

Field Description	Chicago MSA	Percent to Total	3 Miles from 75th & Rickert	Percent to Total	Index
Total Group	2,778,640		32,333		
Householder Age					
18-24 Years Old	36,921	1.3%	407	1.3%	95
25-34 Years Old	263,543	9.5%	3,118	9.6%	102
35-44 Years Old	442,591	15.9%	6,857	21.2%	133
45-54 Years Old	438,179	15.8%	6,729	20.8%	132
55-64 Years Old	297,872	10.7%	3,807	11.8%	110
65+ Years Old	324,648	11.7%	2,683	8.3%	71
Unknown	1,030,238	37.1%	9,077	28.1%	76
Individual Age					
18-24 Years Old	134160	2.6%	2270	3.5%	137
25-34 Years Old	392251	7.6%	4723	7.4%	97
35-44 Years Old	567775	11.0%	8731	13.6%	124
45-54 Years Old	542790	10.5%	8255	12.9%	123
55-64 Years Old	365013	7.1%	4529	7.1%	100
65+ Years Old	399992	7.7%	3260	5.1%	66
Unknown	2773576	53.6%	32283		
Gender					
Female	787,618	28.3%	7,072	21.9%	77
Male	1,765,861	63.6%	22,770	70.4%	111
Unknown	271,294	9.8%	2,742	8.5%	87
Estimated Income					
Under \$15,000	43,048	1.5%	91	0.3%	18
\$15,000 - \$24,999	80,272	2.9%	425	1.3%	45
\$25,000 - \$34,999	160,926	5.8%	119	0.4%	6
\$35,000 - \$49,999	481,397	17.3%	911	2.8%	16
\$50,000 - \$74,999	818,090	29.4%	3,976	12.3%	42
\$75,000 - \$99,999	419,391	15.1%	4,704	14.5%	96
\$100,000 - \$124,999	248,434	8.9%	5,184	16.0%	179
\$125,000 - \$149,999	137,113	4.9%	4,809	14.9%	301
\$150,000 - \$174,999	76,568	2.8%	4,051	12.5%	455
\$175,000 - \$199,999	55,687	2.0%	3,060	9.5%	472
\$200,000 - \$249,999	64,085	2.3%	2,090	6.5%	280
\$250,000 and Over	71,982	2.6%	1,404	4.3%	168
Unknown	159,636	5.7%	1,782	5.5%	96
Wealth Indicator					
Bottom Median Income <= 30%	312,381	11.2%	1	0.0%	0
Mid-median Income	948,530	34.1%	24	0.1%	0
Top Median Income >= 30%	1,424,716	51.3%	32,321	100.0%	195
Unknown	93,583	3.4%		0.0%	0
Marital Status (Individuals)					
Married	896,488	32.3%	15,150	46.9%	145
Unknown	1,882,152	67.7%	17,183	53.1%	78

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Type of Person (Individuals)					
Elderly Person	77,945	10.3%	626	6.8%	66
Other	569,243	75.4%	6559	71.4%	95
Young Adult	107,584	14.3%	1997	21.7%	153
Stage in Family Lifecycle					
Age 18-24, No Children	25,977	0.9%	278	0.9%	92
Age 25-34, No Children	193,264	7.0%	2,085	6.4%	93
Age 35-44, No Children	265,141	9.5%	3,131	9.7%	101
Age 45-54, No Children	279,946	10.1%	3,407	10.5%	105
Age 55-64, No Children	245,668	8.8%	3,035	9.4%	106
Age 65+, No Children	298,338	10.7%	2,478	7.7%	71
Age 18-24 with Child(ren)	10,895	0.4%	129	0.4%	102
Age 25-34 with Child(ren)	70,462	2.5%	1,032	3.2%	126
Age 35-44 with Child(ren)	177,952	6.4%	3,729	11.5%	180
Age 45-54 with Child(ren)	158,625	5.7%	3,328	10.3%	180
Age 55-64 with Child(ren)	136,416	4.9%	1,614	5.0%	102
Unknown	976,444	35.1%	8,461	26.2%	74
Home Ownership					
Owner	2,613,168	94.0%	32,311	99.9%	106
Renter	179,995	6.5%	22	0.1%	1
Length of Residence					
Less Than 3 Years	1,206,741	43.4%	12,706	39.3%	90
3 to 4 Years	281,552	10.1%	3,298	10.2%	101
5 to 9 Years	621,674	22.4%	7,968	24.6%	110
10 to 14 Years	344,087	12.4%	4,525	14.0%	113
15 Years or More	374,861	13.5%	4,081	12.6%	94
Dwelling Type					
Agricultural	7,462	0.3%	3	0.0%	3
Apartment	175,019	6.3%	22	0.1%	1
Commercial Condo	545	0.0%		0.0%	0
Condominium	178,363	6.4%	576	1.8%	28
Duplex	1,205	0.0%		0.0%	0
Single Family	1,465,433	52.7%	23,695	73.3%	139
Unknown	978,466	35.2%	8,194	25.3%	72
Estimated Home Value					
Under \$50,000	25,893	0.9%	29	0.1%	10
\$50,000 - \$99,999	174,652	6.3%	1,157	3.6%	57
\$100,000 - \$149,999	329,780	11.9%	1,899	5.9%	49
\$150,000 - \$199,999	361,839	13.0%	3,748	11.6%	89
\$200,000 or More	759,893	27.3%	16,330	50.5%	185
Unknown	1,162,256	41.8%	9,340	28.9%	69

