

# BMW Dealer

Sales Presentation December 2008

Presented by

**JACK-FM**



# Over 150,900 Own a BMW in Orange County

Report: TARGET QUICK PROFILE  
 Market: ORANGE COUNTY, CA for MAR-MAY 2008  
 Bases: ADULTS AGE 18+  
 Target: MAKE OF VEHICLES NOW OWNED--BMW  
 Base Population: 2,266,432

THE MEDIA AUDIT

All Groups  
 TOTAL

% in Target: 7.1

Target Persons: 159,907

## Audience Profile

**Total Income: \$17,890,381,500**

**Mean Income: \$111,880**

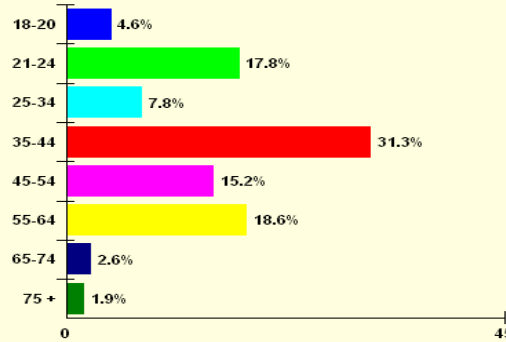
**Mean Age: 41**

**Home Owners: 82%**

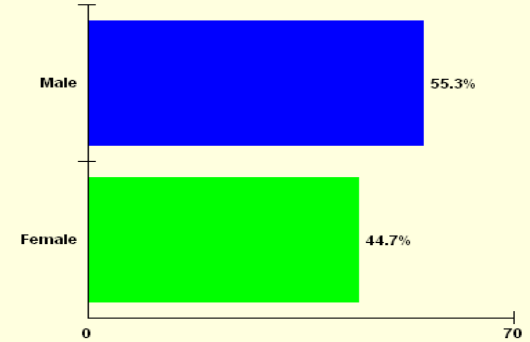
**Mean Home Value: \$841,098**

**Mean Miles Past Week: 295**

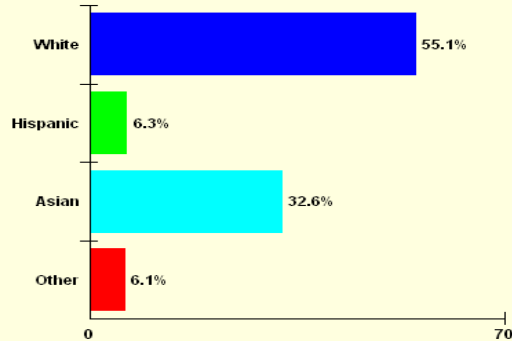
## Age Analysis



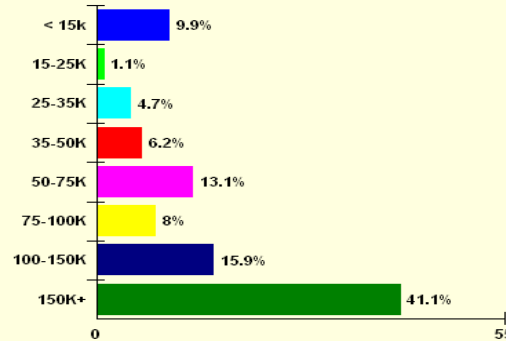
## Gender Profile



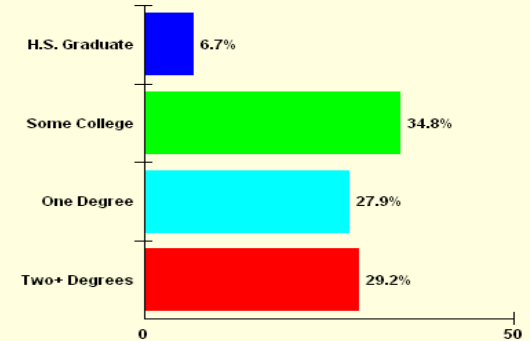
## Ethnicity Profile



## Annual Income



## Education Profile



# 1-in-5 OC Adults own a Luxury Foreign Vehicle

Report: TARGET QUICK PROFILE  
 Market: ORANGE COUNTY, CA for MAR-MAY 2008  
 Bases: ADULTS AGE 18+  
 Target: LUXURY CAR OWNERS--BMW/MERLEX/INF/JAG/PORSCHE  
 Base Population: 2,266,432

