## **Market Research**

## **Customer Research**

Media Message         Male Exposure         Female 10 Under 10 Under 11 to 15         Female 11 to 15         Male 16 to 25         Female 16 to 25           Television         44%         47%         51%         35%         44%         35%           Radio         19%         22%         16%         17%         19%         21%           Cell Phone w/Internet         12%         8%         13%         15%         7%         9%           Cell Phone w/Internet         7%         5%         13%         15%         7%         9%           Cell Phone w/Internet         7%         5%         13%         15%         7%         9%           Cell Phone w/Internet         15%         16%         3%         15%         37%         13%         13%           Billboards         38         31%         2%         4%         7%         5%           Television Channels         Male         Female         Male         Female         Male         Female         Male         Female         Male         Female         Male         7%         25%         25%         25%         25%         25%         25%         25%         25%         25%         25%         25%	Market Research on Current and Potential Customers											
Exposure         10 Under         10 Under         11 to 15         11 to 15         16 to 25         6 to 25           Television         44%         44%         51%         35%         43%         35%           Radio         19%         22%         16%         17%         97%         98           Cell Phone w/Internet         7%         55%         13%         14%         21%         17%           Magazine         15%         16%         31%         15%         34%         13%           Billboards         33%         28%         44%         7%         56           Network Channels         Male         10 Under         10 Under         11 to 15         11 to 15         16 to 25         16 to 25           Network Channels         33%         31%         29%         32%         22%         25%           Nusic/Entertainment         15%         21%         22%         22%         25%         11%         35%         13%           Sports/Outdoors         26%         15%         37%         12%         25%         19%         31%           Radio Stations         Male         10 Under         11 to 15         11 to 15         16 to 25					Female	Male	Female					
Television												
Radio   19%   22%   16%   17%   19%   21%   Internet on Computer   12%   88%   13%   15%   7%   9%   7%   7%   7%   7%   7%   13%   15%   33%   13%	•											
Internet on Computer   Cell Phone w/Internet   Cell												
Cell Phone w/Internet         7%         5%         13%         14%         21%         17%           Magazine         15%         16%         3%         15%         3%         13%           Billboards         3%         16%         3%         15%         3%         13%           Billboards         Male         Female         Male         4%         4%         7%         5%           Television Channels         Male         Female         Male         Female         Male         Female         11 to 15         11 to 15         16 to 25         16 to 25           Network Channels         33%         21%         22%         29%         20%         22%         25%           Music/Entertainment         15%         21%         22%         29%         20%         22%         25%           Movie Channels         22%         28%         11%         25%         19%         31%           Cable News         3%         5%         11%         25%         19%         31%           Cable News         10 Under         10 Under         11 to 15         11 to 15         16 to 25												
Magazine Billboards         15%         16%         3%         15%         3%         13%           Television Channels Watched         Male 10 Under Network Channels         Female 10 Under 10 Under         Male 11 to 15         Female 11 to 15         Male 11 to 15         Female 11 to 15         Male 11 to 15         Female 16 to 25         Female 16 to 25         Action Stations 13%         Male 15%         Pemale 21%         Male 22%         Pemale 22%         Male 22%         12%         22%	· ·											
Billboards         3%         2%         4%         4%         7%         5%           Television Channels Watched         Male 10 Under Watched         Female 10 Under 11 to 15         Male 11 to 15         Female 16 to 25         Accordance 16 to 25           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%         25%         19%         31%           Cable News         10 Under         10 Under         11 to 15         16 to 25         13%           Cable News         10 Under         11 to 15         16 to 25         16 to 25         16 to 25           Radio Stations         Male         Female         Male         Female         11 to 15         16 to 25												
