

Field Description	Chicago MSA	Percent to Total	1 Mile from 75th & Rickert	Percent to Total	Index
Total Group	2,778,640		2,944		
<b>Householder Age</b>					
18-24 Years Old	36,921	1.3%	33	1.1%	84
25-34 Years Old	263,543	9.5%	244	8.3%	87
35-44 Years Old	442,591	15.9%	639	21.7%	136
45-54 Years Old	438,179	15.8%	754	25.6%	162
55-64 Years Old	297,872	10.7%	442	15.0%	140
65+ Years Old	324,648	11.7%	233	7.9%	68
Unknown	1,030,238	37.1%	628	21.3%	58
<b>Individual Age</b>					
18-24 Years Old	134160	2.6%	234	3.8%	146
25-34 Years Old	392251	7.6%	401	6.5%	86
35-44 Years Old	567775	11.0%	834	13.5%	123
45-54 Years Old	542790	10.5%	932	15.1%	144
55-64 Years Old	365013	7.1%	520	8.4%	119
65+ Years Old	399992	7.7%	311	5.0%	65
Unknown	2773576	53.6%	2941		
<b>Gender</b>					
Female	787,618	28.3%	542	18.4%	65
Male	1,765,861	63.6%	2,159	73.3%	115
Unknown	271,294	9.8%	265	9.0%	92
<b>Estimated Income</b>					
Under \$15,000	43,048	1.5%	4	0.1%	9
\$15,000 - \$24,999	80,272	2.9%	4	0.1%	5
\$25,000 - \$34,999	160,926	5.8%	3	0.1%	2
\$35,000 - \$49,999	481,397	17.3%	10	0.3%	2
\$50,000 - \$74,999	818,090	29.4%	54	1.8%	6
\$75,000 - \$99,999	419,391	15.1%	210	7.1%	47
\$100,000 - \$124,999	248,434	8.9%	547	18.6%	208
\$125,000 - \$149,999	137,113	4.9%	498	16.9%	343
\$150,000 - \$174,999	76,568	2.8%	426	14.5%	525
\$175,000 - \$199,999	55,687	2.0%	472	16.0%	800
\$200,000 - \$249,999	64,085	2.3%	331	11.2%	487
\$250,000 and Over	71,982	2.6%	186	6.3%	244
Unknown	159,636	5.7%	224	7.6%	132
<b>Wealth Indicator</b>					
Bottom Median Income <= 30%	312,381	11.2%		0.0%	0
Mid-median Income	948,530	34.1%		0.0%	0
Top Median Income >= 30%	1,424,716	51.3%	2,944	100.0%	195
Unknown	93,583	3.4%		0.0%	0
<b>Marital Status (Individuals)</b>					
Married	896,488	32.3%	1,610	54.7%	170
Unknown	1,882,152	67.7%	1,334	45.3%	67

