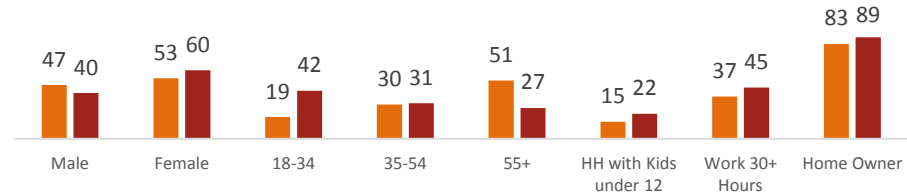


# Demographic Profile

% of A18+ AMA, English Canada



Source: Numeris PPM data, %A18+ AMA, English Canada, M-Su 2a-2a (Jan 4 – Apr 10/16)

## A closer look at ABC Spark viewers

ABC Spark viewers are focused on their health and wellness, and are more likely to:

- Take multi-vitamins (155) daily
- Take medications when they are not feeling well, including cold remedies (191), allergy and sinus medications (142), and medicine for upset stomach (141)

ABC Spark viewers include adults that love travel, and are more likely to:

- Take a personal trip outside of the country (101) or take a cruise (189)
- Stay in a hotel or a motel (109)

ABC Spark viewers use a variety of household products to maintain a clean home, and are more likely to:

- Use all purpose cleaner (124) and paper towels (118) around their home
- Purchase laundry soap (122), shampoo (132), bar soap (110), and facial tissues (115)

ABC Spark viewers live active lifestyles, and are more likely to:

- Play sports like tennis (121), golf (109), squash (106), and soccer (193)
- Partake in activities like yoga (120), hiking (113), and swimming (184)

Source: Vividata Spring 2015 Survey – A25-54 – Based on A18+ (English Canada)

## Key Research Findings

- **ABC Spark** builds on the success of top-rates US cable darling Freeform (formerly ABC Family)
- **ABC Spark** has a strong millennial skew, with 42% of its audience composed of Adults 18-34
- Top programs include originals such as *The Fosters*, *Recovery Road*, *Young and Hungry*, *Baby Daddy*, and *Stitchers*
- Over 4 million\* HH subscribers
- **ABC Spark** reaches a weekly audience of 1 million Adults 18-49 and 585,000 Women 18-49
- **ABC Spark** reaches over 1.8 million Adults 18+ every week

Source: Numeris PPM data, English Canada, M-Su 2a-2a (Jan 4 – Apr 10/16) \* Mediastats Jan 2016