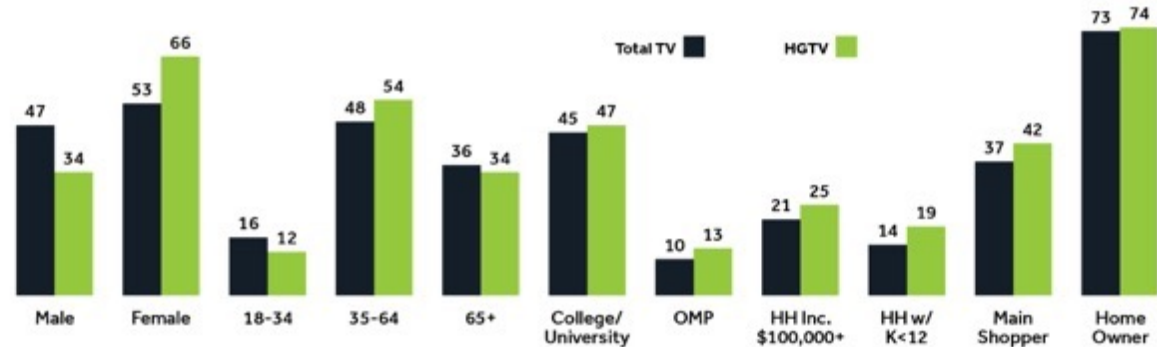


Demographic Profile

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

HGTV viewers are socially active, love to travel and are more likely than the population to:

- Visit high quality restaurants /bars/fast-food 3+ times monthly (Index 116), order take-out food (118), go to a country music concert (110), a zoo/aquarium (110) or attend a pro hockey game (117)
- Have travelled within Canada (115), spending more than \$1,000 on that trip (134) and spent \$2,000+ on a trip outside of Canada (132) like the U.S. (117) and Mexico/Caribbean (152) annually
- Enjoy going to the movies, most often a drama (126), Sci-Fi (113) or Family/Children's (116) movie

Being fiscally responsible, HGTV viewers are more likely to:

- Be active in financial planning and have used wealth management services annually (113), own RRSP's (111), GICs (112), mutual funds (116) and have a personal loan (121)
- Personally own life insurance (117) and have made donations to charity between \$500-\$1,000 (128)

HGTV viewers invest in their homes and vehicles, so they are more likely to:

- Have finished a remodeling (117) or decorating (117) project or spent \$5,000+ on home improvements (109) on their principal residence in the past 2 years

- Have bought furniture (106) as well as home accessories (111), bedding & bath (120), blinds (106), rugs (111) and garden furniture (130) annually
- Plan to purchase a compact SUV (140) or pickup truck (126) in the next year
- Have a dog (119) or cat (113)

They enjoy shopping and have pride in their appearance. HGTV viewers are more likely to:

- Take great pleasure in looking after their appearance (109), use hair spray (131), hair styling gels (121) 3+ weekly, spend \$50+ on face & body skincare monthly (127) and have used hair colouring products in the past 6 months (125)
- Spend \$500+ on women's (126) and men's (105) clothing, footwear (126) and jewellery (138) annually
- Spent \$200+ on sporting goods/equipment (111) and \$500+ on toys & games (115) annually
- Have spent \$1,000+ on home electronics (107) in the past 2 years and spend \$100+ per month on their mobile phone plan (119)

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 Age: **49 yrs old**
Comp% of A25-54 (Mo-Su 2a-2a): **36%**
Average Weekly Reach (000) - Ind. 2+: **5,669**
of Subscribers: **5,400,094**
Programming Genre: **Lifestyle**

Rank among Canadian Specialty Stations: **9**

Key Programs: **Sarah Off The Grid, Flip or Flop, Property Brothers - Buying & Selling, Holmes: Buy it Right, Fixer Upper**

