

PROFILE OF TORONTO

Population of Toronto CMA is 5.8 million people.

Gender split: Males 49%, Females 51%.

Average Household Income: \$101,373, 29% above the national average.

Retail Sales per household per year \$30,400 (average total retail spending per household).

69% of all occupied homes are owned and lived in by the owners.

Composition of Language spoken at home; 69.0% English (3.9 million people), followed by 7% Chinese (375,957), 6.6% Italian, 2.2% Portuguese (127,180) and 1.5% Tamil (84,918).

Based on BBM-NMR Fall 08 Toronto metered data, the average person (18+) in Toronto watches 24.9 hours of television per week.

Source: FP Market, 2009 July Estimate

Ontario Population 13,364,620

Ontario Households 5,044,950