



Strategic Media Research  
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## **AutoNetTV Network 2008 Traffic Count and Intercept Survey May 1 - 30, 2008**

AutoNetTV is an out-of-home television network located in 2,505 sites throughout the U.S. as of March 2008. Measurement was conducted in tire centers (264), quick lubes (184), and full-service auto centers (2,057).

Nielsen Media Research's Strategic Media Research fielded intercept interviews and enumeration counts for a statistical probability sample of affiliated AutoNetTV Network sites, dates and dayparts. During a 30-day measurement interval of May 1 - 30, 2008, traffic counting and interviewing took place in 38 total locations (14 quick lube locations, 13 tire centers, and 11 full-service auto centers) across 38 dayparts. Intercept interviews were completed with 309 patrons 18 years of age or older as they exited the sites. Sample sites were selected from the 2,505 total affiliated locations across the United States.

The field services utilized for the study were instructed to verify that the AutoNetTV screens were on before starting the interviewing. The results from a separate media compliance audit should be used to evaluate the impact of compliance on media delivery and viewing levels in this report.

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**AUTONETTV NETWORK  
TRAFFIC COUNT AND INTERCEPT SURVEY  
MAY 2008**

Survey Dates	<b>May 1 - 30, 2008</b>	
AutoNetTV Affiliated Sites in sample frame (as of 03/08)		<b>2,505</b>
Completed Sites/Dayparts Surveyed (sampled 15 per site type)		<b>38</b>
Total Survey Respondents 18+		<b>309</b>

**POTENTIAL AUDIENCE ESTIMATES**

Gross Potential Impressions (Visitors) to AutoNetTV<sup>1</sup>

Projected 30-day visitors 18+ across affiliated AutoNetTV locations	<b>2,102,261</b>
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**ATTITUDE TOWARD AUTONETTV PROGRAMMING CONTENT<sup>2</sup>**

(Base: Glanced at, Watched or Listened During Surveyed Visit)

Agree (net): AutoNetTV is a good thing for [store] to offer their customers	<b>84%</b>
Agree (net): The content is informative	<b>81%</b>
Agree (net): The content entertaining	<b>65%</b>
Agree (net): I would prefer to visit a service center that has AutoNetTV.	<b>57%</b>
Agree (net): I learned something new about car service from watching AutoNetTV.	<b>45%</b>
Agree (net): My interest in a product or service increased after I saw it advertised on AutoNetTV.	<b>21%</b>

**OTHER MEDIA INTERESTS**

Base = Total Visitors 18+

Average number of hours watching TV at home (1 or more hours)	<b>10.8</b>
Average number of movies or videos rented past 30 days (among those who rented 1+)	<b>3.8</b>
Average number of visits to movie theater or drive-in past 30 days (among those who attended 1+)	<b>1.7</b>
Average number of times dine out per week (among those who dine out 1+ times)	<b>3.6</b>

**OTHER PLANNED STOPS TODAY - TOP 3**

Base = Total Visitors 18+

Work, School	<b>15%</b>
Groceries, Not Wal-Mart	<b>10%</b>
Fast Food	<b>7%</b>

**SITE VISIT CHARACTERISTICS**

Base = Total Visitors 18+

**Lube Locations**

Average length of visit among viewers (minutes)	<b>24.3</b>
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**Tire Locations**

Average length of visit among viewers (minutes)	<b>30.1</b>
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**Full Service Locations**

Average length of visit among viewers (minutes)	<b>34.2</b>
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<sup>1</sup> Visits by site visitors 18+ years old exiting the site across 30 days. Includes duplication.

<sup>2</sup> Strongly Agree + Somewhat Agree

**AUTONETTV NETWORK  
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**MARITAL STATUS**

Base: Total Network Visitors 18+, exc. DK/RF

	<b>Visitors</b>	<b>Viewers<sup>3</sup></b>
Single, Never Married	<b>25%</b>	<b>25%</b>
Married	<b>56%</b>	<b>56%</b>
Partnered/Living with Someone	<b>3%</b>	<b>4%</b>
Separated/Divorced/Widowed	<b>16%</b>	<b>15%</b>

**EDUCATION**

Base: Total Network Visitors 18+, exc. DK/RF

High School Graduate or Higher	<b>97%</b>	<b>98%</b>
College Graduate or Higher	<b>45%</b>	<b>41%</b>

**OCCUPATION**

Base: Total Network Visitors 18+, exc. DK/RF

Employed	<b>80%</b>	<b>79%</b>
Unemployed	<b>20%</b>	<b>21%</b>

**RACE**

Base: Total Network Visitors 18+, exc. DK/RF

White	<b>82%</b>	<b>84%</b>
Black, African American	<b>12%</b>	<b>14%</b>
All Other	<b>6%</b>	<b>6%</b>

**RESIDENCE**

Base: Total Network Visitors 18+, exc. DK/RF

Own	<b>73%</b>	<b>74%</b>
Rent	<b>23%</b>	<b>24%</b>
Other	<b>4%</b>	<b>3%</b>

**HOUSEHOLD INCOME**

Base: Total Network Visitors 18+, exc. DK/RF

Average annual household income	<b>\$78,539</b>	<b>\$75,351</b>
Median annual household income	<b>\$67,250</b>	<b>\$67,250</b>

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<sup>3</sup> Respondents who glanced at, watched, or listened to AutoNetTV Network screens during this visit.

**AUTONETTV NETWORK  
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MAY 2008**

	<b><u>Visitors</u></b>	<b><u>Viewers<sup>3</sup></u></b>
Persons 18+	100%	100%
Persons 18-24	10%	8%
Persons 18-34	28%	26%
Persons 18-49	61%	61%
Persons 18-54	65%	65%
Persons 25+	86%	86%
Persons 25-49	51%	53%
Persons 25-54	56%	58%
Persons 35-54	38%	39%
Persons 50+	36%	35%
Persons 55+	32%	31%
Persons 65+	11%	11%
<i>Average Age :</i>	<i>45.4</i>	<i>46.3</i>
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Males 18+	60%	48%
Males 18-24	6%	5%
Males 18-34	16%	12%
Males 18-49	35%	29%
Males 18-54	38%	31%
Males 25+	51%	39%
Males 25-49	28%	23%
Males 25-54	32%	26%
Males 35-54	22%	19%
Males 50+	23%	16%
Males 55+	19%	13%
Males 65+	7%	5%
<i>Average Age Males :</i>	<i>45.8</i>	<i>46.9</i>
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Females 18+	40%	52%
Females 18-24	3%	2%
Females 18-34	11%	14%
Females 18-49	26%	32%
Females 18-54	27%	34%
Females 25+	34%	47%
Females 25-49	23%	30%
Females 25-54	24%	32%
Females 35-54	16%	20%
Females 50+	13%	20%
Females 55+	12%	18%
Females 65+	4%	6%
<i>Average Age Females :</i>	<i>44.9</i>	<i>45.8</i>