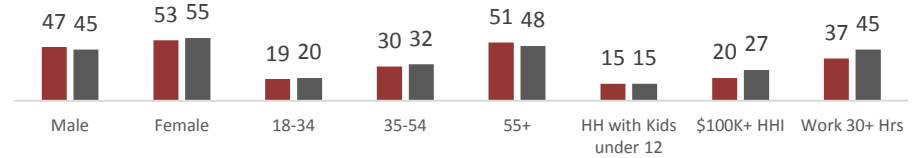


# Demographic Profile

% of A18+ AMA, English Canada



Source: Numeris PPM data, %A18+ AMA, English Canada, M-Su 2a-2a (Jan 4 – Apr 10/16)

## A closer look at W Movies viewers

Source: Vividata Spring 2015 Survey – A25-54 – Based on A18-54 (English Canada)

W Movies viewers are focused on their health and wellness, and are more likely to:

- Send messages over the computer (117)
- Spend over \$1000 in a year on video electronics (134)

W Movies viewers include adults that love travel, and are more likely to:

- Go out for fine dining (115) or casual family dining (104)
- Pick up food from a QSR (113)

W Movies viewers are adults involved in their finances, and are more likely to:

- Have a personal loan (137), RRSP (126), and stocks and mutual funds (122)

W Movies viewers love to be active, and are more likely to:

- Play golf (128), spend time outside gardening (110), or go fishing or hunting outdoors (130)

W Movies viewers love to eat and drink, and are more likely to:

- Eat at QSRs (113), casual family dining restaurants (104), and fine dining restaurants (115)
- Have had a drink of beer (133), glass of wine (124), a cooler (104), or a mixed drink (128)

## Key Research Findings

Source: Numeris PPM data, English Canada, M-Su 2a-2a (Jan 4 – Apr 10/16) \* Mediatats Jan 2016

- W Movies promises smart, fun, and engaging films for women
- Over 1.6 million\* HH subscribers

- W Movies reaches a weekly audience of 1.4 million Adults 18+ and 666,000 Women 18+
- W Movies reaches over 677,000 Adults 25-54 and 336,000 Women 25-54 every week