



# Over 20,400 Charleston Adults Ate at a Pizza Restaurant Last Month

Report: TARGET QUICK PROFILE  
 Market: CHARLESTON, SC for OCT-NOV 2008  
 Bases: ADULTS AGE 18+  
 Target: ATE FAST FOOD PAST 4-WEEKS--ANY PIZZA RESTAURANT  
 Base Population: 468,117

THE MEDIA AUDIT

All Groups  
 TOTAL

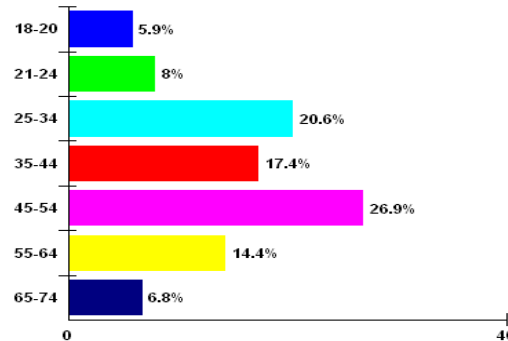
% in Target: 4.4

Target Persons: 20,438

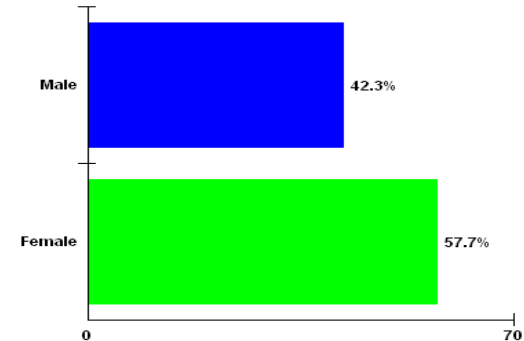
### Target Profile

**Total Income:** \$976,133,250  
**Mean Income:** \$47,761  
**Mean Age:** 42  
**Home Owners:** 53%  
**Mean Home Value:** \$185,324  
**Mean Miles Past Week:** 215

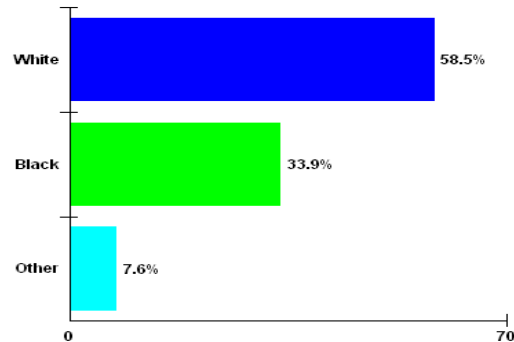
### Age Analysis



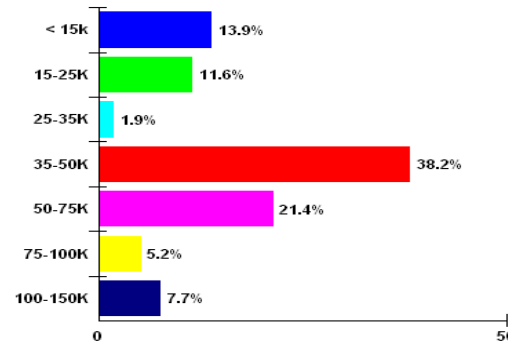
### Gender Profile



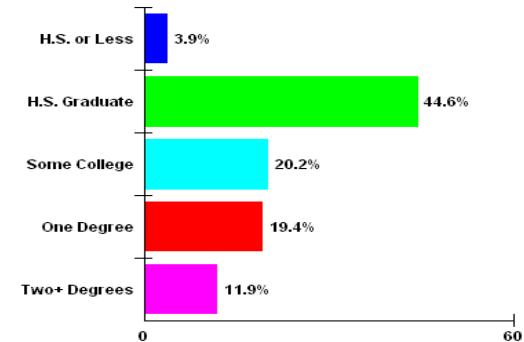
### Ethnicity Profile



### Annual Income



### Education Profile



# Over Half of Charleston's Pizza Enthusiasts Have Children

**THE MEDIA AUDIT**  
CROSSTAB REPORTS  
Cross Target Target Index

REPORT MARKET: CHARLESTON, SC  
REPORT BASE: ADULTS AGE 18+  
REPORT PERIOD: OCT-NOV 2008  
PRIMARY TARGET: ATE FAST FOOD PAST 4 WEEKS--ANY PIZZA RESTAURANT

BASE POPULATION: 468,116

% IN TARGET: 4.4%

TARGET	PRIMARY PERSONS	TARGET INDEX	0	100	200
STAGE IN LIFE CYCLE-CHILDREN--ANY AGE 13-17	4,526	183			
STAGE IN LIFE CYCLE-CHILDREN AT HOME, ANY AGE	10,197	113			
STAGE IN LIFE CYCLE-CHILDREN--ANY UNDER 6	3,300	89			
STAGE IN LIFE CYCLE-CHILDREN--ANY AGE 6-12	3,388	77			
STAGE IN LIFE CYCLE-CHILDREN--ANY AGE 18 PLUS	1,009	67			



