

# slice

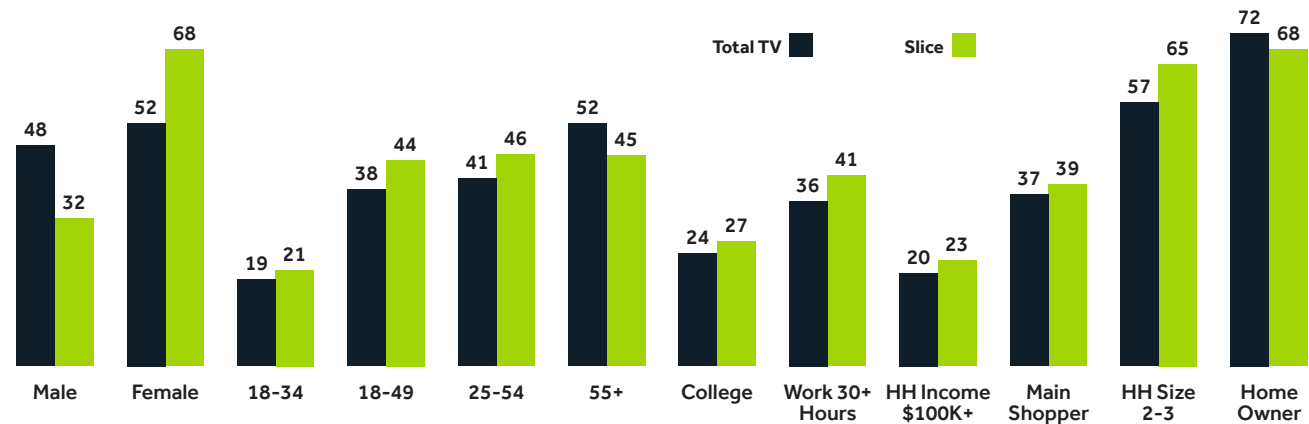
With exclusive programming and buzz-worthy personalities, **Slice™** offers the perfect escape for women on the go. Hosting the biggest reality and movie titles, Slice™ is the go-to destination for hit shows featuring relatable topics that women can't get enough of.

# Demographic Profile

% A18+ AMA/English Canada

Source:

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



# Audience Profile

Source:

Vividata 2016 Q2 Product Database, English Canada, Index based on Comp% of A18-54 vs. population

## Being fashion and beauty oriented, Slice viewers are more likely than the population to:

- Spend over \$50 on face/body skincare (Index 187) and make-up (140) per month
- Try to stay on top of the latest changes in style and fashion (111) and really enjoy shopping for clothes (113)
- Visit beauty and fashion websites daily (110)
- Be medium/heavy users of hair colouring products (148), facial moisturizers (147), foundation (134), blush (174), and lipstick/lip gloss (160)

## Slice viewers like to treat themselves; they are more likely to:

- Purchase watches (123), earrings (128), bracelets (118) and necklaces (148)
- Plan on vacationing in the US (119), Europe (120) or Mexico/Caribbean (126) in the upcoming year
- Enjoy having a wide variety of snacks (109), and often reward themselves with a snack (112)
- Strongly agree that they try to dine at fine restaurants as often as possible (132)

## Living comfortably is important to Slice viewers; they are more likely to:

- Have made improvements to their basement/attic (113), bathrooms (122), family room (127), or kitchen (157) in the past two years
- Own a vacation home (123)
- Buy furniture (120) and home accessories (119), and visit home improvement/décor websites daily (125)
- Be medium/heavy users of all-purpose household cleaners (136), bathroom cleaners (139), fabric refreshers (109), and air/carpet/room deodorizers (131)

## Slice viewers spend heavily in the food and beverage category and are more likely to:

- Spend over \$250 on food in an average week (144) while doing 3+ grocery shops (120)
- Enjoy rice cakes (113), toaster products (124), yogurt (120), rolled oats (134), cold cereals (119), frozen vegetables (121), and seasoned rice (151)
- Be medium/heavy drinkers of tea (116), coffee (105), soft drinks (108) and bottled water (113)
- Visit food/recipe websites daily (174) and to have a sit down meal every evening (116)

# 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+: **47 years old**

Comp% of A25-54: **46%**

Average Weekly Reach (000) - Ind. 2+: **2835**

# of Subscribers: **6.4 million**

Programming genre: **General Entertainment**

Rank among Canadian specialty stations: **25**

Key Programs: **Real Housewives Franchise, Vanderpump Rules, Million Dollar Listing Franchise, Flipping Out, Big Brother Side Show**

