

# The Furniture Shopper



September 2006

# Overview

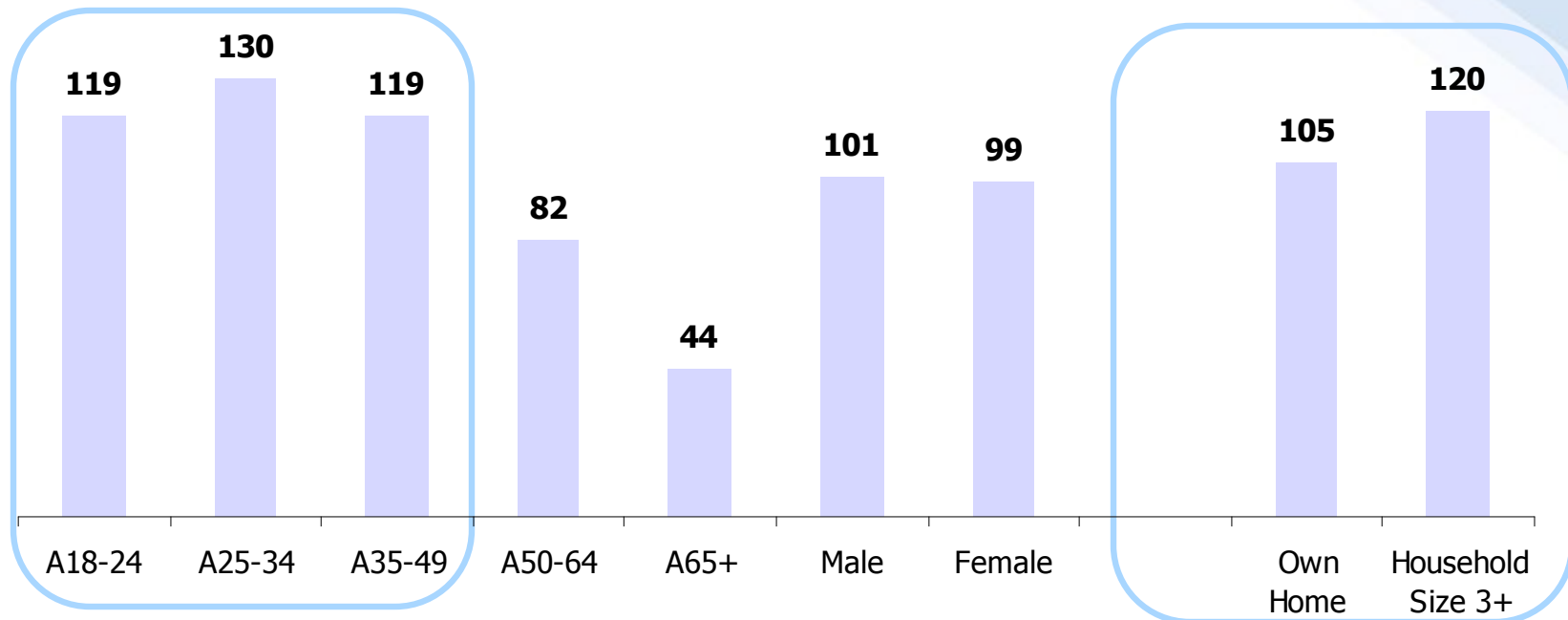
- Through PMB research, we can determine who is more likely to purchase furniture at your store.
- PMB research also indicates how you can reach them.
- BBM data identifies which TV programs this target audience is watching.



# Adults 18-49 are more likely to shop at your store.

## Demographic Profile of ABC Furniture Shopper

A18+ who have shopped at ABC Furniture in past year Indexed to Population  
PMB 2006 Two Year Readership Data / National Canada

