Demographic Profile

Source: Numeris PPM data, % A18+ AMA, English Canada, M-Su 2a-2a (Aug 28 - Dec 24/17)

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>47</td>
<td>53</td>
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<tr>
<td>35-64</td>
<td>48</td>
<td>49</td>
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<tr>
<td>65+</td>
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<td>40</td>
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<tr>
<td>College</td>
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<td>23</td>
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<tr>
<td>Main Shopper</td>
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<td>43</td>
</tr>
<tr>
<td>Home Owner</td>
<td>73</td>
<td>76</td>
</tr>
</tbody>
</table>

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-O (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 (20), 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 travelers 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-O (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 AMA8000, 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