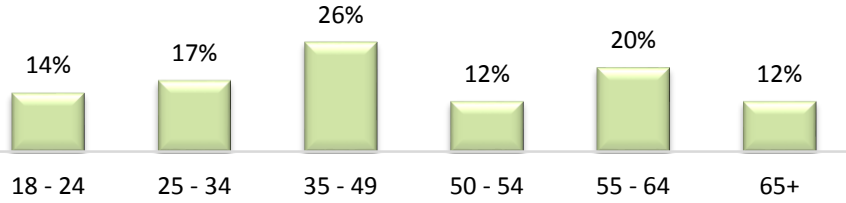
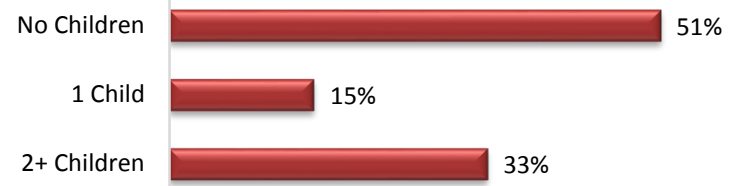


Omaha Metro Chevrolet Buyers

Age Ranges

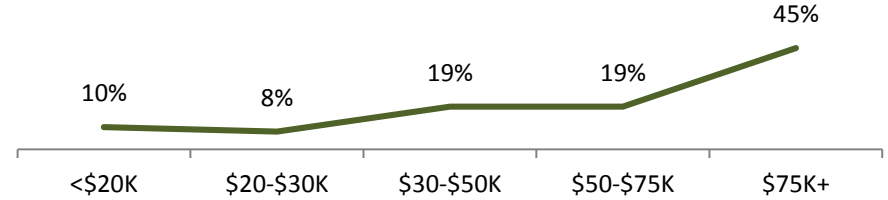


Number of Children in HH

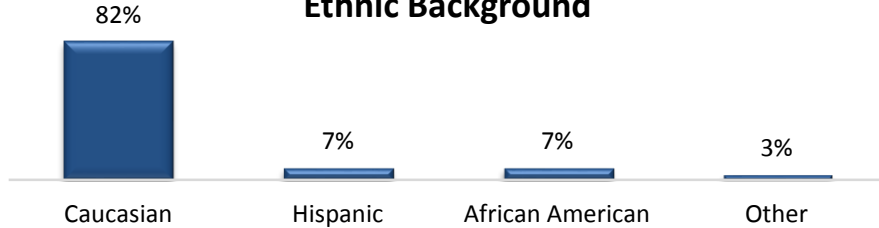


Occupation	%	Index
White Collar/Mgr/Prof	36%	89
Working Women	29%	91
Blue Collar/Operative	17%	147
Retired	16%	87
Clerical	6%	72

Household Income



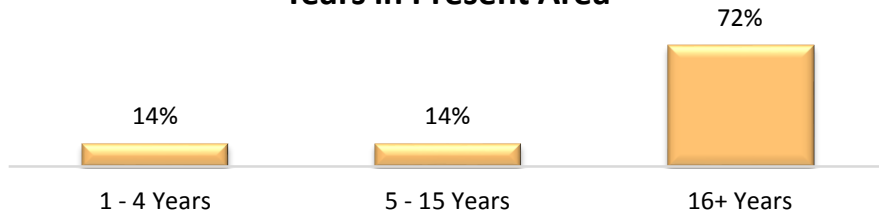
Ethnic Background



Lifestyle Groups

Lifestyle Groups	%	Index
Secure & Mature	26%	102
Family Starters	25%	115
Established Families	24%	115
Achievers	22%	97
Women OTG	17%	110
The Blues	16%	145
Middle America	12%	111
Singles	12%	79
Golden Oldies	11%	85
Limiteds	7%	98

Years in Present Area



Time Spent Per Medium: TV vs. Radio

How much time, in minutes, did you spend yesterday...?

