



Audience Profile

THE NEW CLASSICAL 96.3 FM reaches Toronto's sophisticated adults. The station skews female at 53% and male at 47%.

THE NEW CLASSICAL 96.3 FM listeners are well educated. 51% have university degrees. That higher end education means they are well paid with 19% 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 39% of our entire listening audience, indexing at 147 to the market.

THE NEW CLASSICAL 96.3 FM listeners enjoy Toronto's many fine restaurants. They index at 164 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 297 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. 39% of *THE NEW CLASSICAL 96.3 FM*'s audience are avid gardeners indexing at 170 to the market.

THE NEW CLASSICAL 96.3 FM listeners are homeowners, 75% indexing at 128 to the market. They index at 136 for spending over \$20,000 on home improvements in the past two years. 64% 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 136 to the market for taking 3 or more personal flights per year.

THE NEW CLASSICAL 96.3 FM listeners love to vacation. 24% have vacationed in Europe in the past year and 42% have vacationed in the United States.

THE NEW CLASSICAL 96.3 FM's audience is preparing for the future. 69% invest in RRSP's, 65% invest in Mutual Funds and 50% invest in GIC's.

Source BBM S408