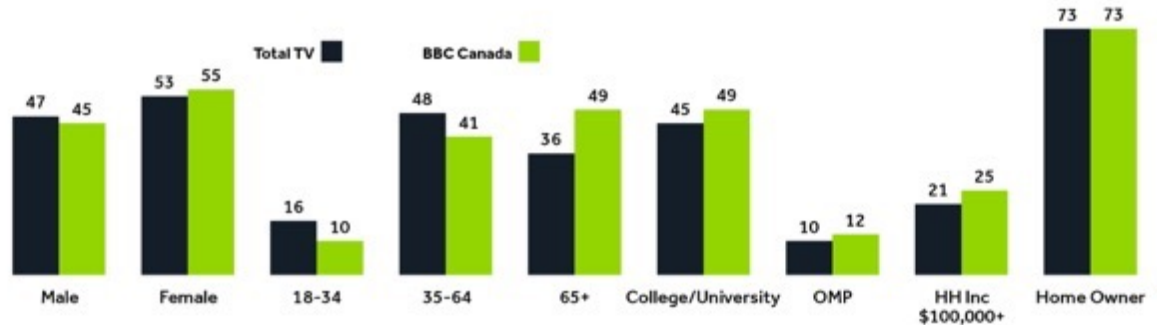


## Demographic Profile

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

### BBC Canada viewers are interested in fashion and beauty, so they are more likely to:

- Visit a beauty/fashion website (Index 137) monthly
- Spend \$250+ on footwear annually (124)
- Use hair colouring products (117) and are medium/heavy users of facial cleansers (112) and facial moisturizers (118)
- Like to stand out in a crowd (115)

### BBC Canada viewers have disposable incomes and are more likely to:

- Have spent \$500+ on home electronics/entertainment (109) in the past 2 years
- Spend \$500+ on jewellery (133) in the last year
- Spend \$100+ on their monthly mobile phone plan (127)
- Spend \$2,000+ on a vacation outside Canada (134) yearly
- Own a wknd/vacation home (110)

### BBC Canada viewers live active social lives and like the outdoors so they are more likely to:

- Play basketball (110), tennis (112), volleyball (115) and enjoy curling (118)
- Enjoy visiting art galleries (115), jazz concerts (132) and classical concerts (115)
- Be interested in woodworking (118), snowmobiling (124) and motorcycling (111)

### BBC Canada viewers also enjoy a range of food & beverages and are more likely to:

- Like to dine at fine restaurants as often as possible (106)
- Visit high quality restaurants (121), Chinese (140), pizza (107) and sub/sandwich (117) restaurants 3+ times monthly
- Prefer beer from microbrewery (109) or craft beer (128) most often
- Consume iced tea (110), ready to drink iced coffee (113) and ice wine (109)

## 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/0001; Mediastats November 2017

Average Weekly Reach (000) - Ind. 2+: **829**

# of Subscribers: **2,607,884**

Programming Genre: **General Entertainment**

Rank among Canadian Specialty Stations: **63**

Key Programs: **Graham Norton Show, Phill Spencer's Stately Homes, W1A, Decked Out, Top Gear America**