Television Channels         Male Watched         Female 10 Under 10 Under 11 to 15         Male 11 to 15         Female 11 to 15         Male 11 to 15         Female 11 to 15         Male 11 to 15         Female 11 to 15         Male 11 to 15         11 to 15         16 to 25         16 to 25         16 to 25         Network Channels         33%         31%         29%         32%         22%         25%         Music/Entertainment         15%         21%         22%         29%         20%         20%         24%         25%         Music/Entertainment         15%         21%         22%         29%         20%         22%         25%         Music/Entertainment         15%         21%         22%         29%         20%         24%         25%         19%         31%         20%         24%         13%         13%         25%         11%         25%         19%         31%         7%         26%         11%         25%         19%         31%         7%         26%         11%         12%         28%         119%         21%         22%         22%         22%         22%         22%         22%         22%         22%         22%         22%         22%         22%         22%         22%         22%         22%         22% <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>												
Watched         10 Under         10 Under         11 to 15         11 to 15         11 to 15         16 to 25         12 5%           Network Channels         33%         31%         29%         32%         22%         25%           Music/Entertainment         15%         21%         22%         29%         20%         20%           Sports/Outdoors         26%         15%         37%         12%         35%         13%           Movie Channels         22%         28%         11%         25%         19%         31%           Cable News         3%         5%         18         28%         11%         25%         4%         7%           Radio Stations         Male         Female         Male         Female         Male         Female         Male         Female         Male         16 to 25         16 to 25         16 to 25           Hip Hop/R&B         13%         15%         28%         19%         21%         22%         20%         20%         20%         22%         20%         20%         21%         22%         21%         22%         21%         20%         21%         22%         22%         23%         22%         24%         31% <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th>												
Network Channels         33%         31%         29%         32%         22%         24%           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         38%         5%         1%         2%         19%         31%           Radio Stations         Male         Female         10 Under         11 to 15         16 to 25         16 to 25           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%           Oldies         19%         27%         12%         24%         11%         18%           News         10         10mer         10 Under         11 to 15         11 to 15         16 to 25         16 to 25           Sports/Outdors         2.1												
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         38         5%         1%         25%         19%         31%           Radio Stations         Male         Female         Male         Female         Male         Female         16 to 25           Hip Hop/R&B         13%         15%         28%         19%         21%         22%           Country         17%         16%         12%         11%         22%         21%           Rock 'n' Roll         12%         8%         19%         211         18%         6%           Popular Music         37%         33%         27%         333         23%         26%           Oldies         19%         27%         12%         24%         11%         18%           News         1         10 Under         10 Under         11 to 15         11 to 15         16 to 25           Majsc/Entertainment         1.5												
Sports/Outdoors         26%         15%         37%         12%         35%         13%           Movie Channels         22%         28%         11%         25%         19%         31%           Cable News         3%         5%         1%         25%         19%         31%           Radio Stations         Male Listening %         Female 10 Under         Male 11 to 15         Female 11 to 15         Male 11 to 15         16 to 25         16 to 25           Hip Hop/R&B         13%         15%         28%         19%         21%         22%           Country         17%         16%         12%         11%         22%         21%           Rock 'n' Roll         12%         33%         25%         11%         18%         6%           Oldies         19%         27%         33%         23%         22%         21%         24%         11%         18%         6%           Oldies         19%         27%         12%         24%         11%         18%         6%         6%         6%         6%         6%         6%         6%         6%         6%         6%         6%         6%         6%         6         7         6												
