

Global National delivers an audience that spends!



Every week over 4 million adults* tune in to the award winning Global National to get their national news, and they are active consumers!

81% of Global National viewers own their home and they are more likely that the average TV viewer to:

- Spend \$1500+ on appliances in the past yr (Index of 107 vs total TV)
- Spend \$7500 on home repairs and renovation in the past year (Index of 112)
- Spend time gardening (Index of 119)

Global National viewers love to travel and are more likely to:

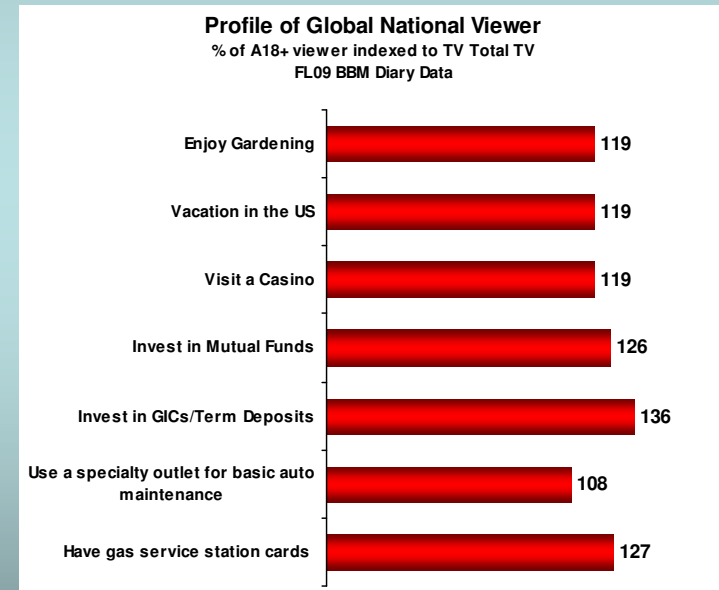
- Have taken 1+ personal flights in past 12 months (Index of 112)
- Vacation in the US (Index of 119)
- Vacation in Canada outside of their home province (Index of 110)
- Spend \$2000+ on vacation travel in past 12 months (Index of 114)
- Own a motor home or camping trailer (Index of 120)

They invest in their automobiles and are more likely to:

- Have acquired a new vehicle in the past 2 years valued at \$40k+ (Index of 125)
- Own a full size pick up (Index of 145), compact SUV (Index of 115) and full size minivan (Index of 111)
- Be considering buying/leasing a new vehicle in the next 12 months (Index of 109)

Global National viewers are financially responsible and more likely to:

- Read the financial/business section of the newspaper (Index of 120)
- Invest in RRIFs (Index of 185), stocks (Index of 112) and mutual funds (Index of 126)
- Have an Aeroplan (Index of 123), HBC card (Index of 124) or Shoppers Optimum Card (Index of 118)



*Source: BBM Canada PPM Data, Average weekly reach, A18+, Total Canada, Jan4-Mar28/10, Global National, M-F
All other data sourced from F09 BBM Extended Diary data, A18+ indexed to TV population, Global National M-F