

THE MEDIA AUDIT

MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT Most Often Index

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REPORT MARKET: COLORADO SPRINGS, CO
REPORT BASE: MEN--18+ *OR* WOMEN--18+
REPORT PERIOD: MAR-APR 2007
MEDIA: KRCC-FM



TARGETS	MARKET PROFILE PERCENT	AUDIENCE PROFILE PERCENT	AUDIENCE PROFILE INDEX	0	100	200	300
MARKET INDEX = 100	100.0	100	100				
MARKET VALUE OF HOME--\$1,000,000 PLUS	0.3	4.1	1,212				
PAST 7-DAY CUME RADIO--KRCC-FM	8.7	100.0	1,155				
OPINION LEADER	2.1	10.2	488				
MAKE OF VEHICLES NOW OWNED--LEXUS	1.8	7.8	430				
DRUG STORE SHOP PAST 6 MONTHS--KING SOOPERS	3.8	15.9	424				
OWN SAILBOAT	0.6	2.4	407				
MAKE OF VEHICLES NOW OWNED--AUDI	0.3	1.2	392				
MAKE OF VEHICLES NOW OWNED--MITSUBISHI	3.3	12.7	381				
LUXURY CAR OWNERS--BMW/MER/LEX/INF/JAG/PORSCHE	4.4	15.9	366				
PAST YEAR VOTED AND IS A DEMOCRAT	12.6	44.5	354				
MAKE OF VEHICLES NOW OWNED--BMW	1.4	4.9	351				
ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE	2.7	8.6	318				
EDUCATION--ADVANCED COLLEGE DEGREE	13.3	39.2	294				
MAKE OF VEHICLES NOW OWNED--SUBARU	6.7	18.8	280				
PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE	1.2	3.3	266				
DOMESTIC AIR TRAVEL--FLEW 6 PLUS TIMES PAST YEAR	7.7	20.4	265				
FOLLOW SPORTS ON TV/RADIO--TENNIS	14.0	37.1	265				
VISIT WEB CLASSIFIED JOB SITES--REGULARLY	5.1	13.1	259				
MARKET VALUE OF HOME--\$500,000 PLUS	4.1	10.6	257				
POLITICAL PARTY AFFILIATION--DEMOCRAT	19.1	47.8	250				
PLAN BUY--WILL PAY \$20000 PLUS FOR NEXT VEHICLE	4.7	11.0	236				
FOREIGN AIR TRAVEL--FLEW 2+ TIMES PAST 2 YEARS	11.6	26.9	232				
PAST 4 EDITION CUME--THE INDEPENDENT	21.4	49.4	230				
GRAYING AFFLUENTS--AGE 50+/FAMILY INCOME \$50,000+	14.8	33.5	226				
ANNUAL HOUSEHOLD INCOME \$50,000 PLUS--AGE 50 +	14.8	33.5	226				
SHOP SUPERMARKET PAST WEEK--WHOLE FOODS MARKET	4.5	10.2	226				
OCCUPATION--PROFESSIONAL, TECHNICAL	14.2	31.8	225				
FIVE WEEKDAY CUME--DENVER POST	6.7	15.1	224				
AFFLUENT EMPTY NESTER--\$50K+/NO KIDS HOME/AGE 45+	12.8	28.6	222				
ATTENDED PAST 12 MONTHS--OPERA/SYMPHONY/THEATER	25.2	55.9	222				
TRADED STOCKS/BONDS/SECURITIES DURING PAST YEAR	17.2	38.0	221				
PLAN BUY--FOREIGN CAR/VAN/TRUCK/SUV	4.8	10.6	220				
MAKE OF VEHICLES NOW OWNED--MAZDA	2.8	6.1	216				
LIQUID ASSETS [CASH/STOCKS/CD'S/ETC]--\$100K PLUS	17.2	37.1	216				
FOUR SUNDAY CUME--DENVER POST	8.9	19.2	215				

[RADIO = MOST OFTEN]

MARKET PROFILE IS BASED ON 700 RESPONDENTS. AUDIENCE PROFILE IS BASED ON 52 RESPONDENTS

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TARGETS	MARKET PROFILE PERCENT	AUDIENCE PROFILE PERCENT	AUDIENCE PROFILE INDEX	0	100	200	300
FREQUENT RESTAURANT DINER--4 + TIMES PAST 2 WKS	10.9	23.3	213				
FOREIGN AIR TRAVEL--FLEW 1+ TIMES PAST 2 YEARS	22.8	48.6	213				
PLAN BUY--NEW CAR/VAN/TRUCK/SUV	3.5	7.3	212				
MAKE OF VEHICLES NOW OWNED--MERCEDES	1.5	3.3	212				
SHOP FURNITURE/MATTRESS--SEARS	6.7	13.9	208				
CHILD CARE--KIDS UNDER 6 AND DUAL INCOME	8.6	18.0	208				
AFFLUENT WORKING WOMEN--FAMILY INCOME \$75,000+	8.6	17.6	205				
HEALTH CARE--COVERED BY HMO	14.4	28.6	199				
DOMESTIC AIR TRAVEL--FLEW 3 PLUS TIMES PAST YEAR	23.4	46.5	198				
ATE FAST FOOD PAST 4-WEEKS--CHICK-FIL-A	3.1	6.1	197				
ART PATRONS--ADVANCED DEGREE/\$100K/ATTND OP/SY/TH	2.7	5.3	197				
SHOPPED PAST 6-MONTHS--SEARS	31.4	61.6	196				
MALLS SHOPPED OFTEN--THE SHOPS AT BRIARGATE	3.3	6.5	195				
ADULTS--AGE 50-54	9.2	18.0	195				
PAST WEEK CUME TV VIEWING--CH 27 KGHB-TV UNI	5.5	10.6	193				
HAVE A 401K ACCOUNT	33.8	64.9	192				
ADULTS--AGE 45-54	19.7	37.6	191				
PRIMARY BUSINESS AIR TRAVELERS	21.2	40.4	190				
SHOP ELECTRONICS/APPLIANCES--HOME DEPOT	16.2	30.2	187				
ADULTS--AGE 45-49	10.5	19.6	186				
INTERNET E-COMMERCE-- 12 + PURCHASES PAST YEAR	20.6	38.4	186				
PLAN BUY NEXT 12 MOS--PERSONAL COMPUTER/EQUIPMENT	23.7	44.1	186				
EDUCATION--SINGLE AND/OR ADVANCED DEGREE	38.7	71.8	186				
LISTEN RADIO AVERAGE WEEKDAY--BETWEEN MIDNIGHT & 5AM	5.8	10.6	184				
ADULTS--AGE 45-64	32.6	59.6	183				
MAKE OF VEHICLES NOW OWNED--VOLVO	2.0	3.7	182				
MAKE OF VEHICLES NOW OWNED--ANY EUROPEAN	9.7	17.6	182				
SHOP FURNITURE/MATTRESS--WOODLEY'S FINE FURNITURE	3.2	5.7	181				
STAYED IN HOTEL/MOTEL 10+ NIGHTS PAST YEAR	26.1	47.3	181				
FREQUENT WINE DRINKER--3 + TIMES PAST 2 WEEKS	8.9	15.9	180				
HAVE CD'S/SAVINGS CERTIFICATES	26.0	46.1	177				
HDTV--PLAN TO BUY NEXT 12-MONTHS	7.4	13.1	176				
MAKE OF VEHICLES NOW OWNED--SATURN	6.8	11.8	175				
INFLUENCE PURCHASE OF OFFICE EQUIPMENT	18.0	31.4	175				
INVESTORS--HAVE CD'S/IRA'S/401K'S--AGE 55 PLUS	16.4	28.6	174				
ATE FAST FOOD PAST 4-WEEKS--CHIPOTLE MEXICAN GRILL	4.9	8.6	174				

