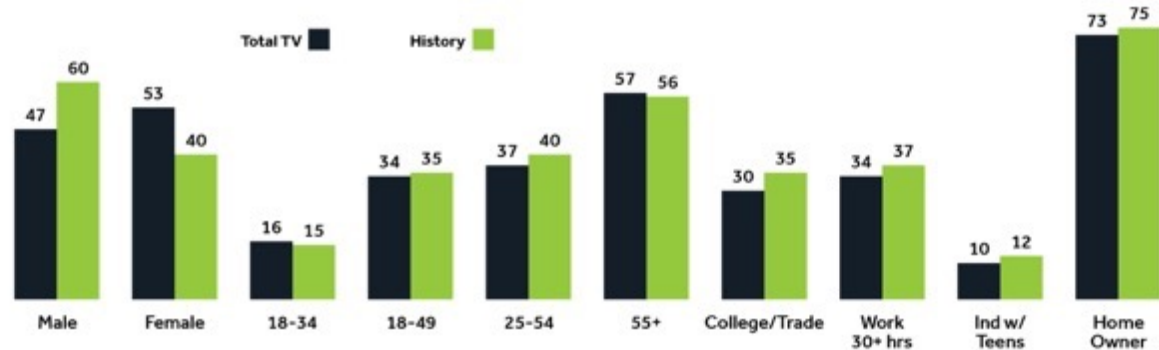


Demographic Profile

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

History viewers are attached to their vehicles and are more likely than the population to:

- Choose a car mainly on the basis of looks (Index 119) and like to keep up with the latest advances in automobile technology (123)
- Drive a large/premium vehicle (109), compact SUV (110) hybrid (118) or ride a motorcycle (129)
- Have paid \$40,000+ for their most recently acquired vehicle (107)

They take pride in their homes and spend on technology, so they are more likely to:

- Have spent \$10,000+ on home improvements (110), added an addition (120) and improved cabinetry (112), plumbing/heating (115) and windows/doors (115) in the past 2 years
- Purchase furniture (109), drapery/fabric/blinds (115), area rugs (108), garden furniture (118), lawn mowers (119) and spend \$1,000+ on home accessories (116) annually
- Have spent \$1,000+ on home electronic/entertainment products (114) in the past 2 years

History viewers are fiscally responsible and are more likely to:

- Have used financial planning/wealth management services annually (115) and Invest in stocks (115), own mutual funds (110) and term deposits (116)
- Donate \$50+ to charity every year (112)

They spend on food and beverages and are more likely to:

- Spend more for good quality foods (106) and like to dine at fine restaurants as often as possible (107)
- Visit casual/family (108) and quick service (110) restaurants 3+ times monthly
- Shop at the beer (107) or liquor (109) store 2+ times monthly and drink 5+ glasses of fruit juices and drinks (106) weekly

History viewers enjoy many leisure activities and sports. They are more likely to:

- Spend \$500+ on sporting goods/equipment (110) annually, play golf (108), go in-line skating (122) and snowmobiling (114)
- Play team sports such as basketball (118), baseball/softball (119), football (117), soccer (111) and hockey (110)
- Attend pro sports events including auto racing (132), golf (127), tennis (115) and WWE/UFC (110)
- Go to the movies to see an action/adventure (112) or sci-fi (116) movie most often

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+: **6,971**

of Subscribers: **5,613,697**

Programming Genre: **Factual**

Rank among Canadian Specialty Stations: **5**

Key Programs: *Vikings, The Curse of Oak Island, Knightfall, Counting Cars, Forged In Fire, Mountain Men*