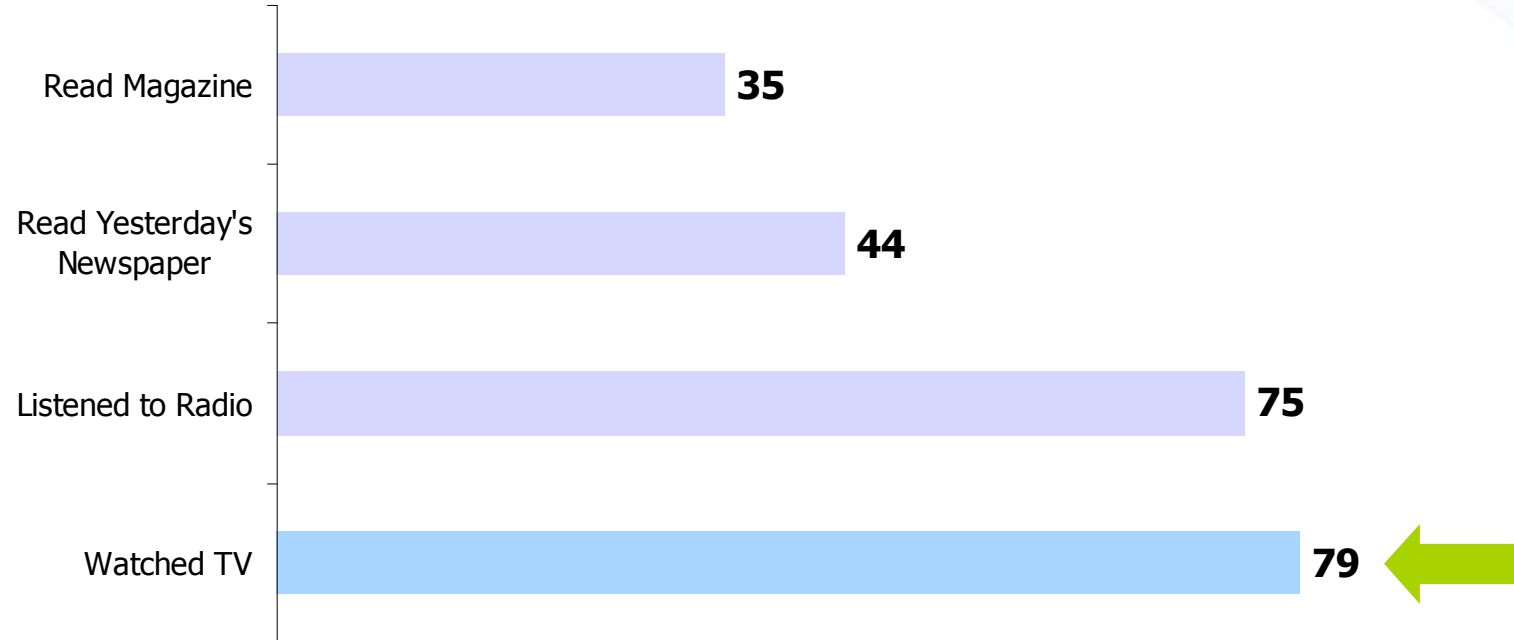


They are also more likely to be home owners with larger household sizes.

# Almost 80% of your customers watched TV yesterday!

## Yesterday's Media Exposure of ABC Furniture Shopper

% of A18+ who have shopped at ABC Furniture in past year  
PMB 2006 Two Year Readership Data / National Canada



