



## Audience Profile\*

*THE NEW CLASSICAL 96.3 FM* reaches Toronto's sophisticated adults. The station skews female at 52% and male at 48%.

*THE NEW CLASSICAL 96.3 FM* listeners are well educated. 51% have university degrees. That higher end education means they are well paid with 16% living in households with incomes of \$125,000 and up.

*THE NEW CLASSICAL 96.3 FM* listeners work in high end occupations and index well above the market in owners, managers and professionals. This prestigious group represents 37% of our entire listening audience, indexing at 159 to the market.

*THE NEW CLASSICAL 96.3 FM* listeners enjoy Toronto's many fine restaurants. They index at 168 to the market for eating at high end restaurants 2 or more times per month.

*THE NEW CLASSICAL 96.3 FM* listeners love to attend concerts. They index at 321 to the market for attending concerts 7 or more times per year.

*THE NEW CLASSICAL 96.3 FM* listeners enjoy outdoor leisure activities like jogging, walking and golfing. 35% of *THE NEW CLASSICAL 96.3 FM's* audience are avid gardeners indexing at 149 to the market.

*THE NEW CLASSICAL 96.3 FM* listeners are homeowners, 71% indexing at 123 to the market. They index at 138 for spending over \$20,000 on home improvements in the past two years. 59% are mortgage free, leaving them plenty of money to spend on home improvements and other things.

*THE NEW CLASSICAL 96.3 FM* listeners are frequent flyers indexing at 147 to the market for taking 3 or more personal flights per year.

*THE NEW CLASSICAL 96.3 FM* listeners love to vacation. 22% have vacationed in Europe in the past year and 30% have vacationed in the United States.

*THE NEW CLASSICAL 96.3 FM's* audience is preparing for the future. 63% invest in RRSP's, 55% invest in Mutual Funds and 46% invest in GIC's.

\* BBM S108