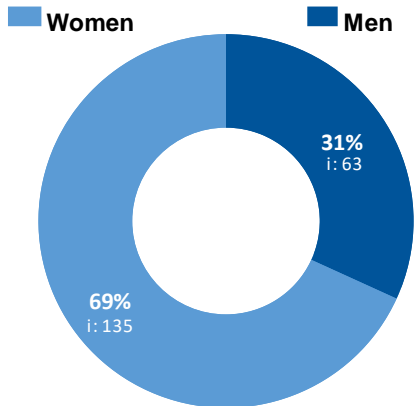


CHUM 104.5 - WINTER 2023

STATION OVERVIEW

Call letters **CHUMFM - CHUM 104.5**
Format **Hot Adult Contemporary**
Market **Toronto CTRL**



	Aud. Comp.	AMA	Index	Wk Reach
A12- 24	13%	2 K	76	237 K
A25- 44	34%	4 K	97	427 K
A45- 54	21%	2 K	141	211 K
A55- 64	21%	2 K	146	173 K
A65+	11%	1K	60	177 K

WEEKLY REACH | FULL COVERAGE

1,879,000

WEEKLY REACH | CENTRAL MARKET

1,343,000

DEMOGRAPHIC

		Comp. (%)	Index			Comp. (%)	Index
Age & gender	A25-64	76%	118	Education	High School+	60%	92
	A35-64	65%	141				
	W35-64	47%	199	Occupation	Work 1+ hours	71%	111
Household	Single	50%	108		Work 30+ hours	59%	113
	HH w/ kids 12-17 y.o.	28%	160		Managers, Owners, Prof., Exec.	39%	118
	PGS (self)	36%	110	Household Income	HHI \$60K+	66%	94

LIFESTYLE

		Comp. (%)	Index			Comp. (%)	Index
Home	Owner	61%	86	Vacations	Travel: personal <1yr	68%	85
	Renovations <2yrs	71%	97		Travel: perso. Mex./Caribbean <1yr	13%	240
	Tenant	37%	151		Travel: perso. in own province <1yr	65%	86
Automotive	Vehicle: own	68%	85	Investment	Own mortgage	32%	108
	Vehicle: domestic	36%	103		Use financial planner services	30%	103
	Vehicle: bought used <2yrs	16%	98		Own RESP	32%	137

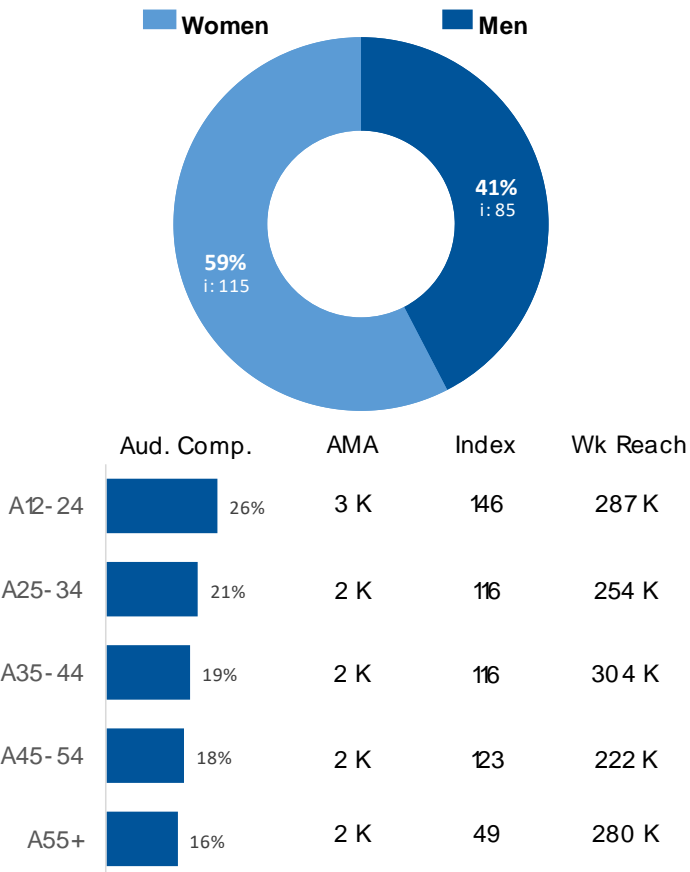
DIGITAL

		Comp. (%)	Index			#
Media	Listen Radio pers. vehicle <7d	69%	102	Digital KPIs	Unique visitors	15 K
	Social network <7d	63%	95		Page Views	175 K
	Commute to work: personal vehicle	42%	127		Facebook fans	103 K
	Cable/Satellite TV subscription	90%	132		Instagram followers	57 K
	Visit radio website <7d	25%	124		Twitter followers	34 K