Movie Channels Cable News         22%         28%         11%         25%         19%         31%           Radio Stations Listening %         Male Listening %         Female 10 Under 10 Under 10 Under 11 to 15         Male 11 to 15         Female 11 to 15         Male 16 to 25         Female 16 to 25         21 to 15         11 to 15<												
Cable News         38         58         19         20         40         7%           Radio Stations Listening %         Male 10 Under Listening %         Female 10 Under 10 Under 11 to 15         Hit to 15         11 to 15         16 to 25         20%         10 to 15         11 to 15         16 to 25         22%<	•											
Radio Stations Listening %         Male 10 Under 10 Under 11 to 15         Female 11 to 15 11 to 15         Male 16 to 25 16 to 25         Female 16 to 25           Hip Hop/R&B         13%         15%         28%         19%         21%         22%           Country         17%         16%         12%         11%         22%         21%           Rock 'n' Roll         12%         8%         19%         11%         22%         21%           Popular Music         37%         333%         27%         33%         23%         26%           Oldies         19%         27%         12%         24%         11%         18%           News         1%         1%         1%         4%         6%           Magazines         Male         Female         Male         Female 11 to 15         11 to 15         16 to 25         16%           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           Billboard         Male												
Listening%         10 Under         10 Under         11 to 15         11 to 15         16 to 25         15 to 25           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%         6%           Magazines         Male         Female         Male         Female         Male         Female           Read per Month         10 Under         10 Under         11 to 15         16 to 25         16 to 25           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         Male         Pemale         Male <td< td=""><td>Cable News</td><td>3%</td><td>5%</td><td>1%</td><td>2%</td><td>4%</td><td>7%</td></td<>	Cable News	3%	5%	1%	2%	4%	7%					
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%           Magazines         Male         Female         Male         Female         Male         1%         1%         6%           Magazines         Male         Female         10 Under         11 to 15         16 to 25         17 to 15         17 to 15         16 t	Radio Stations	Male	Female	Male	Female	Male	Female					
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%           Magazines         Male         Female         Male         Female         Male         Female         16 to 25           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           Billboard         Male         Female         Male         Female         11 to 15         16 to 25         16 to 25           City         2.5         2.7         3.4         3.9         11.5         17.5           Highway         2.2         2.	Listening %	10 Under	10 Under	11 to 15	11 to 15	16 to 25	16 to 25					
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%         1%         18%           Magazines         Male         Female         Male         Female         Male         Female         Male         Female         16 to 25         17         2.2         4.2         3.6         3.9         7.5         17         2.2         4.2         3.6         3.9         7.5         18         10 to 25         16 to 25         17.5         17.5         17.5	Hip Hop/R&B	13%	15%	28%	19%	21%	22%					
Popular Music         37%         33%         27%         33%         23%         26%           Oldies         19%         27%         12%         24%         11%         18%           News         1%         1%         1%         1%         4%         6%           Magazines         Male         Female         Male         Female         Male         Female         Male         16 to 25         16 to 25           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           Billboard         Male         Female         Male         Female         Male         Female         16 to 25         16 to 25           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         1.0         4.7         3.2 <tr< td=""><td>Country</td><td>17%</td><td>16%</td><td>12%</td><td>11%</td><td>22%</td><td>21%</td></tr<>	Country	17%	16%	12%	11%	22%	21%					
Oldies News         19% Power         27% Power         12% Power         24% Power         11% Power         11% Power         12% Power         24% Power         11% Power         11% Power         12% Power         24% Power         11% Power         12% Power         24% Power         11% Power         4% Power         6%           Magazines Read per Month         Male 10 Under Power         10 Under Power         11 to 15 Power         11 to 15 Power         11 to 15 Power         11 to 15 Power         16 to 25 Power         16 to 25 Power         2.2           Music/Entertainment         1.5         1.7         2.2         4.2         3.6         3.9         9.9         7.5           Billboard Viewings per Week         10 Under Power         10 Under Power         11 to 15 Power         11 to 15 Power         16 to 25 Power         17.5         17.5         11 to 15 Power         12 to 25	Rock 'n' Roll	12%	8%	19%	11%	18%	6%					
