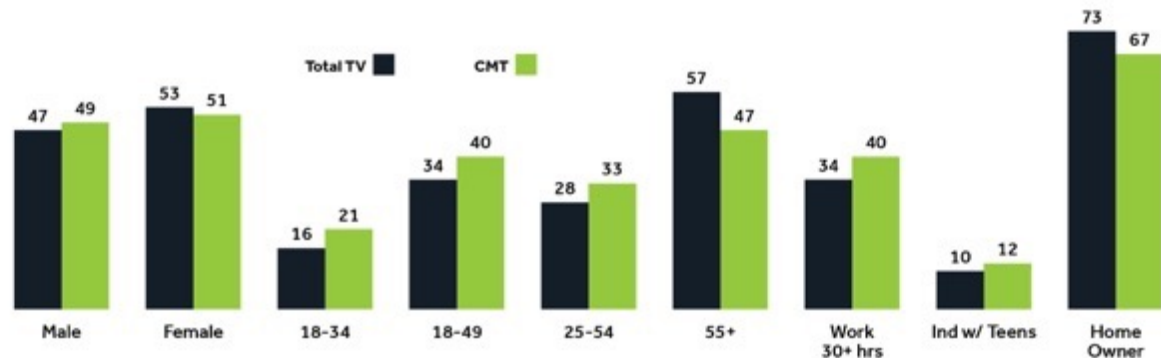


## Demographic Profile

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

### CMT viewers are car enthusiasts and spend on technology, they are more likely to:

- Drive a full size SUV (Index 124), pickup truck (126) or compact SUV (108) and spend \$40,000+ for their most recent vehicle (122)
- Choose a car mainly on the basis of looks (124) and feel their car should express their personality (108)
- Spend \$1500+ on home electronics/entertainment products (107) annually and spend 100+ on their mobile phone plan (136) monthly

### CMT viewers spend on their homes, they are more likely to:

- Have done a remodeling project (111) or addition (118) in the past 2 years
- Spend \$500+ on new furniture (114) and \$1,000+ on home accessories (111) annually

### CMT viewers like to look and feel good, they are more likely to:

- Keep up with the latest fashions (109) and like to stand out in a crowd (128)
- Spend a lot of money on toiletries/cosmetics (127) and spend \$500+ on footwear (110) yearly

### CMT viewers enjoy a wide variety of food and beverages, they are more likely to:

- Visit food recipe websites monthly (144) and spend \$100-\$150 on food shopping every week (109)
- Use chocolate milk (116), processed cheese (116), toaster products (124), breakfast shakes (173) and instant hot cereals (119) in the household
- Have had orange juice (118), coffee (113) and diet colas (117) in the past 6 months and enjoy domestic beer most often (110)
- Eat at a pizza restaurant (116), sub shop (116) or ice cream shop (132) 3+ times a month

### CMT viewers like to go out and enjoy their leisure time, they are more likely to:

- Enjoy movies that are comedies (118), animated (120), family friendly (122) or dramas (119)
- Attend country music concerts (156), pro basketball games (126) and enjoy dancing (112)
- Have a wknd/vacation home (127) and enjoy windsurfing (142), snowboarding (151) and snowmobiling (144)
- Spend \$500+ on sporting goods/equipment (119) annually

## 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+: **2,986**

# of Subscribers: **9,193,130**

Programming Genre: **General Entertainment**

Rank among Canadian Specialty Stations: **20**

Key Programs: **Laff Mob's Laff Tracks, Jimmy Kimmel Live, Will and Grace, black-ish, The Guest Book, Odd Mom Out, Impractical Jokers, Last Man Standing, Reba, America's Funniest Home Videos**

**CMT**