99.9 VIRGIN RADIO - WINTER 2023

STATION OVERVIEW

Call letters CKFM FM - 99.9 Virgin Radio
Format Contemporary Hit Radio
Market Toronto CTRL



WEEKLY REACH | FULL COVERAGE

1,976,000

WEEKLY REACH | CENTRAL MARKET

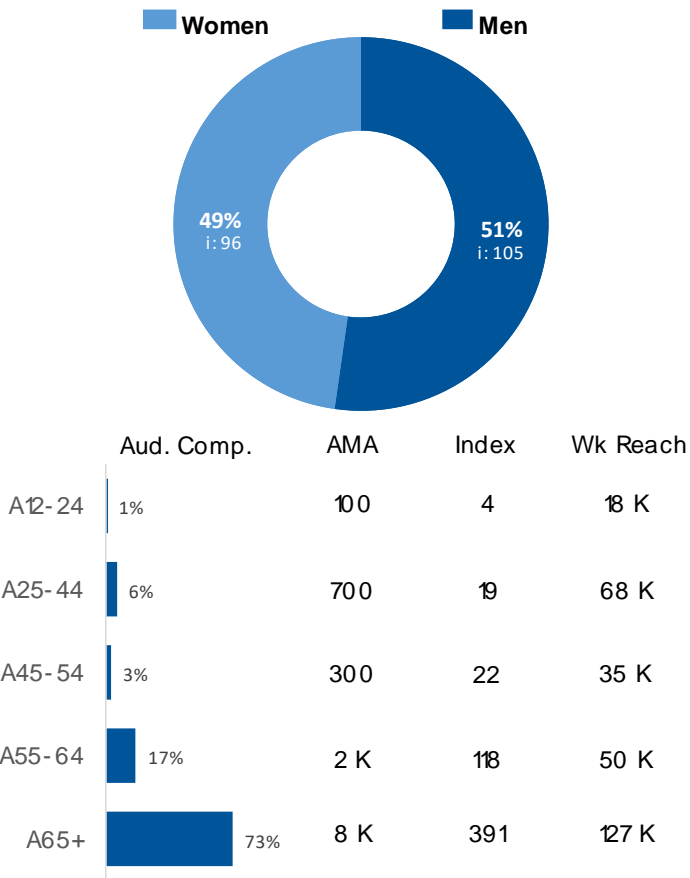
1,521,000

DEMOGRAPHIC									
		Comp. (%)		Index			Comp. (%)		Index
Age & gender	A18-54	66%	111	Education	High School+	60%	92		
	A25-54	58%	118						
	W25-54	31%	125	Occupation	Work 1+ hours	69%	108		
Household	Single	51%	109		Work 30+ hours	58%	113		
	HH w/ kids 12- 17 y.o.	40%	232	White collar	27%	131			
	HH w/ kids <12 y.o.	45%	211	Household Income	HHI \$60K+	65%	93		
LIFESTYLE									
		Comp. (%)		Index			Comp. (%)		Index
Home	Owner	72%	102	Vacations	Travel: personal <1yr	85%	106		
	Renovations <2yrs	74%	102		Travel: perso. Mex./Caribbean <1yr	7%	118		
	Renovations \$5K+ <2yrs	34%	104		Travel: perso. in own province <1yr	81%	107		
Automotive	Vehicle: own	88%	110	Investment	Own mortgage	34%	117		
	Vehicle: domestic	38%	109		Own vehicle loan	21%	142		
	Vehicle: bought used <2yrs	21%	132		Own RESP	38%	165		
DIGITAL									
		Comp. (%)		Index			#		
Media	Listen Radio pers. vehicle <7d	80%	118	Digital KPIs	Unique visitors	# REF!			
	Social network <7d	74%	111		Page Views	# REF!			
	Commute to work: personnal vehicle	43%	129		Facebook fans	519 K			
	Cable/Satellite TV subscription	73%	108		Instagram followers	62 K			
	Visit radio website <7d	22%	107		Twitter followers	44 K			

NEWTALK 10 10 - WINTER 20 23

STATION OVERVIEW

Call letters **CFRB - News Talk 10 10 - CFRB**
Format **News/Talk**
Market **Toronto CTRL**