# Radio is Key to Reaching Pappa John's Targets

Report: MEDIA DAY ANALYSIS  
Market: CHARLESTON, SC for OCT-NOV 2008  
Bases: ADULTS AGE 18+  
Target: ATE FAST FOOD PAST 4-WEEKS--ANY PIZZA RESTAURANT  
Base Population: 468,116

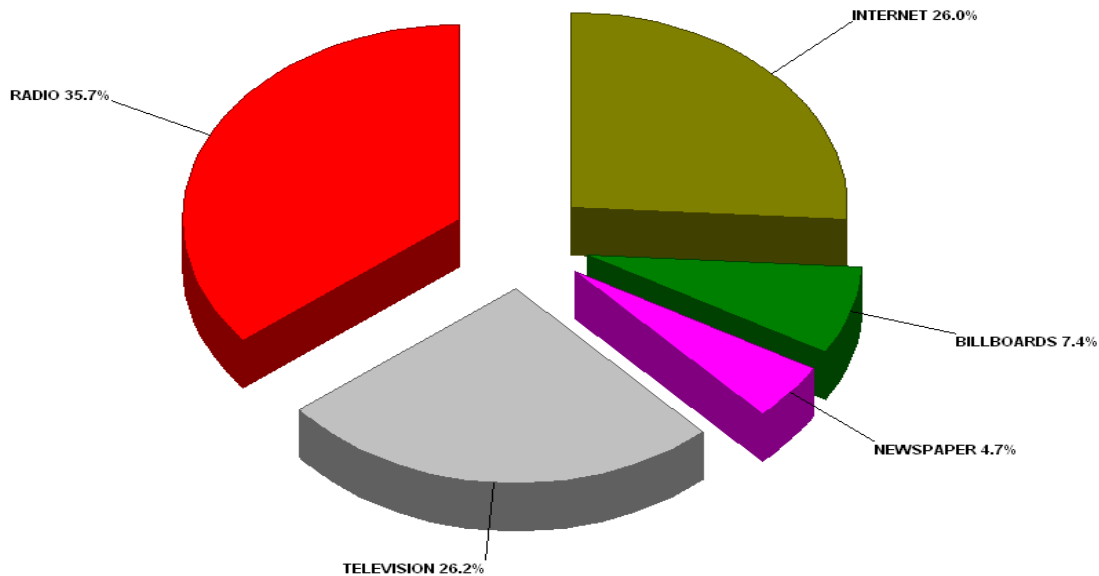
THE MEDIA AUDIT

Target Market

% In Target: 4.4%

Target Persons: 20,438

## Pizza Enthusiasts Spend Nearly 5 Hours Daily With Radio



TOTAL MARKET PROFILE IS BASED ON 870 RESPONDENTS. TARGET MARKET PROFILE IS BASED ON 35 RESPONDENTS.



