

## Demographic Profile

Source:  
Numeris PPM data, %A18+ AMA, English Canada, M-Su 2a-2a (Aug 28 – Dec 24/17)



## Audience Profile

Source:  
Vividata 2017 Q2 Product Database, English Canada, Index based on Comp% of A18-54 vs. population

Looking their best is important to W Network viewers, they are more likely than the population to:

- Feel it is important to be attractive to others (index 113) and keep up with the latest fashions (116)
- Use hand & body cream (141), facial cleansers (141) and moisturizers (152), foundation (146), lipstick (155), blush (160) and mascara (160) weekly
- Spend \$50+ on make up monthly (153), visit beauty/fashion websites every month (141) and go to a spa (135)
- Spend \$500+ on women's clothes annually (154)

W Network viewers like to improve their homes, they are more likely to:

- Have made decorating (118) or remodeling (112) improvements in the past 2 years
- Spent \$500+ on furniture (121), purchase bedding & bath accessories (129), area rugs (120), home décor accessories (124), drapery (106), garden furniture (122) and tools (113) annually

They enjoy a wide variety of food and beverages, so they are more likely to:

- Drink coffee (104), tea (109), iced tea (121), diet colas (111) and use beverage flavour enhancers (121)
- Enjoy a glass of wine (114) or a vodka drink (111)
- Snack on flavoured chips (107), popcorn (113), chocolate bars (110) and gum (112)

W Network viewers enjoy attending local attractions, they are more likely to:

- Go to the movies to see a comedy (121), drama (129) or family/children's (123) movie
- Take fitness classes (123), swim (110), do yoga/pilates (129) and enjoy dancing (119)
- Attend popular music (108) concerts, visit a museum (112) or zoo/aquarium (112)

## Key Research Facts

Source:  
Numeris PPM Data, (Aug 28 – Dec 31/17), Total Canada, Mo-Su 2a-2a; station rank based on CDN SPEC.COM.ENG/CDN.DIG.ENG – excludes non-commercial stations, A25-54 AMA/000; Mediastats November 2017

Average Weekly Reach (000) - Ind. 2+: **7,066**

# of Subscribers: **5,568,171**

Programming Genre: **Drama**

Rank among Canadian Specialty Stations: **3**

Key Programs: **Outlander, The Bachelor Canada, Chesapeake Shores**

