



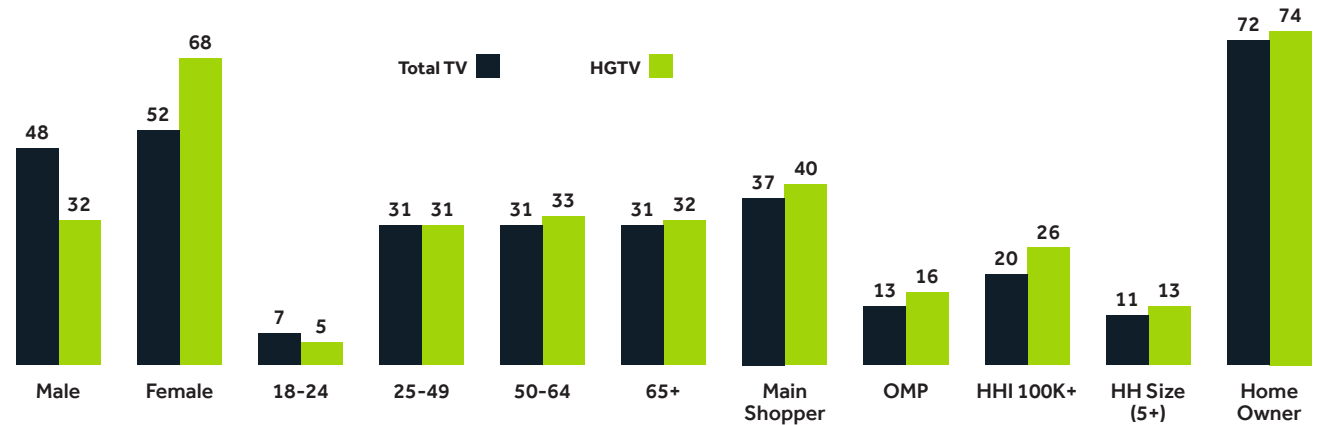
**HGTV Canada** is the hottest address for the most compelling and entertaining stories about the connections people have with the places they call home. HGTV's hit series follow people through the emotional highs and lows of reno rescues, jaw-dropping transformations and property pursuits with the channel's most trusted celebrity hosts and experts by their side. Home is where the drama of life unfolds, and HGTV is there to capture it all.

# Demographic Profile

% A18+ AMA/English Canada

**Source:**

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



# Audience Profile

**Source:**

Vividata 2016 Q2 Product Database, English Canada, Index based on Comp% of A18-54 vs. population

**HGTV viewers are socially active in their community and abroad. They are more likely than the population to:**

- Go to bars/clubs (Index 110), rock concerts (108), country music concerts (113), live theatre (111) and professional sporting events, including baseball (113), football (114), golf (113), horse racing (107) and hockey (108)
- Intend to travel outside of Canada to the US (124) or Mexico/Caribbean (150) in the next year
- Have taken a cruise (115) in the past 3 years
- Find being exposed to different cultures rewarding (108)

**Being fiscally responsible, HGTV viewers are more likely to:**

- Have an accurate account of their financial commitments (109) and seldom make a financial move without consulting an expert (107)
- Have a savings account (108), high interest savings account (115), personal line of credit (115), personal loan (117), overdraft protection (115), and mortgage (124)
- Maintain an RRSP (114), and carry life (123) as well as property (117) insurance
- Have taken steps to ensure sufficient income for retirement (111)

**HGTV viewers take pride in their homes, so they are more likely to:**

- Have bought home improvement items/tools (120) in the past 2 years
- Have spent on home improvements in the past 2 years, including additions (141), decorating (124), flooring/carpeting (134), cabinetry (117), landscaping (110) and windows/doors/insulation (132)
- Be DIYers: personally remodeling their basement/attic (107), bathroom (122), family room (134), kitchen (124), wall coverings (135), wood flooring (146), bathroom fixtures (117), lighting (148), skylights (206), doors (138), deck/porch/patio (126) and roof (180)
- Have spent \$500+ on home accessories (126) in the past 12 months, including bedding & bath (120), drapery/fabric/blinds (129), area rugs (135), home décor (125) and kitchen accessories (120)

**Fashion is important to HGTV viewers, so they are more likely to:**

- Keep abreast of changes in style and fashion (121)
- Really enjoy shopping for clothes (108), while having spent \$500+ on women's clothing (124) in the past year
- Feel their confidence is greatly increased when they look their best (116)
- Have spent \$500+ on jewellery (142) in the past year
- Have purchased a bracelet (156), necklace (125), watch (122) and earrings (141) in the past year

# 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+: **51 years old**

Comp% of A25-54: **39%**

Average Weekly Reach (000) - Ind. 2+: **5738**

# of Subscribers: **5.7 million**

Programming genre: **Lifestyle**

Rank among Canadian specialty stations: **8**

Key Programs: **Bryan Inc., Love It Or List It Vancouver, Property Brothers, Masters of Flip, Fixer Upper**

