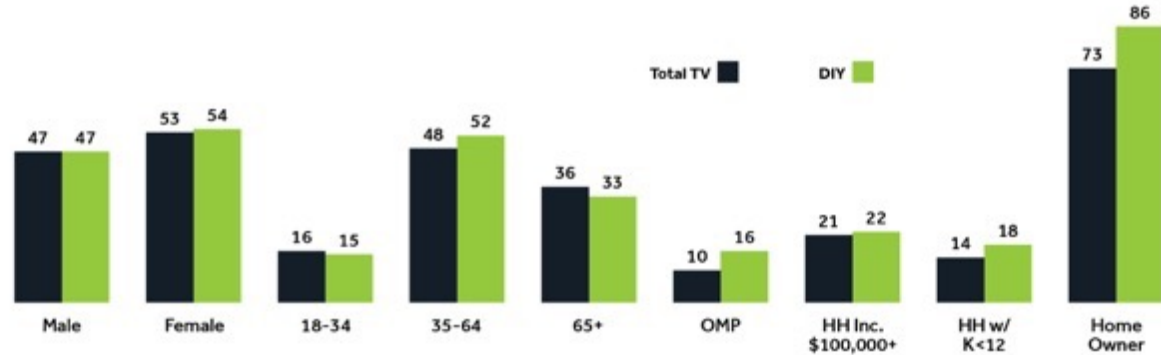




DIY Network Canada is the go-to destination for rip-up, knock-out home improvement television from small-scale fix-it jobs to major home renovations.

## 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

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

- Have spent \$1,000+ on sports equipment (Index 115) in the past 2 years and play team sports like basketball (117), soccer (112) and hockey (122)
- Enjoy downhill skiing (121), snowboarding (143), snowmobiling (152), fishing (126) and gardening (109)

### They are passionate about their cars and homes, making them more likely to:

- Visit an automotive website (145) monthly and keep up on the latest advances in automotive tech (121)
- Drive a van (121), pickup truck (117) or compact SUV (117)
- Have spent \$5,000-\$10,000 on home improvements (115) in the past 2 years
- Have done a remodeling (112), decorating (110) or landscaping (113) project in the last 2 years
- Spend \$500+ on furniture annually (107)

### DIY Network viewers spend on a variety of products and are more likely than the population to:

- Spend \$500+ on men's/women's clothing (110) yearly and spend a lot of money on toiletries/cosmetics (118)
- Have spent \$2,000+ on their most recent trip outside of Canada (133)
- Have spent \$1,000+ on home electronics (109) in the past 2 years

### DIY Network viewers invest in their financial future and are more likely than the population to:

- Have used wealth management services in the last year (116)
- Use a credit union as their main banking institution (112)
- Donate \$500+ to charity annually (113)

## 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+: **1,334**

# of Subscribers: **2,599,723**

Programming Genre: **Lifestyle**

Rank among Canadian Specialty Stations: **43**

Key Programs: **Leave it to Bryan, West End Salvage, Stone House Revival, Texas Flip and Move, Rustic Renovation**