

Glossary to terms on CNW's Used Sales by Direct Marketing Area (DMA) Report

Pop 2006	Shr Pop.	Used Sales	Used Share By DMA	Transfers to Pop.
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Number of used light vehicle sales by DMA, share of DMA population to total US and share of sales to total US.

Franchised Franchised new car dealers

Independent Independent used car dealers

Casual Private party sales

Franchised Units	Franchised Share	Independent Units	Independent Share	Casual Units	Casual Share	Checking Column
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Franchised Tran Prc	Franchised Value	Independent Tran Prc	Independent Value	Casual Tran Prc	Casual Value
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Indep. As % Franch.	Casual as % of Indep
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Franch Value	Indep Value	Casual Value	Total Value (Based on Tran Prc)
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Sales broken out by channel. Transaction Price by channel with value extensions, with comparisons between channels.

Avg. Tran Prc Average Transaction Price

Veh Age 1yr	Units	Veh Age 2yr	Units	Veh Age 3yr	Units	Veh Age 4yr	Units
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Breakouts of sales by vehicle age. From Vehicle Age 1 Year/Units all the way to Vehicle Age 20 Years/Units.

CNW's Used by DMA Report

Franch. Shoppers v Buyers	Franch. Number of Shoppers	Indep. Shoppers v Buyers	Indep. Number of Shoppers	Casual Shoppers v Buyers	Casual Number of Shoppers	Total* Shoppers to Buyers	Total* Number of Shoppers
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Ratio of shoppers to buyers

Share Cars	Units Cars	Share Trucks	Unit Trucks	Units SUV of Trk	Share SUV of Trk	SUV Share All Used
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Of total sales, share sold cars and trucks with further breakout of SUVs from truck sales

Share Financed	Units Financed
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Of total sales, percentage share financed and units financed

Bought Out of DMA	Bought Out of DMA	Bought W/I DMA	Bought W/I DMA
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Bought within and outside of the Direct Marketing Area (DMA)

Caused Dlr Visit Print NwsPpr	Print NewsPpr Number of Shoppers	Caused Dlr Visit I'net	I'net Number of Shoppers	Caused Dlr Visit TV (Spot)	TV (Spot) Number of Shoppers	Duplicity Print NwsPpr & I'net	Number Duplicated
Duplicity Print NwsPpr & TV (Spot)	Number Duplicated	Duplicity TV (Spot) & I'net	Number Duplicated				

Number and share of sales caused by newspaper ad, internet visit, tv spot. Number and share caused by multiple/duplicate reasons.

CNW's Used by DMA Report

Tran Prc as % Income	Price Shopping Index	Total Number of Price-Related Searches	Obtained and Used Pre-Approved Auto Loans	Share Who Obtained Pre-Approved Auto Loan	Duration of Search for Vehicle (weeks)	Number Sub-Prime Buyers	Of All Sales Share Sub-Prime Buyers
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Transaction price of vehicle as a percentage of household income.

Price Shopping Index: Measures the volume of price shoppers of total sales on a CNW scale

Number of buyers categorized as Sub-Prime and of all sales, share that were to Sub-Prime Buyers

HHI From Census 06

Household Income from 2006 Census

Buy Here Pay Here Share Excl Cas	Buy Here Pay Here Units Excl Cas
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Buy Here Pay Here share and units, excludes casual (private party) sales

Detroit 3	Det Units	Asian	Asian Units	Euro	Euro Units	Chk Col.
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Used Sales broken out by Ford, GM and Chrysler (Detroit 3), Asian and European makes.

Sub 550 of Sub Prm	Sub 550 Units	Sub 550 of Ttl Sls
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Sub-550 FICO sales (share) of sub-prime sales. Also shown as units. Sub-550 FICO share of total sales.

CNW's Used by DMA Report

	<i>List of Available DMA's</i>
500	Portland-Auburn ME
501	New York NY
502	Binghamton NY
503	Macon GA
504	Philadelphia PA
505	Detroit MI
506	Boston MA (Manchester NH)
507	Savannah GA
508	Pittsburgh PA
509	Ft. Wayne IN
510	Cleveland OH
511	Washington DC (Hagerstown MD)
512	Baltimore MD
513	Flint-Saginaw-Bay City MI
514	Buffalo NY
515	Cincinnati OH
516	Erie PA
517	Charlotte NC
518	Greensboro-High Point-Winston Salem NC
519	Charleston SC
520	Augusta GA
521	Providence RI-New Bedford MA
522	Columbus GA
523	Burlington VT-Plattsburgh NY
524	Atlanta GA
525	Albany GA
526	Utica NY
527	Indianapolis IN
528	Miami-Ft. Lauderdale FL
529	Louisville KY
530	Tallahassee FL-Thomasville GA
531	Tri-Cities TN-VA

CNW's Used by DMA Report

532	Albany-Schenectady-Troy NY
533	Hartford & New Haven CT
534	Orlando-Daytona Beach-Melbourne FL
535	Columbus OH
536	Youngstown OH
537	Bangor ME
538	Rochester NY
539	Tampa-St.Petersburg (Sarasota) FL
540	Traverse City-Cadillac MI
541	Lexington KY
542	Dayton OH
543	Springfield-Holyoke MA
544	Norfolk-Portsmouth-Newport News VA
545	Greenville-New Bern-Washington NC
546	Columbia SC
547	Toledo OH
548	West Palm Beach-Fort Pierce FL
549	Watertown NY
550	Wilmington NC
551	Lansing MI
552	Presque Isle ME
553	Marquette MI
554	Wheeling WV-Steubenville OH
555	Syracuse NY
556	Richmond-Petersburg VA
557	Knoxville TN
558	Lima OH
559	Bluefield-Beckley-Oak Hill WV
560	Raleigh-Durham (Fayetteville) NC
561	Jacksonville FL
563	Grand Rapids-Kalamazoo-Battle Creek MI
564	Charleston-Huntington WV
565	Elmira NY
566	Harrisburg-Lancaster-Lebanon-York PA

