	6%	6%	2%	17%	2%
45-49	7%	9%	10%	4%	10%	9%	16%	21%	7%	9%	7%	5%	13%	7%	3%	3%	3%	1%	4%	4%
50-54	12%	34%	9%	6%	23%	3%	13%	27%	17%	18%	3%	18%	25%	7%	3%	16%	10%	8%	4%	12%
55-64	12%	34%	11%	2%	22%	0%	8%	4%	27%	25%	2%	3%	36%	2%	1%	65%	64%	81%	2%	49%
65+	39	57	40	33	50	33	44	45	48	48	28	39	56	34	31	64	61	67	33	56
Average Age																				

Buying Demos	18-54	18-34	18-49	25-54	35-64
18-54	56%	29%	65%	71%	47%
18-34	24%	13%	21%	32%	18%
18-49	49%	20%	55%	67%	37%
25-54	47%	28%	51%	63%	46%
35-64	44%	50%	53%	45%	53%

18-54 Audience Profile - % of 18-54 tuning in each group	18-24	25-34	35-44	45-54
18-24	16%	5%	21%	12%
25-34	26%	41%	12%	33%
35-44	29%	7%	28%	37%
45-54	29%	47%	39%	18%