

Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Activities:Entertainment and Recreation</b>			
<b>Activities Pst/Yr</b>			
Bowling	20633	21.9	177
Camping	11451	12.1	122
Gardening	53562	56.8	117
Golf	28872	30.6	232
Hiking - backpacking	9464	10.0	137
Photography	24937	26.4	122
Power boating	9871	10.5	142
Sailing	1902	2.0	125
Tennis	8138	8.6	151
Volunteer work	29590	31.4	115
<b>Belong to Health/Exercise Club</b>			
Yes	18936	20.1	114
<b>Casino activities done Pst/Yr</b>			
Played slot machines	21834	23.1	146
Played tbl gms (blckjck, crps, roulette, etc)	6507	6.9	115
Watched stage show	9429	10.0	213
Went to a bar/nightclub	9930	10.5	228
Went to an upscale restaurant	12046	12.8	197
<b>Casinos visited Pst/Yr</b>			
Yes	28785	30.5	143
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Event Attend/Place Visit Pst/Yr</b>			
Agricultural Fair	14812	15.7	131
Art museum	19167	20.3	134
Busch Gardens (Tampa)	9248	9.8	156
Busch Gardens (Williamsburg)	1555	1.6	178
Circus	5187	5.5	134
Dance or ballet performance	9070	9.6	141
Florida State University football game	7180	7.6	195
High school football game	18265	19.4	152
Islands of Adventure	8161	8.7	167
Jacksonville Jaguars football game	31755	33.7	140
Jacksonville University sports event	2754	2.9	725
Live theater	25267	26.8	155
Monster trucks	3702	3.9	111
NASCAR at Daytona International Speedway	9311	9.9	248
R&B/rap/hip-hop concert	5009	5.3	241
Rock concert	9635	10.2	112
Sea World	14074	14.9	146
Sea World (Orlando)	13099	13.9	143
Six Flags	2461	2.6	144
Symphony concert, opera, etc.	8546	9.1	138
THE PLAYERS Championship (PGA TOUR)	17587	18.6	235
Times Square (in New York City)	6986	7.4	164
Universal Studios Florida	13325	14.1	115
University of Florida basketball game	7779	8.2	328
University of Florida football game	14326	15.2	203
University of Georgia football game	7143	7.6	304
Wild Adventures	8648	9.2	128
Any professional sports event	44916	47.6	112
Other high school sports event	8578	9.1	136
Other museum	17192	18.2	139
Other pro golf tournament	3660	3.9	433
Other Sea World	2174	2.3	256
Other zoo	3095	3.3	165
<b>Household Pets</b>			
Cat	34211	36.3	137
<b>Auto:Car Rental</b>			
<b>Car Rental companies used Pst/Yr</b>			
Alamo	3529	3.7	137
Avis	8765	9.3	163
Budget	11498	12.2	179
Enterprise	22360	23.7	166
Hertz	19209	20.4	262
National	6259	6.6	228
Thrifty	2698	2.9	138
Any car rental	48852	51.8	157
Other company	4270	4.5	300
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<b>Car Rental-Business used Pst/Yr</b>			
Avis	6288	6.7	268
Budget	5602	5.9	347
Enterprise	10443	11.1	252
Hertz	10548	11.2	339
National	4835	5.1	255
Any car rental:business	24586	26.1	233
Other company	1083	1.1	275
<b>Car Rental-Personal/Vacation used Pst/Yr</b>			
Alamo	3529	3.7	148
Avis	6300	6.7	160
Budget	5896	6.2	111
Enterprise	15768	16.7	149
Hertz	10219	10.8	193
National	5226	5.5	367
Thrifty	2403	2.5	208
Any car rental:personal/vacation	39470	41.8	154
Other company	3187	3.4	309
<b>Auto:Equipment/Repair-Stores</b>			
<b>Auto Store hhd Shop Products/Services Pst/Yr</b>			
Advance Auto Parts	32679	34.6	112
Auto dealership	22762	24.1	151
AutoZone	31202	33.1	132
BJ's Wholesale Club	2240	2.4	133
Discount Tire Company	10109	10.7	206
Firestone - Mastercare	4752	5.0	147
Goodyear Tire & Auto	9098	9.6	126
Jiffy Lube	10391	11.0	138
Kmart	2555	2.7	338
NAPA Auto Parts	19964	21.2	162
Sears	5320	5.6	127
Sun Tire	6440	6.8	194
Tire Kingdom	17303	18.3	189
Tires Plus	9500	10.1	230
Wal-Mart	23225	24.6	138
Any automotive store	79253	84.0	111
<b>Repair Service on HHL D Vehicle Pst/Yr</b>			
Anti-freeze/coolant	28658	30.4	128
Car battery	40030	42.4	138
Car radio/stereo equipment	6712	7.1	145
Oil filter/oil change	86766	92.0	114
Paint/body work	15779	16.7	223
Shocks/struts	10021	10.6	186
Other car repair	26031	27.6	111
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<b>Repair service on hhl d vehicle-Paid Labor Pst/Yr</b>			
Anti-freeze/coolant	19910	21.1	142
Car battery	23199	24.6	135
Oil filter/oil change	75876	80.4	118
Paint/body work	13545	14.4	229
Shocks/struts	6815	7.2	147
<b>Repair service on hhl d vhl d-Unpaid labor Pst/Yr</b>			
Car battery	16831	17.8	141
Car radio/stereo equipment	3835	4.1	195
Paint/body work	3198	3.4	262
Shocks/struts	3206	3.4	486
Tune-up/spark plugs	6789	7.2	150
Other car repair	9201	9.8	158
<b>Stores Where HHL D Usually Buy Tires</b>			
Auto dealership	7018	7.4	164
Discount Tire Company	14043	14.9	204
Firestone - Mastercare	4166	4.4	176
Goodyear Tire & Auto	7271	7.7	117
Pep Boys	1111	1.2	133
Sam's Club	3142	3.3	122
Sears	4109	4.4	142
Sun Tire	11623	12.3	241
Tires Plus	5586	5.9	197
Wal-Mart	5315	5.6	144
<b>Auto:Make &amp; Model</b>			
<b>Make-Vehicle Not Leased-Own</b>			
Acura:Any owned	5311	5.6	233
Audi:Any owned	2730	2.9	725
BMW:Any owned	3283	3.5	140
Cadillac:Any owned	7010	7.4	157
Chrysler:Any owned	12129	12.9	280
Dodge:Any owned	13854	14.7	140
Infiniti:Any owned	1635	1.7	121
Lexus:Any owned	6556	6.9	329
Mazda:Any owned	3675	3.9	111
Oldsmobile:Any owned	4879	5.2	236
Subaru:Any owned	1354	1.4	200
Volkswagen:Any owned	4269	4.5	132
Volvo:Any owned	2389	2.5	147
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ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Make-Vehicle Own Not Lease-New</b>			
Acura:Any new	1503	1.6	123
Audi:Any new	2730	2.9	725
BMW:Any new	2689	2.9	223
Buick:Any new	2865	3.0	130
Chrysler:Any new	8425	8.9	287
Dodge:Any new	9572	10.1	177
Infiniti:Any new	673	0.7	233
Isuzu:Any new	1738	1.8	200
Jeep:Any new	2419	2.6	130
Lexus:Any new	5903	6.3	485
Mazda:Any new	3263	3.5	206
Mercury:Any new	1371	1.5	115
Oldsmobile:Any new	1711	1.8	225
Subaru:Any new	1354	1.4	280
Toyota:Any new	13015	13.8	113
<b>Make-Vehicle Own or Lease</b>			
Acura:Any vehicle	5984	6.3	233
Audi:Any vehicle	2730	2.9	725
BMW:Any vehicle	3283	3.5	130
Cadillac:Any vehicle	7010	7.4	151
Chrysler:Any vehicle	13268	14.1	294
Dodge:Any vehicle	13854	14.7	140
Infiniti:Any vehicle	1635	1.7	121
Jaguar:Any vehicle	1426	1.5	375
Lexus:Any vehicle	6556	6.9	329
Mazda:Any vehicle	3675	3.9	111
Nissan:Any vehicle	11670	12.4	114
Oldsmobile:Any vehicle	4879	5.2	236
Porsche:Any vehicle	544	0.6	120
Subaru:Any vehicle	1354	1.4	200
Unidentified Makes:Any vehicle	1387	1.5	214
Volkswagen:Any vehicle	5824	6.2	168
Volvo:Any vehicle	2389	2.5	139
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ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Make-Vehicle-Last</b>			
Acura:Last vehicle	3311	3.5	250
Audi:Last vehicle	2730	2.9	725
BMW:Last vehicle	2063	2.2	183
Buick:Last vehicle	4807	5.1	131
Chrysler:Last vehicle	9167	9.7	335
Dodge:Last vehicle	6931	7.3	155
Jeep:Last vehicle	1576	1.7	131
Lexus:Last vehicle	3987	4.2	280
Mazda:Last vehicle	3104	3.3	254
Nissan:Last vehicle	7079	7.5	121
Oldsmobile:Last vehicle	3168	3.4	262
Porsche:Last vehicle	544	0.6	150
Volkswagen:Last vehicle	2740	2.9	153
Volvo:Last vehicle	1779	1.9	119
<b>Make-Vehicle-Second</b>			
Acura:2nd vehicle	2673	2.8	400
Buick:2nd vehicle	1509	1.6	114
Cadillac:2nd vehicle	5584	5.9	236
Chevrolet:2nd vehicle	10649	11.3	117
Chrysler:2nd vehicle	3483	3.7	231
Infiniti:2nd vehicle	1635	1.7	213
Isuzu:2nd vehicle	1738	1.8	257
Jaguar:2nd vehicle	1426	1.5	375
Jeep:2nd vehicle	1530	1.6	123
Lexus:2nd vehicle	3211	3.4	486
Mercury:2nd vehicle	444	0.5	125
Nissan:2nd vehicle	4591	4.9	111
Oldsmobile:2nd vehicle	1711	1.8	257
Subaru:2nd vehicle	1354	1.4	280
Volkswagen:2nd vehicle	2608	2.8	165
Volvo:2nd vehicle	610	0.6	300
<b>Make-Vehicle-Third</b>			
Chrysler:3rd vehicle	3808	4.0	444
Dodge:3rd vehicle	3363	3.6	212
Saturn:3rd vehicle	1711	1.8	450
Unidentified Makes:3rd vehicle	1060	1.1	367
Volkswagen:3rd vehicle	476	0.5	125
<b>Model Type-Domestic Not Leased-Own</b>			
Domestic Mid-size:Owned	9518	10.1	112
Domestic Large:Owned	14355	15.2	145
Domestic Luxury:Owned	8547	9.1	121
Domestic Vans:Owned	12239	13.0	143
<b>Model Type-Domestic Own Not Leased-New</b>			
Domestic model:New	42759	45.3	121
Domestic Mid-size:New	3592	3.8	131
Domestic Large:New	7631	8.1	165
Domestic Vans:New	6988	7.4	190
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ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Model Type-Domestic Own or Lease</b>			
Domestic Large:Any vehicle	15494	16.4	151
Domestic Luxury:Any vehicle	8547	9.1	120
Domestic Vans:Any vehicle	12805	13.6	148
<b>Model Type-Domestic-Used</b>			
Domestic Large:Used	6724	7.1	127
Domestic Luxury:Used	6416	6.8	194
<b>Model Type-Foreign Not Leased-Own</b>			
Foreign model:Owned	55520	58.9	111
Foreign Luxury:Owned	18170	19.3	212
Foreign Vans:Owned	6479	6.9	135
Foreign Sport/utility/special Purpose:Owned	13434	14.2	112
<b>Model Type-Foreign Own Not Leased-New</b>			
Foreign model:New	40334	42.8	131
Foreign Mid-size:New	8993	9.5	113
Foreign Luxury:New	10055	10.7	238
Foreign Vans:New	5772	6.1	165
Foreign Sport/utility/special Purpose:New	12358	13.1	185
<b>Model Type-Foreign Own or Lease</b>			
Foreign Luxury:Any vehicle	18843	20.0	211
Foreign Mid-size:Any vehicle	16291	17.3	118
Foreign Sport/utility/special Purpose:Any veh	14218	15.1	113
Foreign Vans:Any vehicle	6479	6.9	113
<b>Model Type-Foreign-Used</b>			
Foreign Luxury:Used	8115	8.6	176
<b>Model Year-Not Leased-New</b>			
1999:Any new vehicle	6740	7.1	187
2000:Any new vehicle	8036	8.5	125
2001:Any new vehicle	4866	5.2	111
2002:Any new vehicle	13138	13.9	156
2006:Any new vehicle	13233	14.0	126
2007:Any new vehicle	12687	13.4	158
2008:Any new vehicle	9950	10.5	206
<b>Model Year-Not Leased-Own</b>			
2001:Any owned vehicle	12658	13.4	126
2002:Any owned vehicle	23664	25.1	163
2005:Any owned vehicle	14441	15.3	117
2006:Any owned vehicle	18567	19.7	121
2007:Any owned vehicle	14198	15.1	131
2008:Any owned vehicle	10468	11.1	202
<b>Model Year-Own or Lease</b>			
2001:Any vehicle	12658	13.4	126
2002:Any vehicle	23841	25.3	161
2005:Any vehicle	16879	17.9	122
2006:Any vehicle	20906	22.2	125
2007:Any vehicle	17040	18.1	137
2008:Any vehicle	11934	12.7	215
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<b>Model Year-Own-Used</b>			
2001:Any used vehicle	7792	8.3	138
2002:Any used vehicle	10833	11.5	174
2005:Any used vehicle	5036	5.3	156
<b>Model Year-Vehicle Last</b>			
2002:Last vehicle	13230	14.0	189
2006:Last vehicle	17041	18.1	128
2007:Last vehicle	13539	14.4	135
2008:Last vehicle	8605	9.1	190
<b>Model Year-Vehicle Second</b>			
1999:2nd vehicle	6460	6.8	128
2001:2nd vehicle	8454	9.0	188
2002:2nd vehicle	10474	11.1	139
2005:2nd vehicle	5459	5.8	126
2007:2nd vehicle	5292	5.6	175
2008:2nd vehicle	3329	3.5	350
<b>Model Year-Vehicle Third</b>			
1999:3rd vehicle	1992	2.1	111
2003:3rd vehicle	2187	2.3	177
2005:3rd vehicle	1723	1.8	257
<b>Model-Domestic Last</b>			
Domestic Large:Last vehicle	12582	13.3	182
Domestic Mid-size:Last vehicle	6681	7.1	134
Domestic Vans:Last vehicle	8182	8.7	223
<b>Model-Domestic Second</b>			
Domestic Luxury:2nd vehicle	6943	7.4	181
Dom Sport/utility/special Purpose:2nd veh	10345	11.0	113
Domestic Vans:2nd vehicle	5807	6.2	132
<b>Model-Domestic Third</b>			
Domestic Compact:3rd vehicle	1711	1.8	180
Domestic Large:3rd vehicle	1902	2.0	222
Dom Sport/utility/special Purpose:3rd veh	4582	4.9	120
Domestic Subcompact:3rd vehicle	495	0.5	500
Domestic Vans:3rd vehicle	2624	2.8	233
<b>Model-Foreign Last</b>			
Foreign Luxury:Last vehicle	9740	10.3	194
Foreign Mid-size:Last vehicle	12602	13.4	144
<b>Model-Foreign Second</b>			
Foreign Luxury:2nd vehicle	9640	10.2	276
Foreign Sport/utility/special Purpose:2nd veh	5723	6.1	127
Foreign Vans:2nd vehicle	5401	5.7	204
<b>Model-Foreign Third</b>			
Foreign Compact:3rd vehicle	673	0.7	140
<b>Auto:Number Vehicles Owned/Leased</b>			
<b>No. Cars HHL D Own-New</b>			
1:Owned	37513	39.8	139
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<b>No. Cars HHL D Owns</b>			
1:Owned	47992	50.9	118
<b>No. Cars HHL D Owns-Used</b>			
1:Owned	34892	37.0	133
<b>No. Vehicles HHL D Leases</b>			
1:Lease	8589	9.1	194
<b>No. Vehicles HHL D Own-New</b>			
1:New	41395	43.9	132
2:New	27215	28.8	123
<b>No. Vehicles HHL D Own-Used</b>			
1:Used	39306	41.7	130
<b>No. Vehicles HHL D Owns</b>			
2:Own	50591	53.6	124
<b>Auto:Ownership/Purchase</b>			
<b>Amount HHL D Plans to Pay New Vehicle Nxt/Yr</b>			
\$15,000 - \$19,999	1354	1.4	117
\$25,000 - \$29,999	3958	4.2	168
\$30,000 - \$34,999	4017	4.3	269
\$35,000 - \$44,999	2909	3.1	620
\$45,000 or more	619	0.7	350
<b>Amount HHL D Plans to Pay Used Vehicle Nxt/Yr</b>			
\$10,000 - \$14,999	2702	2.9	242
\$15,000 - \$19,999	2791	3.0	250
\$20,000 - \$24,999	5129	5.4	450
\$25,000 - \$29,999	975	1.0	167
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<b>Deair/Wbsite HHL D May Shp to Buy/Ls New/Usd Veh</b>			
Arlington Toyota	14244	15.1	140
AutoNation.com	5515	5.8	242
CarMax	11247	11.9	121
CarMax.com	13458	14.3	129
Caruso Chrysler/Jeep	5141	5.4	415
Claude Nolan Cadillac	6984	7.4	206
Coggin Chevrolet at the Avenues	5175	5.5	183
Coggin Toyota at the Avenues	7706	8.2	146
Duvall Acura	7517	8.0	286
Duvall Ford	7737	8.2	132
Frank Griffin Chrysler/Jeep	6621	7.0	350
Honda of the Avenues	8894	9.4	241
Jacksonville Chrysler/Jeep/Dodge	10227	10.8	270
Mike Davidson Ford	4286	4.5	122
Mike Shad Chrysler/Jeep at Cassat	5181	5.5	290
Mike Shad Ford at the Avenues	6757	7.2	212
Mike Shad Nissan of Jacksonville	5102	5.4	159
Nimnicht Cadillac/Saab	5939	6.3	166
North Florida Lincoln/Mercury	3718	3.9	144
Westside Toyota	7851	8.3	173
Other Coggin dealership	4200	4.5	155
Other dealership	34617	36.7	154
Other Internet site	7452	7.9	136
<b>Miles Travel 1-Way Buy/Lease Last New Vehicle</b>			
10 - 19 miles	25335	26.9	145
20 - 29 miles	15979	16.9	163
<b>Miles Travel 1-Way Buy/Lse Last Used Vehicle</b>			
10 - 19 miles	16474	17.5	120
<b>Primary Reason Usd Dealer Buy/Lse Last Usd Vhcl</b>			
Location	5581	5.9	174
Price - value	21373	22.7	134
Reputation of dealer	8464	9.0	117
Selection of makes/models	9146	9.7	126
Service	6735	7.1	173
Warranty	4092	4.3	119
<b>Primary Reason Usd Dealer Buy/Lse Lst New Vhcl</b>			
Financing through dealer	5680	6.0	113
Price - value	43838	46.5	153
Reputation of dealer	22510	23.9	121
Selection of makes/models	32492	34.4	160
Service	17842	18.9	137
Other reason	10103	10.7	137
<b>Principal Decision Mkr- Pur/Lse Last New Vhcl</b>			
Myself	35555	37.7	119
Shared equally	35262	37.4	157
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

