



Our Listeners' Automotive Preferences



The Media Audit

TARGETS	MARKET PROFILE PERCENT	AUDIENCE PROFILE PERCENT	AUDIENCE PROFILE INDEX	0	100	200	300
MARKET INDEX = 100	100.0	100.0	100				
MAKE OF VEHICLES NOW OWNED--ANY DOMESTIC	72.8	55.6	76				
MAKE OF VEHICLES NOW OWNED--ANY FOREIGN	45.7	67.1	147				
MAKE OF VEHICLES NOW OWNED--ANY JAPANESE/ASIAN	41.2	58.5	142				
MAKE OF VEHICLES NOW OWNED--ANY EUROPEAN	8.6	24.0	280				
LUXURY CAR OWNERS--CADILLAC/LINCOLN	4.9	6.5	133				
LUXURY CAR OWNERS--BMW/MER/LEX/INF/JAG/PORSCHE	4.7	18.6	400				

The Media Audit is a multimedia, qualitative audience survey that covers over 450 target items for each rated media's audience. These qualitative data points cover things such as socioeconomic characteristics, life styles, business decision makers, product purchasing plans, retail shopping habits, travel history, supermarket shopping, stores shopped, products purchased, fast-food restaurants eaten in, soft drink consumption, brands purchased, health insurance coverage, leisure activities, banks used, credit cards used and other selected consumer characteristics important to local media and advertisers.