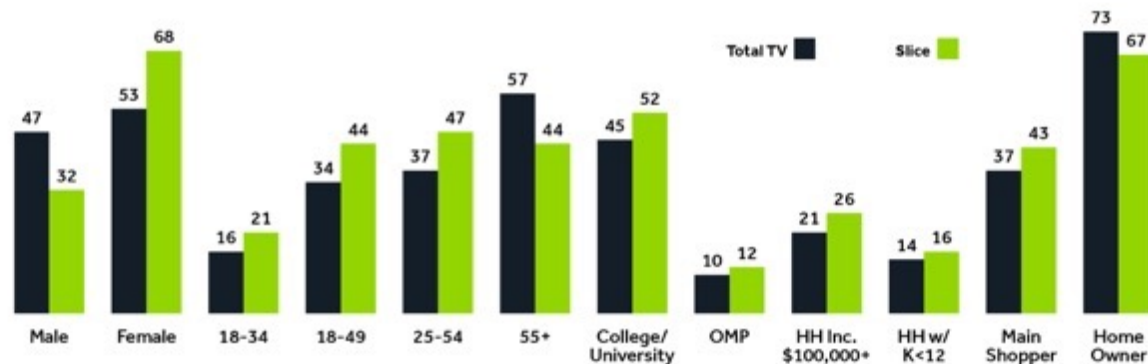


Demographic Profile

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

Their health and appearance are important to them, Slice viewers are more likely than the population to:

- Have visited beauty/fashion websites monthly (Index 151) and spend \$500+ on women's clothing (131) annually
- Have spent \$50+ on cosmetics (155) monthly and use hand & body cream (128), facial cleansers (149), facial moisturizers (149) and hairspray (144) 6+ times weekly
- Enjoy fitness/aerobics (117), yoga/pilates (122) and visit the spa (119)

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

- Purchase a bracelet (136), necklace (140) or a ring (151) for themselves
- Have spent more than \$2,000 on a vacation outside Canada (131) annually
- Indulge in chewy candies (137), gum (137) and chocolate bars (108) weekly

Being tech savvy, they are more likely to:

- Download apps (112) monthly and feel lost without their smartphone (117)
- Check their social media sites daily (121) and post comments and reviews online (115)

Slice viewers spend on their home and family. They are more likely to:

- Spend up to \$5,000 worth of furniture annually (113) as well as bedding & bath accessories (130), drapery/blinds (121), area rugs (122) and kitchen accessories (113)
- Spend \$500+ on both toys/games (111) and children's clothes/shoes (117) annually

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

- Spend \$250+ on food shopping (116) and visit food/recipe websites (124) weekly
- Prefer organic foods (127) and are consumers of ice cream (118), cream cheese (127), crackers (124), instant breakfast shakes (157), baking ingredients (120), flavoured/seasoned rice (133) and frozen vegetables (126)
- Drink tea (119), coffee (114), bottled water (108) and use flavoured beverage enhancers (109)
- Enjoy alcohol (116) including vodka (120) coolers, ciders (108) and merlot (109), riesling (121), rose (137) and ice (120) wines

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+: **2,645**

of Subscribers: **6,110,480**

Programming Genre: **General Entertainment**

Rank among Canadian Specialty Stations: **26**

Key Programs: *Real Housewives (OC, New Jersey, Dallas, Atlanta), Million Dollar Listing (LA, New York), Girlfriends' Guide to Divorce, Flipping Out, Stripped*