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TARGETS	MARKET PROFILE PERCENT	AUDIENCE PROFILE PERCENT	AUDIENCE PROFILE INDEX	0	100	200	300
INFLUENCE BUSINESS BANKING DECISIONS	6.3	11.0	174				
HAVE IRA/KEOGH ACCOUNT	36.3	62.9	173				
DIGITAL RECORDING DEVICE NOW HAVE--TIVO	5.2	9.0	172				
MARKET VALUE OF HOME--\$500,000-\$999,999	3.8	6.5	172				
OCCUPATION--BUSINESS OWNER/PARTNER/CORP.OFFICER	5.0	8.6	171				
BUILDING SUPPLY SHOP PAST 6 MOS--ACE HARDWARE	10.8	18.4	171				
ADULTS--AGE 55-64	12.9	22.0	170				
PAST 7-DAY CUME RADIO--KCME-FM	7.5	12.7	169				
SHOP FURNITURE/MATTRESS--WAL-MART	6.4	10.6	167				
PAST 4-WEEKS SHOPPED SPORTING GOODS STORES	29.6	49.0	166				
PLAN BUY NEXT 12 MONTHS--NEW FURNITURE	17.1	28.2	165				
MARITAL STATUS--ENGAGED	1.5	2.4	164				
INVESTORS--HAVE CD'S/IRA'S/401K'S--AGE 35-54	25.3	41.2	163				
SHOPPED PAST 6-MONTHS--MACY'S	20.3	33.1	163				
MAKE OF VEHICLES NOW OWNED--TOYOTA	13.9	22.4	162				
FOLLOW SPORT ON RADIO--COLLEGE BASKETBALL	18.7	30.2	162				
STAGE IN LIFE CYCLE--MARRIED,35+,NO CHILD AT HOME	21.7	35.1	161				
MAKE OF VEHICLES NOW OWNED--DODGE	14.7	23.7	161				
ATE FAST FOOD PAST 4-WEEKS--SONIC	9.1	14.7	161				
SHOP SUPERMARKET PAST WEEK--KING SOOPERS	41.8	66.9	160				
LIQUID ASSETS [CASH/STOCKS/CD'S/ETC]--\$250K PLUS	6.9	11.0	160				
HIGH MILEAGE DRIVERS--350 + MILES PER WEEK	15.7	24.9	159				
YEARS LIVED IN CITY--1 YEAR OR LESS	10.1	15.9	158				
DRUG STORE SHOP PAST 6 MONTHS--WAL-MART	12.9	20.4	158				
WORKING WOMEN--AGE GROUP--35 PLUS	20.4	32.2	158				
ADULTS--AGE 45 PLUS	45.5	71.4	157				
PAST WEEK VIEW CABLE--HGTV	22.7	35.5	157				
RENTED CAR 5+ TIMES PAST YEAR	9.4	14.7	157				
INVESTORS--HAVE CD'S/IRA'S/401K'S	54.8	85.7	156				
PURCHASED 12+ BOOKS FROM A BOOK STORE PAST YEAR	37.1	57.1	154				
MARKET VALUE OF HOME--\$400,000 PLUS	8.5	13.1	154				
INFLUENCE PURCHASE OF OFFICE SUPPLIES	18.7	28.6	153				
HOME OWNER--INCOME--\$75,000-\$99,999	9.3	14.3	153				
WEEKLY SUPERMARKET EXPENDITURES--\$150 +	33.5	51.0	152				
MARKET VALUE OF HOME--\$300,000 PLUS	16.4	24.9	152				
FAMILY SIZE--2 PERSONS	29.1	44.1	151				

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FAST FOOD RESTAURANT--5 + PURCHASES PAST WEEK	8.6	13.1	151				
DUAL INCOME NO CHILD	12.4	18.8	151				
PAST WEEK VIEW CABLE--E!	14.1	21.2	151				
MARKET VALUE OF HOME--\$300,000-\$399,999	7.9	11.8	151				
HEALTH CARE--HAVE BLUE CROSS/BLUE SHIELD	9.3	13.9	149				
PARTICIPATED PAST 12 MONTHS--SNOW SKIING/BOARDING	18.3	27.3	149				
PAST 4-WEEKS PURCHASED MEN'S CLOTHING	32.8	49.0	149				
ATTENDED PAST 12 MONTHS--MAJOR THEME PARK	11.5	17.1	149				
PAST 4 EDITION CUME--COLORADO SPRINGS BUSINESS JOURNAL	6.9	10.2	149				
SINGLE--NEVER MARRIED/WID./DIV./SEP.--AGE 55 PLUS	8.8	13.1	149				
PAST WEEK CUME TV VIEWING--CH 8 KTSC-TV PBS	32.2	47.8	148				
ANNUAL HOUSEHOLD INCOME \$50,000 PLUS--AGE 35-64	27.8	41.2	148				
ADULTS--AGE 50 PLUS	35.0	51.8	148				
LISTEN RADIO AVERAGE WEEKDAY--BETWEEN 5AM & 10AM	50.2	74.3	148				
TWO INCOME FAMILY	33.5	49.4	148				
PAST 4-WEEKS VISITED BARS OR NIGHT CLUBS	22.8	33.5	147				
NOT EXPOSED TO--TELEVISION--AVERAGE WEEKDAY	10.9	15.9	146				
OWN RV/MOTOR HOME	8.7	12.7	146				
OCCUPATION--PROPRIETORS,MANAGERS	10.7	15.5	145				
PLAN BUY--VAN/TRUCK/SUV	5.6	8.2	145				
PAST WEEK VIEW CABLE--CNBC	13.3	19.2	144				
SHOP SUPERMARKET PAST WEEK--ALBERTSON'S	14.2	20.4	144				
PAST WEEK VIEW CABLE--HEADLINE NEWS	22.4	32.2	144				
PAST WEEK VIEW CABLE--MSNBC	19.1	27.3	143				
MOVED IN PAST YEAR--TO A HOUSE	15.7	22.4	143				
NOT EXPOSED TO--DIRECT MAIL--PAST WEEK	28.3	40.4	143				
PAST 4-WEEKS ATTENDED MOVIE THEATER	42.3	60.4	143				
LISTEN RADIO AVERAGE WEEKDAY--BETWEEN 3PM & 7PM	48.4	69.0	142				
PLAN BUY NEXT 12 MONTHS--BED/MATTRESS/ETC.	14.9	21.2	142				
MAKE OF VEHICLES NOW OWNED--ANY FOREIGN	56.0	79.6	142				
SHOP ELECTRONICS/APPLIANCES--TARGET	4.3	6.1	141				
PAST 7-DAY CUME RADIO--KYZX-FM	5.2	7.3	141				
REG. READ NEWSPAPER--MOVIE/ENTERTAINMENT SECTIONS	17.3	24.5	141				
OCCUPATION--WHITE COLLAR WORKERS	40.7	57.6	141				
HAVE A CAT	28.7	40.4	141				
HEAVY EXPOSURE OUTDOOR	34.8	49.0	141				

