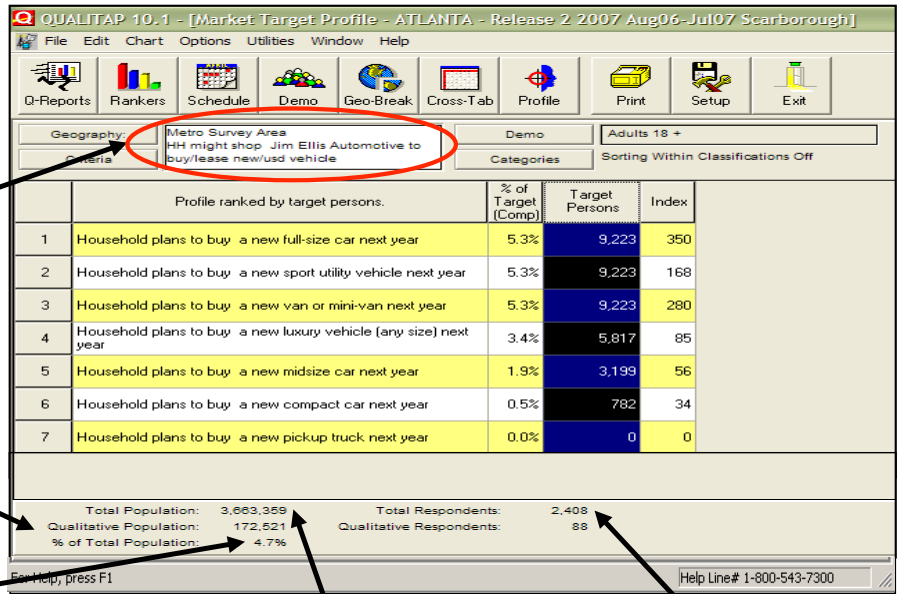


How to Read a QUALITAPSM Profile Report

Step 1: Look at the population numbers that relate to the selected criteria and the market.



Qualitative Population—Projected population that meets the selected Criteria

	Profile ranked by target persons.	% of Target (Comp)	Target Persons	Index
1	Household plans to buy a new full-size car next year	5.3%	9,223	350
2	Household plans to buy a new sport utility vehicle next year	5.3%	9,223	168
3	Household plans to buy a new van or mini-van next year	5.3%	9,223	280
4	Household plans to buy a new luxury vehicle (any size) next year	3.4%	5,817	85
5	Household plans to buy a new midsize car next year	1.9%	3,199	56
6	Household plans to buy a new compact car next year	0.5%	782	34
7	Household plans to buy a new pickup truck next year	0.0%	0	0

Total Population: 3,663,359
Qualitative Population: 172,521
% of Total Population: 4.7%

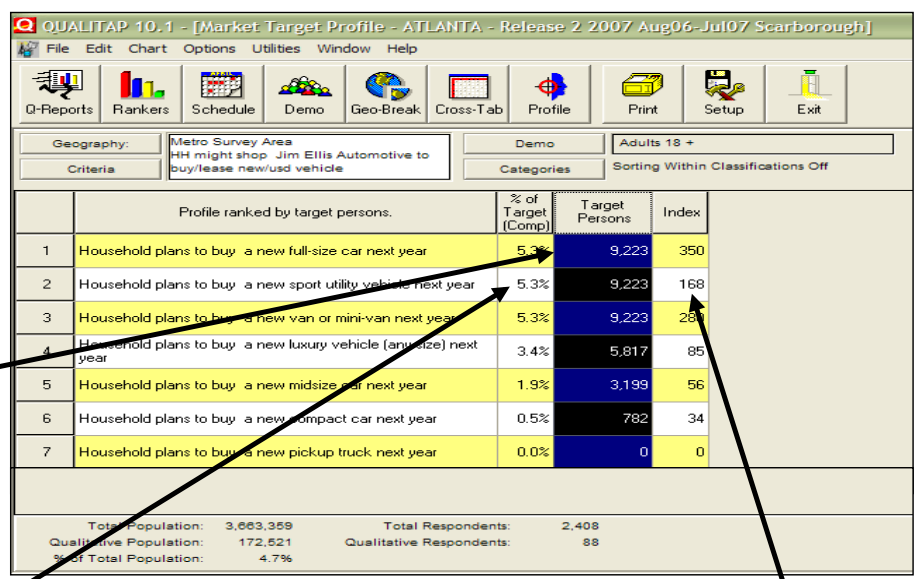
Total Respondents: 2,408
Qualitative Respondents: 88

% of Total Population—Percent of population that meets Criteria: Might Shop Jim Ellis...

Total Population—Projected population of the Base persons

Total Respondents—Actual number of respondents in the total Base, Atlanta Metro

Step 2: Look at the Target data and the Index. Any Index above 100 is a possible story.



Target Persons—In the Atlanta Metro, a projected 9,223 people who might shop Jim Ellis Automotive for their next new vehicle purchase plan to buy a full-sized car in the next year.

	Profile ranked by target persons.	% of Target (Comp)	Target Persons	Index
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Total Population: 3,663,359
Qualitative Population: 172,521
% of Total Population: 4.7%

Total Respondents: 2,408
Qualitative Respondents: 88

% of Target (Comp)—5.3% of households in the Atlanta Metro that might shop at Jim Ellis automotive to buy/lease their next new/used vehicle plan to buy a new SUV in the next year.

Index—People who might shop Jim Ellis automotive for their next new/used vehicle are 68% MORE LIKELY to plan on buying a SUV than the average person in Atlanta.