

Field Description	Chicago MSA	Percent to Total	5 Miles from 75th & Rickert	Percent to Total	Index
Total Group	2,778,640		78,717		

Householder Age

18-24 Years Old	36,921	1.3%	1,001	1.3%	96
25-34 Years Old	263,543	9.5%	8,868	11.3%	119
35-44 Years Old	442,591	15.9%	17,349	22.0%	138
45-54 Years Old	438,179	15.8%	15,486	19.7%	125
55-64 Years Old	297,872	10.7%	8,147	10.3%	97
65+ Years Old	324,648	11.7%	4,829	6.1%	53
Unknown	1,030,238	37.1%	23,776	30.2%	81

Individual Age

18-24 Years Old	134160	2.6%	5071	3.3%	128
25-34 Years Old	392251	7.6%	12834	8.4%	111
35-44 Years Old	567775	11.0%	21819	14.3%	130
45-54 Years Old	542790	10.5%	18888	12.3%	118
55-64 Years Old	365013	7.1%	9708	6.3%	90
65+ Years Old	399992	7.7%	6100	4.0%	52
Unknown	2773576	53.6%	78585		

Gender

Female	787,618	28.3%	16,804	21.3%	75
Male	1,765,861	63.6%	55,681	70.7%	111
Unknown	271,294	9.8%	6,807	8.6%	89

Estimated Income

Under \$15,000	43,048	1.5%	280	0.4%	23
\$15,000 - \$24,999	80,272	2.9%	624	0.8%	27
\$25,000 - \$34,999	160,926	5.8%	486	0.6%	11
\$35,000 - \$49,999	481,397	17.3%	3,405	4.3%	25
\$50,000 - \$74,999	818,090	29.4%	18,282	23.2%	79
\$75,000 - \$99,999	419,391	15.1%	13,967	17.7%	118
\$100,000 - \$124,999	248,434	8.9%	12,225	15.5%	174
\$125,000 - \$149,999	137,113	4.9%	7,997	10.2%	206
\$150,000 - \$174,999	76,568	2.8%	6,398	8.1%	295
\$175,000 - \$199,999	55,687	2.0%	5,057	6.4%	321
\$200,000 - \$249,999	64,085	2.3%	3,423	4.3%	189
\$250,000 and Over	71,982	2.6%	2,584	3.3%	127
Unknown	159,636	5.7%	4,547	5.8%	101

Wealth Indicator

Bottom Median Income <= 30%	312,381	11.2%	49	0.1%	1
Mid-median Income	948,530	34.1%	3,120	4.0%	12
Top Median Income >= 30%	1,424,716	51.3%	75,574	96.0%	187
Unknown	93,583	3.4%		0.0%	0

Marital Status (Individuals)

Married	896,488	32.3%	35,660	45.3%	140
Unknown	1,882,152	67.7%	43,057	54.7%	81

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Type of Person (Individuals)

Elderly Person	77,945	10.3%	1400	6.5%	63
Other	569,243	75.4%	15872	73.4%	97
Young Adult	107,584	14.3%	4351	20.1%	141

Stage in Family Lifecycle

Age 18-24, No Children	25,977	0.9%	721	0.9%	98
Age 25-34, No Children	193,264	7.0%	5,851	7.4%	107
Age 35-44, No Children	265,141	9.5%	8,087	10.3%	108
Age 45-54, No Children	279,946	10.1%	8,222	10.4%	104
Age 55-64, No Children	245,668	8.8%	6,514	8.3%	94
Age 65+, No Children	298,338	10.7%	4,411	5.6%	52
Age 18-24 with Child(ren)	10,895	0.4%	279	0.4%	90
Age 25-34 with Child(ren)	70,462	2.5%	3,020	3.8%	151
Age 35-44 with Child(ren)	177,952	6.4%	9,269	11.8%	184
Age 45-54 with Child(ren)	158,625	5.7%	7,272	9.2%	162
Age 55-64 with Child(ren)	136,416	4.9%	3,658	4.6%	95
Unknown	976,444	35.1%	22,216	28.2%	80

Home Ownership

Owner	2,613,168	94.0%	78,686	100.0%	106
Renter	179,995	6.5%	32	0.0%	1

Length of Residence

Less Than 3 Years	1,206,741	43.4%	33,890	43.1%	99
3 to 4 Years	281,552	10.1%	8,338	10.6%	105
5 to 9 Years	621,674	22.4%	19,531	24.8%	111
10 to 14 Years	344,087	12.4%	9,994	12.7%	103
15 Years or More	374,861	13.5%	7,446	9.5%	70

Dwelling Type

Agricultural	7,462	0.3%	15	0.0%	7
Apartment	175,019	6.3%	32	0.0%	1
Commercial Condo	545	0.0%		0.0%	0
Condominium	178,363	6.4%	1,669	2.1%	33
Duplex	1,205	0.0%		0.0%	0
Single Family	1,465,433	52.7%	55,057	69.9%	133
Unknown	978,466	35.2%	22,295	28.3%	80