Target Persons listener and viewer profiles in this report will differ from the audiences estimated using ratings survey data.  
 ü = Sort column

Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Vehicle Bought New/Used/Leased-Any</b>			
Any Vehicle:Bought New	71220	75.5	126
Any Vehicle:Leased	9262	9.8	172
<b>Vehicle Bought New/Used/Leased-Last</b>			
Bought New:Last Vehicle	54134	57.4	122
Leased:Last Vehicle	9262	9.8	178
<b>Vehicle HHL D Plans to Buy New Nxt/Yr</b>			
Full-size car	3391	3.6	277
Midsized car	2648	2.8	165
Pickup truck	1354	1.4	156
Sport utility vehicle	6105	6.5	186
Van or mini-van	848	0.9	150
Any New Vehicle	14730	15.6	164
<b>Vehicle HHL D Plans to Buy Used Nxt/Yr</b>			
Full-size car	975	1.0	250
Luxury vehicle (any size)	2399	2.5	192
Midsized car	8087	8.6	297
Sport utility vehicle	2530	2.7	159
Any Used Vehicle	11776	12.5	167
<b>Vehicle HHL D Plans to Lease Nxt/Yr</b>			
Compact car	177	0.2	200
<b>Vehicle HHL D plans to buy new/lease Nxt/Yr</b>			
Full-size car	3391	3.6	277
Midsized car	2648	2.8	133
Pickup truck	1354	1.4	156
Sport utility vehicle	6105	6.5	159
Van or mini-van	848	0.9	129
<b>Vehicle bought new/used/leased-Second</b>			
Bought New:Second Vehicle	43115	45.7	134
<b>Vehicle bought new/used/leased-Third</b>			
Leased:Third Vehicle	673	0.7	700
<b>Business:Purchasing Decisions</b>			
<b>Company Purchase Decision Participate in Pst/Yr</b>			
Business travel or convention arrangements	6319	6.7	186
Company gifts for customers or employees	7792	8.3	202
Company health care programs	1008	1.1	122
Computer hardware/software	16061	17.0	254
Information technology (network/Internet)	9520	10.1	266
Office equip (photocopier, fax machine, etc)	10457	11.1	247
Office furniture	7312	7.8	217
Office supplies	14294	15.2	157
Overnight delivery services	10598	11.2	311
Telephone and communication equipment	4779	5.1	170
Telephone and communication services	10189	10.8	216
Temporary personnel services	2154	2.3	121
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Employment Description Items</b>			
Self-employed	6167	6.5	114
Small business owner	4209	4.5	150
<b>Demo:Geographic</b>			
<b>County - Of Employment</b>			
Bradford, FL	851	0.9	450
Clay, FL	4939	5.2	173
Duval, FL	37126	39.4	112
Flagler, FL	542	0.6	600
Miami - Dade, FL	290	0.3	300
Middlesex, NJ	404	0.4	400
Orange, FL	742	0.8	800
<b>County - Of Residence</b>			
Clay, FL	17332	18.4	134
St. Johns, FL	17084	18.1	122
<b>County - Zip Code of Employment by County</b>			
08854 - Middlesex, NJ	404	0.4	400
32003 - Clay, FL	970	1.0	167
32043 - Clay, FL	601	0.6	120
32046 - Nassau, FL	791	0.8	400
32065 - Clay, FL	666	0.7	350
32068 - Clay, FL	1135	1.2	200
32073 - Clay, FL	1567	1.7	170
32082 - St. Johns, FL	802	0.9	113
32091 - Bradford, FL	538	0.6	600
32137 - Flagler, FL	542	0.6	600
32205 - Duval, FL	956	1.0	111
32206 - Duval, FL	940	1.0	143
32207 - Duval, FL	4607	4.9	204
32212 - Duval, FL	1166	1.2	133
32216 - Duval, FL	2254	2.4	150
32219 - Duval, FL	1256	1.3	217
32220 - Duval, FL	1021	1.1	183
32224 - Duval, FL	1008	1.1	138
32234 - Duval, FL	895	0.9	225
32250 - Duval, FL	2612	2.8	311
32256 - Duval, FL	5695	6.0	120
32257 - Duval, FL	1737	1.8	139
32258 - Duval, FL	580	0.6	150
32259 - St. Johns, FL	1031	1.1	220
32277 - Duval, FL	342	0.4	133
32802 - Orange, FL	742	0.8	800
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

Target Persons listener and viewer profiles in this report will differ from the audiences estimated using ratings survey data.  
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Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Zip code of employment</b>			
08854	404	0.4	400
32003	970	1.0	167
32043	601	0.6	120
32046	791	0.8	400
32065	666	0.7	350
32068	1135	1.2	200
32073	1567	1.7	170
32082	802	0.9	113
32091	538	0.6	600
32137	542	0.6	600
32205	956	1.0	111
32206	940	1.0	143
32207	4607	4.9	204
32212	1166	1.2	133
32216	2254	2.4	150
32219	1256	1.3	217
32220	1021	1.1	183
32224	1008	1.1	138
32234	895	0.9	225
32250	2612	2.8	311
32256	5695	6.0	120
32257	1737	1.8	139
32258	580	0.6	150
32259	1031	1.1	220
32277	342	0.4	133
32802	742	0.8	800
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

Target Persons listener and viewer profiles in this report will differ from the audiences estimated using ratings survey data.  
 ü = Sort column

Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Zip code of residence</b>			
32003	4235	4.5	265
32009	1049	1.1	275
32011	1495	1.6	146
32050	537	0.6	600
32065	1739	1.8	139
32068	5233	5.5	153
32079	166	0.2	200
32080	2665	2.8	112
32081	344	0.4	400
32082	5202	5.5	204
32095	1107	1.2	400
32201	1217	1.3	650
32207	3114	3.3	138
32210	4605	4.9	120
32225	7341	7.8	166
32233	3212	3.4	189
32247	355	0.4	400
32254	473	0.5	125
32256	3327	3.5	117
32257	3337	3.5	121
32258	2654	2.8	187
32259	4202	4.5	173
32266	692	0.7	175
32656	1204	1.3	144
<b>Demo:Household</b>			
<b>Household Income</b>			
\$100,000 - \$149,999	22601	24.0	177
\$150,000 - \$249,999	7970	8.4	171
\$250,000 or more	5414	5.7	335
\$35,000 Or More	81503	86.4	111
\$40,000 Or More	73774	78.2	113
\$50,000 Or More	66298	70.3	123
\$75,000 Or More	51920	55.0	148
\$100,000 Or More	35985	38.1	188
\$150,000 Or More	13384	14.2	212
<b>Market Value of Owned Home</b>			
\$125,000 - \$149,999	8135	8.6	119
\$350,000 - \$499,999	14299	15.2	162
\$500,000 - \$749,999	7601	8.1	184
\$750,000 - \$999,999	4134	4.4	244
\$1,000,000 - \$1,999,999	2041	2.2	157
\$2,000,000 or more	331	0.4	400
<b>No. Adults In Household</b>			
Three	18289	19.4	113
Six	1086	1.2	300
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

