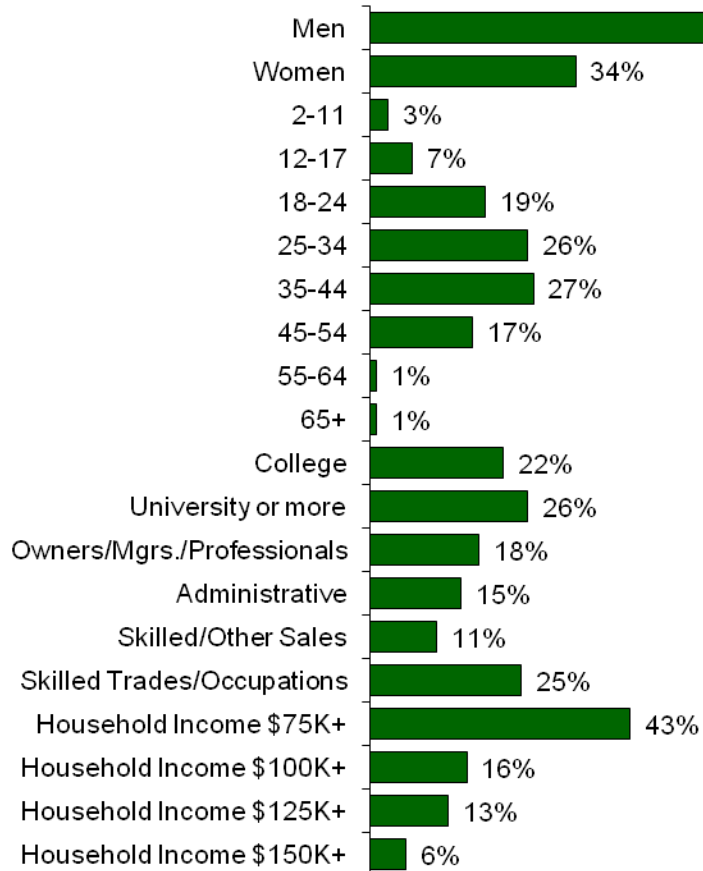


# 102.1 the Edge Audience Profile

Deliver Your Marketing Message to a Qualified and Targeted Audience



- ❑ Edge listeners are typically male skewed and 33 years old.
- ❑ 48% have a college education or higher allowing them to acquire higher earning occupations.
- ❑ Edge listeners are employed in owner, manager, professional, skilled trades and other skilled occupations.
- ❑ 43% or almost half of Edge listeners have a household income of \$75,000 or more and have the purchasing power for your product or service.

Source: PPM Aug 31-Nov 29 2009  
Toronto CMA