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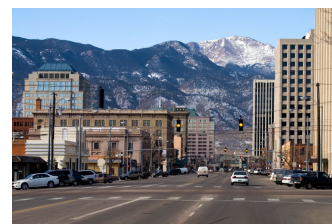
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TARGETS	MARKET PROFILE PERCENT	AUDIENCE PROFILE PERCENT	AUDIENCE PROFILE INDEX	0	100	200	300
PLAN BUY NEXT 12 MOS--COMPUTER SOFTWARE	25.6	35.9	140				
INTERNET E-COMMERCE-- 5 + PURCHASES PAST YEAR	36.0	50.2	140				
RACE--OTHER	16.1	22.4	140				
PAST YEAR VOTED AND IS A INDEPENDENT	20.2	28.2	139				
POTENTIAL SPA USERS--FEMALE/AGE 25-54/\$75K+ INCOME	8.2	11.4	139				
HOME OWNER--INCOME--\$50,000-\$74,999	19.0	26.1	138				
MAKE OF VEHICLES NOW OWNED--ANY JAPANESE/ASIAN	50.3	69.0	137				
USE OF INTERNET TYPICAL DAY--BETWEEN 6 00 PM AND 10 00 PM	56.7	77.6	137				
ANNUAL HOUSEHOLD INCOME--\$75,000-\$99,999	10.6	14.3	135				
YEARS AT PRESENT ADDRESS--10 YEARS OR MORE	29.1	39.2	135				
MARKET VALUE OF HOME--\$200,000 PLUS	39.7	53.5	135				
ATTENDED PAST 12 MONTHS--ROCK/POP. MUSIC CONCERT	17.0	22.9	135				
FOLLOW SPORT ON RADIO--COLLEGE BASEBALL	7.3	9.8	134				
VISIT WEB CLASSIFIED JOB SITES--REG./OCCASIONALLY	25.1	33.5	133				
INTERNET E-COMMERCE-- 1 + PURCHASES PAST YEAR	62.0	82.0	132				
PAST 4-WEEKS--BUY/RENTED MOVIE VCR TAPES OR DVD'S	50.1	66.1	132				
HDTV--OWN	30.0	39.6	132				
LOGGED ON PAST MONTH TO--WEATHER.COM	36.2	47.8	132				
ADULTS--AGE 35-64	53.1	69.8	132				
PAST 4 EDITION CUME--SPRINGS MAGAZINE	9.6	12.7	132				
VISIT WEB AUTOMOBILE SITES--OCCASIONALLY	22.7	29.8	132				
ONLINE/INTERNET--LOGGED ON PAST MONTH AT WORK	43.2	56.7	131				
PAST 4-WEEKS--BOUGHT STEREO ALBUMS/CD'S	27.7	36.3	131				
PAST 4-WKS HARDWARE/BUILDING SUPPLY STORE	62.1	81.2	131				
HOME OWNER--INCOME--\$100,000 OR MORE	13.1	17.1	131				
USED TRAVEL AGENT 3+ TIMES PAST YEAR	5.3	6.9	131				
ANNUAL HOUSEHOLD INCOME--\$75,000 PLUS	24.1	31.4	130				
FOLLOW SPORT ON RADIO--COLLEGE FOOTBALL	23.2	30.2	130				
PLAN BUY NEXT 12 MONTHS--GLASSES/CONTACT LENS	31.1	40.4	130				
MAKE OF VEHICLES NOW OWNED--CADILLAC	3.8	4.9	130				
FOLLOW SPORT ON TV--COLLEGE BASKETBALL	34.0	44.1	130				
HAVE SATELLITE TV SERVICE ONLY	34.1	44.1	129				
STAGE IN LIFE CYCLE--SINGLE,35+,NO CHILD AT HOME	12.7	16.3	129				
DIGITAL RECORDING DEVICE NOW HAVE--ANY TYPE	27.9	35.9	129				
VISIT WEB AUTOMOBILE SITES--REG./OCCASIONALLY	23.2	29.8	129				
FAMILY SIZE--1 PERSON	11.5	14.7	128				

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ANNUAL HOUSEHOLD INCOME--\$50,000 PLUS	46.6	59.6	128				
WORKING WOMEN	31.0	39.6	128				
MAKE OF VEHICLES NOW OWNED--PONTIAC	4.2	5.3	128				
FOLLOW SPORTS ON TV/RADIO--COLLEGE BASKETBALL	34.6	44.1	127				
HOME TELEPHONE SERVICE--VOIP/INTERNET	3.8	4.9	127				
EDUCATION--COLLEGE GRADUATE [ONE DEGREE]	25.3	32.2	127				
ANNUAL HOUSEHOLD INCOME--\$50,000-\$74,999	22.5	28.6	127				
ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS	13.5	17.1	127				
PAST 4-WEEKS DRUG STORES SHOPPED	65.3	82.4	126				
AFFLUENT WHITE COLLAR WORKER--FAMILY INCOME \$100K+	8.4	10.6	126				
PAST WEEK VIEW CABLE--CNN	28.2	35.5	126				
CELL PHONE CARRIER USED--VERIZON WIRELESS	24.3	30.6	126				
NUMBER OF VEHICLES NOW OWNED--TWO	38.0	47.8	126				
ANNUAL HOUSEHOLD INCOME--\$35,000 PLUS	76.9	96.3	125				
READ NEWSPAPER AUTOMOBILE ADS--NEVER	70.6	88.2	125				
PAST WEEK VIEW CABLE--ESPN 2	19.7	24.5	124				
ADULTS--AGE 35 PLUS	65.9	81.6	124				
CONSUMED PAST 7-DAYS--COCA COLA	36.6	45.3	124				
ADULTS--AGE 65-74	7.3	9.0	124				
HOME INTERNET CONNECTION--CABLE	19.2	23.7	123				
MARITAL STATUS--DIVORCED	9.0	11.0	123				
CUSTOMER--WELLS FARGO BANK	16.3	20.0	123				
MARKET VALUE OF HOME--\$200,000-\$299,999	23.3	28.6	122				
HOME OWNER--DWELLING UNIT--OWNED	76.0	93.1	122				
SHOP SUPERMARKET PAST WEEK--MILITARY COMMISSARY	13.3	16.3	122				
FOLLOWED SPORTS PAST 12-MONTHS--ON RADIO	31.4	38.4	122				
INVESTORS--HAVE CD'S/IRA'S/401K'S--AGE 18-34	13.1	15.9	121				
ANNUAL HOUSEHOLD INCOME \$50,000 PLUS--AGE 25-64	36.4	44.1	121				
PLAN HOSPITAL STAY NEXT YEAR & HAVE MEDICAL INS.	7.7	9.4	121				
HEALTH CARE--HAVE SOME TYPE INSURANCE COVERAGE	70.1	84.9	121				
WEEKLY SUPERMARKET EXPENDITURES--\$100 +	61.8	74.7	121				
PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION	64.8	78.4	121				
HOME INTERNET CONNECTION--DSL OR CABLE	58.2	70.2	121				
DIGITAL RECORDING DEVICE NOW HAVE--DVR OR TIVO	26.7	32.2	121				
LISTEN RADIO AVERAGE WEEKDAY--BETWEEN 5AM & 7PM	68.0	81.6	120				
USUALLY DRINK DIET SOFT DRINKS	23.5	28.2	120				