Omaha Chevy Buyers

	Watching Television	Listening to the Radio
None	4%	21%
1 – 15 Minutes	2%	13%
16 – 30 Minutes	6%	27%
31 – 60 Minutes	14%	21%
61 – 90 Minutes	15%	6%
91 – 120 Minutes	15%	5%
2 Hours or More	44%	6%

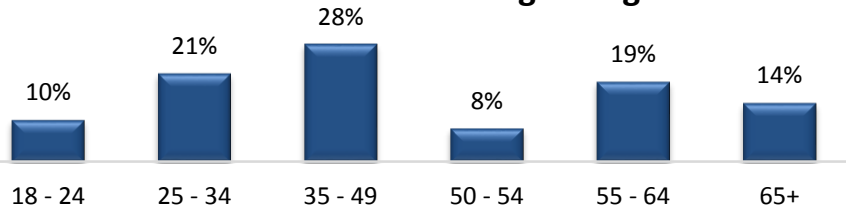
Top Local TV Programs Watched

	Chevy Buyers
NewsWatch 7 10p KETV	47%
NewsWatch 7 5p KETV	34%
NewsWatch 7 6p KETV	43%
Wheel of Fortune 6:30p KETV	35%
Channel 6 News 10p WOWT	28%
Tonight Show 10:30p WOWT	27%
First News 6a KETV	25%
Good Morning America 7a KETV	28%
Jimmy Kimmel Live 10:30p KETV	22%
Channel 6 News 6p WOWT	28%
Channel 6 News 5p WOWT	28%
Early Daybreak 6a WOWT	18%
Big Bang Theory 6p KPTM	22%
Today Show 7a WOWT	22%
Ellen 4p KETV	21%

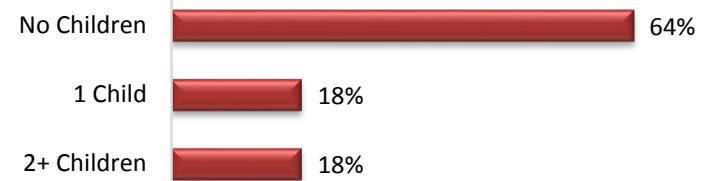


Omaha's KIA Hyundai Buyers

Age Ranges

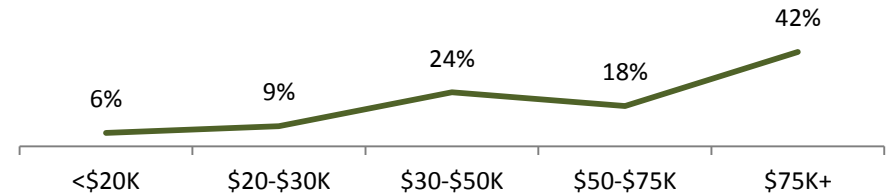


Number of Children in HH

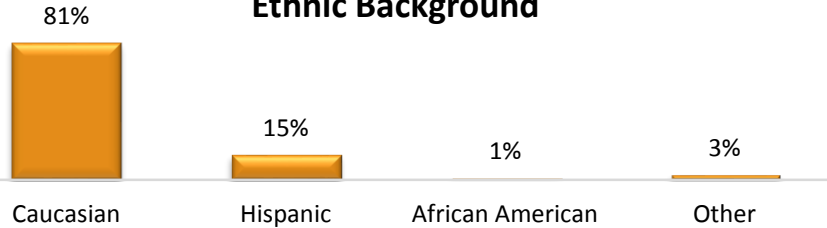


Occupation	%	Index
White Collar/Mgr/Prof	44%	107
Working Women	33%	104
Retired	18%	100
Clerical	12%	131
Blue Collar/Operative	6%	55