WEEKLY REACH | FULL COVERAGE

450,000

WEEKLY REACH | CENTRAL MARKET

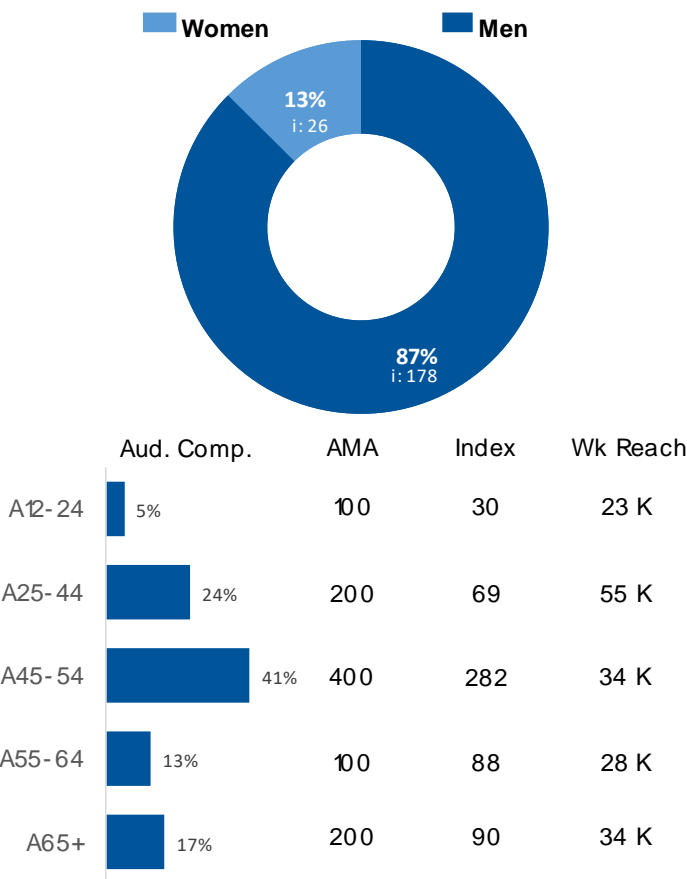
317,000

DEMOGRAPHIC									
		Comp. (%)		Index			Comp. (%)		Index
Age & gender	A55+		90%	271	Education	High School+		72%	111
	W55+		47%	265					
	M55+		43%	278	Occupation	Retired		58%	302
Household	Single		44%	94					
	HH w/ kids 12- 17 y.o.		3%	19	Household Income				
	HH w/ kids <12 y.o.		8%	36		HHI \$60K+		66%	94
LIFESTYLE									
		Comp. (%)		Index			Comp. (%)		Index
Home	Owner		75%	107	Vacations	Travel: personal <1yr		75%	95
	Renovations <2yrs		70%	95					
	Renovations <\$5K <2yrs		47%	106		Travel: perso. in own province <1yr		74%	98
Automotive	Vehicle: own		75%	94	Investment	Own mutual funds		59%	137
	Vehicle: domestic		43%	123		Own RRSP		64%	129
	Vehicle: bought new <2yrs		20%	155		Own retirement income (RRIF)		56%	505
					DIGITAL				
		Comp. (%)		Index					#
Media	Listen Radio pers. vehicule <7d		65%	95	Digital KPIs	Unique visitors			21 K
						Page Views			211 K
						Facebook fans			25 K
	Cable/Satellite TV subscription		82%	121		Instagram followers			36 K
	Visit radio website <7d		24%	119		Twitter followers			61 K

TSN 1050 - WINTER 2023

STATION OVERVIEW

Call letters **CHUM - TSN 1050**
Format **Sports Radio**
Market **Toronto CTRL**



WEEKLY REACH | FULL COVERAGE

277,000

WEEKLY REACH | CENTRAL MARKET

193,000

DEMOGRAPHIC									
		Comp. (%)		Index			Comp. (%)		Index
Age & gender	A25-64	78%	122	Education	Post Secondary	81%	130		
	A35-64	71%	155						
	M35-64	66%	295	Occupation	Work 1+ hours	81%	127		
Household	Married, partners	73%	150		Work 30+ hours	74%	142		
	HH w/ kids <12 y.o.	52%	247		Managers, Owners, Prof., Exec.	50%	155		
	PGS (self)	66%	205	Household Income	HHI \$75K+	76%	126		
LIFESTYLE									
		Comp. (%)		Index			Comp. (%)		Index
Home	Owner	80%	114	Vacations	Travel: personal <1yr	93%	117		
	Renovations <2yrs	89%	121		Travel: personal Europe <1yr	5%	145		
	Renovations <\$5K <2yrs	60%	138		Travel: perso. in own province <1yr	92%	123		
Automotive	Vehicle: own	87%	108	Investment	Own RRSP	54%	109		
	Vehicle: bought new <2yrs	19%	151		Use financial planner services	36%	121		
	Vehicle: \$20K+	24%	133		Own RESP	26%	113		
DIGITAL									
		Comp. (%)		Index			#		
Media	Listen Radio pers. vehicule <7d	83%	122	Digital KPIs	Unique visitors	38 K			
	Social network <7d	77%	116		Page Views	120 K			
	Commute to work: personnal vehicle	68%	204		Facebook fans	# VALUE!			
	Cable/Satellite TV subscription	74%	108		Instagram followers	60 K			
	Visit radio website <7d	49%	242		Twitter followers	45 K			