CNW's Used by DMA Report

567	Greenville-Spartanburg SC-Asheville NC-Anderson SC
569	Harrisonburg VA
570	Florence-Myrtle Beach SC
571	Ft. Myers-Naples FL
573	Roanoke-Lynchburg VA
574	Johnstown-Altoona PA
575	Chattanooga TN
576	Salisbury MD
577	Wilkes Barre-Scranton PA
581	Terre Haute IN
582	Lafayette IN
583	Alpena MI
584	Charlottesville VA
588	South Bend-Elkhart IN
592	Gainesville FL
596	Zanesville OH
597	Parkersburg WV
598	Clarksburg-Weston WV
600	Corpus Christi TX
602	Chicago IL
603	Joplin MO-Pittsburg KS
604	Columbia-Jefferson City MO
605	Topeka KS
606	Dothan AL
609	St. Louis MO
610	Rockford IL
611	Rochester MN-Mason City IA-Austin MN
612	Shreveport LA
613	Minneapolis-St. Paul MN
616	Kansas City MO
617	Milwaukee WI
618	Houston TX
619	Springfield MO
622	New Orleans LA

CNW's Used by DMA Report

623	Dallas-Ft.Worth TX
624	Sioux City IA
625	Waco-Temple-Bryan TX
626	Victoria TX
627	Wichita Falls TX & Lawton OK
628	Monroe LA-El Dorado AR
630	Birmingham (Anniston & Tuscaloosa) AL
631	Ottumwa IA-Kirksville MO
632	Paducah KY-Cape Girardeau MO-Harrisburg-Mt. Vernon IL
633	Odessa-Midland TX
634	Amarillo TX
635	Austin TX
636	Harlingen-Weslaco-Brownsville-Mcallen TX
637	Cedar Rapids-Waterloo-Iowa City & Dubuque IA
638	St. Joseph MO
639	Jackson TN
640	Memphis TN
641	San Antonio TX
642	Lafayette LA
643	Lake Charles LA
644	Alexandria LA
647	Greenwood-Greenville MS
648	Champaign & Springfield-Decatur IL
649	Evansville IN
650	Oklahoma City OK
651	Lubbock TX
652	Omaha NE
656	Panama City FL
657	Sherman TX-Ada OK
658	Green Bay-Appleton WI
659	Nashville TN
661	San Angelo TX
662	Abilene-Sweetwater TX
669	Madison WI

CNW's Used by DMA Report

670	Ft. Smith-Fayetteville-Springdale-Rogers AR
671	Tulsa OK
673	Columbus-Tupelo-West Point MS
675	Peoria-Bloomington IL
676	Duluth MN-Superior WI
678	Wichita-Hutchinson KS Plus
679	Des Moines-Ames IA
682	Davenport IA-Rock Island-Moline IL
686	Mobile AL-Pensacola (Ft. Walton Beach) FL
687	Minot-Bismarck-Dickinson (Williston) ND
691	Huntsville-Decatur (Florence) AL
692	Beaumont-Port Arthur TX
693	Little Rock-Pine Bluff AR
698	Montgomery (Selma) AL
702	La Crosse-Eau Claire WI
705	Wausau-Rhineland WI
709	Tyler-Longview (Lufkin & Nacogdoches) TX
710	Hattiesburg-Laurel MS
711	Meridian MS
716	Baton Rouge LA
717	Quincy IL-Hannibal MO-Keokuk IA
718	Jackson MS
722	Lincoln & Hastings-Kearney NE
724	Fargo-Valley City ND
725	Sioux Falls (Mitchell) SD
734	Jonesboro AR
736	Bowling Green KY
737	Mankato MN
740	North Platte NE
743	Anchorage AK
744	Honolulu HI
745	Fairbanks AK
746	Biloxi-Gulfport MS
747	Juneau AK

CNW's Used by DMA Report

749	Laredo TX
751	Denver CO
752	Colorado Springs-Pueblo CO
753	Phoenix AZ
754	Butte-Bozeman MT
755	Great Falls MT
756	Billings MT
757	Boise ID
758	Idaho Falls-Pocatello ID
759	Cheyenne WY-Scottsbluff NE
760	Twin Falls ID
762	Missoula MT
764	Rapid City SD
765	El Paso TX
766	Helena MT
767	Casper-Riverton WY
770	Salt Lake City UT
771	Yuma AZ-El Centro CA
773	Grand Junction-Montrose CO
789	Tucson (Sierra Vista) AZ
790	Albuquerque-Santa Fe NM
798	Glendive MT
800	Bakersfield CA
801	Eugene OR
802	Eureka CA
803	Los Angeles CA
804	Palm Springs CA
807	San Francisco-Oakland-San Jose CA
810	Yakima-Pasco-Richland-Kennewick WA
811	Reno NV
813	Medford-Klamath Falls OR
819	Seattle-Tacoma WA
820	Portland OR
821	Bend OR

CNW's Used by DMA Report

825	San Diego CA
828	Monterey-Salinas CA
839	Las Vegas NV
855	Santa Barbara-Santa Maria-San Luis Obispo CA
862	Sacramento-Stockton-Modesto CA
866	Fresno-Visalia CA
868	Chico-Redding CA
881	Spokane WA