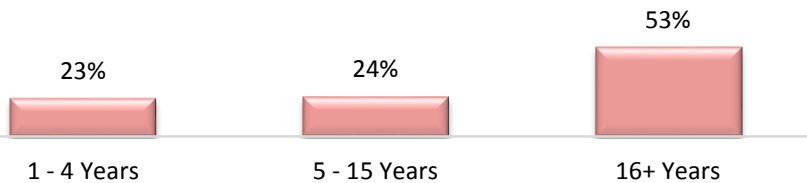
Household Income



Ethnic Background



Years in Present Area



Lifestyle Groups	%	Index
Secure & Mature	27%	106
Achievers	26%	113
Family Starters	22%	101
Singles	17%	108
Women OTG	15%	98
Established Families	14%	69
Middle America	13%	117
The Blues	9%	80
Golden Oldies	8%	61
Limiteds	8%	103

Time Spent Per Medium: TV vs. Radio

How much time, in minutes, did you spend yesterday...?

Omaha Kia/Hyundai Buyers

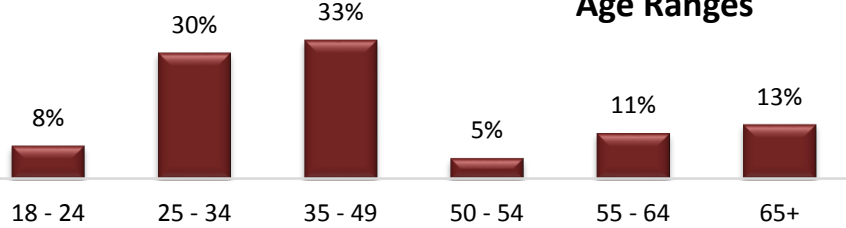
	Watching Television	Listening to the Radio
None	10%	23%
1 – 15 Minutes	0%	18%
16 – 30 Minutes	6%	19%
31 – 60 Minutes	13%	18%
61 – 90 Minutes	17%	12%
91 – 120 Minutes	8%	9%
2 Hours or More	46%	1%

Top Local TV Programs Watched

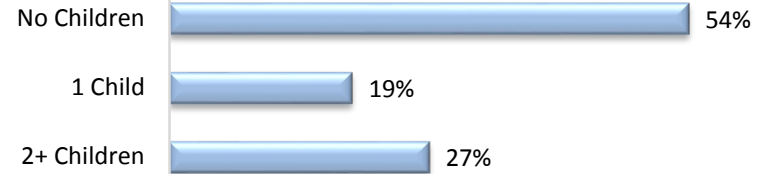
	Omaha Kia Hyundai Buyers
NewsWatch 7 10p KETV	33%
NewsWatch 7 5p KETV	27%
Tonight Show 10:30p WOWT	27%
NewsWatch 7 6p KETV	26%
Wheel of Fortune 6:30p KETV	24%
Big Bang Theory 6p KPTM	23%
Channel 6 News 10p WOWT	23%
KETV News 9p METV	22%
Extra/Jeopardy 4p WOWT	21%
Today Show 7a WOWT	21%
Channel 6 News 5p WOWT	19%
Jimmy Kimmel Live 10:30p KETV	19%
Good Morning America 7a KETV	17%
First News 6a KETV	15%
Today Show 2 9a WOWT	15%