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<b>Type of Person (Individuals)</b>					
Elderly Person	77,945	10.3%	83	8.9%	86
Other	569,243	75.4%	633	67.8%	90
Young Adult	107,584	14.3%	217	23.3%	163
<b>Stage in Family Lifecycle</b>					
Age 18-24, No Children	25,977	0.9%	21	0.7%	76
Age 25-34, No Children	193,264	7.0%	163	5.5%	80
Age 35-44, No Children	265,141	9.5%	273	9.3%	97
Age 45-54, No Children	279,946	10.1%	377	12.8%	127
Age 55-64, No Children	245,668	8.8%	350	11.9%	134
Age 65+, No Children	298,338	10.7%	213	7.2%	67
Age 18-24 with Child(ren)	10,895	0.4%	12	0.4%	104
Age 25-34 with Child(ren)	70,462	2.5%	81	2.8%	108
Age 35-44 with Child(ren)	177,952	6.4%	367	12.5%	195
Age 45-54 with Child(ren)	158,625	5.7%	377	12.8%	224
Age 55-64 with Child(ren)	136,416	4.9%	147	5.0%	102
Unknown	976,444	35.1%	595	20.2%	58
<b>Home Ownership</b>					
Owner	2,613,168	94.0%	2,944	100.0%	106
Renter	179,995	6.5%		0.0%	0
<b>Length of Residence</b>					
Less Than 3 Years	1,206,741	43.4%	916	31.1%	72
3 to 4 Years	281,552	10.1%	283	9.6%	95
5 to 9 Years	621,674	22.4%	725	24.6%	110
10 to 14 Years	344,087	12.4%	579	19.7%	159
15 Years or More	374,861	13.5%	464	15.8%	117
<b>Dwelling Type</b>					
Agricultural	7,462	0.3%	1	0.0%	13
Apartment	175,019	6.3%		0.0%	0
Commercial Condo	545	0.0%		0.0%	0
Condominium	178,363	6.4%	13	0.4%	7
Duplex	1,205	0.0%		0.0%	0
Single Family	1,465,433	52.7%	2,541	86.3%	164
Unknown	978,466	35.2%	401	13.6%	39
<b>Estimated Home Value</b>					
Under \$50,000	25,893	0.9%	3	0.1%	11
\$50,000 - \$99,999	174,652	6.3%	16	0.5%	9
\$100,000 - \$149,999	329,780	11.9%	225	7.6%	64
\$150,000 - \$199,999	361,839	13.0%	401	13.6%	105
\$200,000 or More	759,893	27.3%	1,809	61.4%	225
Unknown	1,162,256	41.8%	509	17.3%	41

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#### Estimated Land Value

Under \$5,000	826,859	29.8%	1	0.0%	0
\$6,000 - \$10,000	225,831	8.1%	161	5.5%	67
\$11,000 - \$15,000	113,662	4.1%	297	10.1%	247
\$16,000 - \$20,000	70,839	2.5%	854	29.0%	1138
\$21,000 - \$30,000	60,905	2.2%	1,133	38.5%	1756
\$31,000 - \$99,000	26,469	1.0%	64	2.2%	228
\$100,000 or More	2,791	0.1%		0.0%	0
Unknown	1,473,050	53.0%	453	15.4%	29

#### Median Home Value

Under \$50,000	178,616	6.4%		0.0%	0
\$50,000 - \$74,999	457,567	16.5%		0.0%	0
\$75,000 - \$99,999	549,541	19.8%		0.0%	0
\$100,000 - \$124,999	496,971	17.9%		0.0%	0
\$125,000 - \$149,999	381,695	13.7%	385	13.1%	95
\$150,000 - \$199,999	373,746	13.5%	793	26.9%	200
\$200,000 or More	341,471	12.3%	1,772	60.2%	490

#### Estimated Loan Value

Under 25%	382	0.0%	1	0.0%	247
25% - 49%	2,323	0.1%	2	0.1%	81
50% - 74%	362,758	13.1%	1	0.0%	0
75% - 100%	1,140,125	41.0%	2,425	82.4%	201
Unknown	1,316,111	47.4%	533	18.1%	38

#### Estimated Mortgage Payment

Under \$100	224,364	8.1%	2	0.1%	1
\$100 - \$499	524,149	18.9%	360	12.2%	65
\$500 - \$999	494,243	17.8%	915	31.1%	175
\$1,000 - \$1,999	322,989	11.6%	1,020	34.6%	298
\$2,000 - \$2,999	45,622	1.6%	115	3.9%	238
\$3,000 or More	22,416	0.8%	24	0.8%	101

#### Mail Order Buyer

Multiple Purchases	1,133,628	40.8%	1,718	58.4%	143
Single Purchase	392,498	14.1%	376	12.8%	90
Unknown	1,293,705	46.6%	875	29.7%	64

#### Purchase Vehicle

Purchase via Phone	8,176	0.3%	8	0.3%	92
Purchase via Mail	578,246	20.8%	951	32.3%	155
Purchase via Internet	44,252	1.6%	72	2.4%	154