Target Persons listener and viewer profiles in this report will differ from the audiences estimated using ratings survey data.  
 ü = Sort column

Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHLd Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>No. Children In Household-age 17 or Under</b>			
One	11995	12.7	111
Two	14397	15.3	119
<b>No. Employed In Household</b>			
Four	3731	4.0	174
Six	1086	1.2	400
<b>No. Teenagers 12-17 Years In Hhld</b>			
One	13397	14.2	115
Two	6517	6.9	141
One Or More	19914	21.1	117
Two Or More	6517	6.9	119
<b>Own or Rent Residence</b>			
Other	1899	2.0	125
<b>Presence of Children By Age</b>			
Age 12 - 17	19914	21.1	117
<b>Time In Present Home</b>			
1 year < 2 years	7694	8.2	146
6 years < 8 years	11285	12.0	132
8 years < 10 years	8987	9.5	128
<b>Type of Dwelling</b>			
Townhouse or attached home	4096	4.3	134
<b>Demo: Personal</b>			
<b>Age of Respondent</b>			
45 - 49	14342	15.2	130
50 - 54	17972	19.1	115
60 - 64	11541	12.2	116
<b>Civilian or in service</b>			
Civilian	2279	2.4	160
In the service	1523	1.6	133
<b>Hispanic-Language Dominant</b>			
None of the above	1002	1.1	220
<b>Hispanic-Language Personally Speak In Home</b>			
English and Spanish equally	811	0.9	113
English only	1986	2.1	162
Spanish more than English	799	0.8	200
<b>Hispanic-Language Prefer to Speak</b>			
Spanish more than English	811	0.9	300
Other language	1217	1.3	433
<b>Hispanic-Language Speak Away From Home</b>			
English and Spanish equally	608	0.6	200
English only	2797	3.0	150
<b>Hispanic-Language Speak in Home Among Hispanics</b>			
Spanish	1610	1.7	113
<b>Hispanic-Race</b>			
Asian - non-hispanic	2776	2.9	223
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Hispanic-US-Length residence in United States</b>			
10 - 14 years	608	0.6	600
25 years or more	960	1.0	111
<b>Level of Education</b>			
College graduate (4 year college)	18669	19.8	156
Some post graduate (no advanced degree)	3759	4.0	143
Post graduate degree	18460	19.6	218
Some College or More	61696	65.4	113
<b>Occupation Codes-Detailed</b>			
Architecture and Engineering	2069	2.2	183
Business Operations Specialists	3323	3.5	206
Community and Social Services	895	0.9	180
Computer and Mathematical	2907	3.1	172
Construction Trades	2745	2.9	116
Education, Training, and Library	3615	3.8	131
Financial Specialists	2450	2.6	200
Healthcare Practitioners and Technical	4815	5.1	196
Legal	904	1.0	125
Management	13057	13.8	177
Military Specific	538	0.6	120
Protective Service	1331	1.4	127
<b>Occupation Summary</b>			
Management, Business and Financial Operations	18830	20.0	184
Military Specific	538	0.6	120
Professional and Related Occupations	15389	16.3	150
White collar	45589	48.3	129
<b>Race</b>			
Asian	2776	2.9	207
<b>Reason Not Employed</b>			
Retired	24323	25.8	111
<b>Specific Age/Sex Demos</b>			
Persons 45-54	32314	34.3	121
Men 45-54	18099	19.2	139
Men 55-64	13419	14.2	134
<b>Target Age/Sex Demos</b>			
Men 50+	31942	33.9	117
Men 55+	21204	22.5	111
<b>Work for military</b>			
Yes	3802	4.0	143
<b>Demo:Summaries</b>			
<b>Age summaries</b>			
Men 50 or older	31942	33.9	117
<b>Household income summaries</b>			
\$35,000 or more	81503	86.4	111
\$50,000 or more	66298	70.3	123
\$75,000 or more	51920	55.0	148
\$100,000 or more	35985	38.1	188
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Occupation summaries</b>			
White collar	45589	48.3	129
<b>Finance:Banking and Financial Services</b>			
<b>Banks HHL D uses-primary bank</b>			
Bank of America	15358	16.3	117
BB&T	464	0.5	250
First Guarantee Bank	876	0.9	450
Florida Telco Credit Union	3151	3.3	150
Navy Federal Credit Union	6441	6.8	155
Other financial institution	5061	5.4	216
<b>Banks Hhld Uses</b>			
American Enterprise Bank of Florida	1027	1.1	1100
Bank of America	24555	26.0	118
BB&T	1663	1.8	129
First Guarantee Bank	876	0.9	450
Navy Federal Credit Union	9971	10.6	131
SunTrust	7480	7.9	144
Vystar Credit Union	34210	36.3	129
Wachovia	29735	31.5	121
Any credit union	62139	65.9	121
Other credit union	18617	19.7	127
<b>Credit Cards Used Pst/3-Mo</b>			
American Express Blue	8987	9.5	173
American Express Gold	6220	6.6	200
American Express Green	5572	5.9	236
American Express Platinum	7141	7.6	177
MasterCard Gold/Platinum	23009	24.4	111
VISA Gold/Platinum	44887	47.6	126
Other major credit card	6256	6.6	127
<b>Financial Services HHL D Has/use</b>			
24-hour teller card (ATM)	63110	66.9	142
401k plan	30895	32.7	162
529 plan/college savings plan	11559	12.3	237
Auto loan	37283	39.5	148
Certificates of Deposit (CDs)	26320	27.9	155
Checking account	89930	95.3	112
Home equity loan	17188	18.2	127
Home improvement loan	5291	5.6	170
Home mortgage	36653	38.9	122
IRA (Individual Retirement Account)	45757	48.5	232
Money market account	32984	35.0	161
Online banking	45226	47.9	155
Online bill paying	38148	40.4	133
Personal loan	8413	8.9	144
Refinance home mortgage	5590	5.9	184
Savings account	76996	81.6	115
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Financial services HHL D has/uses at primary Bank</b>			
24-hour teller card (ATM)	47430	50.3	126
401k plan	13829	14.7	158
529 plan/college savings plan	7003	7.4	274
Auto loan	20482	21.7	148
Certificates of Deposit (CDs)	16155	17.1	128
Home equity loan	8294	8.8	117
Home improvement loan	2667	2.8	127
IRA (Individual Retirement Account)	26137	27.7	227
Money market account	20674	21.9	138
Online banking	36647	38.8	150
Online bill paying	30049	31.9	128
Personal loan	4494	4.8	133
Refinance home mortgage	3157	3.3	150
<b>Finance:Insurance</b>			
<b>Auto Insurance Provider for HHL D</b>			
Farmers Insurance Group	2082	2.2	147
Nationwide	7560	8.0	186
State Farm	25530	27.1	123
USAA	8007	8.5	127
<b>Group Insurance Company</b>			
Blue Cross & Blue Shield	34335	36.4	123
State Farm	2288	2.4	300
Other provider	11007	11.7	116
<b>Group or Individual Insurance Company</b>			
Blue Cross & Blue Shield	46027	48.8	133
State Farm	5559	5.9	184
<b>Health Insurance Type</b>			
POS (Point of Service)	3036	3.2	128
PPO (Preferred Provider Organization)	42011	44.5	118
Military health insurance (CHAMPUS/TRICARE)	15781	16.7	162
<b>Homeowners/Renters Insurance provider for hhl d</b>			
Allstate	11150	11.8	126
Farmers Insurance Group	7251	7.7	285
Nationwide	6377	6.8	145
USAA	9550	10.1	168
Other company	33252	35.2	112
<b>Individual Insurance Company</b>			
Blue Cross & Blue Shield	13760	14.6	155
State Farm	3271	3.5	140
United Healthcare	4162	4.4	138
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

Target Persons listener and viewer profiles in this report will differ from the audiences estimated using ratings survey data.  
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Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHLD Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Finance:Investments and Stocks</b>			
<b>Investments Household Has</b>			
Bonds	27137	28.8	218
Money market funds	38609	40.9	201
Mutual funds	56958	60.4	237
Second home or real estate property	31434	33.3	264
Stocks or stock options	54657	57.9	211
Any investment	89537	94.9	173
Other security or investment	40072	42.5	220
<b>Orgs-types contributed money to Pst/Yr</b>			
Arts/cultural	15470	16.4	245
Healthcare/medical	23964	25.4	160
Political	15220	16.1	181
Social care/welfare	29067	30.8	179
<b>Professional Services Used by HHLD Pst/Yr</b>			
Accountant	27733	29.4	228
Bankruptcy attorney	2433	2.6	289
Discount stockbroker	3333	3.5	175
Financial planner	94337	100.0	741
Full-service stockbroker	17989	19.1	227
Online investing/stock trading	10213	10.8	220
Personal injury attorney	4464	4.7	362
Real estate agent to buy or rent a home	7145	7.6	238
Real estate agent to sell a home	3302	3.5	140
Travel agent	13350	14.2	182
Tutoring service	2511	2.7	159
Wire transfer	8974	9.5	221
Other attorney	12166	12.9	161
<b>Food:Restaurants</b>			
<b>Fast-food restaurants used Pst/Mo</b>			
Boston Market	3929	4.2	183
Church's Chicken	3171	3.4	142
Crispers	5170	5.5	145
Dairy Queen	13632	14.5	131
Larry's Giant Subs	8435	8.9	120
McDonald's	49055	52.0	111
Panera Bread	13341	14.1	122
Qdoba	1536	1.6	320
Quizno's	8714	9.2	230
Starbucks	17932	19.0	115
Other fast food restaurant	18197	19.3	152
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

Target Persons listener and viewer profiles in this report will differ from the audiences estimated using ratings survey data.  
 ü = Sort column

Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+

Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE

Qu Pop: 94337 Qu Intab: 241

Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Fast-food restaurants used Pst/Wk</b>			
Arby's	5804	6.2	127
Church's Chicken	1307	1.4	350
Crispers	1924	2.0	400
Dairy Queen	3818	4.0	129
Firehouse Subs	4567	4.8	130
Hardee's	6537	6.9	121
Larry's Giant Subs	5114	5.4	225
McDonald's	28564	30.3	124
Qdoba	686	0.7	350
Quizno's	3262	3.5	350
Sonic	4906	5.2	121
Starbucks	9968	10.6	122
Taco Bell	12262	13.0	133
Any fast food restaurant past 7 days	72327	76.7	117
Other fast food restaurant	7250	7.7	138
<b>No. Times Eaten at Fast-Food Rstrnt Pst/Mo</b>			
2 times	15343	16.3	170
<b>No. Times Eaten at Sit-Down Restaurant Pst/Mo</b>			
4 times	17500	18.6	116
5 times	12615	13.4	141
6 - 9 times	15023	15.9	128
10 or more times	11008	11.7	139
<b>Sit-down restaurants used Pst/Mo</b>			
Beef 'O' Brady's	4332	4.6	131
Buca di Beppo	2450	2.6	236
Carrabba's Italian Grill	12735	13.5	136
Chili's	20904	22.2	143
Harry's Seafood, Bar, and Grille	5428	5.8	232
La Nopalera	10960	11.6	159
LongHorn Steakhouse	13086	13.9	128
Olive Garden	14492	15.4	117
Outback Steakhouse	13644	14.5	117
P.F. Chang's	5312	5.6	165
River City Brewing Company	3302	3.5	350
Roadhouse Grill	4300	4.6	418
Ruby Tuesday	9376	9.9	150
Ruth's Chris Steakhouse	5223	5.5	290
T.G.I. Friday's	6518	6.9	119
Other sit-down restaurant	50119	53.1	115
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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**Base Geo: SCB Jacksonville Radio Metro - Std**

**Base Demo: Persons 35+** **Qu Pop: 701127** **Qu Intab: 1533**

**Target 1: INVST:SER:FINANCIALPLANNE** **Qu Pop: 94337** **Qu Intab: 241**  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Sit-down restaurants used Pst/Wk</b>			
Carrabba's Italian Grill	1578	1.7	113
Chili's	7289	7.7	151
Harry's Seafood, Bar, and Grille	3076	3.3	330
Hooters	1494	1.6	229
La Nopalera	4021	4.3	196
LongHorn Steakhouse	5990	6.3	210
P.F. Chang's	2468	2.6	371
Shoney's	2041	2.2	200
Sonny's BBQ	6220	6.6	140
Other sit-down restaurant	18464	19.6	115
<b>Types of restaurants used Pst/Mo</b>			
Any Chinese restaurant	48019	50.9	127
Any coffee house/coffee bar	18357	19.5	143
Any Italian restaurant	37686	39.9	147
Any Mexican restaurant	33919	36.0	140
Any other Asian restaurant	16231	17.2	183
Any steakhouse	37925	40.2	156
Any upscale restaurant	28769	30.5	172
<b>Types of restaurants used Pst/Wk</b>			
Any Chinese restaurant	14629	15.5	117
Any coffee house/coffee bar	9497	10.1	144
Any Italian restaurant	14586	15.5	204
Any Mexican restaurant	13388	14.2	158
Any other Asian restaurant	5007	5.3	151
Any upscale restaurant	8875	9.4	177
<b>Health:Care/Services</b>			
<b>Assisted Living Facility Plan to Shop Nxt/Yr</b>			
Yes	5190	5.5	212
<b>HHL D Members Who Wear Glasses/Contacts</b>			
Other household member	58503	62.0	114
<b>Hospital HHL D prefers to use</b>			
Baptist Medical Center	33054	35.0	142
Mayo Clinic	10825	11.5	151
Shands Jacksonville	5089	5.4	132
<b>Hospitals HHL D Used Pst/3-Yrs</b>			
Baptist Medical Center	47458	50.3	131
Mayo Clinic	15349	16.3	181
St. Luke's Hospital	13164	14.0	151
Other hospital	9198	9.8	149
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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**Base Demo: Persons 35+** **Qu Pop: 701127** **Qu Intab: 1533**