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ANNUAL HOUSEHOLD INCOME--\$35,000-\$49,999	30.4	36.3	120				
HOME INTERNET CONNECTION--DSL	39.0	46.5	119				
PAST 4 EDITION CUME--COLORADO SPRINGS STYLE	6.9	8.2	119				
ADULTS--AGE 35-54	40.1	47.8	119				
HEAVY EXPOSURE INTERNET	32.0	38.0	119				
USE OF INTERNET TYPICAL DAY--BETWEEN 1 00 PM AND 6 00 PM	61.9	73.5	119				
PAST WEEK VIEW CABLE--THE HISTORY CHANNEL	40.6	48.2	119				
MARITAL STATUS--MARRIED	63.1	74.7	118				
PAST WEEK CUME TV VIEWING--CH 5/30 KOAA-TV NBC	65.2	77.1	118				
SHOPPED PAST 6-MONTHS--TARGET	52.9	62.4	118				
DIGITAL RECORDING DEVICE NOW HAVE--DVR	22.8	26.9	118				
USE OF INTERNET TYPICAL DAY--BETWEEN 11 00 AM AND 1 00 PM	46.4	54.7	118				
USE OF INTERNET TYPICAL DAY--BETWEEN 8 00 AM AND 11 00 AM	53.8	63.3	117				
YUPPIES--AGE 21-34/COLLEGE GRAD/TECH-PROF-MGR JOB	4.5	5.3	117				
DRUG STORE SHOP PAST 6 MONTHS--LONGS DRUGS	13.3	15.5	117				
OWN MOTOR CYCLE	14.0	16.3	117				
YEARS LIVED IN CITY--10 YEARS OR MORE	62.2	72.7	117				
FOLLOW SPORTS ON TV/RADIO--PROFESSIONAL BASEBALL	34.1	39.6	116				
CUSTOMER--ENT FEDERAL C.U.	22.5	26.1	116				
PLAN BUY--CAR/VAN/TRUCK/SUV	12.3	14.3	116				
PAST 7-DAY CUME RADIO--KOA	7.0	8.2	116				
DRUG STORE SHOP PAST 6 MONTHS--WALGREENS	73.2	84.5	115				
LOGGED ON PAST MONTH TO--GOOGLE	69.7	80.4	115				
CUSTOMER--ALL CREDIT UNIONS [NET]	40.7	46.9	115				
READ NEWSPAPER EMPLOYMENT ADS--NEVER	71.4	82.0	115				
PLAN TO REMODEL HOME NEXT 12 MONTHS	21.3	24.5	115				
ADULTS--AGE 25-64	72.6	83.3	115				
MAKE OF VEHICLES NOW OWNED--FORD	27.5	31.4	114				
MARKET VALUE OF HOME--\$100,000-\$199,999	21.5	24.5	114				
FOLLOW SPORT ON RADIO--PROFESSIONAL BASEBALL	32.6	37.1	114				
FOLLOW SPORT ON TV--PROFESSIONAL BASEBALL	32.6	37.1	114				
PAST 4-WEEKS AUTO PARTS STORES SHOPPED	35.8	40.8	114				
PAST 4 EDITION CUME--REACH MAGAZINE	9.0	10.2	114				
PAST WEEK VIEW CABLE--MTV	12.6	14.3	114				
PAST 4-WEEKS--BOUGHT BOTTLED WATER	46.4	52.7	113				
CONSUMED SOFT DRINKS 10 + TIMES PAST 7-DAYS	16.5	18.8	113				

[RADIO = MOST OFTEN]

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PAST WEEK VIEW CABLE--THE DISCOVERY CHANNEL	48.6	55.1	113				
STAGE IN LIFE CYCLE--CHILDREN--ANY AGE 13-17	15.5	17.6	113				
SHOP ELECTRONICS/APPLIANCES--CIRCUIT CITY	8.7	9.8	113				
PAST 7-DAY CUME RADIO--KCCY-FM	14.8	16.7	113				
PAST WEEK VIEW CABLE--ESPN	26.0	29.4	113				
PAST WEEK CUME TV VIEWING--CH 13 KRDO-TV ABC	66.8	75.5	113				
OWN SUV	32.3	36.3	113				
YEARS AT PRESENT ADDRESS--1 YEAR OR LESS	24.0	26.9	112				
MALLS SHOPPED OFTEN--THE CITADEL	47.3	53.1	112				
BUILDING SUPPLY SHOP PAST 6 MOS--HOME DEPOT	69.1	77.6	112				
POLITICAL PARTY AFFILIATION--INDEPENDENT	36.6	40.8	112				
ADULTS--AGE 25 PLUS	85.5	95.1	111				
FOLLOW SPORTS ON TV/RADIO--ICE SKATING	20.3	22.4	111				
MALLS SHOPPED OFTEN--CHAPEL HILLS MALL	45.8	50.6	110				
PAST 2 YEARS USED ATTORNEY TO COLLECT DAMAGES	3.7	4.1	110				
FOLLOW SPORT ON TV--COLLEGE FOOTBALL	46.3	51.0	110				
ANNUAL HOUSEHOLD INCOME--\$25,000 PLUS	89.1	98.0	110				
NOT EXPOSED TO--WEEKDAY NEWSPAPER	56.5	62.0	110				
ANNUAL HOUSEHOLD INCOME \$50,000 PLUS--AGE 25-54	29.7	32.7	110				
ONLINE/INTERNET--LOGGED ON PAST MONTH	81.9	89.8	110				
FOLLOW SPORTS ON TV/RADIO--COLLEGE FOOTBALL	46.6	51.0	110				
HAVE HOME EQUITY LOAN	27.6	30.2	109				
WOMEN--18+	50.5	54.7	108				
FOLLOW SPORTS ON TV/RADIO--BOXING	17.0	18.4	108				
WK CUME TV NEWS*EARLY EVENING--CH 13 KRDO-TV ABC	28.3	30.6	108				
YEARS LIVED IN CITY--20 YEARS OR MORE	39.3	42.4	108				
AFFLUENT FULL NESTERS--\$75K +/KIDS AT HOME	10.2	11.0	108				
MAKE OF VEHICLES NOW OWNED--VOLKSWAGEN	4.2	4.5	108				
ADULTS--AGE 21 PLUS	92.7	100.0	108				
OWN PICKUP TRUCK	37.2	40.0	107				
CELL PHONE CARRIER USED--AT&T [CINGULAR]	20.9	22.4	107				
ONLINE/INTERNET--LOGGED ON PAST MONTH AT HOME	76.9	82.4	107				
VIEW TV AVG WEEKDAY--BETWEEN 7 00 PM AND 10 00 PM	66.3	70.2	106				
PAST WEEK VIEW CABLE--VH-1	11.2	11.8	106				
PLAN BUY NEXT 12 MONTHS--NEW TV SET	14.7	15.5	106				
SHOPPED PAST 6-MONTHS--ROSS DRESS FOR LESS	16.6	17.6	106				

