



# ON-AIR

## REACH

WEEKLY CUME

PERSONS



195,000+

## AUDIENCE DEMOS

FEMALE | MALE



39% | 61%



25 - 64 | 73%

EDUCATION



SOME COLLEGE OR  
MORE

HOUSEHOLD INCOME



100K+ | 40%

HOME OWNERSHIP



OWN

OCCUPATION



MANAGEMENT/PROFESSIONAL: 43%  
WHITE COLLAR: 43%

CHILDREN AT HOME



32%

TAPSCAN Scarborough Data: Jan '19 - Feb '20