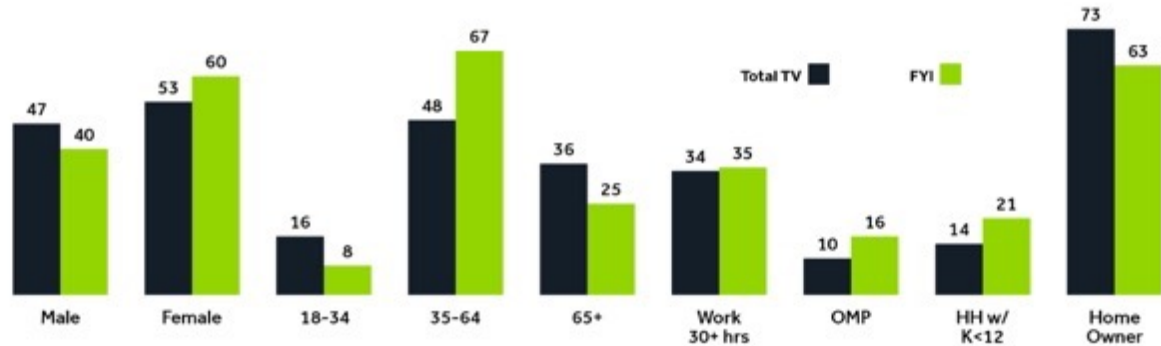




For your inspiration, for your imagination, and for your innovation. FYI is a modern and contemporary lifestyle channel that embraces an adventurous, personalized and non-prescriptive approach to peoples' taste, space, and more.

## Demographic Profile

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



## Audience Profile

Source:  
Numeris PPM data, (Aug 28 - Dec 24/17), English Canada, M-Su 2a-2a. Index based on Comp% of A18-54 vs. Total TV

### FYI viewers lead an active lifestyle, they are more likely to:

- Enjoy cycling (Index 115), downhill skiing (116), cross-country skiing (171), jogging/running (109), golf (122) and snowmobiling/ATVs (119)
- Visit/enjoy live theatre/ballet/opera/art gallery/museum (111) or attend professional sports events (142)
- Travel out of the province annually (144)

### FYI viewers enjoy a variety of food and drink, they are more likely to:

- Eat at fast food restaurants (107) and spend up to \$200 per week on groceries (115) weekly
- Consume 4+ glasses of coffee (106), diet soft drinks (165) or milk (151) weekly

### FYI viewers are tech savvy, so they are more likely to:

- Spend \$500+ on computer equipment (124) annually
- Own a wearable device such as a smartwatch or fitness monitor (115)
- Access a radio station (151) or a TV station website (148) with a mobile device
- Enter contests with a mobile device (148)

### Viewers of FYI invest in their cars, homes and future. They are more likely to:

- Have their vehicle serviced at a specialty auto centre for tune ups (136), oil changes (168), mufflers (170), brakes (216) and tires (160)
- Have spent \$10,000+ on home improvements (145) in the past 2 years
- Have improved doors & windows (166), electrical (163), bathrooms (127) and major appliances (113) in the past 2 years
- Have an RRSP (114), own mutual funds (125) and stocks & bonds (160)

## 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); Mediatats November 2017

Average Weekly Reach (000) - Ind. 2+: **538**

# of Subscribers: **2,394,970**

Programming Genre: **Lifestyle**

Rank among Canadian Specialty Stations: **61**

Key Programs: **Zombie House Flipping, Tiny House Nation, Food Porn, Tiny House Hunting, Extreme Makeover: Home Edition**