



# CRIME+ INVESTI GATION

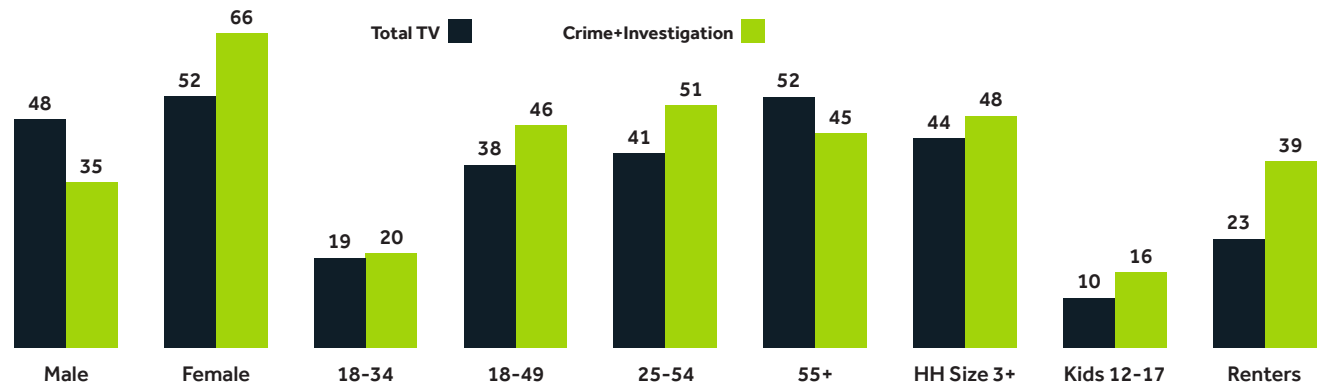
**Crime+Investigation** is dedicated to investigating the truth, and confronting life's mysteries through true crime stories and dramatic series. C+I takes viewers on an emotional and gripping journey into the world of criminal investigation – Because truth is worth pursuing.

# Demographic Profile

% A18+ AMA/English Canada

Source:

Numeris PPM data, %A18+ AMA, English Canada, M-Su 2a-2a (Aug 29-Dec 18/16)



# Audience Profile

Source:

Numeris PPM data, Index based on Comp% of A18-54 vs. Total TV, English Canada, M-Su 2a-2a (Aug 29-Dec 18/16)

**Crime + Investigation viewers lead active lives and are tech savvy so they are more likely than the population to:**

- Go fishing or hunting in season (Index 144), regularly go hiking/camping (136), and cross-country skiing (130)
- Spend 11-15 hours weekly online (122) and spend on electronics (115)
- Download music (150), video (117), and apps (127) to their computers

**They enjoy having a variety of beverage options, making Crime + Investigation viewers more likely to:**

- Be consumers of diet soft drinks (136), real fruit juice (187), bottled water (134), and energy/sports drinks (112)
- Enjoy alcoholic beverages such as wine (153), spirits (124), coolers (110), and beer (110)

**Crime + Investigation viewers are big spenders when it comes to their home and auto so they are more likely to:**

- Use specialty auto centers for oil changes (141), tire changes (132), muffler/exhaust replacements (127), tune-ups (119), brake repairs (112) or windshield repairs (111)
- Spend \$1000+ on furniture purchases (116) and \$500+ on women's clothing (115)

# Key Research Findings

Source:

Numeris PPM data, (Aug 29/16 – Jan 1/17), Total Canada, M-Su 2a-2a, profile stats based on English Canada, station rank based CDN SPEC DIG ENG A25-54 AMA(000); Mediastats November 2016

Average age - Ind. 2+: **48 years old**

Comp% of A25-54: **51%**

Average Weekly Reach (000) - Ind. 2+: **1224**

# of Subscribers: **2.7 million**

Programming genre: **General Entertainment**

Rank among Canadian specialty stations: **21**

Key Programs: **Law And Order: Special Victims Unit, Law and Order: Criminal Intent, CSI, The Killing Season, Murder Made Me Famous**

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