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VISIT WEB REAL ESTATE SITES--NEVER	87.0	91.8	106				
PLAN BUY NEXT 12 MOS--STEREO/CD OR MP3 PLAYER/IPOD	15.9	16.7	105				
NOT EXPOSED TO--SUNDAY NEWSPAPER	44.0	46.1	105				
HOME TELEPHONE SERVICE--PHONE COMPANY	88.0	92.2	105				
PAST WEEK VIEW CABLE--THE WEATHER CHANNEL	30.8	32.2	105				
HOME/APT. RENTER--INCOME--UNDER \$15,000	1.9	2.0	105				
FOLLOW SPORT ON RADIO--PROFESSIONAL BASKETBALL	34.0	35.5	105				
FOLLOW SPORT ON TV--PROFESSIONAL BASKETBALL	34.0	35.5	105				
HOME REPAIRS--IN HOME 20YR+ & HOME EQUITY LOAN	2.7	2.9	104				
SHOP ELECTRONICS/APPLIANCES--BEST BUY	40.4	42.0	104				
REG. READ NEWSPAPER--FOOD SECTION ON DAY PUBLISHED	22.0	22.9	104				
PARTICIPATED PAST 12 MONTHS--LAWN/GARDENING	64.7	67.3	104				
MAKE OF VEHICLES NOW OWNED--ISUZU	1.2	1.2	104				
SHOPPED PAST 6-MONTHS--T.J. MAXX	7.1	7.3	104				
ADULTS--AGE 25-54	59.7	61.6	103				
USE OF INTERNET TYPICAL DAY--BETWEEN 10 00 PM AND MIDNIGHT	6.7	17.1	103				
RACE--WHITE [NOT HISPANIC]	72.3	74.3	103				
HOME OWNER--INCOME--UNDER \$50,000	34.6	35.5	103				
NOW OWN A CELLULAR PHONE	80.6	82.4	102				
FOLLOW SPORT ON TV--COLLEGE BASEBALL	11.2	11.4	102				
SHOPPED PAST 6-MONTHS--BURLINGTON COAT FACTORY	13.2	13.5	102				
MAKE OF VEHICLES NOW OWNED--ANY DOMESTIC	75.0	76.3	102				
FOLLOW SPORTS ON TV/RADIO--PROFESSIONAL FOOTBALL	35.1	35.5	101				
HAVE CABLE AND/OR SATELLITE	75.4	75.9	101				
FOLLOW SPORTS ON TV/RADIO--COLLEGE BASEBALL	11.4	11.4	100				
ADULTS AGE 18+	100.0	100.0	100				
ADULTS--AGE 18 PLUS	100.0	100.0	100				
LIVE IN--EL PASO COUNTY	100.0	100.0	100				
VISIT WEB CLASSIFIED JOB SITES--OCCASIONALLY	20.0	20.0	100				
OCCUPATION--RETIRED	15.2	15.1	99				
CUSTOMER--CHASE BANK	5.0	4.9	99				
NUMBER OF VEHICLES NOW OWNED--THREE OR MORE	39.8	39.2	99				
PAST WEEK VIEW CABLE--CARTOON NETWORK	17.4	17.1	98				
ATTEND 3+ COLLEGE/PROF. SPORTS EVENTS PAST YEAR	21.7	21.2	98				
DO NOT HAVE CABLE OR SATELLITE	24.6	24.1	98				
ADULTS--AGE 35-49	30.9	30.2	98				

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CELL PHONE CARRIER USED--SPRINT NEXTEL	10.9	10.6	97				
PAST 7-DAY CUME RADIO--KKMG-FM	12.7	12.2	97				
MAKE OF VEHICLES NOW OWNED--ACURA	2.1	2.0	96				
FOLLOW SPORT ON RADIO--COLLEGE ICE HOCKEY	10.2	9.8	96				
REG. READ NEWSPAPER--LIFE STYLE/FASHION NEWS	22.9	22.0	96				
LUXURY CAR OWNERS--CADILLAC/LINCOLN	5.1	4.9	96				
LOGGED ON PAST MONTH TO--MSN	42.2	40.4	96				
REG. READ NEWSPAPER--TV SCHEDULE BOOK--WEEKENDS	18.4	17.6	95				
REG. READ NEWSPAPER--TRAVEL SECTION ON WEEKENDS	15.0	14.3	95				
FOLLOW SPORTS ON TV/RADIO--SUPER BOWL	65.3	62.0	95				
SHOP SUPERMARKET PAST WEEK--SAFEWAY	46.9	44.5	95				
VIEW TV AVG WEEKDAY--BETWEEN 6 00 PM AND 6 30 PM	46.3	43.7	94				
HEAVY EXPOSURE RADIO	25.6	24.1	94				
WK CUME TV NEWS*EARLY MORNING--CH 11 KKTV-TV CBS	15.2	14.3	94				
MAKE OF VEHICLES NOW OWNED--NISSAN	9.1	8.6	94				
USE OF INTERNET TYPICAL DAY--BETWEEN MIDNIGHT AND 8 00 AM	18.7	17.6	94				
WK CUME TV NEWS*LATE EVENING--CH 5/30 KOAA-TV NBC	17.4	16.3	94				
FOLLOWED SPORTS PAST 12-MONTHS--ON RADIO/TV	77.6	72.7	94				
PAST WEEK VIEW CABLE--FOOD NETWORK	22.3	20.8	93				
FOLLOW SPORTS ON TV/RADIO--COLLEGE ICE HOCKEY	17.5	16.3	93				
HEALTH CARE--HAVE OTHER MEDICAL INSURANCE COVERAGE	46.9	43.7	93				
PAST WEEK CUME TV VIEWING--CH 21 KXRM-TV FOX	64.5	60.0	93				
FIVE WEEKDAY CUME--GAZETTE	49.2	45.7	93				
VIEW TV AVG WEEKDAY--BETWEEN 6 30 PM AND 7 00 PM	44.5	41.2	93				
PAST 4-WEEKS DISCOUNT STORES SHOPPED	88.7	82.0	92				
FOLLOW SPORT ON RADIO--PROFESSIONAL FOOTBALL	66.8	61.6	92				
FOLLOW SPORT ON TV--PROFESSIONAL FOOTBALL	66.8	61.6	92				
ADULTS--AGE 65 PLUS	12.8	11.8	92				
CELL PHONE CARRIER USED--T-MOBILE	11.5	10.6	92				
PAST 4 EDITION CUME--WOMEN'S EDITION	4.9	4.5	92				
MEN--18+	49.5	45.3	91				
VISIT WEB AUTOMOBILE SITES--NEVER	76.8	70.2	91				
SHOPPED PAST 6-MONTHS--KOHL'S	35.9	32.7	91				
SHOP ELECTRONICS/APPLIANCES--SEARS	37.3	33.9	91				
LOGGED ON PAST MONTH TO--YAHOO	51.3	46.5	91				
FOLLOW SPORTS ON TV/RADIO--PROFESSIONAL BASKETBALL	68.2	61.6	90				