Omaha's Nissan Buyers

Age Ranges

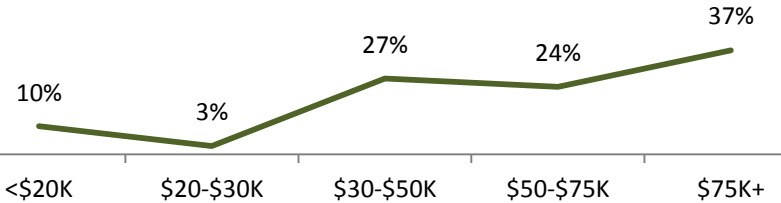


Number of Children in HH

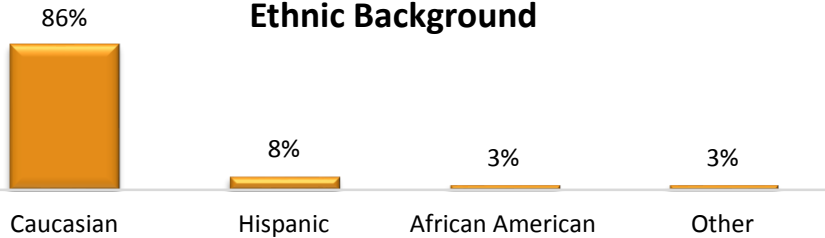


Occupation	%	Index
White Collar/Mgr/Prof	56%	136
Working Women	48%	148
Retired	11%	62
Clerical	10%	108
Blue Collar/Operative	8%	68

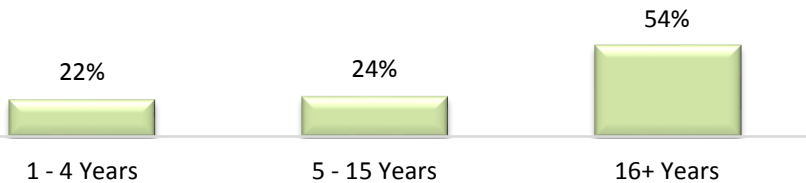
Household Income



Ethnic Background



Years in Present Area



Lifestyle Groups	%	Index
Family Starters	25%	117
Women OTG	24%	152
Established Families	19%	93
Achievers	19%	84
Middle America	17%	159
Singles	16%	102
Secure & Mature	14%	56
Golden Oldies	10%	75
The Blues	6%	57
Limiteds	5%	63

Time Spent Per Medium: TV vs. Radio

How much time, in minutes, did you spend yesterday...?

Omaha Nissan Buyers

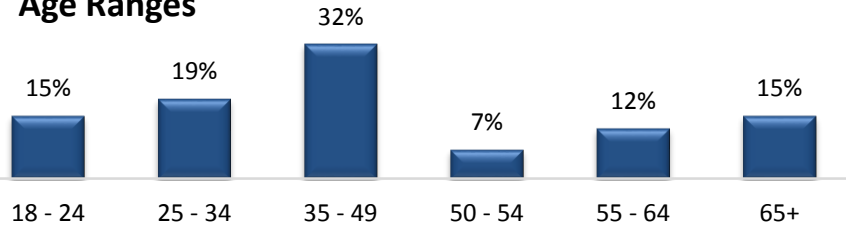
	Watching Television	Listening to the Radio
None	11%	30%
1 – 15 Minutes	5%	13%
16 – 30 Minutes	5%	16%
31 – 60 Minutes	5%	27%
61 – 90 Minutes	17%	5%
91 – 120 Minutes	10%	8%
2 Hours or More	48%	2%

Top Local TV Programs Watched

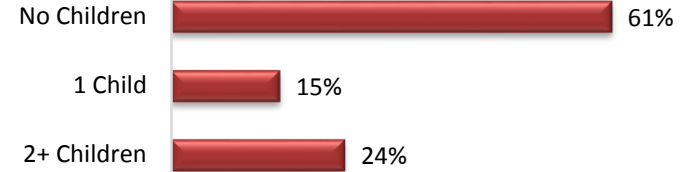
	Omaha Nissan Buyers
NewsWatch 7 5p KETV	41%
NewsWatch 7 10p KETV	41%
NewsWatch 7 6p KETV	33%
Big Bang Theory 6p KPTM	29%
Wheel of Fortune 6:30p KETV	29%
Jimmy Kimmel Live 10:30p KETV	24%
Tonight Show 10:30p WOWT	22%
First News 6a KETV	21%
Good Morning America 7a KETV	21%
Today Show 7a WOWT	19%
Channel 6 News 5p WOWT	14%
KETV News 9p METV	14%
Channel 6 News 10p WOWT	14%
Today Show 2 9a WOWT	11%

