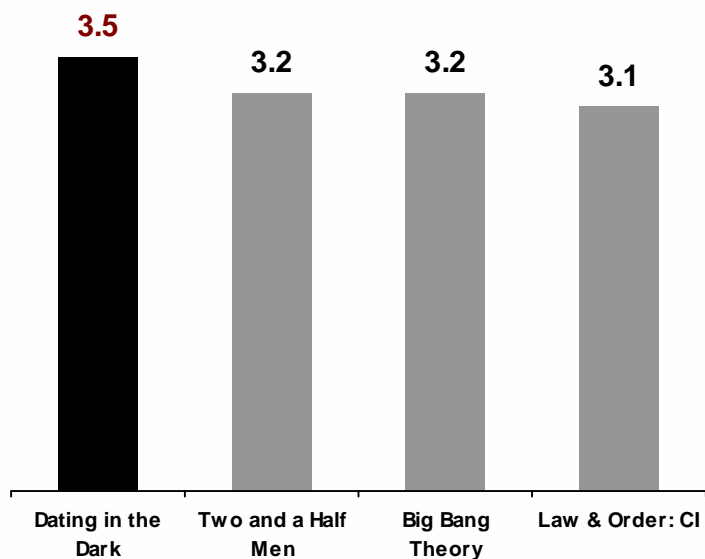




## *Dating in the Dark* Notches Another Win, Attracting Female Decision Makers.

**Women 25-54 Ratings**  
Monday, August 10<sup>th</sup>, 9-10p, Toronto DMA



Demo	Index
Women 25-54	213
Women 18-49	191
Principal Shopper	122
Female Head of Household	149
Homemaker	163
Working Women	171
Professionals	120
Clerical/Related	186
Child <12 in HH	121



Profile based on 4 week average (July 20-Aug 10), Citytv Ontario, Toronto DMA, indexed to Adults 18+