

Station Profile – Winter 2014/2015

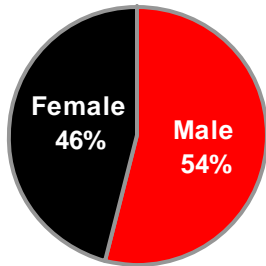


Call Letters: CFRB
Dial Position: 1010
Format: News/Talk
Market: Toronto
www.newstalk1010.com

News Talk 1010 reaches 657,000 people weekly in its full coverage area.

News Talk 1010 reaches 473,200 Toronto listeners each week and 254,200 listeners are reached DAILY!

Gender



Demographic Profile

- Age/Gender:** News Talk 1010 Are Boomers
Average Age: 57 / Adults 50-64: 27%
Male: 54% (Index 111)
- Education:** Apprenticeship/Trades – Community College: Index 128
- HH Income:** Mid Income Level - Respondents
\$75,000+: 36%
- Household:** Married: 54% / Widowed: 10%
2 Person HH: 44% / No children /teens .
56% Main Grocery Shopper.
- Occupation:** Employed: 55% / Retired 42%
Managers/Professionals: 10%;
Self Employed Technical Skilled /Trades

Online Profile

77% of News Talk 1010 Listeners spent time online within the past week.
More than a third (37%) of these listeners spent 10 or more hours on the internet.

Almost a third banked online within the past week.

About ¼ visited a social networking site online within the past week and shopped online.



Lifestyle Profile

- Activities:** Fish, garden, ski, snowmobile and golf
Eat out at fine dining restaurants: 31%, casual/family; 66%
fast food restaurants: 79%, coffee donut shops: 85%
Past 4 months; Musical concerts past 4 months; 24%
Casinos: 18% (index 162)
- Home:** Homeowners: 81% (index 115)
Mortgage-free: 71% / Line of Credit: 48%
Home Improvement Spenders: 78% / \$10,000+: 16%
- Vacation:** In Ontario: 70% / To USA: 29%
- Investments:** RRSPs: 58% (Index 115)
Term Deposits/GICs: 52% (Index 223)
Government Savings Bonds: 18% (Index 170)
RRIFs: 23% (Index 248)
- Life Stage:** Urban/Suburban Empty-Nesters