

# Market Research

## Customer Research

### Market Research on Current and Potential Customers

<b>Media Message Exposure</b>	<b>Male 10 Under</b>	<b>Female 10 Under</b>	<b>Male 11 to 15</b>	<b>Female 11 to 15</b>	<b>Male 16 to 25</b>	<b>Female 16 to 25</b>
Television	44%	47%	51%	35%	43%	35%
Radio	19%	22%	16%	17%	19%	21%
Internet on Computer	12%	8%	13%	15%	7%	9%
Cell Phone w/Internet	7%	5%	13%	14%	21%	17%
Magazine	15%	16%	3%	15%	3%	13%
Billboards	3%	2%	4%	4%	7%	5%

<b>Television Channels Watched</b>	<b>Male 10 Under</b>	<b>Female 10 Under</b>	<b>Male 11 to 15</b>	<b>Female 11 to 15</b>	<b>Male 16 to 25</b>	<b>Female 16 to 25</b>
Network Channels	33%	31%	29%	32%	22%	25%
Music/Entertainment	15%	21%	22%	29%	20%	24%
Sports/Outdoors	26%	15%	37%	12%	35%	13%
Movie Channels	22%	28%	11%	25%	19%	31%
Cable News	3%	5%	1%	2%	4%	7%

<b>Radio Stations Listening %</b>	<b>Male 10 Under</b>	<b>Female 10 Under</b>	<b>Male 11 to 15</b>	<b>Female 11 to 15</b>	<b>Male 16 to 25</b>	<b>Female 16 to 25</b>
Hip Hop/R&B	13%	15%	28%	19%	21%	22%
Country	17%	16%	12%	11%	22%	21%
Rock 'n' Roll	12%	8%	19%	11%	18%	6%
Popular Music	37%	33%	27%	33%	23%	26%
Oldies	19%	27%	12%	24%	11%	18%
News	1%	1%	1%	1%	4%	6%

<b>Magazines Read per Month</b>	<b>Male 10 Under</b>	<b>Female 10 Under</b>	<b>Male 11 to 15</b>	<b>Female 11 to 15</b>	<b>Male 16 to 25</b>	<b>Female 16 to 25</b>
Sports/Outdoors	2.1	1.1	2.9	1.8	5.4	2.2
Music/Entertainment	1.5	1.7	2.2	4.2	3.6	3.9
Fashion	0.1	2.1	0.5	8.9	0.9	7.5

<b>Billboard Viewings per Week</b>	<b>Male 10 Under</b>	<b>Female 10 Under</b>	<b>Male 11 to 15</b>	<b>Female 11 to 15</b>	<b>Male 16 to 25</b>	<b>Female 16 to 25</b>
City	2.5	2.7	3.4	3.9	11.5	17.5
Highway	2.2	2.6	6.7	6.4	9.2	5.2
Rural	0.5	0.9	1.1	1.7	4.7	3.2

<b>T-Shirt Attendance per 90 days</b>	<b>Male 10 Under</b>	<b>Female 10 Under</b>	<b>Male 11 to 15</b>	<b>Female 11 to 15</b>	<b>Male 16 to 25</b>	<b>Female 16 to 25</b>
Mall Events	2.5	2.7	6.7	8.6	11.5	17.5
Sporting Events	2.1	1.1	3.9	2.8	5.4	4.6
Sporting Goods Store	1.5	1.3	2.1	1.4	3.3	2.6

<b>Internet Site Hits</b>	<b>Male 10 Under</b>	<b>Female 10 Under</b>	<b>Male 11 to 15</b>	<b>Female 11 to 15</b>	<b>Male 16 to 25</b>	<b>Female 16 to 25</b>
Newspapers	1%	1%	1%	2%	3%	5%

Fan Websites	7%	15%	6%	8%	3%	4%
YouTube	47%	36%	33%	31%	31%	25%
Twitter	11%	22%	16%	24%	21%	30%
Facebook	12%	18%	22%	26%	26%	31%
Viral Videos	21%	8%	21%	7%	16%	5%