

# MILWAUKEE

## MARKET OVERVIEW MARKET FACTS



### Impressions

|                            |         |
|----------------------------|---------|
| Weekday Daily Impressions: | 146,000 |
| Weekend Daily Impressions: | 66,000  |
| Total Weekly Impressions:  | 862,000 |

Source: Milwaukee MCTS, Average Boardings, Jan 05 - Dec 05

### Viewers

|                  |        |
|------------------|--------|
| Weekday Daypart: | 73,000 |
| Weekend Daypart: | 33,000 |

2 dayparts per day: 6am to 2pm and 2pm to 10pm

### Reach

|               |        |
|---------------|--------|
| Weekly Reach: | 87,059 |
|---------------|--------|

Source: Scarborough Release 2 2005 and 2006 Milwaukee Metro Area

### MARKET FACTS

MCTS is the 15th largest transit system in the USA.  
396 Vehicles  
1,180 Screens



Area covered by MCTS Bus System



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## MARKET OVERVIEW

### BUYING PATTERNS

Plan to buy a computer Index  
186

Plan to buy a cellular service for self 173

Plan to buy a video game system 266

Plan to buy HDTV 136

Usually see a new movie opening weekend 189

Drinks top 5 soft drinks in the Milwaukee Market 117

Eat fast food 10+ times per month 161

### YOUNG AUDIENCE

| All Viewers | % of Viewers | Index | Equivalent Rating per sales unit |
|-------------|--------------|-------|----------------------------------|
| 18-24       | 28           | 222   | 9.8                              |
| 18-34       | 47           | 161   | 6.9                              |
| 18-49       | 73           | 123   | 5.3                              |

#### Demographic Detail

|                  |     |
|------------------|-----|
| Male             | 49% |
| Female           | 51% |
| Hispanic         | 13% |
| African American | 35% |
| Caucasian        | 50% |



Source: Scarborough Release 2 2005 and 2006 Milwaukee Q107 ©copyright 2007, Transit Television Network. All rights reserved.

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