

ONTARIO	Total Market	Weekday			Saturday			Sunday		
		#	Reach	Profile	#	Reach	Profile	#	Reach	Profile
Total Readers	8,920,100	1,186,000	13.3%	100.0%	1,553,400	17.4%	100.0%	972,400	10.9%	100.0%
GENDER										
Men	4,340,600	621,500	14.3%	52.4%	793,100	18.3%	51.1%	517,900	11.9%	53.3%
Women	4,579,500	564,500	12.3%	47.6%	760,400	16.6%	49.0%	454,500	9.9%	46.7%
AGE										
18-24	1,111,000	103,400	9.3%	8.7%	94,800	8.5%	6.1%	72,400	6.5%	7.4%
25-34	1,579,700	129,300	8.2%	10.9%	174,100	11.0%	11.2%	103,500	6.6%	10.6%
35-49	2,713,400	285,800	10.5%	24.1%	417,900	15.4%	26.9%	220,000	8.1%	22.6%
50-64	2,059,200	364,900	17.7%	30.8%	463,900	22.5%	29.9%	314,500	15.3%	32.3%
65+	1,456,900	302,600	20.8%	25.5%	402,800	27.6%	25.9%	262,000	18.0%	26.9%
EDUCATION										
Some High School or less	898,800	87,400	9.7%	7.4%	117,600	13.1%	7.6%	68,100	7.6%	7.0%
High School Grads	1,751,500	171,400	9.8%	14.5%	227,100	13.0%	14.6%	151,600	8.7%	15.6%
Some Post Secondary	3,052,000	382,000	12.5%	32.2%	503,100	16.5%	32.4%	306,800	10.1%	31.6%
University Grads Plus	2,994,000	520,900	17.4%	43.9%	667,000	22.3%	42.9%	424,700	14.2%	43.7%
OCCUPATION										
Managerial/Professional	1,700,300	243,600	14.3%	20.5%	345,600	20.3%	22.2%	207,400	12.2%	21.3%
Clerical/Administrative/Business Support	538,700	51,500	9.6%	4.3%	85,100	15.8%	5.5%	47,300	8.8%	4.9%
Building Construction Trades/Transportation & Distribution	624,900	73,900	11.8%	6.2%	87,000	13.9%	5.6%	58,700	9.4%	6.0%
Management (excluding Senior Management)	1,168,700	161,100	13.8%	13.6%	230,600	19.7%	14.8%	125,600	10.7%	12.9%
Senior Management	209,800	44,600	21.3%	3.8%	58,600	27.9%	3.8%	42,300	20.2%	4.4%
Other White Collar	1,576,300	225,600	14.3%	19.0%	288,000	18.3%	18.5%	166,000	10.5%	17.1%
HOUSEHOLD INCOME										
<\$30,000	1,242,500	97,100	7.8%	8.2%	151,100	12.2%	9.7%	82,700	6.7%	8.5%
\$30-49,999	1,327,500	190,800	14.4%	16.1%	224,000	16.9%	14.4%	144,700	10.9%	14.9%
\$50-74,999	2,177,100	262,000	12.0%	22.1%	348,400	16.0%	22.4%	207,100	9.5%	21.3%
\$50,000+	6,350,100	898,100	14.1%	75.7%	1,178,400	18.6%	75.9%	745,000	11.7%	76.6%
\$60,000+	5,341,200	790,200	14.8%	66.6%	1,032,100	19.3%	66.4%	662,000	12.4%	68.1%
\$75,000+	4,173,000	636,100	15.2%	53.6%	830,000	19.9%	53.4%	537,900	12.9%	55.3%
\$100,000+	2,696,500	439,800	16.3%	37.1%	590,600	21.9%	38.0%	389,100	14.4%	40.0%
PERSONAL INCOME										
<\$30,000	3,681,900	396,200	10.8%	33.4%	500,300	13.6%	32.2%	317,000	8.6%	32.6%
\$30-49,999	1,940,100	262,400	13.5%	22.1%	341,500	17.6%	22.0%	204,100	10.5%	21.0%
\$50-74,999	1,916,200	286,200	14.9%	24.1%	363,600	19.0%	23.4%	230,300	12.0%	23.7%
\$50,000+	3,298,000	527,500	16.0%	44.5%	711,700	21.6%	45.8%	451,300	13.7%	46.4%
\$60,000+	2,219,900	387,300	17.4%	32.7%	521,700	23.5%	33.6%	336,400	15.2%	34.6%
\$75,000+	1,381,800	241,200	17.5%	20.3%	348,100	25.2%	22.4%	221,000	16.0%	22.7%
\$100,000+	610,200	111,000	18.2%	9.4%	167,700	27.5%	10.8%	109,500	17.9%	11.3%
FAMILY STATUS										
Single	2,147,700	242,400	11.3%	20.4%	293,600	13.7%	18.9%	173,900	8.1%	17.9%
Married/Living Together	5,507,700	779,200	14.1%	65.7%	1,024,500	18.6%	66.0%	655,100	11.9%	67.4%
Other	1,120,200	149,600	13.4%	12.6%	212,200	18.9%	13.7%	130,900	11.7%	13.5%
HOUSEHOLD COMPOSITION										
Attached Adults Only	2,923,500	480,900	16.4%	40.5%	636,200	21.8%	41.0%	419,800	14.4%	43.2%
Unattached Adults	2,470,400	317,500	12.9%	26.8%	428,900	17.4%	27.6%	258,800	10.5%	26.6%
Unattached Adults with Children	797,500	74,500	9.3%	6.3%	76,800	9.6%	4.9%	46,000	5.8%	4.7%
Attached Adults with Children	2,572,600	297,500	11.6%	25.1%	387,700	15.1%	25.0%	235,300	9.1%	24.2%
HOUSEHOLD TENURE										
Own Home	6,856,800	997,600	14.5%	84.1%	1,299,400	19.0%	83.6%	823,800	12.0%	84.7%
Rent Home	1,874,700	177,100	9.4%	14.9%	235,500	12.6%	15.2%	136,000	7.3%	14.0%

Source: NADbank 2009 Full Study

17-Mar-10