News         1%         1%         1%         4%         6%           Magazines Read per Month         Male 10 Under 10 Under 11 to 15         Male 11 to 15         Female 11 to 15         Male 16 to 25         Female 16 to 25           Sports/Outdoors 2.1         1.1         2.9         1.8         5.4         2.2           Music/Entertainment Fashion 0.1         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           Billboard Viewings per Week Viewings per Week 10 Under Viewings per Week 10 Under 11 to 15         11 to 15         11 to 15         16 to 25         16 to 25           City 2.5         2.7         3.4         3.9         11.5         17.5           Highway 2.2         2.5         6.7         6.4         9.2         5.2           Rural 0.5         0.9         1.1         1.7         4.7         3.2           T-Shirt Attendance per 90 days Mall Events 2.5         2.7         6.7         8.6         11.5         16 to 25           Mall Events 2.5         2.7         6.7         8.6         11.5         16 to 25           Sporting Events 2.5         2.7         6.7         8.6	Popular Music	37%	33%	27%	33%	23%	26%					
Magazines Read per Month         Male 10 Under 10 Under 10 Under 11 to 15         Female 11 to 15         Male 16 to 25         Female 16 to 25           Sports/Outdoors Sports/Outdoors Sports/Outdoors Music/Entertainment Fashion         2.1         1.1         2.9         1.8         5.4         2.2           Music/Entertainment Fashion         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           Billboard Viewings per Week         10 Under 10 Under 10 Under 11 to 15         11 to 15         16 to 25         16 to 25           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           T-Shirt Attendance per 90 days 10 Under 10 Under 10 Under 11 to 15         11 to 15         16 to 25         16 to 25           Mall Events 2.5         2.7         6.7         8.6         11.5         16 to 25           Sporting Events 3.5         2.5         2.7         6.7         8.6         11.5         16 to 25           Sporting Goods Store 1.5 </td <td>Oldies</td> <td>19%</td> <td>27%</td> <td>12%</td> <td>24%</td> <td>11%</td> <td>18%</td>	Oldies	19%	27%	12%	24%	11%	18%					
Read per Month         10 Under         10 Under         11 to 15         16 to 25         16 to 25           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           Billboard         Male         Female         Male         Female         Male         Female         Male         Female         Male         Female         Male         Female         10 Under         11 to 15         16 to 25         16 to 25         16 to 25         17.5         11 to 15         16 to 25         16 to 25         17.5         18.6         11.5         16 to 25         16 to 25 <td>News</td> <td>1%</td> <td>1%</td> <td>1%</td> <td>1%</td> <td>4%</td> <td>6%</td>	News	1%	1%	1%	1%	4%	6%					
Read per Month         10 Under         10 Under         11 to 15         16 to 25         16 to 25           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           Billboard         Male         Female         Male         Female         Male         Female         Male         Female         Male         Female         Male         Female         10 Under         11 to 15         16 to 25         16 to 25         16 to 25         17.5         11 to 15         16 to 25         16 to 25         17.5         18.6         11.5         16 to 25         16 to 25 <th>Magazines</th> <th>Male</th> <th>Female</th> <th>Male</th> <th>Female</th> <th>Male</th> <th>Female</th>	Magazines	Male	Female	Male	Female	Male	Female					
Sports/Outdoors         2.1         1.1         2.9         1.8         5.4         2.2           Music/Entertainment Fashion         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           Billboard Viewings per Week         10 Under         10 Under         11 to 15         11 to 15         16 to 25         16 to 25           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           T-Shirt Attendance per 90 days         10 Under         10 Under         11 to 15         11 to 15         16 to 25         16 to 25           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 <t< th=""><th></th><th>10 Under</th><th></th><th>11 to 15</th><th></th><th></th><th></th></t<>		10 Under		11 to 15								