Citadel Broadcasting Corporation

# Citadel Radio Reaches Pappa John's Key Audience

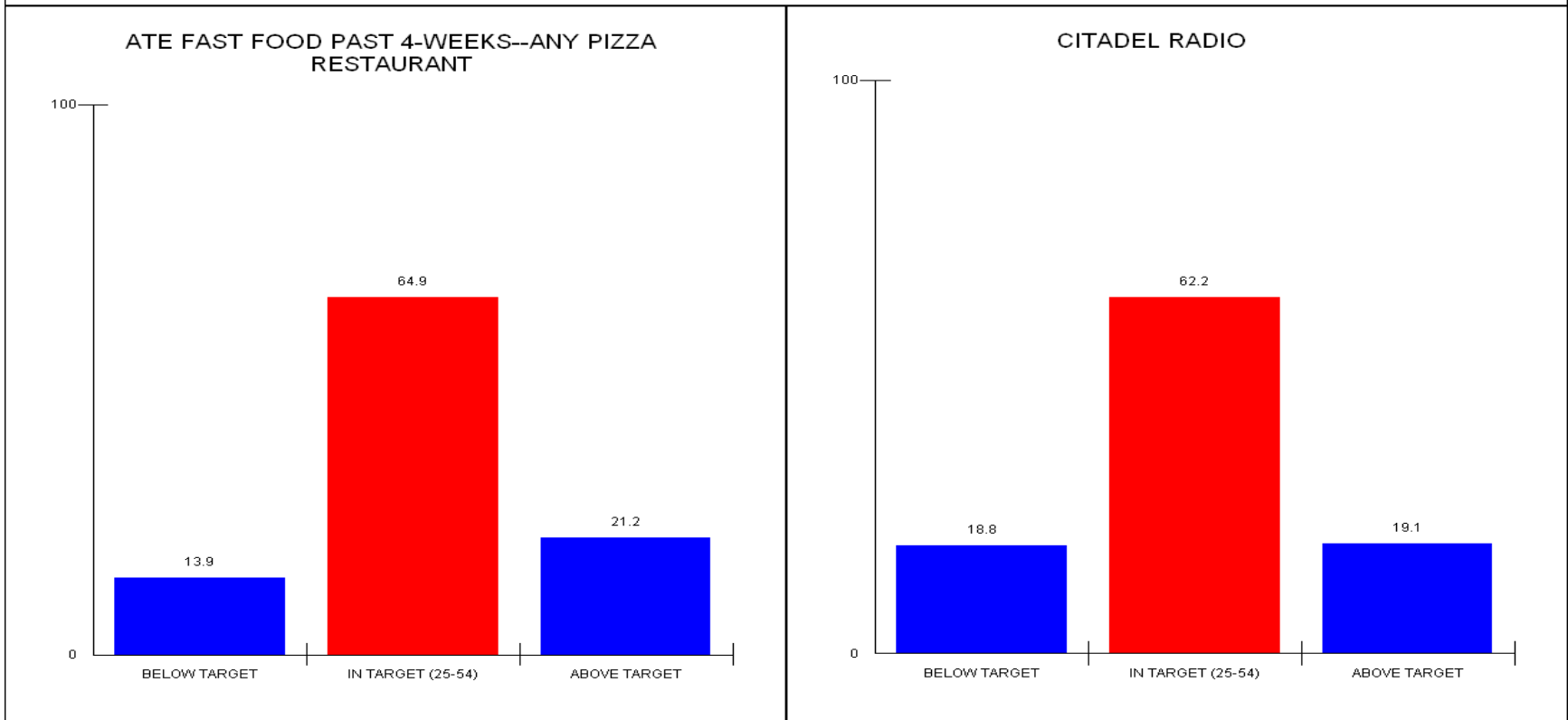
Report: AGE DEMO ANALYSIS  
 Market: CHARLESTON, SC for OCT-NOV 2008  
 Bases: ADULTS AGE 18+  
 Media: CITADEL RADIO  
 Target: ATE FAST FOOD PAST 4-WEEKS--ANY PIZZA RESTAURANT

THE MEDIA AUDIT

Total Market Persons: 468,116  
 Total Market Persons: 468,116

Media Percent: 31.7%  
 Target Percent: 4.4%

Media Persons: 148,410  
 Target Persons: 20,438



MEDIA, AUDIENCE ANALYSIS IS BASED ON 234 RESPONDENTS IN THE AUDIENCE OF THE MEDIA.  
 MARKET PROFILE IS BASED ON 870 RESPONDENTS. TARGET PROFILE IS BASED ON 35 RESPONDENTS IN THE AUDIENCE OF THE MEDIA.



# Citadel Reaches Over Half of Charleston's Pizza Diners

Report: RANKER REPORT  
 Market: CHARLESTON, SC for OCT-NOV 2008  
 Bases: ADULTS AGE 18+  
 Target: ATE FAST FOOD PAST 4-WEEKS--ANY PIZZA RESTAURANT  
 Base Population: 468,116

