

AWN DELIVERS THE BEST PROSPECTS

YOUNG

Male	51%
Female.....	49%
18-34 yrs	36%
18-49 yrs	68%
25-49 yrs	55%
Single, under 35, no children.....	16%
Plan to take College Courses	24%

EDUCATED

Attended College or College Graduate	69%
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DYNAMIC CONSUMERS

PLAN TO PURCHASE NEXT 12 MONTHS

INDEX

Stereo Equipment	156
Personal Computer	140
Video Equipment, VCR/Camera	147
New Furniture.....	134
Car, Van, Truck, SUV	134
New Vehicle.....	126
Used Vehicle	141
Will Pay 30,000+	135

HEAVY/FREQUENT USERS/BUYERS

Sporting Goods Stores.....	120
Beer.....	134
Wine	131
Heavy Internet Exposure	122
Buy Albums Tapes/CDs	136

Rent/Buy Video Games.....	123
Rent/Buy VCR Movie/DVD	120
Full Service Restaurants	124
Movie Theater Attendance	125

AIR TRAVEL: ROUND TRIP

Domestic 6+ (past year)	129
Foreign 3+ (past 2 years)	137

ACTIVITIES PAST 12 MONTHS

Rock/Pop Concert.....	166
Country Music Concert.....	130
Theater/Opera/Symphony.....	136
Exercised Health Club 12+	126
Snow Skiing/Boarding	133
Bought 12+ Books.....	132
Rented a Car 5+	131
Stayed Hotel/Motel 10+ nights.....	119
Attended College/Pro Sports Event 3+	136
Bars/Night Clubs	144

BUSINESS-INFLUENCE PURCHASE

Office Equipment.....	128
Office Supplies	128
Influence Business Banking.....	121

OTHER INDEX ITEMS

College Graduate	115
Professional/Technical	117
Opinion Leaders	164



ALTERNATIVE WEEKLY NETWORK