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MAKE OF VEHICLES NOW OWNED--JEEP	8.6	7.8	90	[Bar]			
FOLLOWED SPORTS PAST 12-MONTHS--ON TELEVISION	75.7	68.2	90	[Bar]			
YEARS AT PRESENT ADDRESS--20 YEARS OR MORE	12.3	11.0	90	[Bar]			
MTV GENERATION--AGE 18-44/VIEW MTV AND/OR VH-1	14.1	12.7	90	[Bar]			
SHOPPED PAST 6-MONTHS--MARSHALLS	5.0	4.5	90	[Bar]			
EXERCISED 12+ TIMES AT A HEALTH CLUB PAST YEAR	27.8	24.9	90	[Bar]			
WK CUME TV NEWS*LATE EVENING--CH 13 KRDO-TV ABC	14.6	13.1	89	[Bar]			
VISIT WEB CLASSIFIED JOB SITES--NEVER	74.9	66.9	89	[Bar]			
ATE FAST FOOD PAST 4-WEEKS--SUBWAY	10.1	9.0	89	[Bar]			
SHOP FURNITURE/MATTRESS--AMERICAN FURNITURE COMPANY	5.9	5.3	89	[Bar]			
ADULTS--AGE 18-54	74.2	66.1	89	[Bar]			
BUILDING SUPPLY SHOP PAST 6 MOS--LOWE'S	51.9	46.1	89	[Bar]			
CONSUMED PAST 7-DAYS--MOUNTAIN DEW	16.6	14.7	89	[Bar]			
YEARS AT PRESENT ADDRESS--UNDER 10 YEARS	74.6	66.1	89	[Bar]			
REG. READ NEWSPAPER--FRONT PAGE SECTION	47.5	42.0	89	[Bar]			
PAST WEEK VIEW CABLE--TNT	28.2	24.9	88	[Bar]			
STAGE IN LIFE CYCLE--CHILDREN--ANY UNDER 6	20.4	18.0	88	[Bar]			
PAST 4-WEEKS PURCHASED WOMEN'S CLOTHING	46.4	40.8	88	[Bar]			
ANNUAL HOUSEHOLD INCOME \$50,000 PLUS--AGE 25-49	24.6	21.6	88	[Bar]			
ATE FAST FOOD PAST 4-WEEKS--MCDONALDS	42.9	37.6	88	[Bar]			
YEARS AT PRESENT ADDRESS--UNDER 5 YEARS	57.4	50.2	87	[Bar]			
PAST WEEK VIEW CABLE--ANIMAL PLANET	25.7	22.4	87	[Bar]			
PAST WEEK VIEW CABLE--ABC FAMILY	16.4	14.3	87	[Bar]			
CONSUMED SOFT DRINKS 5 + TIMES PAST 7-DAYS	38.1	33.1	87	[Bar]			
VIEW TV AVG WEEKDAY--BETWEEN 10 00 PM AND 10 30 PM	32.0	27.8	87	[Bar]			
PAST WEEK VIEW CABLE--SPIKE TV	18.4	15.9	87	[Bar]			
ADULTS--AGE 25-49	50.5	43.7	86	[Bar]			
FAST FOOD RESTAURANT--3 + PURCHASES PAST WEEK	22.7	19.6	86	[Bar]			
PARTICIPATED PAST 12 MONTHS--HUNTING/FISHING	25.1	21.6	86	[Bar]			
ATTENDED PAST 12 MONTHS--COUNTRY MUSIC CONCERT	8.1	6.9	86	[Bar]			
PAST 4-WEEKS PURCHASED CHILDREN'S CLOTHING	38.4	33.1	86	[Bar]			
FOLLOW SPORTS ON TV/RADIO--WRESTLING	10.4	9.0	86	[Bar]			
PLAN BUY NEXT 12 MONTHS--VIDEO CAMERA/VCR/DVD	14.3	12.2	86	[Bar]			
PAST WEEK VIEW CABLE--TLC	27.3	23.3	85	[Bar]			
EDUCATION--SOME COLLEGE	24.5	20.8	85	[Bar]			
PAST WEEK CUME TV VIEWING--CH 11 KKTU-TV CBS	68.2	57.6	84	[Bar]			

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STAGE IN LIFE CYCLE--CHILDREN AT HOME,ANY AGE	46.7	39.2	84				
FINANCIAL OPTIMIST--BETTER OFF 6-MOS. FROM NOW	46.1	38.4	83				
SHOP ELECTRONICS/APPLIANCES--LOWE'S	15.2	12.7	83				
PAST WEEK VIEW CABLE--COMEDY CENTRAL	25.1	20.8	83				
HAVE A DOG	52.1	43.3	83				
CONSUMED PAST 7-DAYS--DR PEPPER	23.7	19.6	83				
PAST WEEK VIEW CABLE--TBS	24.3	20.0	82				
FOLLOW SPORT ON TV--COLLEGE ICE HOCKEY	16.9	13.9	82				
ANNUAL HOUSEHOLD INCOME \$50,000 PLUS--AGE 18-49	31.8	26.1	82				
PAST WEEK VIEW CABLE--USA NETWORK	27.0	22.0	82				
READ NEWSPAPER EMPLOYMENT ADS--OCCASIONALLY	22.2	18.0	81				
YEARS LIVED IN CITY--UNDER 10 YEARS	40.5	32.7	81				
PAST 7-DAY CUME RADIO--KRDO-FM/AM	7.2	5.7	80				
PAST 7-DAY CUME RADIO--NEWS-PRESS & GAZETTE RADIO	7.2	5.7	80				
PAST WEEK VIEW CABLE--THE TRAVEL CHANNEL	18.5	14.7	79				
ANNUAL HOUSEHOLD INCOME--UNDER \$15,000	2.6	2.0	79				
ANNUAL HOUSEHOLD INCOME--\$100,000-\$149,999	10.9	8.6	79				
VIEW TV AVG WEEKDAY--BETWEEN 10 30 PM AND MIDNIGHT	17.2	13.5	78				
PAST 7-DAY CUME RADIO--CITADEL RADIO	47.1	36.7	78				
PAST WEEK CUME TV VIEWING--CH 57 KXTU-TV CW	21.0	16.3	78				
PAST 4-WEEKS SHOPPED JEWELRY STORES	9.5	7.3	77				
OCCUPATION--BLUE COLLAR WORKERS	20.2	15.5	77				
MAKE OF VEHICLES NOW OWNED--OLDSMOBILE	3.2	2.4	77				
SHOPPED PAST 6-MONTHS--WAL-MART	82.7	63.3	77				
LISTEN RADIO AVERAGE WEEKDAY--BETWEEN 7PM & MIDNIGHT	11.7	9.0	77				
FREQUENT BEER DRINKER--6 + TIMES PAST 2 WEEKS	5.4	4.1	76				
HAVE LOCAL CABLE ONLY (NO SATELLITE)	40.5	30.6	76				
ANNUAL HOUSEHOLD INCOME--UNDER \$50,000	53.4	40.4	76				
HEAVY EXPOSURE NEWSPAPER	13.0	9.8	76				
PLAN BUY--USED CAR/VAN/TRUCK/SUV	7.6	5.7	75				
SHOP FURNITURE/MATTRESS--LA-Z-BOY FURNITURE GALLERIES	2.7	2.0	75				
HAVE LOCAL CABLE (MAY ALSO HAVE SATELLITE)	41.0	30.6	75				
PLAN NEXT 12 MONTHS--LASIK EYE SURGERY	2.2	1.6	75				
ADULTS--AGE 18-49	65.0	48.2	74				
WORKING WOMEN--AGE GROUP--18-34	10.6	7.8	73				
PAST WEEK VIEW CABLE--SCI-FI CHANNEL	19.5	14.3	73				