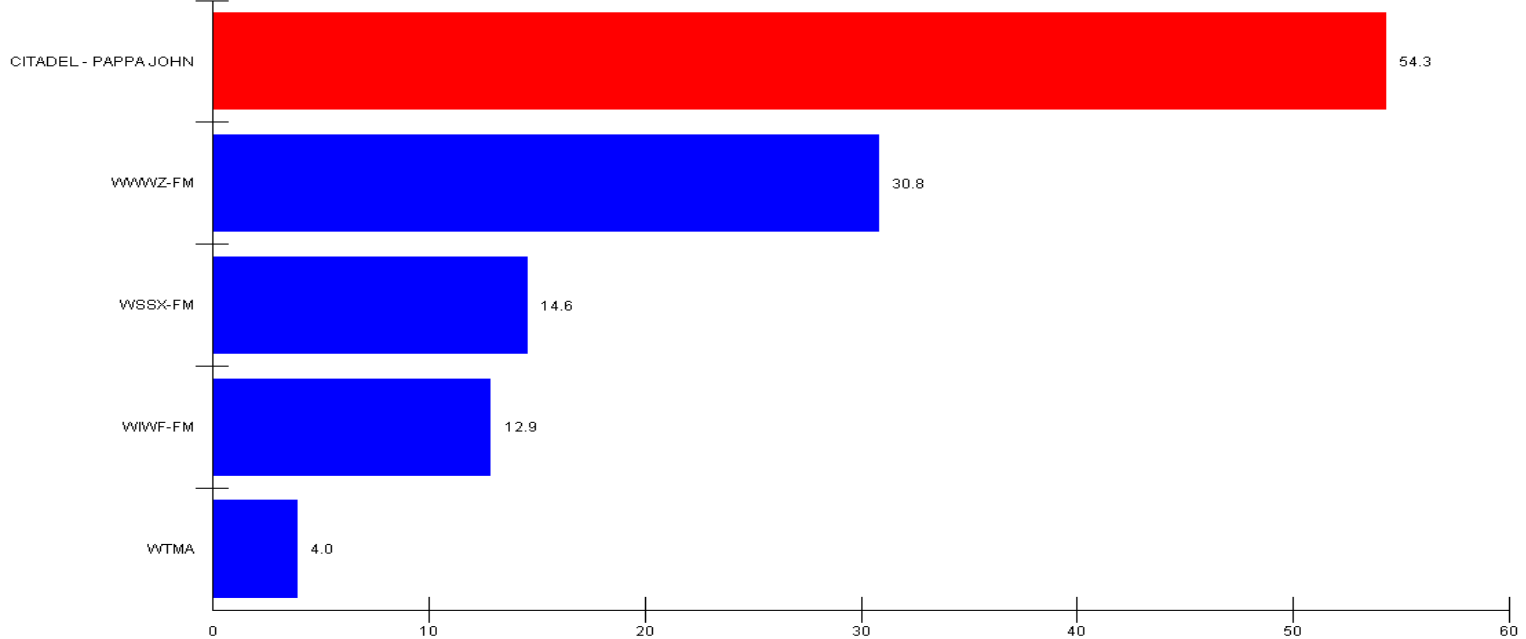
THE MEDIA AUDIT

Cume Ratings

% In Target: 4.4%

Target Persons: 20,438

## Reach Over Half of Charleston's Pizza Enthusiasts with Citadel



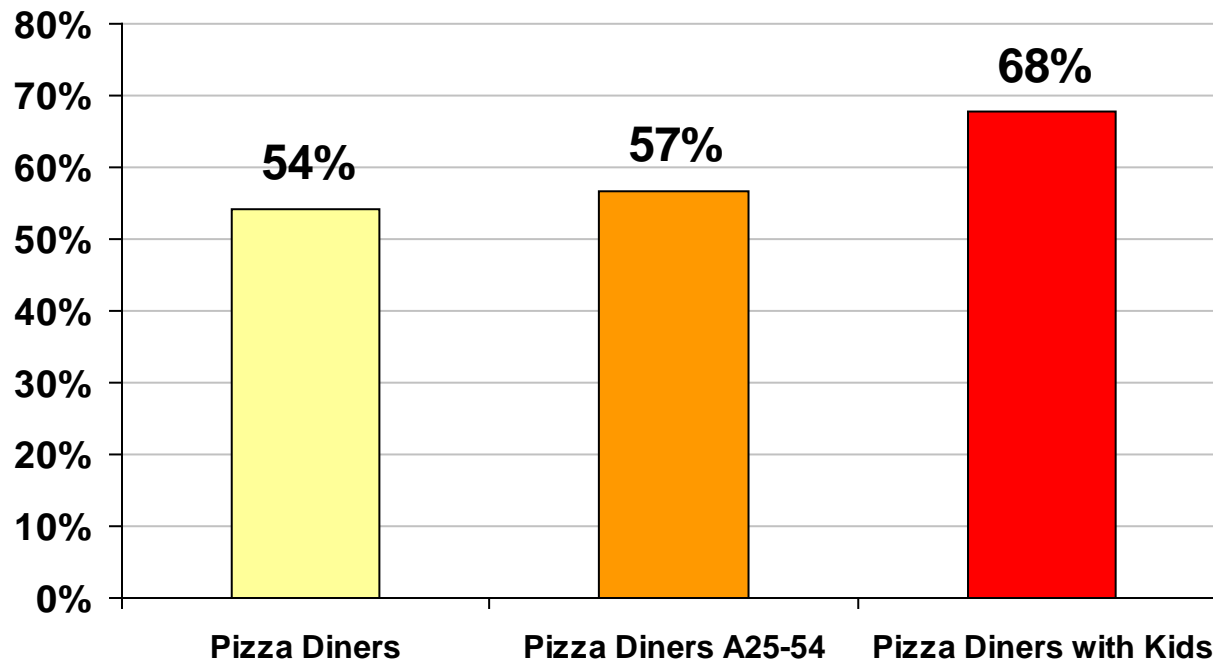
BASED ON 35 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 870 BASE # OF RESPONDENTS



Citadel Broadcasting Corporation

# Citadel Reaches all of Pappa John's Key Targets

## Citadel's Reach of Charleston Pizza Diners



Source: The Media Audit, Charleston Oct-Nov 2008

