



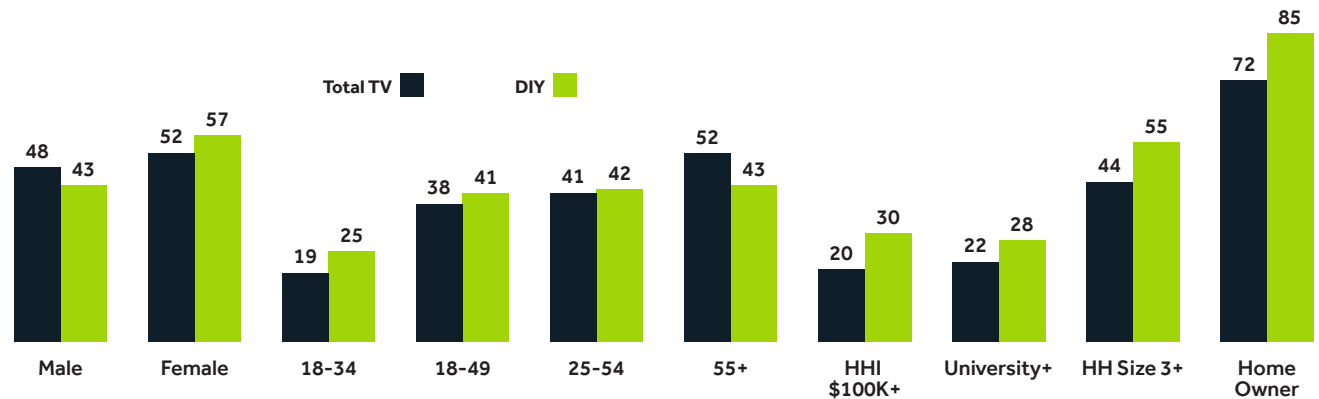
**DIY Network Canada** is the go-to destination for rip-up, knock-out home improvement television. DIY's programs and experts answer the most sought-after questions and offer creative projects for do-it-yourself enthusiasts. With a schedule packed with entertaining shows, stunts and specials, DIY Network Canada is set to assist Canadian viewers with all their basic home improvement needs from small-scale fix-it jobs to major home renovations.

# Demographic Profile

% A18+ AMA/English Canada

Source:

Numeris PPM data, %A18+ AMA, English Canada, M-Su 2a-2a (Aug 29 – Dec 18/16)



# Audience Profile

Source:

Numeris PPM data, English Canada, M-Su 2a-2a (Aug 29 – Dec 18/16) Index based on Comp% of A18-54 vs. TV population

**DIY Network viewers enjoy outdoor activities so they are more likely than the TV population to:**

- Play golf (Index 113), cross country ski (150), do aerobics/yoga/pilates (137), go cycling (111), and enjoy power boating/sailing/jet skiing (181)
- Take up gardening (112) in season

**They are passionate about their cars, making them more likely to:**

- Invest \$20k+ in their newest vehicle (163)
- Take their vehicle to a specialty auto center for muffler/exhaust (135), tire (143) and windshield repairs or replacements (120)
- Prefer to conduct to their own oil changes (161), tunes ups (133) and brake repairs (122)
- Have both a domestic (138) and an imported (109) vehicle

**DIY viewers are engaged with technology and are more likely to:**

- Spend \$1k+ on computer software/games (129)
- Watch TV streaming/apps (114) and posted content (112) on their computer

**DIY viewers invest in their home and financial future. They are more likely than the population to:**

- Spend \$10k+ on home improvements (119)
- Invest in RRSPs (124), stocks/mutual funds (105), guaranteed term deposits (144), and RRIPs (145)

# Key Research Findings

Source:

Numeris PPM data, (Aug 29/16 – Jan 1/17), Total Canada, M-Su 2a-2a, profile stats based on English Canada, station rank based CDN SPEC DIG ENG A25-54 AMA(000); Mediatats November 2016

Average age - Ind. 2+: **46 years old**

Comp% of A25-54: **42%**

Average Weekly Reach (000) - Ind. 2+: **1448**

# of Subscribers: **2.7 million**

Programming genre: **Lifestyle**

Rank among Canadian specialty stations: **43**

Key Programs: **Renovation Realities, Garage Gold, Rescue My Renovation, Salvage Dawgs, Kitchen Crashers**