THE MEDIA AUDIT

All Groups  
 TOTAL

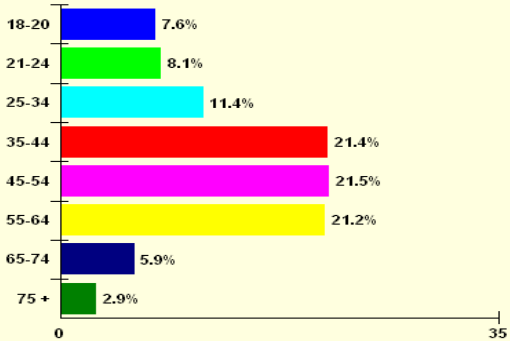
% in Target: 19.6

Target Persons: 444,440

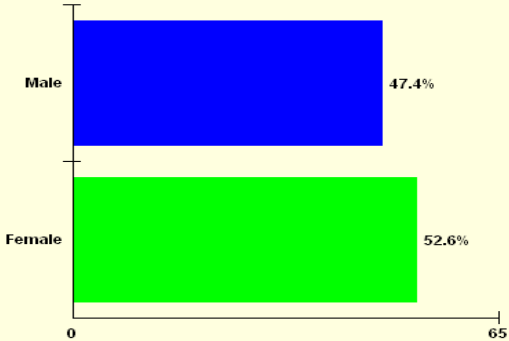
### Audience Profile

Total Income: \$46,488,431,000  
 Mean Income: \$104,600  
 Mean Age: 44  
 Home Owners: 83%  
 Mean Home Value: \$824,383  
 Mean Miles Past Week: 278

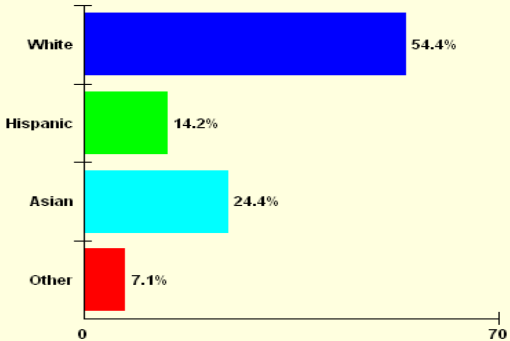
### Age Analysis



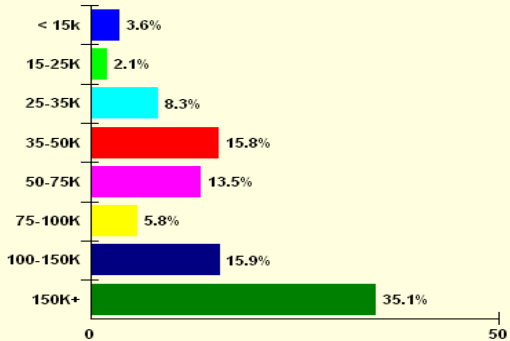
### Gender Profile



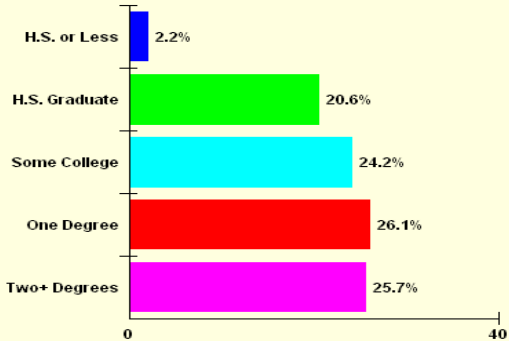
### Ethnicity Profile



### Annual Income



### Education Profile



# BMW Owners spend 126 minutes or 17% of their day listening to Radio

Report: MEDIA DAY ANALYSIS, TV BREAKOUT  
Market: ORANGE COUNTY, CA for MAR-MAY 2008  
Bases: ADULTS AGE 18+  
Target: MAKE OF VEHICLES NOW OWNED--BMW  
Base Population: 2,266,432

