

# Your target is watching Survivor

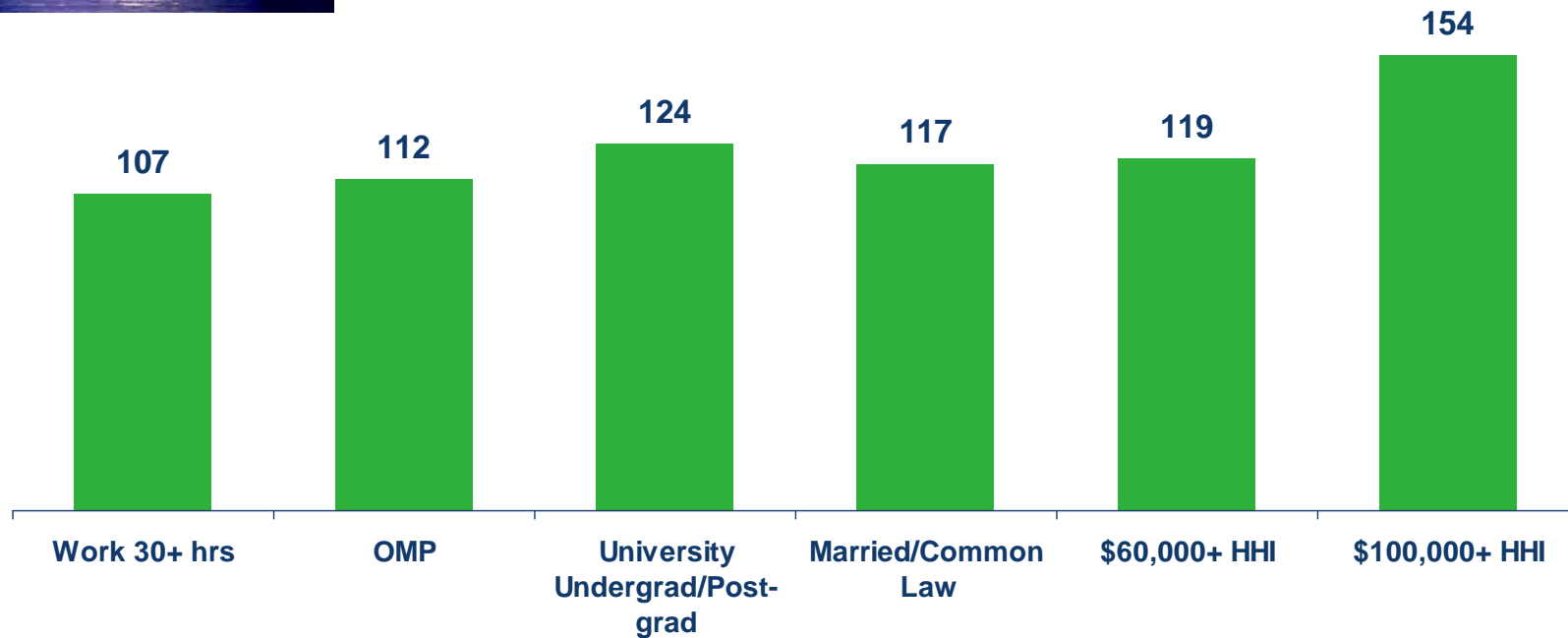


A25-54 Survivor viewers are OMP's, University educated and are more likely to have higher household incomes.



## Survivor A25-54 Viewer Profile

% A25-54 Total Canada, Survivor (Global Total)  
Indexed to Total TV (Mo-Su 2a-2a)  
BBM Canada PPM, Fall 2009 (Sept 14 - Dec 20/09)



# Survivor viewers are frequent travellers



Survivor viewers are 54% more likely to travel in the US 4+ nights

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