

Toronto - Fall 2011 (13 WEEKS #1-13)

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	CFMZF+	CFZM	CFXJFM	CJRTFM	CHKXFM
Male	49%	62%	43%	42%	60%	60%	70%	46%	56%	35%	48%	76%	86%	38%	40%	44%	49%	31%	49%	46%	28%
Female	51%	38%	57%	58%	40%	40%	30%	54%	44%	65%	52%	24%	14%	62%	60%	56%	51%	69%	51%	54%	72%

Age	Pop.	CFRB	CHBMFM	CKFMFM	CFMJ	CFNYFM	CILQFM	CINGFM	CFTR	CHFIFM	CKISFM	CJCL	CHUM	CHUMFM	CIDCFM	CKDXFM	CFMZF+	CFZM	CFXJFM	CJRTFM	CHKXFM
2-6	5%	1%	7%	3%	2%	1%	2%	3%	5%	4%	2%	1%	0%	5%	3%	0%	2%	2%	1%	1%	1%
7-11	6%	1%	3%	11%	1%	1%	3%	1%	3%	2%	6%	2%	1%	4%	2%	0%	3%	0%	1%	2%	0%
12-17	7%	1%	3%	12%	1%	1%	3%	2%	5%	2%	13%	3%	2%	5%	6%	3%	2%	0%	4%	3%	3%
18-24	10%	6%	11%	11%	1%	19%	3%	15%	7%	11%	13%	8%	25%	11%	11%	1%	1%	1%	27%	1%	8%
25-34	16%	6%	12%	16%	8%	46%	9%	7%	6%	14%	25%	12%	46%	16%	30%	1%	9%	1%	29%	14%	7%
35-44	16%	1%	22%	23%	6%	16%	17%	13%	17%	17%	17%	14%	3%	25%	24%	6%	6%	3%	7%	6%	4%
45-49	8%	2%	14%	10%	12%	6%	19%	10%	13%	9%	13%	10%	6%	11%	13%	1%	4%	1%	24%	3%	9%
50-54	8%	11%	11%	5%	11%	5%	14%	14%	11%	8%	4%	23%	6%	9%	6%	6%	5%	1%	1%	1%	16%
55-64	11%	19%	9%	6%	22%	3%	22%	23%	14%	16%	5%	14%	8%	10%	3%	35%	18%	6%	5%	20%	32%
65+	13%	53%	8%	2%	36%	1%	9%	12%	18%	17%	1%	13%	2%	3%	3%	46%	50%	84%	1%	49%	21%
Average Age	39	60	39	32	56	32	47	45	45	44	31	46	33	37	35	61	57	68	33	57	52

Buying Demos	Pop.	CFRB	CHBMFM	CKFMFM	CFMJ	CFNYFM	CILQFM	CINGFM	CFTR	CHFIFM	CKISFM	CJCL	CHUM	CHUMFM	CIDCFM	CKDXFM	CFMZF+	CFZM	CFXJFM	CJRTFM	CHKXFM
18-54	57%	26%	70%	66%	38%	92%	62%	59%	54%	59%	72%	67%	87%	73%	84%	16%	26%	7%	87%	25%	43%
18-34	26%	12%	23%	27%	9%	65%	12%	22%	12%	25%	39%	21%	71%	27%	40%	2%	11%	2%	56%	15%	15%
18-49	50%	15%	59%	60%	27%	87%	48%	45%	43%	51%	69%	44%	81%	63%	78%	9%	21%	6%	86%	24%	28%
25-54	47%	20%	59%	55%	37%	73%	58%	45%	47%	48%	59%	59%	62%	62%	73%	14%	24%	6%	60%	24%	36%
35-64	43%	32%	56%	45%	51%	30%	71%	60%	55%	50%	38%	60%	24%	56%	46%	48%	33%	11%	36%	30%	60%

18-54 Audience Profile - % of 18-54 tuning in each group

Age	Pop.	CFRB	CHBMFM	CKFMFM	CFMJ	CFNYFM	CILQFM	CINGFM	CFTR	CHFIFM	CKISFM	CJCL	CHUM	CHUMFM	CIDCFM	CKDXFM	CFMZF+	CFZM	CFXJFM	CJRTFM	CHKXFM
18-24	17%	22%	16%	16%	3%	21%	6%	25%	12%	18%	19%	13%	29%	15%	13%	8%	5%	13%	31%	3%	17%
25-34	28%	24%	17%	24%	21%	50%	15%	12%	11%	24%	35%	18%	53%	22%	36%	7%	36%	16%	33%	56%	17%
35-44	27%	5%	32%	35%	16%	17%	27%	22%	32%	29%	23%	20%	4%	35%	29%	36%	23%	45%	7%	22%	9%
45-54	28%	49%	35%	24%	60%	12%	53%	41%	45%	29%	23%	48%	15%	28%	22%	49%	36%	26%	29%	19%	57%