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 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

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 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Med. Service hhd Use at Othr Facility Pst/3-Yr</b>			
Cancer/oncology	8674	9.2	192
Cardiac care	7262	7.7	145
Cosmetic surgery	2441	2.6	137
Maternity care	3026	3.2	400
Mental healthcare	3702	3.9	229
Neurology	5704	6.0	150
Nonsrgcl csmtc dntstry-whiten, veneers, etc	5370	5.7	204
Orthopedics	10066	10.7	141
Reconstructive surgery	309	0.3	150
Any other medical facility service	47164	50.0	133
Any overnight stay procedure	802	0.9	113
Other medical service	21422	22.7	141
<b>Med. Services HHL D Used at Hospital Pst/3-Yrs</b>			
Cancer/oncology	6286	6.7	126
Laser eye surgery	1620	1.7	155
LASIK eye surgery	344	0.4	133
Neurology	8871	9.4	219
Orthopedics	7827	8.3	128
Reconstructive surgery	1486	1.6	123
<b>Med. services HHL D received Pst/3-Yrs</b>			
Cancer/oncology	10627	11.3	135
Cosmetic surgery	2441	2.6	137
Maternity care	5484	5.8	142
Mental healthcare	3702	3.9	205
Neurology	11102	11.8	162
Nonsrgcl csmtc dntstry-whiten, veneers,etc	5370	5.7	204
Orthopedics	16270	17.2	142
Reconstructive surgery	1795	1.9	127
<b>Specialists Used Pst/Yr</b>			
Chiropractor	7680	8.1	147
Eye doctor (ophthalmologist)	38701	41.0	112
Eye examiner (optometrist)	33915	36.0	146
Plastic/cosmetic surgeon	3307	3.5	146
Skin doctor (dermatologist)	21130	22.4	130
Other specialist	29430	31.2	124
<b>Store Bought Glasses/Contacts for Self Pst/Yr</b>			
A doctor's office	24102	25.5	124
Costco Optical	1662	1.8	225
United Optical Outlet	902	1.0	143
<b>Media:Magazines:Monthly</b>			
<b>Florida Monthly</b>			
Cume 1-4 issues read	544	0.6	120
<b>Florida Trend</b>			
Cume 1-4 issues read	2919	3.1	517
Read past 6 months	2919	3.1	221
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHLDPst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>H Magazine</b>			
Cume 1-4 issues read	2899	3.1	129
Read past 6 months	2899	3.1	119
<b>Jacksonville Magazine</b>			
Cume 1-4 issues read	16636	17.6	178
Read past 6 months	16852	17.9	160
<b>Skirt!</b>			
Cume 1-4 issues read	7755	8.2	200
Read past 6 months	8316	8.8	187
<b>Southern Living</b>			
Cume 1-4 issues read	20344	21.6	137
Read past 6 months	20687	21.9	127
<b>Water's Edge</b>			
Cume 1-4 issues read	18731	19.9	255
Read past 6 months	19422	20.6	217
<b>Media:Newspapers:Combination Codes</b>			
<b>Sat Florida Times-Union/Sun St. Augustine Record</b>			
Average Issue Readership	48654	51.6	114
<b>Sun Florida Times-Union/Sun St. Augustine Record</b>			
Average Issue Readership	61960	65.7	112
<b>Media:Newspapers:Daily</b>			
<b>Any Daily Newspaper</b>			
5 Issue Cume	67748	71.8	112
<b>Florida Times-Union</b>			
Average Issue Readership	42836	45.4	111
5 Issue Cume	62200	65.9	115
<b>New York Times</b>			
Average Issue Readership	2740	2.9	193
5 Issue Cume	6407	6.8	189
<b>Other Daily Newspaper</b>			
Average Issue Readership	1922	2.0	167
5 Issue Cume	3962	4.2	131
<b>St. Augustine Record</b>			
5 Issue Cume	9189	9.7	116
<b>USA Today</b>			
Average Issue Readership	5560	5.9	155
5 Issue Cume	12946	13.7	140
<b>Wall Street Journal</b>			
Average Issue Readership	4485	4.8	240
5 Issue Cume	8459	9.0	209
<b>Media:Newspapers:Saturday</b>			
<b>Any Saturday Newspaper</b>			
Average Issue Readership	50794	53.8	123
4 Week Cume	61459	65.1	120
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Florida Times-Union</b>			
Average Issue Readership	47014	49.8	121
4 Week Cume	57469	60.9	119
<b>Other Saturday Newspaper</b>			
Average Issue Readership	6437	6.8	155
4 Week Cume	10591	11.2	162
<b>Media:Newspapers:Sunday</b>			
<b>Any Sunday Newspaper</b>			
Average Issue Readership	64644	68.5	115
<b>Florida Times-Union</b>			
Average Issue Readership	60320	63.9	116
<b>Gainesville Sun</b>			
Average Issue Readership	676	0.7	233
4 Week Cume	2213	2.3	209
<b>New York Times</b>			
Average Issue Readership	4031	4.3	239
4 Week Cume	6953	7.4	200
<b>Other Sunday Newspaper</b>			
Average Issue Readership	3446	3.7	231
4 Week Cume	5389	5.7	173
<b>Media:Newspapers:Weekly-Community Groups</b>			
<b>Beaches Leader (twice a week)</b>			
Cume 1-4 issues read	8607	9.1	172
Read past 6 months	10913	11.6	184
<b>Clay Today</b>			
Cume 1-4 issues read	15575	16.5	204
Read past 6 months	15752	16.7	194
<b>Creekline</b>			
Cume 1-4 issues read	3282	3.5	167
Read past 6 months	3282	3.5	140
<b>Folio Weekly</b>			
Cume 1-4 issues read	26020	27.6	123
Read past 6 months	26020	27.6	115
<b>Jacksonville Business Journal</b>			
Cume 1-4 issues read	6060	6.4	128
Read past 6 months	6060	6.4	114
<b>Ponte Vedra Recorder</b>			
Cume 1-4 issues read	4418	4.7	214
Read past 6 months	5268	5.6	193
<b>Media:Nsp/Mag:Additional Info</b>			
<b>Integrated Newspaper Audience</b>			
Florida Times-Union INA	75930	80.5	114
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Newspaper sect generally look at/read Mon-Fri</b>			
Business/finance pages/section	45224	47.9	112
Comics	46740	49.5	121
Editorial/opinion pages	43394	46.0	114
Entertainment/lifestyle pages/section	54524	57.8	113
Fashion pages/section	40433	42.9	119
Food/cooking pages/section	46199	49.0	111
Home and garden pages/section	43917	46.6	114
International/national news	48202	51.1	119
Local news section	64450	68.3	111
Movie listings and reviews	42207	44.7	117
Science and technology pages/section	38914	41.2	118
Sports pages/section	51138	54.2	118
TV or radio listings	44615	47.3	120
<b>Source of copy Daily papers</b>			
Del. to hm/off by pd sub:Florida Times-Union	33828	35.9	119
Other:Florida Times-Union	6240	6.6	132
<b>Source of copy Sunday papers</b>			
Del. to hm/off by pd sub:Florida Times-Union	45712	48.5	132
<b>Media:Quintiles</b>			
<b>Newspaper Quintile</b>			
Newspaper 2nd Quintile	30015	31.8	137
Newspaper 4th Quintile	15805	16.8	111
<b>No.Miles Traveled Quintile</b>			
Miles traveled 1st Quintile (highest)	20019	21.2	115
Miles traveled 2nd Quintile	21482	22.8	138
<b>Radio Quintile</b>			
Radio 3rd Quintile	24333	25.8	126
<b>TV Quintile</b>			
Television 3rd Quintile	22069	23.4	113
Television 4th Quintile	20699	21.9	124
<b>Political:Voting</b>			
<b>How Often Usually Vote In Local Elections</b>			
Sometimes	35509	37.6	117
<b>How Often Usually Vote In Presidential Elections</b>			
Sometimes	7201	7.6	115
<b>How Often Usually Vote In Statewide Elections</b>			
Always	58819	62.3	114
<b>Political Party Affiliation</b>			
Republican	47790	50.7	129
Independent	7245	7.7	117
Independent, but feel closer to Democrat	4703	5.0	114
<b>Products:Beverages</b>			
<b>Beer - Any Beer Drank Pst/Mo</b>			
Any beer (excluding non-alcoholic) pst 30 day	49325	52.3	124
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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Base Geo: SCB Jacksonville Radio Metro - Std

