



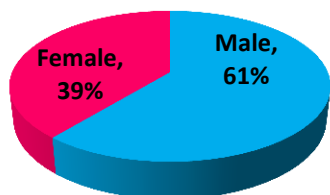
# AUDIENCE PROFILE

**12+ AvWkRch Toronto: 996,000**

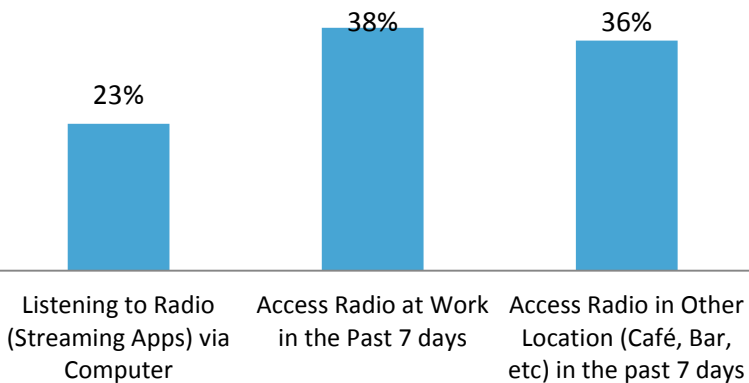
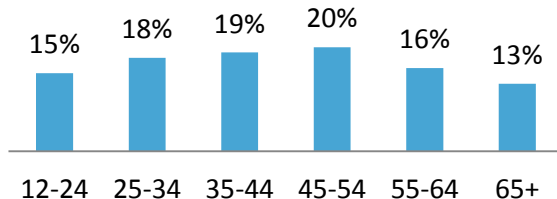
**12+ AvWkRch Full Coverage: 1,438,000**

**12+ Total Rch Toronto: 2,837,000**

**12+ Total Rch Full Coverage: 4,387,000**



**Age Comp %**



*Insufficient sample for access radio in private vehicle*

	Index		Index
HHI \$100,000+	127	Married	114
Own Home	111	Drive to work	124
Casino past 4 months	114	Work full time	121
Travel to U.S on business	150	Have a mortgage	120

**147,000**

Unique Web Visitors  
(Desktop)

**115,000**

Unique Mobile Site  
Visitors