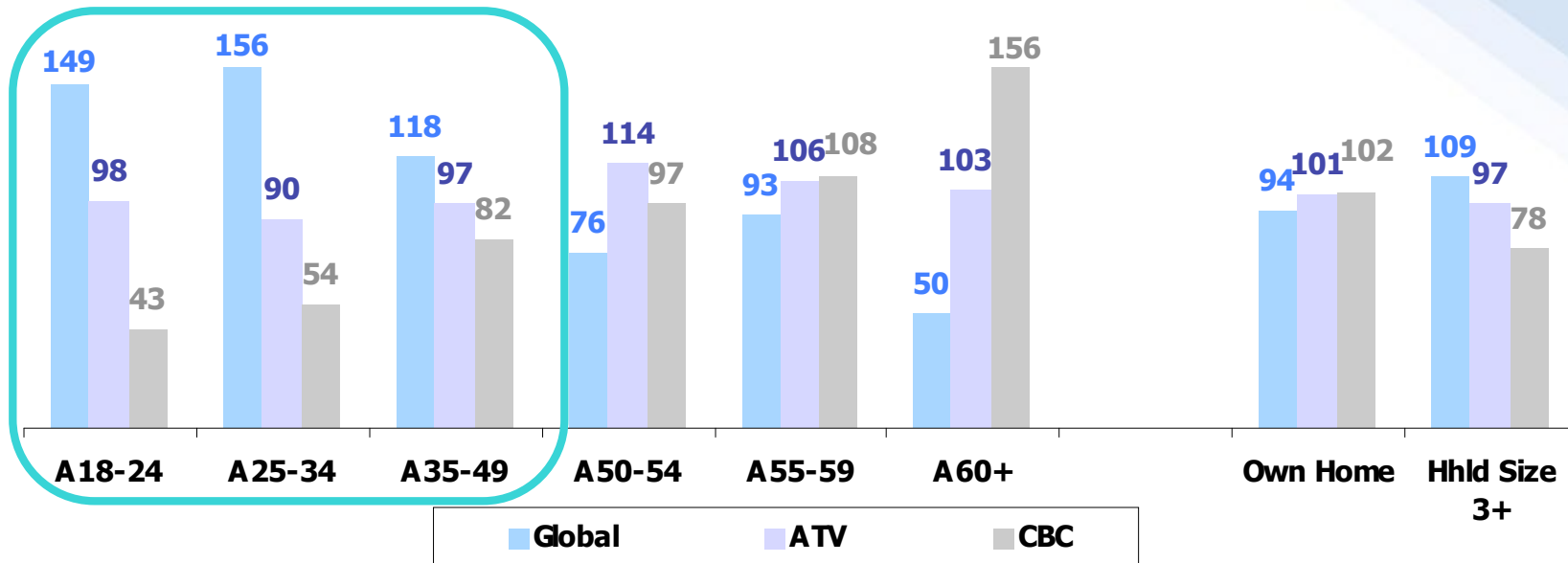
**So what are they watching?**



# Global's viewers are your customers!



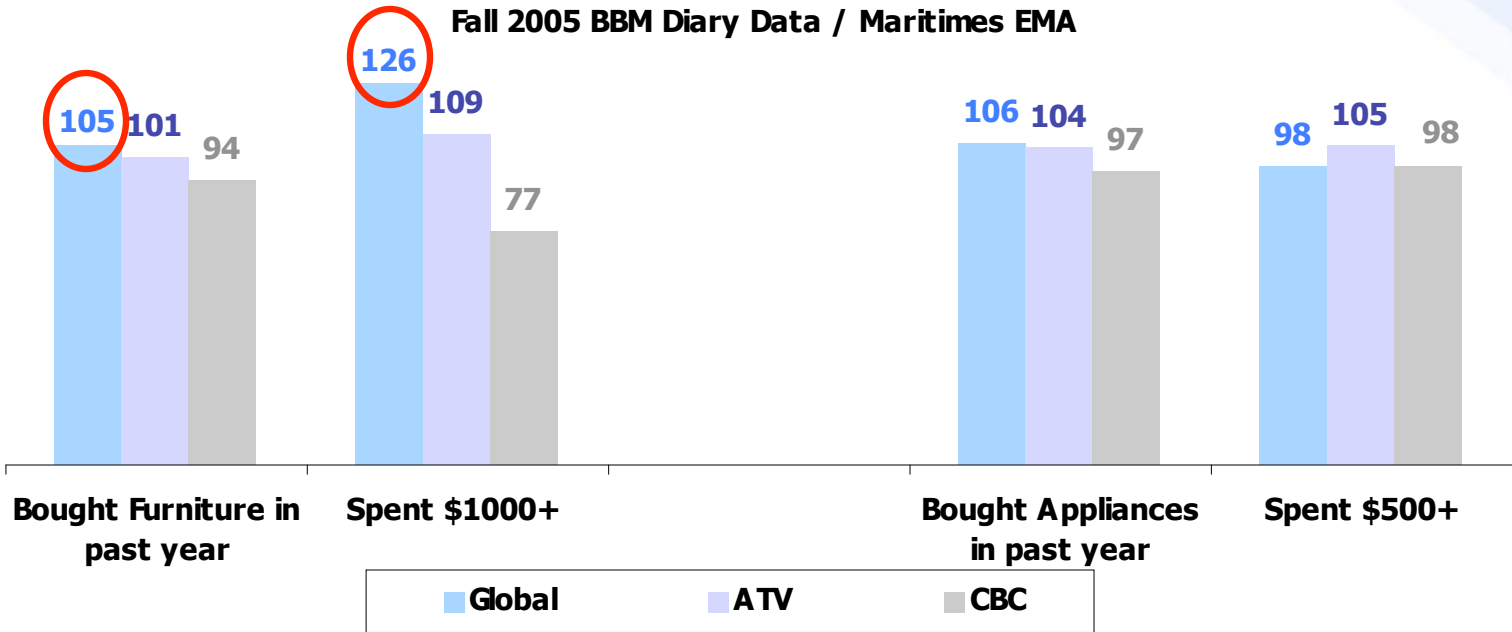
**Demographic Profile of Maritimes Stations**  
 % of A18+ Audience Indexed to TV Viewing Population (M-Su 7p-11p)  
 Fall 2005 BBM Diary Data / Maritimes EMA



The demographic profile of our viewers is more inline with your customers compared to the competition. Global viewers are more likely to be aged 18-49, with larger household sizes. Their home ownership status is marginally lower than the population - though 78% of Global viewers are home owners!