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Estimated Land Value

Under \$5,000	826,859	29.8%	1,332	4.1%	14
\$6,000 - \$10,000	225,831	8.1%	1,004	3.1%	38
\$11,000 - \$15,000	113,662	4.1%	4,488	13.9%	339
\$16,000 - \$20,000	70,839	2.5%	4,842	15.0%	587
\$21,000 - \$30,000	60,905	2.2%	9,340	28.9%	1318
\$31,000 - \$99,000	26,469	1.0%	1,986	6.1%	645
\$100,000 or More	2,791	0.1%	4	0.0%	12
Unknown	1,473,050	53.0%	9,504	29.4%	55

Median Home Value

Under \$50,000	178,616	6.4%		0.0%	0
\$50,000 - \$74,999	457,567	16.5%	2	0.0%	0
\$75,000 - \$99,999	549,541	19.8%	58	0.2%	1
\$100,000 - \$124,999	496,971	17.9%	3,305	10.2%	57
\$125,000 - \$149,999	381,695	13.7%	5,671	17.5%	128
\$150,000 - \$199,999	373,746	13.5%	15,981	49.4%	367
\$200,000 or More	341,471	12.3%	7,386	22.8%	186

Estimated Loan Value

Under 25%	382	0.0%	3	0.0%	67
25% - 49%	2,323	0.1%	4	0.0%	15
50% - 74%	362,758	13.1%	10	0.0%	0
75% - 100%	1,140,125	41.0%	22,403	69.3%	169
Unknown	1,316,111	47.4%	10,106	31.3%	66

Estimated Mortgage Payment

Under \$100	224,364	8.1%	13	0.0%	0
\$100 - \$499	524,149	18.9%	4,714	14.6%	77
\$500 - \$999	494,243	17.8%	7,360	22.8%	128
\$1,000 - \$1,999	322,989	11.6%	8,856	27.4%	236
\$2,000 - \$2,999	45,622	1.6%	1,182	3.7%	223
\$3,000 or More	22,416	0.8%	362	1.1%	139

Mail Order Buyer

Multiple Purchases	1,133,628	40.8%	16,232	50.2%	123
Single Purchase	392,498	14.1%	4,283	13.2%	94
Unknown	1,293,705	46.6%	12,072	37.3%	80

Purchase Vehicle

Purchase via Phone	8,176	0.3%	123	0.4%	129
Purchase via Mail	578,246	20.8%	9,222	28.5%	137
Purchase via Internet	44,252	1.6%	796	2.5%	155

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Top Ethnicity Groups

English	717,375	26.6%	7,929	25.3%	95
German	198,060	7.3%	2,910	9.3%	126
Irish	141,882	5.3%	1,975	6.3%	120
Hispanic	291,663	10.8%	1,160	3.7%	34
Welsh	105,616	3.9%	989	3.2%	81
Unknown	804,450	29.8%	10,304	32.9%	110
Individual Groups too Small to Consider	438,064	16.2%	6,077	19.4%	119

Likelihood of Vehicle Purchase in 5 months

Least Likely	942,697	33.9%	4,646	14.4%	42
May or May Not Be Likely	859,581	30.9%	7,878	24.4%	79
More Likely	855,126	30.8%	18,243	56.4%	183
Unknown	159,636	5.7%	1,782	5.5%	96

Occupied Housing Units with 1 Vehicle

Under 25%	816,449	29.4%	21,165	65.5%	223
25% - 49%	1,572,116	56.6%	10,901	33.7%	60
50% - 74%	372,102	13.4%	315	1.0%	7
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%	2,376	7.3%	29
50% - 74%	898,637	32.3%	8,901	27.5%	85
75% - 100%	648,249	23.3%	21,112	65.3%	280
Unknown	18,647	0.7%		0.0%	0

Areas of Interest Composite

Auto Buff	39,431	1.4%	439	1.4%	96
Business Owners	87,554	3.2%	1,401	4.3%	138
Cooking	324,685	11.7%	4,824	14.9%	128
Female Issues	500,395	18.0%	6,848	21.2%	118
Gardening	378,302	13.6%	6,235	19.3%	142
Health/Fitness	690,012	24.8%	9,944	30.8%	124
Home Projects	334,951	12.1%	4,850	15.0%	124
Investment Opportunities	202,781	7.3%	3,450	10.7%	146
Male Issues	304,144	10.9%	5,088	15.7%	144
Outdoor Activities	145,174	5.2%	2,248	7.0%	133
PC Usage	283,252	10.2%	5,158	16.0%	156
Pets	98,150	3.5%	1,343	4.2%	118
Photography	6,957	0.3%	98	0.3%	121
Reading Books	953,901	34.3%	13,568	42.0%	122
Reading Magazines	1,027,615	37.0%	15,080	46.6%	126
Religion	3,676	0.1%	36	0.1%	84
Spanish Spoken at Home	1,463	0.1%	9	0.0%	53
Sports	309,559	11.1%	5,708	17.7%	158
Travel	302,087	10.9%	5,527	17.1%	157

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Email

Someone in HH has an email address	245,119	8.8%	3,972	12.3%	139
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Suburban Chicago Newspapers (SCN)

In SCN Market	443,667		28,251		
SCN Subscribers*	87,925	19.8%	9,049	32.0%	162
Free Sun Market	217,573		1,737		
Additional Sun-Times Subscribers	79,096		432		
SCN & Sun-Times Subscribers	3777		429		

* 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)

3 Miles from 75th and Rickert Profile Synopsis

Age: 25 - 64 years old
Income: Top median income - \$100,000 plus
Marital Status: Married
Family Lifecycle: Age 35 - 64 with or without children
Presence of young adult in household
Home Ownership: Owner
Length of residence 3 - 14 years
Single family
Home value \$200,000 plus
Mail Order Buyer: Multiple purchases
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