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 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Beer-Where Buy Pst/Mo</b>			
Club store (Costco, Sam's Club, etc.)	5194	5.5	128
Stadium or arena	10008	10.6	303
Convenience store	12766	13.5	138
Grocery store	37498	39.7	131
Drug store	2321	2.5	250
Liquor store	13087	13.9	131
Nightclub or bar	11353	12.0	136
Sit-down restaurant	19477	20.6	145
Other place	6822	7.2	150
<b>Bottled Water Drank Pst/Wk</b>			
Aquafina	23575	25.0	142
Dasani	14867	15.8	134
Deer Park	2289	2.4	114
Any flavored water	3953	4.2	131
Other bottled water	22577	23.9	111
<b>Bottled Water Drink Most Often</b>			
Aquafina	15473	16.4	164
Evian	421	0.4	200
<b>Domestic Light Beer Drank Pst/Mo</b>			
Bud Light	18816	19.9	144
Budweiser Select	3075	3.3	114
Busch Light	3740	4.0	200
Coors Light	6126	6.5	191
Michelob Light	7730	8.2	122
Michelob Ultra	9388	10.0	135
Miller Genuine Draft Light	2840	3.0	600
Miller Lite	18873	20.0	220
Sam Adams Light	6691	7.1	444
Any domestic light beer past 30 days	42090	44.6	145
Other light beer	2828	3.0	120
<b>Domestic Light Beer Drink Most Often</b>			
Bud Light	10331	11.0	200
Budweiser Select	847	0.9	113
Busch Light	1373	1.5	167
Coors Light	2189	2.3	121
Michelob Ultra	7093	7.5	192
Miller Lite	12369	13.1	222
Natural Lite	961	1.0	111
Sam Adams Light	2534	2.7	450
Other light beer	1730	1.8	129
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Domestic Regular Beer Drank Pst/Mo</b>			
Budweiser	15012	15.9	171
Miller Genuine Draft	2383	2.5	227
Miller High Life	6147	6.5	271
Milwaukee's Best	848	0.9	450
Rolling Rock	1892	2.0	200
Samuel Adams	8562	9.1	207
Any domestic regular beer past 30 days	31454	33.3	158
Other regular beer	7860	8.3	193
<b>Domestic Regular Beer Drink Most Often</b>			
Budweiser	5964	6.3	242
Miller High Life	6147	6.5	433
Rolling Rock	1312	1.4	350
Samuel Adams	3543	3.8	292
Other regular beer	3986	4.2	162
<b>Energy Drinks Drank Pst/Wk</b>			
Monster	2433	2.6	325
Full Throttle	2433	2.6	217
Red Bull	5247	5.6	140
RockStar	2433	2.6	520
Other energy drink	3370	3.6	180
<b>Energy Drinks Drink Most Often</b>			
Red Bull	5280	5.6	137
RockStar	1730	1.8	257
<b>Fruit Drink Other-Not 100%-Drank Pst/Wk</b>			
Arizona	5799	6.1	174
Minute Maid	4979	5.3	166
Ocean Spray	10722	11.4	178
Snapple	1802	1.9	127
Store brand	2142	2.3	135
<b>Fruit Drink Other-Not 100%-Drink Most Often</b>			
Arizona	2715	2.9	138
Mistic	929	1.0	167
Ocean Spray	7877	8.3	169
Snapple	2171	2.3	288
Store brand	2782	2.9	171
<b>Fruit Juice-100%-Drank Pst/Wk</b>			
Ocean Spray	11774	12.5	125
Store brand	12273	13.0	163
Other	11384	12.1	132
<b>Fruit Juice-100%-Drink Most Often</b>			
Minute Maid	8684	9.2	148
Store brand	7164	7.6	181
Veryfine	929	1.0	167
Other	7228	7.7	120
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Imported Beer Drank Pst/Mo</b>			
Amstel Light	6690	7.1	418
Corona	12882	13.7	188
Corona Light	6510	6.9	187
Dos Equis	1917	2.0	167
Fosters	3279	3.5	292
Heineken	7239	7.7	175
Any imported beer past 30 days	26589	28.2	152
Other imported beer	8017	8.5	139
<b>Imported Beer Drink Most Often</b>			
Corona	4258	4.5	196
Corona Light	4003	4.2	200
Dos Equis	362	0.4	400
Fosters	2929	3.1	443
Other imported beer	4186	4.4	157
<b>Liquor Drank Pst/Mo</b>			
Blended or rye whiskey	6100	6.5	361
Bourbon whiskey	9507	10.1	114
Brandy	4822	5.1	232
Cognac	4099	4.3	148
Cordial - liqueur	4749	5.0	250
Pre-mixed cocktails (with liquor)	3902	4.1	117
Rum	11506	12.2	130
Scotch whisky	6993	7.4	151
Vodka	28751	30.5	193
Any whiskey past 30 days	17882	19.0	123
Any white good past 30 days	35188	37.3	145
<b>Malt Beverages Drank Pst/Mo</b>			
Any malt altrntve-Bcrdi Slvr, Smrnff Ice,etc	961	1.0	111
Any malt liquor	3360	3.6	600
<b>Soft Drink Diet-Drank Pst/Wk</b>			
Caffeine Free Diet Coke	22054	23.4	187
Diet 7Up	3146	3.3	174
Diet Coke	34445	36.5	176
Diet Coke with Lime	6772	7.2	277
Diet Dr Pepper	11320	12.0	167
Diet Pepsi	16724	17.7	145
Diet Sierra Mist	5832	6.2	282
Fresca	4753	5.0	200
Store brand diet soft drink	9663	10.2	213
Other diet soft drink	4497	4.8	112
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Soft Drink Diet-Drink Most Often</b>			
Caffeine Free Diet Coke	13201	14.0	180
Diet 7Up	4358	4.6	288
Diet Coke	26603	28.2	222
Diet Coke with Lime	3091	3.3	300
Diet Pepsi	7805	8.3	130
Diet Sprite Zero	4083	4.3	130
Fresca	5033	5.3	408
Other diet soft drink	4117	4.4	152
<b>Soft Drink Regular-Drank Pst/Wk</b>			
7Up	6329	6.7	168
Barq's Root Beer	5877	6.2	172
Caffeine Free Coke	5276	5.6	187
Dr Pepper	15024	15.9	154
Sierra Mist	5725	6.1	133
Sprite	13341	14.1	122
Other regular soft drink	3840	4.1	164
<b>Soft Drink Regular-Drink Most Often</b>			
Caffeine Free Coke	4537	4.8	185
Caffeine Free Pepsi	2602	2.8	165
Cherry Coke	2041	2.2	116
Dr Pepper	5698	6.0	167
Mug Root Beer	1582	1.7	213
Slice	2171	2.3	256
<b>Specialty Coffee Drank Pst/Wk</b>			
Hot specialty coffee	23325	24.7	144
Iced specialty coffee	6134	6.5	120
<b>Specialty Coffee Drink Most Often</b>			
Hot specialty coffee	14576	15.5	135
<b>Sports Drinks Drank Pst/Wk</b>			
Gatorade	24572	26.0	137
<b>Sports Drinks Drink Most Often</b>			
Gatorade	17461	18.5	111
<b>Tea in Bottles/Cans Drank Pst/Wk</b>			
Store brand	5094	5.4	225
<b>Tea in Bottles/Cans Drink Most Often</b>			
Arizona	9038	9.6	152
Lipton 'Brisk'	4448	4.7	138
Store brand	1983	2.1	150
<b>Type of Alcoholic Beverage Drink Most Often</b>			
Beer	30470	32.3	140
Liquor (spirits)	11976	12.7	114
Wine	33760	35.8	176
<b>Types of Alcoholic Beverages Drink</b>			
Beer	52495	55.6	122
Liquor (spirits)	47761	50.6	128
Wine	71081	75.3	134
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

Target Persons listener and viewer profiles in this report will differ from the audiences estimated using ratings survey data.  
 ü = Sort column

Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Wine-Brands bought Pst/3-Mo</b>			
Barefoot Cellars	3006	3.2	128
Bella Sera	3163	3.4	243
Beringer	7520	8.0	163
Black Swan	1433	1.5	214
Blackstone	3157	3.3	183
Bolla	4077	4.3	287
Clos du Bois	4255	4.5	188
Columbia Crest	2896	3.1	239
Concha Y Toro	3000	3.2	400
Corbett Canyon	2915	3.1	310
Ecco Domani	2016	2.1	191
Fetzer	3886	4.1	228
Gallo Family Twin Valley	3720	3.9	244
Glen Ellen	3091	3.3	300
Kendall-Jackson	10277	10.9	206
Lindemans	3016	3.2	178
Mirassou	1689	1.8	360
Red Bicyclette	465	0.5	167
Redwood Creek	933	1.0	200
Robert Mondavi	7401	7.8	177
Smoking Loon	3379	3.6	157
Sutter Home	11977	12.7	165
Turning Leaf	6647	7.0	250
Woodbridge	6349	6.7	160
Yellow Tail	15166	16.1	177
Other brand	33636	35.7	180
<b>Wine-How Often Usually Drink</b>			
1 to 2 times a week	15782	16.7	190
3 or more times a week	16549	17.5	152
Less than once a month	21071	22.3	114
Once a month	6259	6.6	147
<b>Wine-Types bought Pst/3-Mo</b>			
Brut	2405	2.5	192
Brut Extra Dry	710	0.8	133
Cabernet Sauvignon	14053	14.9	159
Chardonnay	16583	17.6	129
Merlot	24895	26.4	182
Pinot Grigio/Pinot Gris	13910	14.7	160
Pinot Noir	11108	11.8	169
Red Zinfandel	7024	7.4	200
Riesling	7922	8.4	138
Sauvignon/Fume Blanc	3117	3.3	165
Shiraz/Syrah	11392	12.1	233
White Zinfandel	13003	13.8	128
Any red wine	40656	43.1	159
Any white wine	27382	29.0	122
Other red wine	10850	11.5	155
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Wine-Types drink most often</b>			
Brut Extra Dry	350	0.4	200
Cabernet Sauvignon	6599	7.0	127
Merlot	11852	12.6	194
Pinot Grigio/Pinot Gris	3857	4.1	164
Pinot Noir	5426	5.8	276
Red Zinfandel	3328	3.5	184
Rosé	3761	4.0	400
Sauvignon/Fume Blanc	1848	2.0	182
Shiraz/Syrah	2767	2.9	223
Spumante	4907	5.2	193
Other blush wine	1261	1.3	163
Other champagne/sparkling wine	961	1.0	143
Other red wine	7908	8.4	233
<b>Wine-Usual Price Range for Bottle bought @ Store</b>			
Less than \$5	3337	3.5	292
\$5 - \$9	18059	19.1	111
\$10 - \$14	31912	33.8	146
\$15 - \$19	6028	6.4	133
\$20 or more	4944	5.2	217
<b>Wine-Where Buy Pst/Mo</b>			
Club store (Costco, Sam's Club, etc.)	5747	6.1	130
Grocery store	33990	36.0	143
Nightclub or bar	3846	4.1	171
Sit-down restaurant	27094	28.7	250
Other place	9541	10.1	206
<b>Products:Food Products</b>			
<b>Food Products HHL D Used Pst/Mo</b>			
Decaffeinated coffee	22380	23.7	141
Energy bars/nutrition bars	23944	25.4	123
Frozen dinners/meals	46418	49.2	114
Ice cream, frozen juice bars, frozen yogurt	70560	74.8	112
Packaged cookies	55018	58.3	117
Pretzels, chips, popcorn	71546	75.8	112
Ready-to-eat cereal	71557	75.9	117
Regular coffee	70422	74.6	116
Salsa	38084	40.4	124
Tortillas	37778	40.0	151
Yogurt (not frozen)	48636	51.6	123
Any organic food	17647	18.7	143
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Products:Hhld Expenditures</b>			
<b>Apparel Items-Amount Spent Pst/Yr</b>			
Sports equipment:\$100 - \$499	12640	13.4	197
Sports equipment:\$500 or more	4639	4.9	223
Athletic shoes:\$100 - \$499	12105	12.8	136
Athletic shoes:\$500 or more	2433	2.6	371
Children's clothing:Under \$100	12136	12.9	136
Cosmetics,perfumes,skin care itms:\$100- \$499	17069	18.1	115
Cosmetics, perfumes, or skin care items:\$500+	2197	2.3	177
Costume jewelry:Under \$100	18395	19.5	118
Costume jewelry:\$100 - \$499	3481	3.7	128
Fine jewelry:Under \$100	4560	4.8	218
Fine jewelry:\$500 or more	14704	15.6	208
Infants' clothing:Under \$100	12034	12.8	160
Men's business clothing:\$100 - \$499	8289	8.8	124
Men's business clothing:\$500 or more	6249	6.6	314
Men's casual clothing:\$100 - \$499	25473	27.0	127
Men's casual clothing:\$500 or more	3632	3.9	186
Men's shoes:\$100 - \$499	12645	13.4	138
Men's shoes:\$500 or more	3070	3.3	550
Women's business clothing:\$500 or more	7025	7.4	336
Women's casual clothing:\$500 or more	5443	5.8	132
Women's shoes:\$500 or more	5712	6.1	469
Other athletic clothing:\$100 - \$499	8767	9.3	176
<b>Apparel Items-Bought Pst/Yr</b>			
Athletic shoes	38568	40.9	111
Costume jewelry	21876	23.2	120
Fine jewelry	28115	29.8	148
Infants' clothing	15042	15.9	135
Men's business clothing	17303	18.3	140
Men's shoes	30558	32.4	115
Sports equipment	22038	23.4	137
Women's business clothing	15010	15.9	119
Women's shoes	43216	45.8	119
Other athletic clothing	18917	20.1	113
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>HHL D Items-Amount Spent Pst/Yr</b>			
Camera or accessories:Under \$250	13363	14.2	115
Camera or accessories:\$250 - \$499	8645	9.2	128
Camera or accessories:\$500 - \$999	2931	3.1	239
Carpeting or floor covering:Under \$250	5155	5.5	117
Carpeting or floor covering:\$250 - \$499	3471	3.7	116
Carpeting or floor covering:\$3,000 or more	6671	7.1	148
Draperies, blinds, window treatments:< \$250	10349	11.0	126
Draperies,blinds,window treatments:\$500-\$999	5503	5.8	200
Draperies, blinds, window treatments:\$3K +	3658	3.9	355
Furniture:Under \$250	6903	7.3	270
Furniture:\$250 - \$499	4513	4.8	171
Furniture:\$3,000 or more	12549	13.3	283
Hdwr,building,paint,lawn,garden itms:\$250-499	27984	29.7	135
Hdwr,building,paint,lawn,garden itms:\$500-999	17759	18.8	145
Hdwr,building,paint,lawn,garden itms:\$1K-2999	9012	9.6	185
Mattress:Under \$250	2624	2.8	122
Mattress:\$250 - \$499	6704	7.1	182
Mattress:\$500 - \$999	5562	5.9	174
Mattress:\$1,000 - \$2,999	4711	5.0	147
Stereo equipment/home music system:Under \$250	7430	7.9	146
Stereo equipment/home music system:\$250 - \$499	2655	2.8	112
Stereo equipment/home music syst:\$1K - \$2,999	2588	2.7	208
Television:Under \$250	7548	8.0	182
Television:\$500 - \$999	9450	10.0	152
Television:\$1,000 - \$2,999	11736	12.4	133
Television:\$3,000 or more	3086	3.3	206
<b>HHL D Items-Bought Pst/Yr</b>			
Camera or accessories	25576	27.1	124
Draperies, blinds, other window treatments	21156	22.4	131
Furniture	33855	35.9	144
Hardware, building, paint, lawn, garden items	88964	94.3	117
Mattress	19601	20.8	151
Stereo equipment/home music system	14554	15.4	132
Television	35500	37.6	144
<b>HHL D Items-Services Plan to Buy Nxt/Yr</b>			
Digital camera	5865	6.2	119
Furniture	20660	21.9	162
Home security system	2318	2.5	156
Office in the home	1416	1.5	136
PDA (BlackBerry, Smartphone, Treo, etc.)	1916	2.0	125
Primary house or condo -- new construction	1056	1.1	122
Prmry house or condo -- existing construction	1056	1.1	122
Satellite radio subscription (Sirius, XM)	975	1.0	125
Satellite TV subscription	1096	1.2	171
Second home	1312	1.4	233
Wireless/cellular svc for other hhl d member	3681	3.9	186
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Items/Services HHL D currently has</b>			
Digital camera	67275	71.3	122
Digital Video Recorder (TiVo, etc.)	36827	39.0	112
High Definition Television (HDTV)	53240	56.4	141
Home security system	44357	47.0	132
MP3 player (iPod, Zune, etc.)	37889	40.2	128
Office in the home	23856	25.3	135
PDA (BlackBerry, Smartphone, Treo, etc.)	17170	18.2	170
Pest control service	46595	49.4	140
Pool or spa	24025	25.5	158
Power boat	11859	12.6	178
Prmry house or condo -- existing construction	64186	68.0	121
RV (motor home)	3094	3.3	144
Sail boat	1426	1.5	250
Second home	16744	17.7	253
Video game system	33800	35.8	122
<b>Products:Home Improvements</b>			
<b>Amount Spent on Type Home Improvements Pst/Yr</b>			
Landscaping:\$500 - \$999	8320	8.8	133
Landscaping:\$1,000 - \$2,999	5321	5.6	295
Landscaping:\$3,000 - \$4,999	2232	2.4	800
Landscaping:\$5,000 - \$7,499	1216	1.3	650
Remodeling:\$500 - \$999	5211	5.5	112
Remodeling:\$3,000 - \$4,999	3965	4.2	233
Remodeling:\$7,500 - \$9,999	6031	6.4	377
Remodeling:\$10,000 or more	8511	9.0	196
Total spent on home improvements:\$1K - \$2999	13201	14.0	126
Total spnt on all hm imprvmnts:\$3,000-\$4,999	14337	15.2	238
Total spnt on all hm imprvmnts:\$7,500-\$9,999	5532	5.9	236
Totl spnt on all hm imprvmnts:\$10,000 or more	15841	16.8	141
Any major addition:\$1,000 - \$2,999	2433	2.6	137
Any major addition:\$10,000 or more	5160	5.5	141
Any major addition:\$3,000 - \$4,999	6318	6.7	447
Any major addition:\$500 - \$999	2754	2.9	126
<b>Home Improvements Pst/Yr</b>			
Carpeting or floor covering	12367	13.1	111
Exterior paint	14871	15.8	140
Installed home security system	8052	8.5	174
Installed pool or spa	6243	6.6	244
Landscaping	32859	34.8	135
Remodeled bathroom	18086	19.2	134
Remodeled kitchen	15590	16.5	134
Replaced roof or major repair to roof	12933	13.7	196
Replaced windows	6664	7.1	173
Siding	9392	10.0	238
Other home improvement	19793	21.0	122
Other remodeling	20822	22.1	146
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Products:Internet Use/Home PC</b>			
<b>Hardware/software bought Pst/Yr</b>			
Best Buy	20168	21.4	135
By mail order	5657	6.0	188
Circuit City	6727	7.1	129
Dell	7557	8.0	127
Gateway.com	1199	1.3	433
Office Depot	10182	10.8	148
OfficeMax	5556	5.9	219
RadioShack	5707	6.0	214
Wal-Mart	19121	20.3	157
Any hardware/software bought	49914	52.9	124
Other store	9280	9.8	126
<b>Hardware/software shop Pst/Yr</b>			
Best Buy	28123	29.8	137
By mail order	6017	6.4	168
Circuit City	13838	14.7	120
CompUSA	8103	8.6	118
Dell	14545	15.4	164
Gateway.com	2255	2.4	200
Office Depot	19804	21.0	175
OfficeMax	8904	9.4	177
RadioShack	7738	8.2	152
Staples	9350	9.9	157
Wal-Mart	21315	22.6	135
Any hardware/software shopped	53002	56.2	114
Other store	14301	15.2	152
<b>Internet Connect Type HHL D Uses</b>			
Other connection	7347	7.8	135
<b>Internet Connection Changes Plan Nxt/Yr</b>			
Cable modem	3279	3.5	292
Dial-up	938	1.0	125
<b>Internet Items Bought Pst/Yr</b>			
Airline tickets	35959	38.1	203
Books	21661	23.0	152
CDs, tapes, or other music	10108	10.7	145
Computer hardware/software	12321	13.1	166
Consumer electronics	6004	6.4	139
Cultural event tickets	5945	6.3	150
Flowers	8437	8.9	127
Movie tickets	8673	9.2	204
Office supplies	6787	7.2	139
Sports logo apparel	8042	8.5	213
Toys or games	7483	7.9	165
Vehicle (car, truck, SUV, etc.)	3505	3.7	116
Any Internet purchase past 12 months	54978	58.3	120
Other travel reservations (hotels, auto, etc)	18256	19.4	115
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHLDPst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Internet Items Shop for Pst/Yr</b>			
Airline tickets	40682	43.1	183
Books	26424	28.0	145
CDs, tapes, or other music	12660	13.4	146
Computer hardware/software	16994	18.0	154
Consumer electronics	11419	12.1	130
Cultural event tickets	8022	8.5	131
Flowers	11652	12.4	155
Movie tickets	14939	15.8	168
Office supplies	10912	11.6	143
Sports logo apparel	10747	11.4	168
Toys or games	10618	11.3	164
Other travel reservations(hotels, auto, etc)	24532	26.0	125
<b>Internet Place Accessed Pst/Mo</b>			
Work	41283	43.8	127
Other place	7326	7.8	190
<b>Internet Purchase Made-Amount Spent Pst/Yr</b>			
\$250 - \$499	11740	12.4	123
\$500 - \$999	10077	10.7	112
\$1,000 - \$2,499	16413	17.4	185
\$2,500 or more	5584	5.9	123
<b>Internet Service Provider you use</b>			
AOL (dial-up)	6832	7.2	153
AOL over Broadband	6093	6.5	128
AT&T dial-up/AT&T DSL/BellSouth	33676	35.7	111
AT&T DSL	24953	26.5	135
MSN	2925	3.1	119
Verizon DSL/FIOS	1170	1.2	400
Other ISP	12747	13.5	136
<b>Internet Site Visit Pst/Mo</b>			
ABCNews.com	6496	6.9	130
Amazon	19084	20.2	145
AOL CityGuide	1106	1.2	171
CBSNews.com	10060	10.7	160
CNN.com	12235	13.0	153
Discovery.com	3245	3.4	148
FOXNews.com	12862	13.6	113
FOXSports.com	5502	5.8	112
Major League Baseball (MLB.com)	3777	4.0	154
MapQuest	36687	38.9	122
MSN	12258	13.0	122
National Football League (NFL.com)	6806	7.2	120
Netscape	3590	3.8	224
Weather.com	25821	27.4	137
<b>Internet Time Spent In an Average Week</b>			
5 - 9 hours	18355	19.5	111
10 - 19 hours	16053	17.0	147
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Ways Used Internet Pst/Mo</b>			
Blogs (read or contributed to)	7083	7.5	129
Download coupons	13886	14.7	127
Download video games	1906	2.0	111
Download/listen to other audio clips	6971	7.4	125
Financial information/services	23405	24.8	144
Instant messages	10131	10.7	112
Internet yellow pages	23410	24.8	122
Movie listings	18244	19.3	135
News	34360	36.4	115
Pay bills	37653	39.9	114
Sports scores/updates	17424	18.5	121
Travel reservations-airline/hotel/car rental	29619	31.4	146
<b>Products:Phones/Services</b>			
<b>Calling Options HHL D Use Pst/Yr</b>			
Calling card -- long distance provider	11176	11.8	219
<b>Local Phone-HHL D Amount of Bill Lst/Mo</b>			
Less than \$15	9286	9.8	138
\$25 - \$39	41371	43.9	115
\$60 - \$99	15424	16.3	128
<b>Long Distance-Amount Spent</b>			
\$15 - \$24	18271	19.4	172
\$40 - \$59	15147	16.1	119
\$60 - \$99	12942	13.7	137
<b>Long Distance-Carrier</b>			
AT&T	63344	67.1	113
MCI	2376	2.5	179
Sprint	11101	11.8	347
Other	8394	8.9	117
<b>Products:Wireless/Cell</b>			
<b>Amount of Bill Lst/Mo</b>			
\$30 - \$49	19887	21.1	127
\$100 - \$149	21242	22.5	155
<b>Carrier Currently Use</b>			
Sprint PCS	15087	16.0	174
Nextel	6902	7.3	112
AT&T	34956	37.1	111
Virgin Mobile	2469	2.6	173
<b>Carrier Plan to Switch Nxt/Yr</b>			
Yes	14493	15.4	193
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Features Currently Use</b>			
Camera/picture taking	37201	39.4	111
Download ring tones	24505	26.0	126
Download screensavers	10807	11.5	116
Download video games	8058	8.5	129
Picture messaging	14855	15.7	114
Push to Talk - 2 way	12253	13.0	118
Other Internet features	7346	7.8	122
<b>Retail:Audio/Video stores</b>			
<b>Audio/video store bought Pst/Yr</b>			
Best Buy	27111	28.7	158
BJ's Wholesale Club	2600	2.8	187
Circuit City	12627	13.4	147
Costco	1894	2.0	118
Kmart	7422	7.9	219
RadioShack	5511	5.8	138
Sam's Club	9534	10.1	174
Target	11705	12.4	136
Wal-Mart	25972	27.5	132
Any audio/video store bought	65222	69.1	130
Other store	13592	14.4	120
<b>Audio/video store shop Pst/Yr</b>			
Best Buy	35444	37.6	143
BJ's Wholesale Club	5652	6.0	158
Circuit City	18564	19.7	121
Kmart	9475	10.0	161
RadioShack	6564	7.0	111
Sam's Club	11408	12.1	120
Sears	7614	8.1	133
Target	19073	20.2	139
Wal-Mart	31579	33.5	120
Any audio/video store shopped	67618	71.7	122
Other store	18419	19.5	117
<b>Retail:Carpet/Floor-cover stores</b>			
<b>Carpet store bought Pst/Yr</b>			
The Home Depot	12882	13.7	165
<b>Carpet store shop Pst/Yr</b>			
The Home Depot	21136	22.4	143
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

Target Persons listener and viewer profiles in this report will differ from the audiences estimated using ratings survey data.  
 ü = Sort column

Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Retail:Clothing Stores</b>			
<b>Clothing store bought Pst/3-Mo</b>			
Abercrombie & Fitch	2413	2.6	113
Anthropologie	1895	2.0	286
Brooks Brothers	1930	2.0	286
Chico's	4432	4.7	294
Dick's Sporting Goods	13525	14.3	174
Express for Men	673	0.7	233
Gap Kids	5158	5.5	177
Kohl's	25547	27.1	174
Lands' End	3082	3.3	183
Old Navy	14676	15.6	195
Sears	11848	12.6	126
Stein Mart	13466	14.3	122
Target	37095	39.3	134
The Gap	6268	6.6	157
TJ Maxx	4627	4.9	126
Victoria's Secret	9487	10.1	177
Other store	17280	18.3	123
<b>Clothing store shop Pst/3-Mo</b>			
Abercrombie & Fitch	5221	5.5	177
Anthropologie	3469	3.7	264
Belk	29106	30.9	132
Brooks Brothers	1930	2.0	250
Chico's	9127	9.7	303
Dick's Sporting Goods	19870	21.1	166
Dillard's	26136	27.7	123
Express for Men	673	0.7	175
Gap Kids	5892	6.2	144
Kohl's	29918	31.7	171
Lands' End	4480	4.7	188
Old Navy	20266	21.5	181
Sears	14314	15.2	115
Stein Mart	16708	17.7	116
Target	45259	48.0	132
The Gap	10223	10.8	164
The Limited	2641	2.8	200
TJ Maxx	6003	6.4	114
Victoria's Secret	11819	12.5	149
Other store	21601	22.9	136
Did not shop for clothing	18685	19.8	129
<b>Retail:Coupon Use</b>			
<b>Coupons-Frequency of use for grocery</b>			
More than once a week	20169	21.4	145
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Coupons-Frequency of use other Products/services</b>			
More than once a week	7234	7.7	138
Once a week	8046	8.5	135
Less than once a month	16535	17.5	119
<b>How HHL D usually obtain 'Cents-Off' coupons</b>			
E-mail or text messages	9786	10.4	139
In-store circulars	29767	31.6	130
Internet sites	10207	10.8	137
Magazines	33270	35.3	152
Mail	48401	51.3	140
Preferred customer card/loyalty card	28726	30.5	118
Product packages	32587	34.5	168
<b>Retail:Department Stores &amp; Major Stores</b>			
<b>Dept. Store bought Pst/Mo</b>			
Belk	15640	16.6	112
Best Buy	14817	15.7	178
Circuit City	4861	5.2	193
JCPenney	20785	22.0	111
Kmart	22647	24.0	113
Kohl's	13353	14.2	132
Lowe's	27377	29.0	127
Sears	9243	9.8	126
Stein Mart	9496	10.1	138
Target	33675	35.7	113
Other major store	9137	9.7	117
<b>Dept. store Shop Pst/3-Mo</b>			
Belk	35217	37.3	125
Best Buy	31396	33.3	133
Big Lots	29613	31.4	118
BJ's Wholesale Club	15918	16.9	113
Circuit City	20792	22.0	139
Dillard's	30527	32.4	119
HomeGoods	4396	4.7	174
Kohl's	33833	35.9	145
Sears	26116	27.7	114
Stein Mart	24337	25.8	123
Target	64601	68.5	125
The Home Depot	65086	69.0	113
TJ Maxx	9836	10.4	112
Other major store	19910	21.1	159
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Dept. store Shop Pst/Mo</b>			
Best Buy	20314	21.5	158
Circuit City	10359	11.0	155
HomeGoods	2038	2.2	169
Kohl's	22877	24.3	162
Lowe's	31399	33.3	116
Sears	14093	14.9	114
Stein Mart	11093	11.8	122
Target	43644	46.3	114
TJ Maxx	6310	6.7	137
Other major store	13730	14.6	149
<b>Dept. store shop Pst/3-Mo not P30D</b>			
Bealls	19034	20.2	114
Belk	17552	18.6	171
Big Lots	16730	17.7	164
BJ's Wholesale Club	8503	9.0	250
Circuit City	10433	11.1	126
Dillard's	19956	21.2	175
Dollar General	12924	13.7	136
Dollar Tree	13344	14.1	179
Family Dollar	8853	9.4	118
HomeGoods	2358	2.5	179
Kohl's	10956	11.6	118
Marshalls	6690	7.1	142
Ross Dress For Less	5966	6.3	158
Sam's Club	11072	11.7	130
Sears	12023	12.7	113
Stein Mart	13244	14.0	124
Target	20957	22.2	155
The Home Depot	22388	23.7	145
Other major store	6180	6.6	189
<b>Retail:Drug Stores</b>			
<b>Drug store Bought Non-RX/hlth/beauty Pst/Mo</b>			
CVS	32471	34.4	132
Publix	25624	27.2	137
Target	21886	23.2	128
Walgreens	40073	42.5	123
Other drug store	1375	1.5	167
Other store	4410	4.7	138
<b>Drug store Bought Prescription Drugs Pst/Mo</b>			
By mail order	21548	22.8	131
CVS	25822	27.4	131
Kmart	2643	2.8	140
Publix	11659	12.4	112
Target	5116	5.4	113
Walgreens	39275	41.6	120
Winn-Dixie	13815	14.6	126
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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**Base Geo: SCB Jacksonville Radio Metro - Std**