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#### Top Ethnicity Groups

English	717,375	26.6%	708	25.4%	95
German	198,060	7.3%	237	8.5%	116
Irish	141,882	5.3%	197	7.1%	134
Hispanic	291,663	10.8%	72	2.6%	24
Welsh	105,616	3.9%	90	3.2%	82
Unknown	804,450	29.8%	925	33.2%	111
Individual Groups too Small to Consider	438,064	16.2%	561	20.1%	124

#### Likelihood of Vehicle Purchase in 5 months

Least Likely	942,697	33.9%	220	7.5%	22
May or May Not Be Likely	859,581	30.9%	633	21.5%	70
More Likely	855,126	30.8%	1,888	64.1%	208
Unknown	159,636	5.7%	224	7.6%	132

#### Occupied Housing Units with 1 Vehicle

Under 25%	816,449	29.4%	2,743	93.2%	317
25% - 49%	1,572,116	56.6%	204	6.9%	12
50% - 74%	372,102	13.4%		0.0%	0
75% - 100%	2,703	0.1%		0.0%	0
Unknown	15,955	0.6%		0.0%	0

#### Occupied Housing Units with 2 or More Vehicles

Less Than 25%	507,994	18.3%		0.0%	0
25% - 49%	705,907	25.4%	57	1.9%	8
50% - 74%	898,637	32.3%	148	5.0%	16
75% - 100%	648,249	23.3%	2,743	93.2%	399
Unknown	18,647	0.7%		0.0%	0

#### Areas of Interest Composite

Auto Buff	39,431	1.4%	37	1.3%	89
Business Owners	87,554	3.2%	144	4.9%	155
Cooking	324,685	11.7%	504	17.1%	147
Female Issues	500,395	18.0%	739	25.1%	139
Gardening	378,302	13.6%	686	23.3%	171
Health/Fitness	690,012	24.8%	1,016	34.5%	139
Home Projects	334,951	12.1%	511	17.4%	144
Investment Opportunities	202,781	7.3%	377	12.8%	175
Male Issues	304,144	10.9%	566	19.2%	176
Outdoor Activities	145,174	5.2%	214	7.3%	139
PC Usage	283,252	10.2%	512	17.4%	171
Pets	98,150	3.5%	119	4.0%	114
Photography	6,957	0.3%	14	0.5%	190
Reading Books	953,901	34.3%	1,370	46.5%	136
Reading Magazines	1,027,615	37.0%	1,571	53.4%	144
Religion	3,676	0.1%	4	0.1%	103
Spanish Spoken at Home	1,463	0.1%	0	0.0%	0
Sports	309,559	11.1%	628	21.3%	191
Travel	302,087	10.9%	557	18.9%	174

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**Email**

Someone in HH has an email address	245,119	8.8%	373	12.7%	144
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**Suburban Chicago Newspapers (SCN)**

In SCN Market	443,667		2,747		
SCN Subscribers*	87,925	19.8%	1,043	38.0%	192
Free Sun Market	217,573		0		
Additional Sun-Times Subscribers	79,096		36		
SCN & Sun-Times Subscribers	3777		53		

\* This figure only includes home delivered subscribers that matched our circulation and marketing databases. Additionally 36% of SCN daily readers either purchase the newspaper at the newsstand or read a paper they did not purchase. (MORI 1999)

## 1 Mile from 75th and Rickert Profile Synopsis

**Age:** 35 - 64 years old  
**Income:** Top median income - \$100,000 plus  
**Marital Status:** Married  
**Family Lifecycle:** Age 45 - 64 without children  
Age 35 - 54 with children  
Presence of young adult in household  
**Home Ownership:** Owner  
Length of residence 5 years plus  
Single family  
Home value \$150,000 plus  
**Mail Order Buyer:** Multiple purchases  
**Telephone Buyer:** Not likely to purchase by phone  
**Vehicles:** Likely to purchase in 5 months  
2 or more vehicles  
**Email:** Someone has an email address in the household  
**SCN Subscribers:** More likely to be a subscriber to one of the Suburban  
Chicago Newspaper Publications