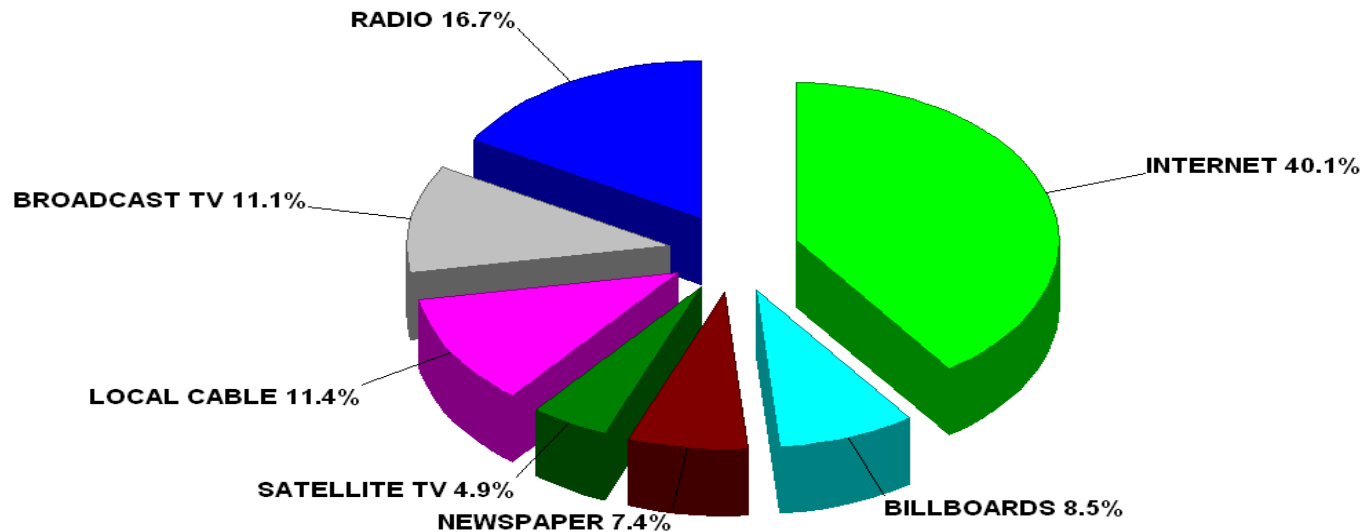
THE MEDIA AUDIT

Target Market

% In Target: 7.1%

Target Persons: 159,906

## Media Day: BMW Owners



TOTAL MARKET PROFILE IS BASED ON 599 RESPONDENTS. TARGET MARKET PROFILE IS BASED ON 38 RESPONDENTS.

# Over 1/2 of OC Luxury Car Owners do **NOT READ** the Weekday Newspaper



**THE MEDIA AUDIT**  
CROSSTAB REPORTS  
Cross Target Vertical Percent

REPORT MARKET: ORANGE COUNTY, CA  
REPORT BASE: ADULTS AGE 18+  
REPORT PERIOD: MAR-MAY 2008  
PRIMARY TARGET: LUXURY CAR OWNERS--BMW/MER/LEX/VIN/JAG/PORSCHE