**Base Demo: Persons 35+** **Qu Pop: 701127** **Qu Intab: 1533**

**Target 1: INVST:SER:FINANCIALPLANNE** **Qu Pop: 94337** **Qu Intab: 241**  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Drug store Bought RX/non-RX/hlth/bty item Pst/Mo</b>			
By mail order	21714	23.0	120
CVS	39296	41.7	117
Publix	30642	32.5	122
Target	25504	27.0	135
Walgreens	57044	60.5	120
<b>Reason Bought Medication Pst/Yr</b>			
Impotence/erectile dysfunction (ED)	2800	3.0	130
<b>Retail:Furn/Mattress stores</b>			
<b>Furniture/mattress store bought Pst/Yr</b>			
Ashley Furniture Homestore	4540	4.8	126
Beds for Less	2807	3.0	300
Ethan Allen Galleries	2517	2.7	208
Havertys	6334	6.7	191
JCPenney	7229	7.7	122
Mattress Firm	4461	4.7	138
Norwalk	307	0.3	300
Pier 1 imports	5325	5.6	156
Rooms To Go	11217	11.9	189
Select Comfort	328	0.3	150
Woodchucks Furniture & Clock Gallery	1768	1.9	119
Any furniture/mattress store bought	42254	44.8	137
Other store	15871	16.8	142
<b>Furniture/mattress store shop Pst/Yr</b>			
Ashley Furniture Homestore	11363	12.0	128
Beds for Less	2807	3.0	177
Ethan Allen Galleries	6571	7.0	292
Havertys	14319	15.2	190
La-Z-Boy Gallery	7601	8.1	150
Mattress Firm	6597	7.0	137
Norwalk	307	0.3	300
Rooms To Go	14304	15.2	141
Woodchucks Furniture & Clock Gallery	5080	5.4	164
Any furniture/mattress store shopped	52687	55.8	114
Other store	22499	23.8	129
<b>Retail:Grocery Stores</b>			
<b>Convenience Store HHL D Shop Pst/Wk</b>			
Kangaroo	25232	26.7	144
Any convenience store	54860	58.2	122
Other convenience store	18280	19.4	181
<b>Convenience store HHL D shop most often</b>			
Other convenience store	9818	10.4	135
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Grocery-HHL D Amount Spent Pst/Wk</b>			
\$30 - \$49	7959	8.4	131
\$125 - \$149	17712	18.8	124
\$150 - \$199	22026	23.3	153
\$125 Or More	50453	53.5	116
\$150 Or More	32741	34.7	112
<b>Grocery-Shop Pst/Wk</b>			
BJ's Wholesale Club	12368	13.1	131
Food Lion	23019	24.4	124
Military commissary	10167	10.8	144
Publix	78136	82.8	122
Rowe's Supermarket	5539	5.9	421
Sam's Club	15854	16.8	111
SuperTarget	18470	19.6	174
The Fresh Market	10553	11.2	187
Did not shop	902	1.0	111
<b>Grocery-Where Buy Most Groceries</b>			
Harris Teeter	1000	1.1	367
Military commissary	8758	9.3	160
Publix	42764	45.3	123
Sam's Club	2903	3.1	141
The Fresh Market	4940	5.2	520
Did not buy	902	1.0	111
<b>Retail:Hardware/Paint/Garden stores</b>			
<b>Hardware/paint/lawn/garden store bought Pst/Yr</b>			
Ace Hardware	44469	47.1	155
Kmart	9134	9.7	126
Lowe's	50972	54.0	130
Sears	13096	13.9	224
Sherwin-Williams	8822	9.4	235
Target	15234	16.1	115
The Home Depot	69241	73.4	130
Any hardware/paint/lawn/garden store bought	88964	94.3	117
<b>Hardware/paint/lawn/garden store shop Pst/Yr</b>			
Ace Hardware	47874	50.7	154
Kmart	11876	12.6	140
Lowe's	52440	55.6	122
Sears	15702	16.6	189
Sherwin-Williams	9495	10.1	215
Target	20067	21.3	126
The Home Depot	70379	74.6	125
True Value	2580	2.7	225
Any hardware/paint/lawn/garden store shopped	89127	94.5	112
Other store	11490	12.2	113
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Retail:Large Appliance stores</b>			
<b>Large appliance store bought Pst/Yr</b>			
Best Buy	4858	5.1	159
Sears	9391	10.0	133
The Home Depot	14434	15.3	201
Any large appliance store bought	32187	34.1	142
Other store	4759	5.0	147
<b>Large appliance store shop Pst/Yr</b>			
Lowe's	12703	13.5	114
Sears	14925	15.8	130
The Home Depot	16744	17.7	139
Any large appliance store shopped	33676	35.7	121
Other store	6769	7.2	141
<b>Retail:Other Sources</b>			
<b>Items Bought - Result Mail Advertising Pst/Yr</b>			
Apparel (men's, women's, or children's)	21770	23.1	149
Automotive service (tires, oil change, etc.)	12191	12.9	121
CDs, DVDs, or tapes	11691	12.4	148
Computer hardware/software	6269	6.6	116
Cosmetics, perfumes, or skin care items	10820	11.5	153
Furniture	6396	6.8	158
Groceries	31006	32.9	121
Mattress	3921	4.2	183
<b>No. Times Bought From Other Mail Ads Pst/Yr</b>			
None	77872	82.5	111
<b>No. times bought from mail-order catalog Pst/Yr</b>			
1 time	10292	10.9	130
2 times	14601	15.5	138
<b>Retail:Shopping Centers &amp; Malls</b>			
<b>Malls Shop Pst/3-Mo</b>			
Centre Street (Fernandina Beach)	4897	5.2	118
Cobblestone Village	10529	11.2	123
Jacksonville Landing	13703	14.5	131
Prme Outlts St. Augstn (Blz Fctry Outlt Wrld)	35621	37.8	139
Regency Court	10629	11.3	112
Regency Plaza	7725	8.2	121
San Marco area	7906	8.4	125
South Beach Regional Shopping Center	6407	6.8	206
St. Johns Town Center	50000	53.0	139
The Avenues	47915	50.8	120
The Shoppes of Avondale	4376	4.6	200
Westland Park Plaza	2332	2.5	192
Other shopping center or area	28020	29.7	139
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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**Base Geo: SCB Jacksonville Radio Metro - Std**

**Base Demo: Persons 35+** **Qu Pop: 701127** **Qu Intab: 1533**

**Target 1: INVST:SER:FINANCIALPLANNE** **Qu Pop: 94337** **Qu Intab: 241**  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Malls Shop Pst/3-Mo Not P30D</b>			
Centre Street (Fernandina Beach)	2792	3.0	150
Cobblestone Village	5340	5.7	211
Jacksonville Landing	6535	6.9	117
Prme Outlts St. Augstn (Blz Fctry Outlt Wrld)	25939	27.5	150
San Marco area	4794	5.1	134
South Beach Regional Shopping Center	1614	1.7	113
St. Johns Town Center	31062	32.9	170
The Avenues	31794	33.7	131
The Shoppes of Avondale	1797	1.9	173
Other shopping center or area	8944	9.5	120
Other St. Augustine shopping center or area	6383	6.8	112
<b>Malls Shop Pst/Mo</b>			
Jacksonville Landing	7168	7.6	146
Prme Outlts St. Augstn (Blz Fctry Outlt Wrld)	9682	10.3	117
Regency Court	6790	7.2	131
Regency Plaza	5283	5.6	127
River City Marketplace	11071	11.7	135
San Marco area	3112	3.3	114
South Beach Regional Shopping Center	4793	5.1	283
The Shoppes of Avondale	2579	2.7	225
Westland Park Plaza	2332	2.5	313
Other shopping center or area	19076	20.2	150
<b>Malls shop Pst/wk</b>			
Jacksonville Landing	2165	2.3	121
River City Marketplace	5997	6.4	146
Roosevelt Square	5753	6.1	125
San Marco area	2638	2.8	215
South Beach Regional Shopping Center	2102	2.2	367
St. Johns Town Center	12413	13.2	159
The Shoppes of Avondale	686	0.7	140
Regency Square Mall	9187	9.7	131
Any General Growth Mall	9187	9.7	131
Other shopping center or area	11525	12.2	139
<b>Retail:Specialty Stores</b>			
<b>Bookstore shop-used srvc Pst/3-Mo</b>			
Amazon.com	21510	22.8	207
B. Dalton	3032	3.2	291
Barnes & Noble	25961	27.5	156
BarnesandNoble.com	8118	8.6	287
Books-A-Million	23171	24.6	170
Borders	7780	8.2	249
Target	29893	31.7	126
Any bookstore	60659	64.3	112
Other bookstore	9354	9.9	144
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Bookstore shop-used srvc Pst/Yr</b>			
Amazon.com	22333	23.7	158
B. Dalton	5655	6.0	261
Barnes & Noble	41840	44.4	150
BarnesandNoble.com	13409	14.2	245
Books-A-Million	36548	38.7	146
Borders	13242	14.0	241
Target	38219	40.5	122
Other bookstore	13093	13.9	160
<b>Day spas shop-used srvc Pst/Yr</b>			
Any day spa	12915	13.7	193
<b>Florists shop-used srvc Pst/3-Mo</b>			
Any florist (excluding grocers)	9950	10.5	118
<b>Florists shop-used srvc Pst/Yr</b>			
Any florist (excluding grocers)	17777	18.8	119
<b>Home accessory store shop-used srvc Pst/3-Mo</b>			
Linens 'N Things	9930	10.5	138
Michaels	13430	14.2	113
Target	45823	48.6	138
Other home accessory store	10594	11.2	133
<b>Home accessory store shop-used srvc Pst/Yr</b>			
Linens 'N Things	19044	20.2	137
Michaels	24678	26.2	130
Pier 1 imports	10815	11.5	121
Target	61726	65.4	136
<b>Jewelry store shop-used srvc Pst/3-Mo</b>			
Any jewelry store	15252	16.2	113
Any jewelry store for costume jewelry	9881	10.5	142
Any jewelry store for fine jewelry	11124	11.8	119
<b>Jewelry store shop-used srvc Pst/Yr</b>			
Any jewelry store	35033	37.1	144
Any jewelry store for costume jewelry	22104	23.4	173
Any jewelry store for fine jewelry	26478	28.1	152
<b>Music/video store shop-used srvc Pst/3-Mo</b>			
Amazon.com	9508	10.1	194
Best Buy	23118	24.5	156
Blockbuster Video	21021	22.3	158
Borders	3146	3.3	174
Circuit City	12992	13.8	177
Target	21699	23.0	139
Any music/video store	49831	52.8	111
Other music store	5727	6.1	153
Other video store	6131	6.5	203
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Music/video store shop-used srvc Pst/Yr</b>			
Amazon.com	13672	14.5	204
Best Buy	30701	32.5	144
Blockbuster Video	25245	26.8	130
Borders	4580	4.9	163
Circuit City	15425	16.4	130
Target	33909	35.9	158
Any music/video store	68440	72.5	114
Other music store	8342	8.8	152
Other video store	8530	9.0	188
<b>Office supply/srvc store shop-use srvc Pst/3-Mo</b>			
FedEx Kinko's	6690	7.1	222
Office Depot	31561	33.5	149
Target	21907	23.2	133
The UPS Store	15853	16.8	205
Other print/copy/service store	2891	3.1	221
<b>Office supply/srvc store shop-used srvc Pst/Yr</b>			
FedEx Kinko's	8332	8.8	173
Office Depot	43161	45.8	134
Target	28418	30.1	134
The UPS Store	30657	32.5	232
Wal-Mart	43927	46.6	117
Any office supply/service store	74862	79.4	112
Other office supply store	3610	3.8	112
Other print/copy/service store	6145	6.5	250
<b>Pet supply store shop-used srvc Pst/3-Mo</b>			
Petco	10321	10.9	136
Target	11987	12.7	130
Wal-Mart	27379	29.0	116
<b>Pet supply store shop-used srvc Pst/Yr</b>			
Pet Supermarket	12710	13.5	121
Petco	16699	17.7	148
Target	13582	14.4	113
Wal-Mart	34055	36.1	112
<b>Toy store shop-used srvc Pst/3-Mo</b>			
KB Toys	1284	1.4	140
Other toy store	2635	2.8	112
<b>Toy store shop-used srvc Pst/Yr</b>			
KB Toys	4675	5.0	208
<b>Retail:Sporting Goods Stores</b>			
<b>Sporting goods store shop Pst/3-Mo</b>			
Dick's Sporting Goods	27397	29.0	167
Sports Authority	13540	14.4	136
Target	11966	12.7	120
Wal-Mart	25885	27.4	113
Any sporting goods store	44331	47.0	111
Other store	7482	7.9	123
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

