



98.1 CHFI (R3/17) Audience Profile (Digital/Radio)



150,364*
Facebook Likes

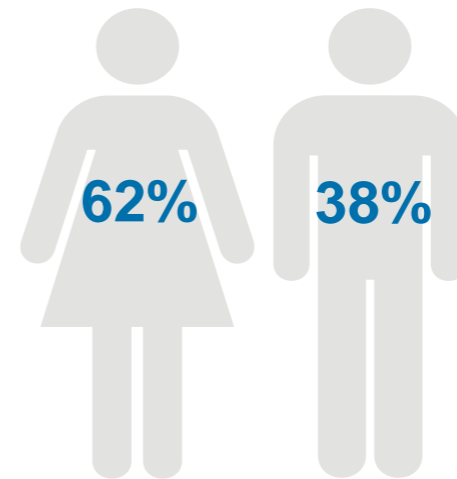


12,666*
Twitter Followers



888*
YouTube Subscribers

	TORONTO CTRL	TOTAL CANADA
Av. Weekly Reach	2.6M	3.3M
Weekly Hours Tuned	6.2M	7.1M
Total Reach	5.1M	7.3M



AGE	
12-17	3%
18-24	12%
25-34	18%
35-44	14%
45-54	17%
55-64	18%
65+	18%



WEB & MOBILE

1.8 MILLION average monthly page views
117.0 THOUSAND average monthly unique visitors
15.4 MONTHLY average page views per visitor



APP ONLY

196.0 THOUSAND average monthly page views
9.0 THOUSAND average monthly unique visitors
21.8 MONTHLY average page views per visitor

Digital: Adobe Analytics August 28/17-November 26/17 / *CHFI FB/Twitter/YouTube websites up to December 22, 2017
 Radio: Numeris, A12+, Toronto CTRL, Non C-Total Canada, RP (Mo-Su 5a-1a), R4/2017 (August 28/17-November 26/17), 98.1 CHFI (CHFI-FM) **Senior manager/executive, middle & other manager, professional, self employed, manager, owner, professional

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