



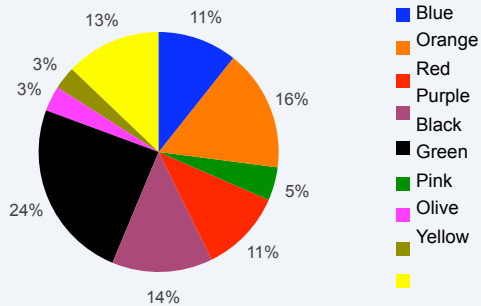
National Youth Snapshot

Sep05 Client X Youth Share = 27.1% (-0.6%)

Client X Rank by Share = # 1

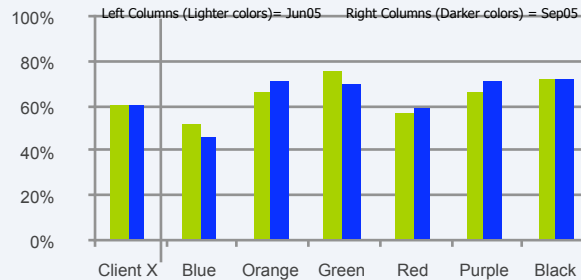
Youth Usage Level = 77.8%

Market Share



Black has #1 Market Share of youth nationally

Top 2 Box Willingness to Recommend

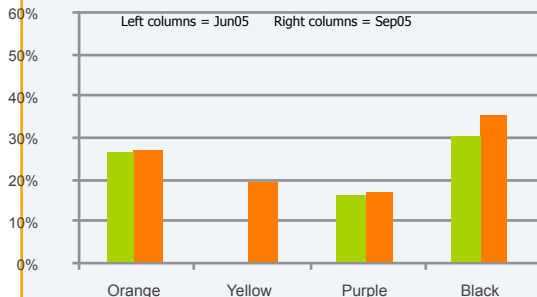


Orange, Purple, Green, and Black customers are most willing to recommend their own company

Brand Equity

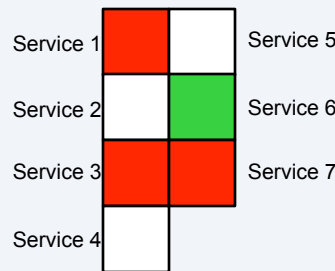


Votes as "Best" Company



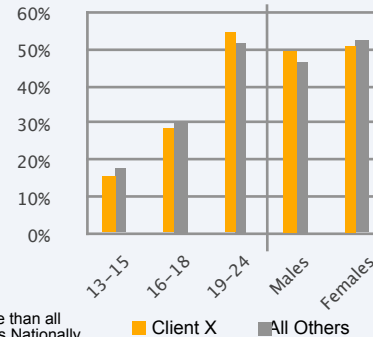
Black is most often ranked #1 by youth nationally

Value Added Services



■ Better than all others Nationally
 ■ Same as all others Nationally
 ■ Worse than all others Nationally

Demographic Profile



Youth Flow Share

	TMFS	AMFS
Black	25.2%	26.8%
Orange	14.7%	15.9%
Blue	14.7%	16.3%
Purple	14.1%	15.1%
Red	10.6%	11.4%
Green	3.8%	3.8%
Yellow	16.8%	18.9%