Omaha's Subaru Buyers

Age Ranges



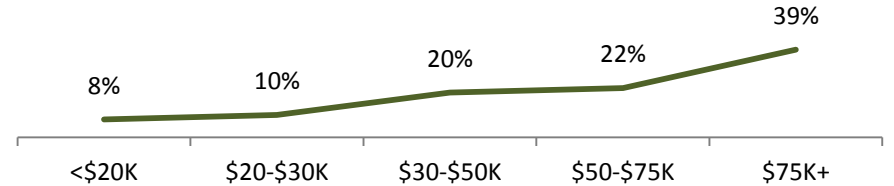
Number of Children in HH



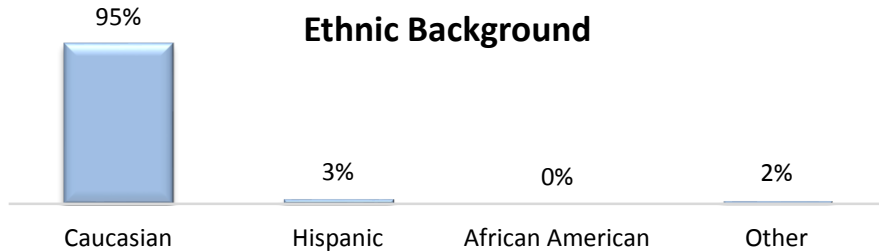
Occupation

Occupation	%	Index
White Collar/Mgr/Prof	42%	104
Working Women	31%	95
Clerical	14%	154
Retired	10%	56
Blue Collar/Operative	8%	73

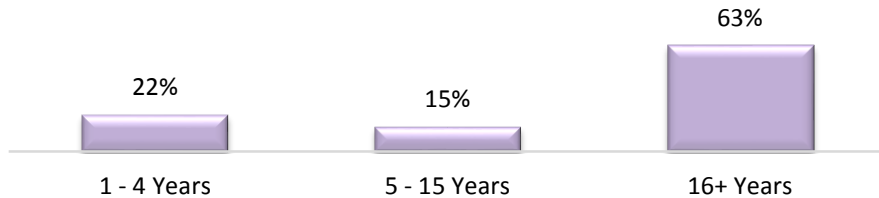
Household Income



Ethnic Background



Years in Present Area



Lifestyle Groups

Lifestyle Groups	%	Index
Secure & Mature	29%	113
Achievers	24%	105
Family Starters	24%	110
Singles	24%	153
Established Families	15%	74
Women OTG	14%	87
Middle America	12%	108
Limiteds	10%	136
The Blues	8%	76
Golden Oldies	2%	13

Time Spent Per Medium: TV vs. Radio

How much time, in minutes, did you spend yesterday...?

Omaha Subaru Buyers

	Watching Television	Listening to the Radio
None	3%	20%
1 – 15 Minutes	0%	15%
16 – 30 Minutes	5%	22%
31 – 60 Minutes	19%	19%
61 – 90 Minutes	12%	12%
91 – 120 Minutes	24%	7%
2 Hours or More	37%	5%

Top Local TV Programs Watched

	Omaha Subaru Buyers
NewsWatch 7 6p KETV	37%
NewsWatch 7 10p KETV	37%
NewsWatch 7 5p KETV	29%
Tonight Show 10:30p WOWT	25%
Channel 6 News 10p WOWT	24%
Wheel of Fortune 6:30p KETV	24%
Jimmy Kimmel Live 10:30p KETV	22%
Channel 6 News 5p WOWT	20%
Early Daybreak 6a WOWT	20%
Today Show 7a WOWT	20%
First News 6a KETV	19%
Channel 6 News 6p WOWT	19%
Big Bang Theory 6p KPTM	19%
KETV News 9p METV	17%
Late Show w/Stephen Colbert 10:30p KMTV	17%