

TORONTO CMA	Total Market	Weekday			Saturday			Sunday		
		#	Reach	Profile	#	Reach	Profile	#	Reach	Profile
<b>Total Readers</b>	4,434,600	<b>979,300</b>	22.1%	100.0%	<b>1,223,900</b>	27.6%	100.0%	<b>767,700</b>	17.3%	100.0%
<b>GENDER</b>										
Men	2,155,100	<b>506,700</b>	23.5%	51.7%	<b>620,100</b>	28.8%	50.7%	<b>407,400</b>	18.9%	53.1%
Women	2,279,600	<b>472,700</b>	20.7%	48.3%	<b>603,800</b>	26.5%	49.3%	<b>360,300</b>	15.8%	46.9%
<b>AGE</b>										
18-24	548,700	<b>86,500</b>	15.8%	8.8%	<b>72,700</b>	13.2%	5.9%	<b>57,500</b>	10.5%	7.5%
25-34	840,500	<b>109,900</b>	13.1%	11.2%	<b>140,400</b>	16.7%	11.5%	<b>90,600</b>	10.8%	11.8%
35-49	1,390,600	<b>231,500</b>	16.6%	23.6%	<b>334,800</b>	24.1%	27.4%	<b>178,200</b>	12.8%	23.2%
50-64	983,600	<b>303,400</b>	30.8%	31.0%	<b>365,100</b>	37.1%	29.8%	<b>249,300</b>	25.3%	32.5%
65+	671,200	<b>248,000</b>	36.9%	25.3%	<b>310,900</b>	46.3%	25.4%	<b>192,200</b>	28.6%	25.0%
<b>EDUCATION</b>										
Some High School or less	371,600	<b>70,900</b>	19.1%	7.2%	<b>95,100</b>	25.6%	7.8%	<b>50,400</b>	13.6%	6.6%
High School Grads	780,100	<b>135,200</b>	17.3%	13.8%	<b>170,300</b>	21.8%	13.9%	<b>114,800</b>	14.7%	15.0%
Some Post Secondary	1,423,000	<b>309,700</b>	21.8%	31.6%	<b>378,600</b>	26.6%	30.9%	<b>232,800</b>	16.4%	30.3%
University Grads Plus	1,736,700	<b>443,700</b>	25.5%	45.3%	<b>548,900</b>	31.6%	44.8%	<b>354,500</b>	20.4%	46.2%
<b>OCCUPATION</b>										
Managerial/Professional	960,400	<b>213,500</b>	22.2%	21.8%	<b>281,900</b>	29.4%	23.0%	<b>175,500</b>	18.3%	22.9%
Clerical/Administrative/Business Support	256,700	<b>40,500</b>	15.8%	4.1%	<b>66,800</b>	26.0%	5.5%	<b>34,800</b>	13.6%	4.5%
Building Construction Trades/Transportation & Distribution	283,300	<b>57,600</b>	20.3%	5.9%	<b>67,500</b>	23.8%	5.5%	<b>45,800</b>	16.2%	6.0%
Management (excluding Senior Management)	659,500	<b>140,900</b>	21.4%	14.4%	<b>185,100</b>	28.1%	15.1%	<b>105,000</b>	15.9%	13.7%
Senior Management	128,700	<b>39,700</b>	30.8%	4.1%	<b>48,900</b>	38.0%	4.0%	<b>36,400</b>	28.3%	4.7%
Other White Collar	816,800	<b>188,600</b>	23.1%	19.3%	<b>234,200</b>	28.7%	19.1%	<b>139,000</b>	17.0%	18.1%
<b>HOUSEHOLD INCOME</b>										
<\$30,000	560,200	<b>81,000</b>	14.5%	8.3%	<b>119,200</b>	21.3%	9.7%	<b>62,700</b>	11.2%	8.2%
\$30-49,999	642,500	<b>157,200</b>	24.5%	16.1%	<b>179,200</b>	27.9%	14.6%	<b>113,200</b>	17.6%	14.7%
