



Spotlight on WAYWARD: An Economic Report

Wayward is a limited series thriller set in the picture perfect town of Tall Pines, where everything is not what it seems. The show joins police officer Alex Dempsey and his pregnant wife Laura as they move into their new home. Soon he finds himself connected with two students from the local school for “troubled teens” who are desperate to escape and could be the key to unearthing everything rotten in the town.

Created by Toronto-born comedian Mae Martin, who also serves as the co-showrunner, executive producer, and star, the series also stars Canadians Sarah Gadon, Sydney Topliffe, Alyvia Alyn Lind, Brandon Jay McLaren, and includes ACADEMY AWARD® nominee Toni Collette.

The show is produced by Canadian production company, Sphere Media with producers Jennifer Kawaja and Bruno Dubé, along with UK-based production company Objective Fiction, with producers Hannah Mackay and Ben Farrell.

Canadians Renuka Jeyapalan and John Fawcett, each directed two episodes of the series.





On location in Ontario

Wayward spent **more than 80 days shooting in Ontario**. The production embraces the province's distinct rural and natural landscapes, with backdrops across five conservation areas, including Kelso, Rockwood, Claireville, Greenwood, and Christie Lake, and scenic small towns, including Port Perry and Millbrook.

The production also **filmed across numerous Toronto locations**, from the city's west end, in the Parkdale neighbourhood, to the east end, at Ted's Restaurant in Scarborough.

More than 650 Canadian vendors worked on the production of Wayward. Many of these are small-and medium-sized businesses — like local construction companies or VFX artists.



2400+
Canadian Crew

Source: Production Finance

25+
Canadian Cast

650+
Canadian Vendors

This limited series is just one example of Netflix's strong commitment to Canadian businesses and its local vendors.

CAD \$50M+
GVA contribution to
the Canadian economy

Source: Analysis by Global Affairs CI, based on data provided by Production Finance

The ripple effect of spending on Wayward

Beyond the screen, the production of Wayward in Ontario delivered a **total impact of CAD \$50M+ in Gross Value Added to the Canadian economy**. This reflects spending with businesses across a wide range of economic sectors, and the overall economic contribution includes both the direct spending with suppliers that contributed to the production of Wayward and the downstream impacts of additional spending through their supply chains.