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VIEW TV AVG WEEKDAY--BETWEEN 7 00 AM AND 9 00 AM	19.7	12.2	62				
USE OF INTERNET TYPICAL DAY--NO USE PAST MONTH	16.5	10.2	62				
VIEW TV AVG WEEKDAY--BETWEEN 5 00 AM AND 7 00 AM	25.1	15.5	62				
SHOPPED PAST 6-MONTHS--JC PENNEY	27.8	17.1	62				
MAKE OF VEHICLES NOW OWNED--BUICK	4.7	2.9	61				
FREQUENT DIETERS--4+ WEEKS PAST YEAR	18.1	11.0	61				
VIEW TV AVG WEEKDAY--BETWEEN 4 00 PM AND 5 00 PM	28.8	17.6	61				
FAMILY SIZE--5 OR MORE	17.4	10.6	61				
PLAN TO TAKE OCEAN CRUISE NEXT 2-3 YEARS	21.4	12.7	59				
ADULTS--AGE 25-44	40.0	23.7	59				
NOT EXPOSED TO--RADIO--AVERAGE WEEKDAY	31.0	18.4	59				
LISTEN RADIO AVERAGE WEEKDAY--DID NOT LISTEN	31.0	18.4	59				
ATE FAST FOOD PAST 4-WEEKS--KFC	7.6	4.5	59				
SHOP SUPERMARKET PAST WEEK--WAL-MART	46.5	27.3	59				
MOVED IN PAST YEAR--TO AN APARTMENT	8.4	4.9	59				
STAGE IN LIFE CYCLE--CHILDREN--ANY AGE 6-12	18.2	10.6	58				
WORKING MOTHERS	15.4	9.0	58				
LOGGED ON PAST MONTH TO--AOL	17.7	10.2	58				
SHOPPED PAST 6-MONTHS--K-MART	25.5	14.7	58				
PARTICIPATED PAST 12 MONTHS--GOLF 3 PLUS TIMES	9.9	5.7	58				
OWN A VAN	20.7	11.8	57				
MAKE OF VEHICLES NOW OWNED--HONDA	14.4	8.2	57				
PAST 7-DAY CUME RADIO--KVUU-FM	10.8	6.1	57				
MARKET VALUE OF HOME--\$400,000-\$499,999	4.4	2.4	56				
STAGE IN LIFE CYCLE--MARRIED,U/35,NO CHILDREN	5.1	2.9	56				
USUALLY DRINK REGULAR [NOT DIET] SOFT DRINKS	48.5	26.9	56				
CONSUMED PAST 7-DAYS--PEPSI COLA	33.3	18.4	55				
WK CUME TV NEWS*EARLY EVENING--CH 11 KKTU-TV CBS	28.9	15.9	55				
READ NEWSPAPER AUTOMOBILE ADS--OCCASIONALLY	21.6	11.8	55				
SHOP FURNITURE/MATTRESS--DENVER MATTRESS COMPANY	11.3	6.1	54				
SHOPPED PAST 6-MONTHS--DILLARD'S	21.1	11.4	54				
ADULTS--AGE 18-34	34.1	18.4	54				
SHOPPED PAST 6-MONTHS--FAMILY DOLLAR	21.8	11.4	53				
ADULTS--AGE 18-44	54.5	28.6	52				
NUMBER OF VEHICLES NOW OWNED--ONE	19.5	10.2	52				
MAKE OF VEHICLES NOW OWNED--LINCOLN/MERCURY	2.4	1.2	52				

[RADIO = MOST OFTEN]

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PLAN TO TAKE COLLEGE LEVEL COURSES NEXT 12-MONTHS	22.1	11.4	52				
PLAN BUY IN 12 MONTHS--MAJOR HOUSEHOLD APPLIANCE	9.5	4.9	52				
MARITAL STATUS--NEVER MARRIED	18.2	9.4	52				
OCCUPATION--HOMEMAKER	7.1	3.7	51				
ADULTS--AGE 75 PLUS	5.6	2.9	51				
PAST 4 EDITION CUME--WOODMEN EDITION	4.0	2.0	51				
REG. READ NEWSPAPER--HOME/TOWNHOME/CONDO/ETC.	9.6	4.9	51				
ATE FAST FOOD PAST 4-WEEKS--TACO BELL	18.6	9.4	50				
PAST WEEK VIEW CABLE--FOX SPORTS NET ROCKY MOUNTAIN	14.6	7.3	50				
ADULTS--AGE 35-44	20.4	10.2	50				
ANNUAL HOUSEHOLD INCOME \$50,000 PLUS--AGE 18-34	15.7	7.8	49				
PLAN BUY--CAR	5.0	2.4	49				
PAST WEEK VIEW CABLE--FX	16.1	7.8	48				
ATE FAST FOOD PAST 4-WEEKS--WENDY'S	25.5	12.2	48				
WK CUME TV NEWS*EARLY MORNING--CH 5/30 KOAA-TV NBC	15.3	7.3	48				
HOME TELEPHONE SERVICE--CABLE COMPANY	3.4	1.6	47				
CELL PHONE CARRIER USED--QWEST WIRELESS	6.0	2.9	47				
PAST 7-DAY CUME RADIO--KKFM-FM	13.0	6.1	47				
PAST 7-DAY CUME RADIO--KILO-FM	17.5	8.2	47				
VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR	22.8	10.6	47				
PAST 7-DAY CUME RADIO--CLEAR CHANNEL RADIO	25.6	11.8	46				
VIEW TV AVG WEEKDAY--BETWEEN 9 00 AM AND 3 00 PM	20.3	9.4	46				
PAST WEEK VIEW CABLE--SPEED CHANNEL	8.9	4.1	46				
HOME INTERNET CONNECTION--DIAL-UP	15.7	6.9	44				
PURCHASED LOTTERY TICKETS PAST 4-WEEKS	26.0	11.4	44				
MAKE OF VEHICLES NOW OWNED--CHEVROLET	26.1	11.4	44				
SHOP FURNITURE/MATTRESS--AMERICAN FURNITURE WAREHOUSE	18.5	16.7	44				
PAST WEEK VIEW CABLE--COURT TV	15.1	6.5	43				
PLAN COLLEGE LEVEL COURSES NEXT 12-MO.--AGE 18-34	12.5	5.3	42				
CUSTOMER--SECURITY SERVICE FEDERAL C.U.	6.7	2.9	42				
PAST 4-WEEKS--BUY/RENTED VIDEO GAMES	12.7	5.3	42				
READ NEWSPAPER AUTOMOBILE ADS--REG./OCCASIONALLY	29.4	11.8	40				
NOT EXPOSED TO--INTERNET--AVERAGE WEEKDAY	25.5	10.2	40				
FOLLOW SPORTS ON TV/RADIO--GOLF	21.6	8.2	38				
PLAN TO BUY A HOME DURING NEXT 2 YEARS--NOW OWN	6.6	2.4	37				
ATE FAST FOOD PAST 4-WEEKS--ARBY'S	8.0	2.9	36				

