

# REACH

WEEKLY CUME PERSONS



142,000+

## AUDIENCE DEMOS

FEMALE | MALE

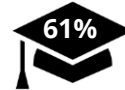


28% | 72%



18 - 54 | 54%

EDUCATION



SOME COLLEGE OR  
MORE

HOUSEHOLD INCOME



75K+ | 51%

HOME OWNERSHIP



OWN

OCCUPATION



MANAGEMENT/PROFESSIONAL: 50%  
WHITE COLLAR: 50%

CHILDREN AT HOME



34%

TAPSCAN Scarborough Data: Jan '19 - Feb '20