Music/Entertainment         1.5 pashion         1.7 pashion         2.2 pashion         4.2 pashion         3.9 pashion           Billboard Viewings per Week         Male Viewings per Week         Female 10 Under 10 Under 11 to 15 pashion         Male 11 to 15 pashion         Female 11 to 15 pashion         Male 11 to 15 pashion         Female 16 to 25 pashion         16 to 25 pashion         16 to 25 pashion         17.5 pashion         17.5 pashion         Male 22 pashion         Pemale 22 pashion         Male 22 pashion         Male 22 pashion         Female 22 pashion         Male 23 pashion         Female 24 pashion         Male 25 pashion         Female 25 pashion         Male 25 pashion         Female 25 pashion         Male 25 pashion         Female 25 pashion         Male 25 pashion         Pemale 25 pashion         <	•											
Fashion         0.1         2.1         0.5         8.9         0.9         7.5           Billboard Viewings per Week         Male 10 Under Viewings per Week         Female 10 Under 11 to 15         Male 11 to 15         Female 16 to 25         17.5         17.5         17.5         17.5         17.5         17.5         17.5         17.5         17.5         17.5         17.5         17.5         17.5         17.5         17.5         17.5         17.5         18.6<	•		1.7			3.6						
Viewings per Week         10 Under         10 Under         11 to 15         11 to 15         16 to 25         16 to 25           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           T-Shirt         Male         Female         Male         Female         Male         Female         Male         Female         11 to 15         16 to 25         16 to 25           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           Internet         Male         Female         Male         Female         Male         Female         Male         16 to 25         16 to 25         16 to 25												
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           T-Shirt         Male         Female         Male         Female         Male         Female         Male         Female           Attendance per 90 days         10 Under         10 Under         11 to 15         16 to 25         16 to 25           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           Internet         Male         Female         Male         Female         Male         Female         Male         Female           Site Hits         10 Under         10 Under         11 to 15         11 to 15         16 to 25         16 to 25	Billboard	Male	Female	Male	Female	Male	Female					
Highway Rural         2.2	Viewings per Week	10 Under	10 Under	11 to 15	11 to 15	16 to 25	16 to 25					
Rural         0.5         0.9         1.1         1.7         4.7         3.2           T-Shirt         Male Attendance per 90 days         Female 10 Under 10 Under 11 to 15         Male 11 to 15         Female 16 to 25         Female 16 to 25           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           Internet         Male Site Hits         Female 10 Under         Male 11 to 15         Female 11 to 15         11 to 15         16 to 25         16 to 25	City	2.5	2.7	3.4	3.9	11.5	17.5					
T-Shirt         Male Attendance per 90 days         Female 10 Under 10 Under 2.5         Male 11 to 15 11 to 15 16 to 25 16 to 25         Female 16 to 25 16 to 25           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           Internet         Male Site Hits         Female 10 Under 10 Under 11 to 15         11 to 15         16 to 25         16 to 25	Highway	2.2	2.6	6.7	6.4	9.2	5.2					
Attendance per 90 days         10 Under         10 Under         11 to 15         11 to 15         16 to 25         16 to 25           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           Internet         Male         Female         Male         Female         Male         Female           Site Hits         10 Under         10 Under         11 to 15         11 to 15         16 to 25         16 to 25	Rural	0.5	0.9	1.1	1.7	4.7	3.2					
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           Internet         Male         Female         Male         Female         Male         Female         Male         11 to 15         16 to 25         16 to 25												
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           Internet         Male         Female         Male         Female         Male         Female         Male         Female         11 to 15         16 to 25												
Sporting Goods Store         1.5         1.3         2.1         1.4         3.3         2.6           Internet         Male         Female         Male         Female         Male         Female         Male         Female           Site Hits         10 Under         10 Under         11 to 15         11 to 15         16 to 25         16 to 25												
Internet Male Female Male Female Male Female Site Hits 10 Under 10 Under 11 to 15 11 to 15 16 to 25	, -											
Site Hits 10 Under 10 Under 11 to 15 11 to 15 16 to 25 16 to 25	Sporting Goods Store	1.5	1.3	2.1	1.4	3.3	2.6					
Site Hits 10 Under 10 Under 11 to 15 11 to 15 16 to 25 16 to 25	Internet	Male	Female	Male	Female	Male	Female					
Newspapers 1% 1% 1% 2% 3% 5%	Site Hits	10 Under	10 Under	11 to 15	11 to 15	16 to 25	16 to 25					
	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%