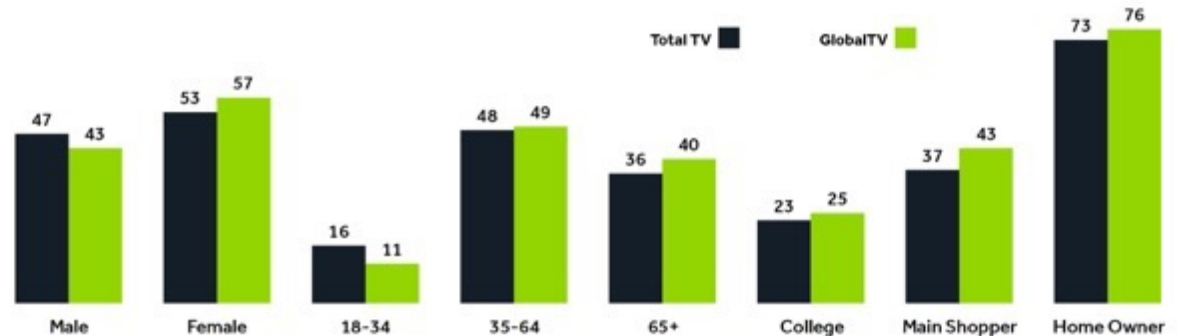


## Demographic Profile

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

- Global viewers love their homes. Madam Secretary (Index 132), Survivor (119), Chicago PD (110) and The Late Show with Stephen Colbert (122) viewers are more likely to have completed a redecorating project in the past 2 years
- Audiences of Big Brother US/ Canada (128), Global National (152), Y&R (166) and Elementary (124) are tech savvy and more likely to spend more than \$100 on their mobile phones every month
- Fans of Saturday Night Live (139), Global News Final (122), ET Canada (137) and NCIS:LA spend \$250+ every week on food shopping
- Global National News (128), Morning News/Show (127), NCIS (111), Y&R (134), Hawaii Five-0 (118) and Chicago PD (110) viewers are more likely to have spent \$40,000+ on their most recent vehicle purchase
- Global reaches movie goers. Viewers of Elementary (120), Saturday Night Live (110), Survivor (111), NCIS:NOLA (117), Days of our Lives (147) and The Late Show with Stephen Colbert (132) have been to the movies weekly
- People who spend \$500+ on women's/men's clothing are fans of NCIS (111), Chicago PD (109), Survivor (120), The Late Show with Stephen Colbert (114) and ET Canada (116)
- Viewers of Hawaii Five-0 (109), Survivor (115), NCIS:LA (110), Saturday Night Live (120), Late Show with Stephen Colbert (122), Simpsons (110) and Big Brother US/ Canada (111) shop at the beer, wine or liquor store 2+ times monthly
- Global attracts travellers who have spent \$2,000+ on their last trip outside Canada with Hawaii Five-0 (141), Survivor (144), Saturday Night Live (133), Elementary (128), Morning News/Show (146) and Late News (151)
- Global programs reach viewers who spend a lot of money on toiletries and cosmetics, including Big Brother US/ Canada (110) Chicago Fire (134), Madam Secretary (120), Survivor (114) Y&R (114) and ET Canada (112)
- Hungry viewers who frequently visit pizza restaurants are more likely to watch Chicago PD (124), Saturday Night Live (129) and Survivor (122)
- Viewers of Survivor (124) Chicago Fire (116), NCIS:LA (122), Elementary (138) Big Brother US/ Canada (128) and Saturday Night Live (124) spend on \$500+ yearly on toys and games for their families
- Audiences who are financially responsible and have used wealth management services watch Chicago P.D. (118), Madam Secretary (132), NCIS (106), Global News Hour (124), Hawaii Five-0 (127), NCIS:LA (114) and Elementary (117)

## Key Research Facts

Source:  
Numeris PPM Data, (Sep 11 - Dec 17/17), Total Canada,  
Mo-Su 2a-2a; number of Top 10/20 programs based on  
CDN CONV COM ENG A25-54 AMAI000, 4+ airings

Average Weekly Reach (000) - Ind. 2+: **16,517**

# of Top 10 conventional programs: **3**

# of Top 20 conventional programs: **7**

Key Programs: *Survivor, Will & Grace, Bull, NCIS, Seal Team*

