

# Toronto - Winter 2011/12 (13 WEEKS #14-26)

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	CKFGFM
Male	49%	60%	48%	45%	58%	61%	71%	38%	59%	37%	44%	76%	82%	35%	40%	44%	46%	35%	48%	52%	31%	52%
Female	51%	40%	52%	55%	42%	39%	29%	62%	41%	63%	56%	24%	18%	65%	60%	56%	54%	65%	52%	48%	69%	48%

Age	Pop.	CFRB	CHBMFM	CKFMFM	CFMJ	CFNYFM	CILQFM	CINGFM	CFTR	CHFIFM	CKISFM	CJCL	CHUM	CHUMFM	CIDCFM	CKDXFM	CFMZF+	CFZM	CFXJFM	CJRTFM	CHKXFM	CKFGFM
2-6	5%	1%	4%	5%	1%	1%	1%	7%	3%	4%	2%	1%	0%	6%	2%	0%	2%	2%	2%	13%	1%	3%
7-11	6%	1%	2%	11%	2%	1%	3%	1%	5%	3%	6%	4%	0%	5%	2%	9%	2%	0%	1%	8%	1%	5%
12-17	7%	0%	4%	12%	1%	1%	4%	0%	6%	3%	11%	3%	2%	4%	4%	1%	0%	4%	2%	0%	4%	
18-24	10%	6%	7%	8%	1%	19%	4%	26%	7%	12%	14%	8%	17%	9%	10%	1%	3%	1%	13%	2%	21%	8%
25-34	16%	7%	18%	16%	8%	43%	10%	6%	6%	14%	29%	13%	51%	15%	29%	2%	8%	3%	42%	10%	3%	28%
35-44	16%	2%	22%	23%	13%	13%	16%	5%	16%	15%	15%	19%	10%	27%	24%	3%	8%	4%	10%	9%	6%	23%
45-49	8%	3%	13%	12%	14%	8%	20%	13%	12%	11%	12%	6%	4%	11%	15%	1%	4%	0%	24%	3%	16%	13%
50-54	8%	7%	10%	5%	8%	4%	12%	10%	10%	9%	4%	27%	6%	9%	8%	2%	6%	1%	1%	3%	18%	3%
55-64	11%	18%	15%	5%	16%	8%	22%	12%	13%	13%	4%	12%	5%	11%	3%	11%	17%	9%	2%	13%	27%	10%
65+	13%	55%	5%	1%	36%	1%	10%	20%	21%	17%	1%	6%	4%	4%	3%	70%	49%	80%	1%	36%	6%	2%
Average Age	39	60	40	31	55	33	46	43	45	43	31	43	34	37	36	62	57	67	34	46	46	35

Buying Demos	Pop.	CFRB	CHBMFM	CKFMFM	CFMJ	CFNYFM	CILQFM	CINGFM	CFTR	CHFIFM	CKISFM	CJCL	CHUM	CHUMFM	CIDCFM	CKDXFM	CFMZF+	CFZM	CFXJFM	CJRTFM	CHKXFM	CKFGFM
18-54	57%	24%	69%	65%	44%	88%	61%	60%	52%	60%	75%	73%	88%	71%	86%	9%	28%	9%	90%	28%	64%	76%
18-34	26%	13%	24%	24%	9%	63%	13%	32%	13%	25%	43%	22%	68%	25%	39%	2%	10%	4%	55%	13%	23%	37%
18-49	50%	18%	59%	60%	35%	84%	49%	50%	42%	51%	71%	46%	82%	62%	78%	7%	22%	8%	89%	24%	46%	73%
25-54	47%	19%	62%	57%	42%	68%	57%	35%	45%	48%	60%	65%	72%	62%	76%	8%	26%	8%	77%	25%	43%	68%
35-64	43%	30%	60%	46%	51%	33%	69%	41%	52%	48%	36%	64%	26%	57%	50%	17%	35%	14%	38%	28%	68%	49%

18-54 Audience Profile - % of 18-54 tuning in each group	Pop.	CFRB	CHBMFM	CKFMFM	CFMJ	CFNYFM	CILQFM	CINGFM	CFTR	CHFIFM	CKISFM	CJCL	CHUM	CHUMFM	CIDCFM	CKDXFM	CFMZF+	CFZM	CFXJFM	CJRTFM	CHKXFM	CKFGFM
18-24	17%	24%	10%	12%	3%	22%	6%	43%	14%	20%	19%	12%	19%	13%	12%	6%	9%	14%	14%	8%	32%	11%
25-34	28%	29%	26%	25%	18%	50%	16%	10%	12%	23%	38%	18%	58%	22%	33%	21%	27%	29%	46%	37%	4%	38%
35-44	27%	7%	32%	36%	29%	15%	26%	8%	30%	25%	21%	26%	12%	38%	28%	37%	28%	40%	11%	31%	10%	31%
45-54	28%	39%	33%	27%	50%	14%	52%	40%	44%	33%	22%	44%	12%	27%	27%	36%	36%	17%	28%	23%	54%	21%