

SN 590 (R3/17) Audience Profile (Digital/Radio)



6,181*
Facebook Likes



75,738*
Twitter Followers

	TORONTO CTRL	TOTAL CANADA
Weekly Hours Tuned	1.1M	1.6M
Avg. Weekly Reach	491K	785K
Total Reach	1.3M	2.2M



AGE	
12-17	2%
18-24	3%
25-34	25%
35-44	9%
45-54	21%
55-64	21%
65+	19%



WEB & MOBILE

410.0 MILLION average monthly page views
100.2 THOUSAND average monthly unique visitors
4.1 AVERAGE MONTHLY average page views per visitor



APP ONLY

55.9 THOUSAND average monthly page views
15.4 THOUSAND average monthly unique visitors
3.6 AVERAGE MONTHLY average page views per visitor