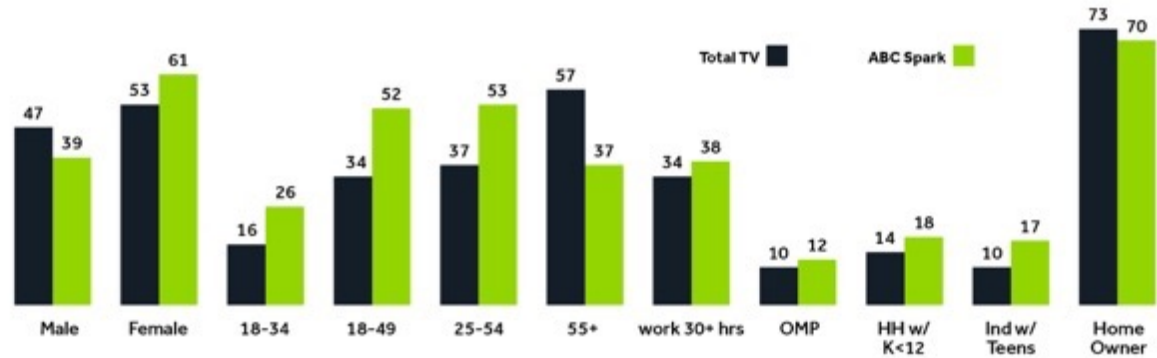


## Demographic Profile

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

### ABC Spark viewers lead active social lifestyles, they are more likely to:

- Have been to the movies to see a comedy (114), animated (135), drama (135), family (124), sci-fi (108) or horror (164) film
- Enjoy dancing (112), going to popular music concerts (110) and visit online dating sites (175)
- Spend \$500+ on sports equipment (110) and enjoy wind surfing (158), snowboarding (158) and downhill skiing (123)

### ABC Spark viewers like to look their best, they are more likely to:

- Like to stand out in a crowd (120) and visit a beauty/fashion website (155) annually
- Spend a lot of money on toiletries and cosmetics (129) and visit the spa (123)
- Have treated themselves to a bracelet (153), earrings (122) or necklace (145) annually
- Participate in fitness/aerobics (129) and yoga/pilates (118) classes

### They enjoy food and drink, they are more likely to:

- Enjoy iced tea (127), flavoured beverage enhancers (108) and drink fruit juice/drinks (112) and soft drinks/colas (106) 3+ times weekly and visit the wine store (136) monthly
- Be medium/heavy users of taco (137), sub/sandwich (119), chicken (125) and pizza (117) restaurants
- Enjoy instant hot cereal (113), toaster products (122), chocolate milk (120), processed cheese (117) and frozen pizza (115)

### Viewers of ABC Spark are tech savvy, they are more likely to:

- Spend \$100+ on a monthly mobile plan (131) and download apps (124)
- Feel they couldn't live without their mobile/smart phones (116) and often post comments/reviews online (121)
- Have 3+ video game consoles in the household (130)

## 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+: **2,543**

# of Subscribers: **3,827,219**

Programming Genre: **General Entertainment**

Rank among Canadian Specialty Stations: **24**

Key Programs: *Siren, Marvel's Cloak & Dagger, grown-ish, The Fosters, The Bold Type, Beyond, Alone Together*

