

Station Profile – Fall 2014

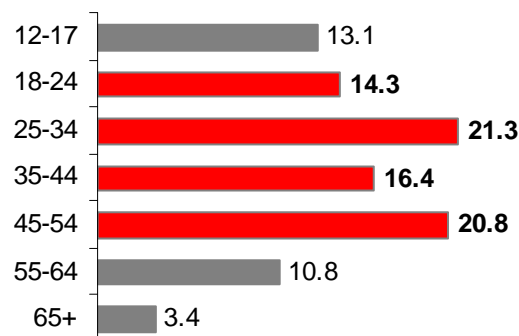


Call Letters: **CKFM FM**
 Dial Position: **99.9**
 Format: **Top 40/CHR**
 Market: **Toronto**
www.toronto.virginradio.ca

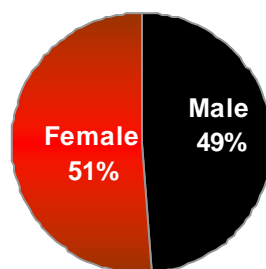
99.9 Virgin Radio reaches 2.9 million people weekly in its full coverage area.

99.9 Virgin Radio reaches 2.1 million Toronto listeners each week and 718,600 listeners are reached DAILY!

Age



Gender



Demographic Profile

Age/Gender: Adults 18-49: 65% (index 121)

Adults 25-54: 59% (index 113)

Male: 49%

Female: 51%

Education: Post-Secondary Education: 64%
 Post Graduate Degree: Index 128

HH Income: \$75,000+: 55% (index 108)
 \$150,000+: Index 130

Household: Married: 46%; Single: 43% (index 124)
 Teenagers: 34 (index 148)

Occupation: Employed: 70% (index 113)
 Work Full-time: 54% (index 115)
 Executives/Managers/Professionals: 28% (index 115)

Online Profile

99.9 Virgin Radio Listeners Are Using Their Mobile Device To:

- Visit social networking sites – Index 111
- Bank - Index 117
- Shop – Index 159
- Post content – Index 118
- Stream Radio – Index 148



Lifestyle Profile

Activities: Aerobics/yoga/Pilates, ski/snowboard, bike, hike/camp, garden, boat/sail, snowmobile and play hockey/skate
 Eat out at family restaurants: 71%, fast food restaurants: 84% (index 109), bar/pub restaurants: 35% (index 109), coffee donut shops: 86% (index 108), order take out or delivery: 74% (index 111); fine dining: 31% (index 107)

Go out to the movies: 71% (index 127) and sporting events: Index 121

Home: Homeowners: 74%
 Home Improvement Spending: 70%

Vacation: In Ontario: 67%
 To USA: 40 (index 114)
 Outside North America: Index 124

Investments: RRSPs: 47%
 RESPs: 32% (index 140)