BASE POPULATION: 2,266,432

% IN TARGET: 19.6%

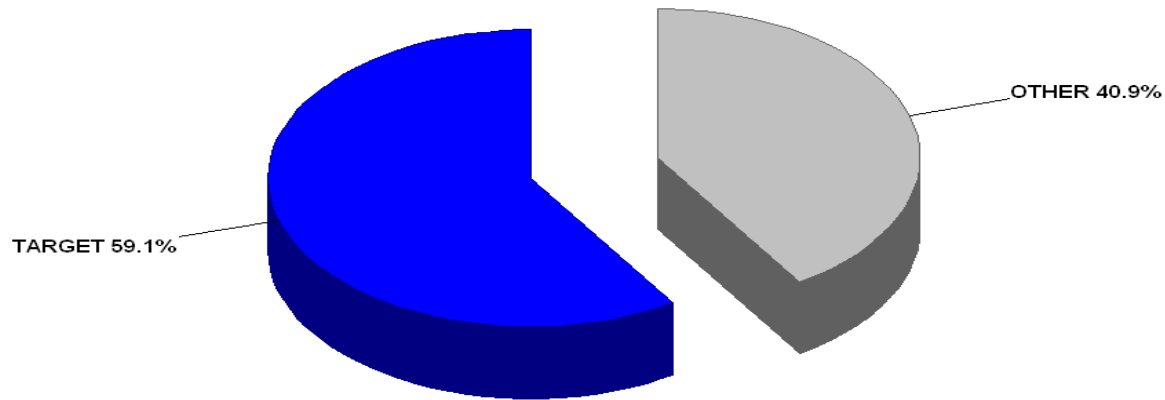
TARGET PERSONS: 444,439

TARGET	PRIMARY PERSONS	VERTICAL PERCENT 0	18	35	53
NOT EXPOSED TO--WEEKDAY NEWSPAPER	231,902	52.2			
NOT EXPOSED TO--SUNDAY NEWSPAPER	167,486	37.7			

# Almost 60% of JACK-FM Listeners do **NOT READ** the Weekday Newspaper

Report: MEDIA PROFILE REPORT  
Market: ORANGE COUNTY, CA for MAR-MAY 2008  
Bases: ADULTS AGE 18+  
Media: KCBS-FM  
Target: NOT EXPOSED TO--WEEKDAY NEWSPAPER  
Media Persons: 207,187  
THE MEDIA AUDIT  
Target Percent: 59.1%  
All Groups  
Target Persons: 122,480

**59% of JACK-FM listeners DO NOT READ the WEEKDAY NEWSPAPER**



MEDIA AUDIENCE ANALYSIS IS BASED ON 53 RESPONDENTS IN THE AUDIENCE OF THE MEDIA

# 76% of JACK-FM Listeners do **NOT READ** Newspaper Auto Ads

Report: MEDIA PROFILE REPORT  
Market: ORANGE COUNTY, CA for MAR-MAY 2008  
Bases: ADULTS AGE 18+  
Media: KCBS-FM  
Target: READ NEWSPAPER AUTOMOBILE ADS--NEVER  
Media Persons: 207,187

