



## The Media Audit

# Financial & Banking



wguc 90.9



| TARGETS   | MARKET PROFILE PERCENT | AUDIENCE PROFILE PERCENT | AUDIENCE PROFILE INDEX | 0 | 100 | 200 | 300 |
|---|------------------------|--------------------------|------------------------|---|-----|-----|-----|
| MARKET INDEX = 100                                | 100.0                  | 100.0                    | 100                    |   |     |     |     |
| ANNUAL HOUSEHOLD INCOME--\$75,000-\$99,999        | 14.6                   | 17.0                     | 117                    |   |     |     |     |
| ANNUAL HOUSEHOLD INCOME--\$100,000-\$149,999      | 10.2                   | 20.0                     | 195                    |   |     |     |     |
| ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE        | 5.8                    | 15.6                     | 268                    |   |     |     |     |
| LIQUID ASSETS [CASH/STOCKS/CD'S/ETC]--\$100K PLUS | 25.5                   | 46.5                     | 183                    |   |     |     |     |
| LIQUID ASSETS [CASH/STOCKS/CD'S/ETC]--\$250K PLUS | 9.1                    | 20.6                     | 227                    |   |     |     |     |
| INVESTORS--HAVE CD'S/IRA'S/401K'S--AGE 35-54      | 27.7                   | 39.3                     | 142                    |   |     |     |     |
| INVESTORS--HAVE CD'S/IRA'S/401K'S--AGE 55 PLUS    | 18.7                   | 31.9                     | 171                    |   |     |     |     |
| CUSTOMER--CHASE BANK [BANK ONE]                   | 5.2                    | 8.9                      | 170                    |   |     |     |     |
| CUSTOMER--FIFTH THIRD BANK                        | 33.5                   | 45.2                     | 135                    |   |     |     |     |
| CUSTOMER--NATIONAL CITY BANK                      | 7.5                    | 10.7                     | 143                    |   |     |     |     |
| CUSTOMER--PNC BANK                                | 5.3                    | 8.2                      | 155                    |   |     |     |     |
| CUSTOMER--US BANK                                 | 12.6                   | 16.7                     | 133                    |   |     |     |     |

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.