

CASA **CASA**

INSPIRING HOME-OWNING FAMILIES!

CASA follows people's progress through the innumerable vagaries of renovations, home transformations and property searches. Joined by hosts and some of the most celebrated and trusted experts in the industry, viewers will experience the home as the centrepiece of everyday living.



Family revenue
OVER \$100,000
INDEX 142



A25-34
INDEX 184



A18-34
INDEX 170



A25-54
INDEX 132



White collar
INDEX 132



Parents
(Children 12 to 17)
INDEX 144



New vehicle (bought
within the last 2 years)
INDEX 137



Annual renovation
expenses > \$5K
INDEX 141



NOTEWORTHY

- Weekly reach 1,288,000
- Subscribers 1,125,000
- Share of market 1.3% for A25-54
- Share of market 1.5% for M18-34

DIGITAL

- 103,424 unique visitors
- 350,576 pages viewed
- 55K Facebook fans
- 6.8K Twitter followers

Sources: Numeris, Quebec Fr., Winter/Spring 2020, January 6 to April 26, 2020, 2+ (shares %: A25-54, M18-34), 2+; profile reach 15 min. / Subscribers: CRTC report 2018 / Google Analytics, monthly avg. Nov. 2019-April 2020; social networks: May 2020. *Internal data: Average subscribers year of 2019 (calendar)