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ADULTS--AGE 18-24	14.5	4.9	34	■			
PAST 7-DAY CUME RADIO--KVOR	10.2	3.3	32	■			
ATE FAST FOOD PAST 4-WEEKS--CARL'S JR.	7.7	2.4	32	■			
SINGLE PARENTS	9.2	2.9	31	■			
PAST 7-DAY CUME RADIO--KKPK-FM	10.6	3.3	31	■			
PAST WEEK CUME TV VIEWING--CH 51 KWHS-TV IND	8.0	2.4	31	■			
PLAN BUY--DOMESTIC CAR/VAN/TRUCK/SUV	5.6	1.6	29	■			
MAKE OF VEHICLES NOW OWNED--GMC	7.2	2.0	28	■			
RACE--HISPANIC DESCENT	11.6	3.3	28	■			
MALLS SHOPPED OFTEN--CITADEL CROSSING	7.8	2.0	26	■			
MARITAL STATUS--WIDOWED	4.8	1.2	26	■			
EDUCATION--HIGH SCHOOL GRADUATE	29.3	7.3	25	■			
HOME/APT. RENTER--DWELLING UNIT--RENTED	21.6	5.3	25	■			
VIEW TV AVG WEEKDAY--BETWEEN 3 00 PM AND 4 00 PM	20.7	4.9	24	■			
PLAN TO BUY A HOME NEXT 2 YEARS--\$50K+ INCOME	5.4	1.2	23	■			
PAST 4 EDITION CUME--AMERICAN CLASSIFIEDS	20.0	4.5	22	■			
FOLLOW SPORT ON RADIO--NASCAR	24.8	5.3	21	■			
FOLLOW SPORT ON TV--NASCAR	24.8	5.3	21	■			
SHOP ELECTRONICS/APPLIANCES--SAM'S CLUB	3.8	0.8	21	■			
FOLLOW SPORTS ON TV/RADIO--NASCAR	24.9	5.3	21	■			
PLAN TO BUY A HOME DURING NEXT 2 YEARS	11.5	2.4	21	■			
PAST WEEK VIEW CABLE--HALLMARK CHANNEL	15.5	3.3	21	■			
PAST WEEK VIEW CABLE--NICKELODEON	13.6	2.9	21	■			
STAGE IN LIFE CYCLE--SINGLE,U/35,NO CHILDREN	11.7	2.4	21	■			
OWN POWER OR MOTOR BOAT	5.9	1.2	21	■			
PAST 4 EDITION CUME--AUTO TRADER	9.8	2.0	21	■			
CONSUMED PAST 7-DAYS--7-UP	8.6	1.6	19	■			
ANNUAL HOUSEHOLD INCOME--UNDER \$25,000	10.9	2.0	19	■			
HOME/APT. RENTER--INCOME--\$35,000-\$49,999	7.0	1.2	17	■			
POLITICAL PARTY AFFILIATION--REPUBLICAN	37.7	6.5	17	■			
STAGE IN LIFE CYCLE--CHILDREN--ANY AGE 18 PLUS	14.2	2.4	17	■			
ANNUAL HOUSEHOLD INCOME--\$25,000-\$34,999	12.2	2.0	17	■			
SINGLE--NEVER MARRIED/WID./DIV./SEP.--AGE 18-34	15.8	2.4	15	■			
PAST 7-DAY CUME RADIO--KBIQ-FM	9.3	1.2	13	■			
PAST YEAR VOTED AND IS A REPUBLICAN	29.9	3.7	12	■			
PAST WEEK VIEW CABLE--LIFETIME	17.1	2.0	12	■			

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PAST 7-DAY CUME RADIO--SALEM RADIO	11.2	1.2	11	■			
HEAVY EXPOSURE TELEVISION	18.7	2.0	11	■			
ANNUAL HOUSEHOLD INCOME--\$15,000-\$24,999	8.3	*	*				
MATURING YUPPIE--25-44/C. GRAD/TECH-PROF-MGR/KIDS	5.5	*	*				
AFFLUENT BLUE COLLAR WORKER--FAMILY INCOME \$75000+	4.4	*	*				
YOUNG WITH MONEY--AGE 18-34/\$100,000+ INCOME	3.8	*	*				
ADULTS--AGE 18-20	7.3	*	*				
EDUCATION--SOME HIGH SCHOOL OR LESS	7.0	*	*				
MARITAL STATUS--SEPARATED	1.7	*	*				
MAKE OF VEHICLES NOW OWNED--HUMMER	*	*	*				
MAKE OF VEHICLES NOW OWNED--CHRYSLER	6.3	*	*				
MAKE OF VEHICLES NOW OWNED--GEO	0.4	*	*				
MAKE OF VEHICLES NOW OWNED--DAEWOO	0.2	*	*				
MAKE OF VEHICLES NOW OWNED--HYUNDAI	2.5	*	*				
MAKE OF VEHICLES NOW OWNED--INFINITI	0.2	*	*				
MAKE OF VEHICLES NOW OWNED--JAGUAR	*	*	*				
MAKE OF VEHICLES NOW OWNED--KIA	3.8	*	*				
MAKE OF VEHICLES NOW OWNED--LAND ROVER	0.6	*	*				
MAKE OF VEHICLES NOW OWNED--PORSCHKE	0.8	*	*				
MAKE OF VEHICLES NOW OWNED--SAAB	0.4	*	*				
MAKE OF VEHICLES NOW OWNED--SUZUKI	3.5	*	*				
PLAN NEXT 12 MONTHS--COSMETIC SURGERY OR PROCEDURE	1.7	*	*				
PLAN TO BUY A HOME DURING NEXT 2 YEARS--NOW RENT	4.9	*	*				
MARKET VALUE OF HOME--UNDER \$100,000	3.8	*	*				
HOME/APT. RENTER--INCOME--\$15,000-\$24,999	3.5	*	*				
HOME/APT. RENTER--INCOME--\$25,000-\$34,999	4.8	*	*				
HOME/APT. RENTER--INCOME--\$75,000 OR MORE	1.0	*	*				
SHOP SUPERMARKET PAST WEEK--SAM'S CLUB	4.3	*	*				
CHILD CARE--KIDS UNDER 6 AND SINGLE PARENT	2.0	*	*				
HEAVY EXPOSURE DIRECT MAIL	14.7	*	*				
PAST 7-DAY CUME RADIO--KIBT-FM	11.0	*	*				
PAST 7-DAY CUME RADIO--KTLF-FM	3.9	*	*				
WK CUME TV NEWS*PRIME TIME--CH 21 KXRM-TV FOX	12.1	*	*				
PAST WEEK VIEW CABLE--VERSUS	3.6	*	*				
REG. READ NEWSPAPER--AUTOMOTIVE CLASSIFIED ADS	7.7	*	*				
REG. READ NEWSPAPER--EMPLOYMENT CLASSIFIED ADS	6.4	*	*				

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PAST 4 EDITION CUME--MOUNTAINEER	4.4	*	*				
PAST 4 EDITION CUME--CO. SPRINGS HOMES & LIFESTYLES	9.3	*	*				
READ NEWSPAPER EMPLOYMENT ADS--REGULARLY	6.4	*	*				
READ NEWSPAPER AUTOMOBILE ADS--REGULARLY	7.7	*	*				
VISIT WEB AUTOMOBILE SITES--REGULARLY	0.5	*	*				
VISIT WEB REAL ESTATE SITES--REGULARLY	1.2	*	*				

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