# Global viewers are furniture & appliance shoppers!

**Furniture/Appliance Purchasing Behaviour of Maritimes Stations**  
 % of A18+ Audience who purchased furniture/appliances in past 12 months  
 Indexed to TV Viewing Population (M-Su 7p-11p)  
 Fall 2005 BBM Diary Data / Maritimes EMA



Global viewers are 5% more likely to have purchased furniture in the past 12 months & 26% more likely to have spent \$1,000+ versus the population.



# Here's what they are watching:

## Global Program Ranker - Maritimes EMA

Adults 18-49 who have bought furniture/appliances in the past year  
Fall 2005 BBM Diary Data

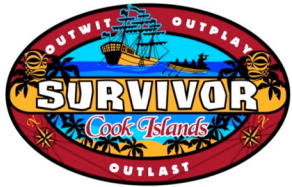


Program	Days	Times	A18-49 who bought furniture/appliance		
			AQH Rtg	AQH Rtg	Index to A18-49
SURVIVOR:GUATEMA	Th	09:00 PM-10:00 PM	17.1	17.4	102
<b>HOUSE</b>	<b>Tu</b>	<b>10:00 PM-11:00 PM</b>	<b>7.3</b>	<b>8.2</b>	<b>112</b>
<b>APPRENTICE THE</b>	<b>Th</b>	<b>10:00 PM-11:00 PM</b>	<b>6.3</b>	<b>6.8</b>	<b>108</b>
<b>GILMORE GIRLS</b>	<b>Tu</b>	<b>08:00 PM-09:00 PM</b>	<b>5.1</b>	<b>5.7</b>	<b>112</b>
<b>PRISON BREAK</b>	<b>Mo</b>	<b>10:00 PM-11:00 PM</b>	<b>4.6</b>	<b>5.6</b>	<b>122</b>
<b>SIMPSONS2</b>	<b>Su</b>	<b>09:00 PM-09:30 PM</b>	<b>4.8</b>	<b>5.3</b>	<b>110</b>
<b>BONES</b>	<b>Tu</b>	<b>09:00 PM-10:00 PM</b>	<b>4.5</b>	<b>5.2</b>	<b>116</b>
FAMILY GUY	Su	10:00 PM-10:30 PM	3.9	3.9	100
<b>EXTREME MAKEOVER</b>	<b>Su</b>	<b>07:00 PM-08:00 PM</b>	<b>3.4</b>	<b>3.8</b>	<b>112</b>
<b>WAR AT HOME THE</b>	<b>Su</b>	<b>09:30 PM-10:00 PM</b>	<b>3.0</b>	<b>3.3</b>	<b>110</b>
NUMB3RS	Fr	08:00 PM-09:00 PM	2.8	2.8	100
AMERICAN DAD	Su	10:30 PM-11:00 PM	2.8	2.7	96
<b>ENTRTNMNT CDA</b>	<b>Mo-Fr</b>	<b>07:00 PM-07:30 PM</b>	<b>2.3</b>	<b>2.4</b>	<b>104</b>
WITHOUT A TRACE	Th	08:00 PM-09:00 PM	2.4	2.3	96
<b>ENTERTAINMENT TONIGHT</b>	<b>Mo-Fr</b>	<b>07:30 PM-08:00 PM</b>	<b>2.1</b>	<b>2.2</b>	<b>105</b>
<b>NEWS:GBL 6 M-F</b>	<b>Mo-Fr</b>	<b>06:00 PM-07:00 PM</b>	<b>1.9</b>	<b>2.2</b>	<b>116</b>
SIMPSONS:SA 530	Sa	05:30 PM-06:00 PM	2.0	1.9	95
SIMPSONS:SA 500	Sa	05:00 PM-05:30 PM	2.2	1.8	82
<b>THAT '70S SH:STR</b>	<b>Mo-Fr</b>	<b>05:00 PM-05:30 PM</b>	<b>1.6</b>	<b>1.8</b>	<b>113</b>

Your potential customers enjoy many of Global's quality dramas like House, Prison Break, Gilmore Girls & Bones. Many of our new dramas should also appeal to your target group - Vanished, Kidnapped, Stand Off, Brothers & Sisters and Shark.

# Conclusions:

- Your customers tend to be A18-49, homeowners with larger household sizes which is consistent with the profile of Global's viewers.
- Almost 80% of them watched TV yesterday!
- They are more likely to be watching these Global properties:



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