\$50-74,999	1,063,000	<b>213,000</b>	20.0%	21.8%	<b>262,500</b>	24.7%	21.4%	<b>156,100</b>	14.7%	20.3%
\$50,000+	3,231,900	<b>741,100</b>	22.9%	75.7%	<b>925,500</b>	28.6%	75.6%	<b>591,800</b>	18.3%	77.1%
\$60,000+	2,715,400	<b>651,300</b>	24.0%	66.5%	<b>813,500</b>	30.0%	66.5%	<b>528,000</b>	19.4%	68.8%
\$75,000+	2,168,900	<b>528,100</b>	24.3%	53.9%	<b>663,000</b>	30.6%	54.2%	<b>435,700</b>	20.1%	56.8%
\$100,000+	1,468,500	<b>370,800</b>	25.3%	37.9%	<b>482,000</b>	32.8%	39.4%	<b>324,600</b>	22.1%	42.3%
<b>PERSONAL INCOME</b>										
<\$30,000	1,766,600	<b>334,700</b>	18.9%	34.2%	<b>396,700</b>	22.5%	32.4%	<b>248,900</b>	14.1%	32.4%
\$30-49,999	954,500	<b>213,900</b>	22.4%	21.8%	<b>263,800</b>	27.6%	21.6%	<b>156,600</b>	16.4%	20.4%
\$50-74,999	933,300	<b>227,000</b>	24.3%	23.2%	<b>280,500</b>	30.1%	22.9%	<b>177,800</b>	19.1%	23.2%
\$50,000+	1,713,500	<b>430,700</b>	25.1%	44.0%	<b>563,500</b>	32.9%	46.0%	<b>362,200</b>	21.1%	47.2%
\$60,000+	1,205,700	<b>319,500</b>	26.5%	32.6%	<b>415,600</b>	34.5%	34.0%	<b>274,800</b>	22.8%	35.8%
\$75,000+	780,200	<b>203,700</b>	26.1%	20.8%	<b>283,000</b>	36.3%	23.1%	<b>184,400</b>	23.6%	24.0%
\$100,000+	365,500	<b>97,600</b>	26.7%	10.0%	<b>137,800</b>	37.7%	11.3%	<b>93,400</b>	25.6%	12.2%
<b>FAMILY STATUS</b>										
Single	1,168,200	<b>206,700</b>	17.7%	21.1%	<b>241,000</b>	20.6%	19.7%	<b>144,600</b>	12.4%	18.8%
Married/Living Together	2,675,600	<b>636,600</b>	23.8%	65.0%	<b>795,900</b>	29.7%	65.0%	<b>512,100</b>	19.1%	66.7%
Other	514,700	<b>124,400</b>	24.2%	12.7%	<b>169,000</b>	32.8%	13.8%	<b>101,700</b>	19.8%	13.2%
<b>HOUSEHOLD COMPOSITION</b>										
Attached Adults Only	1,332,700	<b>384,800</b>	28.9%	39.3%	<b>472,100</b>	35.4%	38.6%	<b>311,800</b>	23.4%	40.6%
Unattached Adults	1,253,100	<b>263,700</b>	21.0%	26.9%	<b>347,700</b>	27.7%	28.4%	<b>208,200</b>	16.6%	27.1%
Unattached Adults with Children	429,800	<b>67,300</b>	15.7%	6.9%	<b>62,200</b>	14.5%	5.1%	<b>38,200</b>	8.9%	5.0%
Attached Adults with Children	1,336,400	<b>251,000</b>	18.8%	25.6%	<b>323,800</b>	24.2%	26.5%	<b>200,300</b>	15.0%	26.1%
<b>HOUSEHOLD TENURE</b>										
Own Home	3,352,500	<b>817,700</b>	24.4%	83.5%	<b>1,015,300</b>	30.3%	83.0%	<b>643,000</b>	19.2%	83.8%
Rent Home	983,800	<b>155,200</b>	15.8%	15.8%	<b>197,400</b>	20.1%	16.1%	<b>115,500</b>	11.7%	15.0%

Source: NADbank 2009 Full Study

17-Mar-10