

KUNI LEXUS

Automotive

When Business Occurs

- January...7.0%
- February...7.7
- March...9.1
- April...8.7
- May...9.1
- June...9.4
- July...8.6
- August...8.9
- September...8.0
- October...8.0
- November...7.8
- December...7.7

U.S Department of Commerce Monthly Retail Trade Statistics

KUNI LEXUS Buyers

Occupation %

- Managerial.....28.0
- Sales.....22.0
- Administrative.....24.0
- Technicians.....7.2
- Farming.....1.5
- Service.....5.0

- White Collar....73.5
- Blue Collar....14.5

Work Full Time....83.1

Income %

- \$50,000+.....85.0
- \$75,000+.....66.0
- \$100,000+....42.5
- \$150,000+....21.5

Household Owns Computer

Owns Computer...82.0

Source: Scarborough

KUNI LEXUS



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Demographics

Males...60%

Females...40%

Age Breakdown

Age	%	Index
18-24...	15.5...	134
25-44...	57.0...	120
45-54...	19.2...	105
55-64...	5.3.....	53
65+.....	2.9.....	23

18-34...	38...	115
18-49...	85...	123
35-49...	47...	129
50+.....	15.....	49

Education

High School...	34...	111
1-3 Yrs College...	33.5...	90
College Grad...	13.2...	91

Source: Scarborough Sept '98-Feb '99

Put your sales into high gear. WB2 viewers have the desire to purchase new cars. KWGN-TV WB2 is an appealing selection to rev up your marketing efficiency.

Is your auto marketing leaving you sluggish?



drives home sales!

The Young Adult Market

As population statistics indicate 2/3 of the DMA falls within the 18-49 age cells. For Kuni Lexus the 18-49 age cell is just as important as 70% of the target market also falls in this category.

(Source: Sarborough)

- KWGN-WB2 audience matches the Kuni Lexus core customer best.

18-34 year olds represent almost 33% of the metro population and over two-thirds are 18-49.

18-49 year olds represent nearly 85% of automotive business

Source: Nielsen

% Of Denver Stations Audience Composition

May 99 Nielsen Prime Time 7-10p M-Sat 6-10p Sun	18-34	18-49	25-54	50+
DMA	31%	69%	66%	31%
KUNI LEXUS	38%	85%	76%	15%
KWGN	41%	80%	71%	20%
KCNC-CBS	14%	42%	50%	58%
KMGH-ABC	23%	57%	64%	43%
KUSA-NBC	26%	66%	69%	34%
KDVR-FOX	42%	78%	73%	22%
KTVD-UPN	33%	70%	71%	30%