Target Persons listener and viewer profiles in this report will differ from the audiences estimated using ratings survey data.  
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Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHLDPst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Sports Apparel w/team logo bought Pst/Yr</b>			
NASCAR	6812	7.2	120
Major League Baseball (MLB)	7909	8.4	187
National Basketball Association (NBA)	6939	7.4	247
National Hockey League (NHL)	2332	2.5	139
Other sport	10429	11.1	300
<b>Travel:Domestic</b>			
<b>Domestic Place Visit Pst/Yr</b>			
Amelia Island - Fernandina Beach	11061	11.7	192
Atlanta	11829	12.5	119
Daytona Beach	21890	23.2	211
Las Vegas	10805	11.5	209
Miami - Fort Lauderdale	9115	9.7	118
New York City	10599	11.2	204
North Carolina	21338	22.6	118
Orlando	40320	42.7	137
Tampa - St. Petersburg	15136	16.0	144
Washington, D.C.	6877	7.3	203
Other Florida	25275	26.8	116
Other U.S. place excluding Alaska and Hawaii	43809	46.4	146
<b>No. domestic air round-trip Pst/Yr</b>			
1 trip:Total	13889	14.7	117
2 trips:Total	15508	16.4	156
3 - 4 trips:Total	13362	14.2	161
5 - 9 trips:Total	8560	9.1	172
10+ trips:Total	7255	7.7	367
<b>No. domestic air round-trip-business Pst/Yr</b>			
1 trip:Business	5594	5.9	197
2 trips:Business	2902	3.1	141
3 - 4 trips:Business	4624	4.9	149
5 - 9 trips:Business	2155	2.3	164
10+ trips:Business	5100	5.4	415
Any domestic business air trip	24290	25.7	209
<b>No. domestic air round-trip-personal Pst/Yr</b>			
1 trip:Personal/Vacation	15102	16.0	126
2 trips:Personal/Vacation	19390	20.6	198
3 - 4 trips:Personal/Vacation	14290	15.1	196
5 - 9 trips:Personal/Vacation	2940	3.1	207
Any domestic personal/vacation air trip	53087	56.3	166
<b>No. domestic air round-trip-prsnl/bus. Pst/Yr</b>			
1 trip:Combined	7867	8.3	361
2 trips:Combined	865	0.9	180
3 - 4 trips:Combined	2290	2.4	267
10+ trips:Combined	2738	2.9	580
<b>No. domestic overnight trip Pst/Yr</b>			
1 trip:Total	20100	21.3	115
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
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ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
10+ trips:Total	18460	19.6	172
<b>No. domestic overnight trip-business Pst/Yr</b>			
5 - 9 trips:Business	4074	4.3	172
10+ trips:Business	6750	7.2	267
Any domestic business trip	31339	33.2	125
<b>No. domestic overnight trip-personal Pst/Yr</b>			
1 trip:Personal/Vacation	21212	22.5	125
3 - 4 trips:Personal/Vacation	30251	32.1	146
Any domestic personal/vacation trip	85969	91.1	119
<b>No. domestic overnight trip-prsnl/bus.Pst/Yr</b>			
2 trips:Combined	2976	3.2	178
3 - 4 trips:Combined	4036	4.3	187
5 - 9 trips:Combined	3692	3.9	217
10+ trips:Combined	3375	3.6	514
<b>Travel:Foreign</b>			
<b>No. Trips Outside Cont U.S. Pst/3-Yrs</b>			
2 trips:Total	13921	14.8	166
3 - 4 trips:Total	8774	9.3	141
5+ trips:Total	8164	8.7	212
<b>No. Trips outside cont U.S.-business Pst/3-Yrs</b>			
1 trip:Business	6793	7.2	327
2 trips:Business	975	1.0	200
3 - 4 trips:Business	930	1.0	143
5+ trips:Business	4199	4.5	450
Any foreign business trip	15629	16.6	213
<b>No. Trips outside cont U.S.-personal Pst/3-Yrs</b>			
2 trips:Personal/Vacation	13100	13.9	183
3 - 4 trips:Personal/Vacation	10323	10.9	188
Any foreign personal/vacation trip	41879	44.4	124
<b>No. Trips outside cont U.S.-prsnl/bus.Pst/3-Yrs</b>			
2 trips:Combined	2364	2.5	179
5+ trips:Combined	956	1.0	1000
<b>Place Visit Outside Continental U.S. Pst/3-Yrs</b>			
Alaska	5530	5.9	197
Central or South America	9121	9.7	187
England - Ireland - Scotland - Wales	6579	7.0	152
Hawaii	5304	5.6	144
Japan - China - Far East	2630	2.8	127
Middle East	3621	3.8	190
Any Canada	9307	9.9	130
Any Europe	17241	18.3	201
Other Caribbean	15349	16.3	124
Other Europe	7881	8.4	168
Other place outside continental U.S.	5123	5.4	186
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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Base Geo: SCB Jacksonville Radio Metro - Std

Base Demo: Persons 35+ Qu Pop: 701127 Qu Intab: 1533

Target 1: INVST:SER:FINANCIALPLANNE Qu Pop: 94337 Qu Intab: 241  
 Description (Professional Services Used by HHL D Pst/Yr is Financial planner)

----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Travel:General</b>			
<b>Airline use most often</b>			
AirTran	2488	2.6	144
Continental	2740	2.9	153
Delta	13934	14.8	133
Northwest	4227	4.5	225
Southwest	15651	16.6	200
United	2326	2.5	139
US Airways	8108	8.6	156
Any commuter airline	975	1.0	250
Other airline	1480	1.6	320
Other commuter airline	975	1.0	1000
<b>Airline used for domestic/foreign travel Pst/Yr</b>			
AirTran	8619	9.1	140
American	17469	18.5	178
Continental	10228	10.8	200
Delta	32311	34.3	171
ExpressJet	3085	3.3	183
Skybus	166	0.2	200
Southwest	21675	23.0	166
United	7471	7.9	168
US Airways	24540	26.0	205
Any airline flown	65852	69.8	154
Any commuter airline	8089	8.6	277
Other airline	8330	8.8	284
Other commuter airline	5004	5.3	331
<b>Airports Used as Point of Departure Pst/Yr</b>			
Jacksonville International	64566	68.4	161
St. Augustine Airport	3446	3.7	370
Other airport	22106	23.4	192
<b>Cruise Line Used Pst/3-Yrs</b>			
Celebrity	3097	3.3	183
Disney	879	0.9	129
Princess	2417	2.6	137
Other cruise line	4037	4.3	307
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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----- INVST: -----  
 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Travel:Hotel/Motels Stayed</b>			
<b>Hotel/motels Pst/Yr</b>			
Best Western	11039	11.7	130
Courtyard by Marriott	16121	17.1	151
Doubletree	8073	8.6	239
Embassy Suites	11261	11.9	153
Four Points by Sheraton	1322	1.4	127
Hilton	13156	13.9	148
Hyatt	6238	6.6	206
La Quinta	9821	10.4	171
Marriott	11624	12.3	127
Motel 6	4165	4.4	129
Quality Inn	7382	7.8	170
Ramada	4214	4.5	188
Sheraton	4188	4.4	200
Westin	3490	3.7	218
Any bed & breakfast	9700	10.3	198
Any hotel/motel	75097	79.6	114
Any upscale hotel	25699	27.2	196
<b>Hotel/motels-business Pst/Yr</b>			
Best Western	3919	4.2	145
Comfort Inn	4939	5.2	179
Courtyard by Marriott	8791	9.3	202
Days Inn	4562	4.8	240
Doubletree	5562	5.9	369
Embassy Suites	5634	6.0	167
Fairfield Inn	3763	4.0	182
Four Points by Sheraton	1322	1.4	175
Hilton	6542	6.9	173
Holiday Inn	9237	9.8	258
La Quinta	4278	4.5	300
Marriott	6677	7.1	145
Quality Inn	2597	2.8	560
Ramada	2797	3.0	375
Sheraton	3258	3.5	233
Super 8	274	0.3	150
Westin	1756	1.9	380
Any bed & breakfast	4423	4.7	427
Any hotel/motel:business	30399	32.2	138
Any upscale hotel	8079	8.6	205
Other hotel or motel	5465	5.8	129
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Hotel/motels-personal/vacation Pst/Yr</b>			
Best Western	8076	8.6	132
Courtyard by Marriott	12501	13.3	166
Doubletree	3486	3.7	176
Embassy Suites	8776	9.3	186
Hilton	8099	8.6	148
Hyatt	4830	5.1	319
La Quinta	6007	6.4	128
Marriott	6383	6.8	126
Motel 6	4165	4.4	152
Quality Inn	5747	6.1	145
Sheraton	930	1.0	143
Westin	2584	2.7	208
Any bed & breakfast	6252	6.6	157
Any hotel/motel:personal/vacation	69892	74.1	123
Any upscale hotel	23458	24.9	224
<b>Travel:Transportation/Outdoor Exposure</b>			
<b>Distance Walk Town/City Outdoor Pst/Wk</b>			
1 to less than 3 miles	23009	24.4	120
<b>Miles Travel-Outdoor/Out-of-Home Pst/Mo</b>			
250 - 499 miles	17727	18.8	115
500 - 999 miles	20369	21.6	112
1,000 - 1,999 miles	18445	19.6	154
2,000 or more miles	9794	10.4	158
<b>Miles Travel-Outdoor/Out-of-Home Pst/Wk</b>			
200 - 249 miles	17384	18.4	163
250 - 499 miles	15645	16.6	124
1,000 - 1,999 miles	3405	3.6	225
<b>Mode of Travel:Any Purpose</b>			
Carpool	5505	5.8	242
Taxi	4534	4.8	300
None	1883	2.0	125
<b>Roads Traveled:Any Purpose</b>			
Atlantic Blvd	40360	42.8	120
Beach Blvd	50010	53.0	137
J. Turner Butler Blvd	45815	48.6	153
Merrill Road	21244	22.5	164
San Jose Blvd	33548	35.6	141
Southside Blvd	41880	44.4	129
St. Johns Bluff Road	30316	32.1	160
State Road 9A	62640	66.4	155
State Road A1A	43573	46.2	141
US 1/Phillips Highway	44161	46.8	119
Wells Road	24671	26.2	119
None	1883	2.0	125
<b>Shop Closer to Home/Work</b>			
Home	40088	42.5	117
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

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 SER:FINANCIALPLANNE

ü Category/Product	Target 1 Persons	Target 1 % Comp	Target 1 Index
<b>Time travel to work 1-way/outdoor/out-of-home</b>			
10 - 19 minutes	17828	18.9	113
30 - 59 minutes	16676	17.7	161
<b>Target Totals:</b>	<b>94337</b>	<b>100.0</b>	<b>100</b>

This service is not part of Arbitron's regular syndicated service and is not accredited by the Media Rating Council (MRC).

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## MaximiSer V10.4 Crosstab

### HOW TO READ:

Example: TARGET 1 = Auto Buyers CATEGORY = College Grads

#### Base Persons/Base % Composition

Of the Demo/Geo Population, number and % of persons in the Category/Product  
(Of 100 Metro P18+, 35 or 35% are College Grads).

#### Target 1 Persons

The number of persons in Target 1 AND the Category/Product  
(20 Metro P18+ are Auto Buyers and College Grads).

#### Target 1 % Coverage

Of the Category/Product, % of persons in Target 1  
(Of 35 Metro P18+ College Grads, 57% are Auto Buyers).

#### Target 1 % Composition

Of Target 1, % of persons in the Category/Product  
(Of 40 Metro P18+ Auto Buyers, 50% are College Grads).

#### Target 1 Index

The Index compares Target % Composition to Total % Composition.  
An Index above 100 indicates the target has a higher composition than the total composition.  
An Index below 100 indicates the target has a lower composition than the total composition.

#### Target 1 Profile Intab

The sample size (number of survey respondents) for Target 1 Persons.