




KISS 92.5 (R4/17) AUDIENCE PROFILE (DIGITAL/RADIO)


310,725*
 Facebook Likes


114,276*
 Twitter Followers


8,200*
 YouTube Subscribers

	TORONTO CTRL	TOTAL CANADA
Weekly Hours Tuned	1.9M	2.1M
Avg. Weekly Reach	1.5M	1.7M
Total Reach	3.7M	4.7M



AGE	
12-17	5%
18-24	13%
25-34	28%
35-44	25%
45-54	16%
55-64	9%
65+	4%



WEB & MOBILE

401.6 MILLION average monthly page views
140.6 THOUSAND average monthly unique visitors
2.9 MONTHLY average page views per visitor



APP ONLY

313.4 THOUSAND average monthly page views
12.0 THOUSAND average monthly unique visitors
26.1 MONTHLY average page views per visitor

* Digital: Adobe Analytics August 28/17-November 26/17 / *CKIS FB/Twitter/YouTube websites up to December 15, 2017
 Radio: Numeris, A12+, Toronto CTRL, Non C-Total Canada, RP (Mo-Su 5a-1a), R4/2017 (August 28/17-November 26/17), KISS 92.5 (CKIS-FM)
 middle & other manager, professional, self employed, manager, owner, professional

**Senior manager/executive,