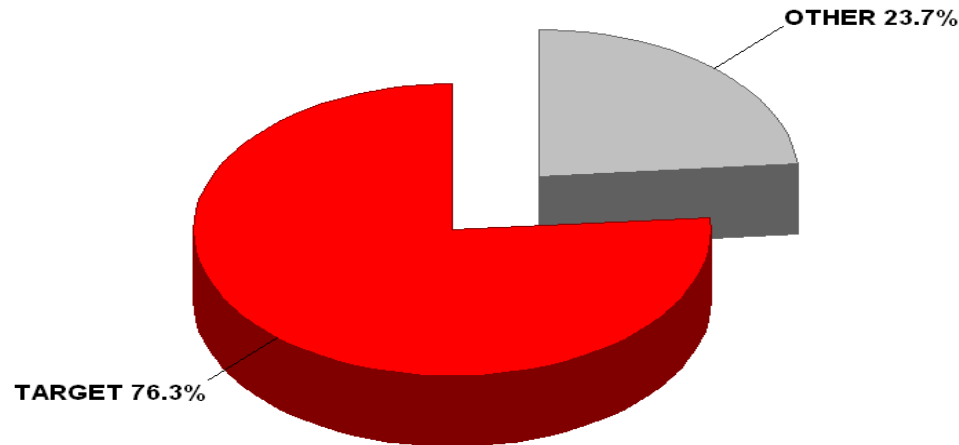
THE MEDIA AUDIT

All Groups

Target Percent: 76.3%

Target Persons: 158,182

**Over 76% of JACK-FM Listeners NEVER READ Newspaper AUTO ADS**



MEDIA AUDIENCE ANALYSIS IS BASED ON 53 RESPONDENTS IN THE AUDIENCE OF THE MEDIA

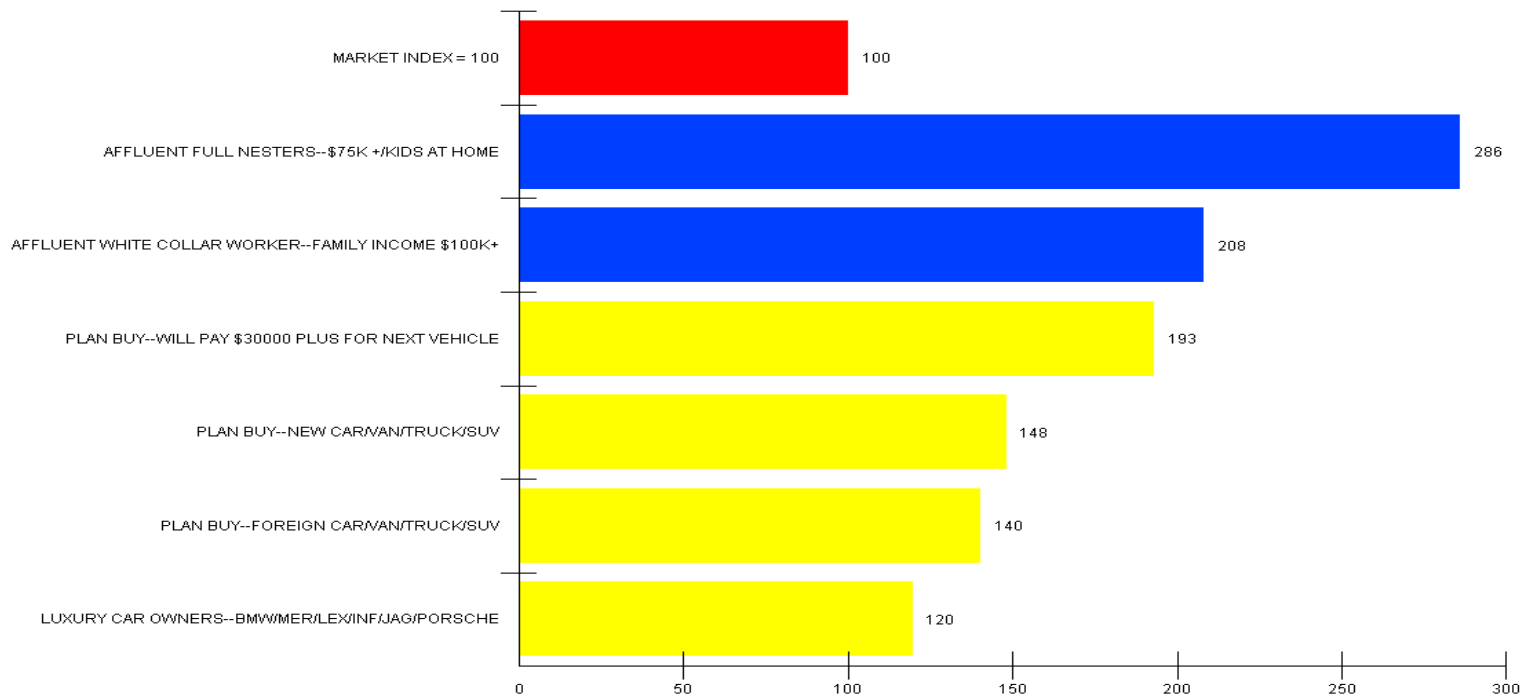
# JACK-FM is Very Efficient at Reaching the Foreign Luxury Vehicle Buyer

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: ORANGE COUNTY, CA for MAR-MAY 2008  
Bases: ADULTS AGE 18+  
Media: KCBS-FM

THE MEDIA AUDIT

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## JACK-FM Delivers a Strong ROI for Foreign Luxury Car Buyers



MARKET PROFILE IS BASED ON 599 RESPONDENTS. AUDIENCE PROFILE IS BASED ON 53 RESPONDENTS



# JACK-FM Has the Strongest ROI for Affluent Foreign Luxury Vehicle Buyers

Report: COMPOSITE AVERAGE REPORTS  
 Market: ORANGE COUNTY, CA for MAR-MAY 2008  
 Bases: ADULTS AGE 18+  
 Target 1: AFFLUENT WHITE COLLAR WORKER--FAMILY INCOME \$100K+  
 Target 2: PLAN BUY--NEW CAR/VAN/TRUCK/SUV  
 Target 3: PLAN BUY--FOREIGN CAR/VAN/TRUCK/SUV  
 Target 4: PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE

THE MEDIA AUDIT

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## JACK-FM is Most Efficient at Reaching Foreign Luxury Vehicle Buyers