Estimated Home Value

Under \$50,000	25,893	0.9%	86	0.1%	12
\$50,000 - \$99,999	174,652	6.3%	2,022	2.6%	41
\$100,000 - \$149,999	329,780	11.9%	6,419	8.2%	69
\$150,000 - \$199,999	361,839	13.0%	10,515	13.4%	103
\$200,000 or More	759,893	27.3%	35,547	45.2%	165
Unknown	1,162,256	41.8%	24,493	31.1%	74

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Estimated Land Value

Under \$5,000	826,859	29.8%	3,074	3.9%	13
\$6,000 - \$10,000	225,831	8.1%	7,378	9.4%	115
\$11,000 - \$15,000	113,662	4.1%	10,016	12.7%	311
\$16,000 - \$20,000	70,839	2.5%	10,254	13.0%	511
\$21,000 - \$30,000	60,905	2.2%	17,601	22.4%	1020
\$31,000 - \$99,000	26,469	1.0%	5,003	6.4%	667
\$100,000 or More	2,791	0.1%	22	0.0%	28
Unknown	1,473,050	53.0%	25,695	32.6%	62

Median Home Value

Under \$50,000	178,616	6.4%	48	0.1%	1
\$50,000 - \$74,999	457,567	16.5%	581	0.7%	4
\$75,000 - \$99,999	549,541	19.8%	4,775	6.1%	31
\$100,000 - \$124,999	496,971	17.9%	15,717	20.0%	112
\$125,000 - \$149,999	381,695	13.7%	11,253	14.3%	104
\$150,000 - \$199,999	373,746	13.5%	34,898	44.3%	330
\$200,000 or More	341,471	12.3%	11,541	14.7%	119

Estimated Loan Value

Under 25%	382	0.0%	8	0.0%	74
25% - 49%	2,323	0.1%	18	0.0%	27
50% - 74%	362,758	13.1%	17	0.0%	0
75% - 100%	1,140,125	41.0%	53,138	67.5%	165
Unknown	1,316,111	47.4%	25,952	33.0%	70

Estimated Mortgage Payment

Under \$100	224,364	8.1%	34	0.0%	1
\$100 - \$499	524,149	18.9%	10,152	12.9%	68
\$500 - \$999	494,243	17.8%	18,085	23.0%	129
\$1,000 - \$1,999	322,989	11.6%	21,337	27.1%	233
\$2,000 - \$2,999	45,622	1.6%	2,916	3.7%	226
\$3,000 or More	22,416	0.8%	804	1.0%	127

Mail Order Buyer

Multiple Purchases	1,133,628	40.8%	36,596	46.5%	114
Single Purchase	392,498	14.1%	10,820	13.7%	97
Unknown	1,293,705	46.6%	31,846	40.5%	87

Purchase Vehicle

Purchase via Phone	8,176	0.3%	278	0.4%	120
Purchase via Mail	578,246	20.8%	21,072	26.8%	129
Purchase via Internet	44,252	1.6%	1,958	2.5%	156

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Total Group	2,778,640		78,717		
Top Ethnicity Groups					
English	717,375	26.6%	19,395	25.5%	96
German	198,060	7.3%	6,698	8.8%	120
Irish	141,882	5.3%	4,414	5.8%	110
Hispanic	291,663	10.8%	3,485	4.6%	42
Welsh	105,616	3.9%	2,490	3.3%	84
Unknown	804,450	29.8%	24,844	32.6%	109
Individual Groups too Small to Consider	438,064	16.2%	14,798	19.4%	120
Likelihood of Vehicle Purchase in 5 months					
Least Likely	942,697	33.9%	9,359	11.9%	35
May or May Not Be Likely	859,581	30.9%	18,319	23.3%	75
More Likely	855,126	30.8%	46,936	59.6%	194
Unknown	159,636	5.7%	4,547	5.8%	101
Occupied Housing Units with 1 Vehicle					
Under 25%	816,449	29.4%	51,531	65.5%	223
25% - 49%	1,572,116	56.6%	25,677	32.6%	58
50% - 74%	372,102	13.4%	1,570	2.0%	15
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%	1	0.0%	0
25% - 49%	705,907	25.4%	3,641	4.6%	18
50% - 74%	898,637	32.3%	24,238	30.8%	95
75% - 100%	648,249	23.3%	50,908	64.7%	277
Unknown	18,647	0.7%		0.0%	0
Areas of Interest Composite					
Auto Buff	39,431	1.4%	1,091	1.4%	98
Business Owners	87,554	3.2%	3,057	3.9%	123
Cooking	324,685	11.7%	10,618	13.5%	115
Female Issues	500,395	18.0%	14,929	19.0%	105
Gardening	378,302	13.6%	13,823	17.6%	129
Health/Fitness	690,012	24.8%	22,876	29.1%	117
Home Projects	334,951	12.1%	10,739	13.6%	113
Investment Opportunities	202,781	7.3%	7,570	9.6%	132
Male Issues	304,144	10.9%	11,020	14.0%	128
Outdoor Activities	145,174	5.2%	5,227	6.6%	127
PC Usage	283,252	10.2%	12,198	15.5%	152
Pets	98,150	3.5%	3,248	4.1%	117
Photography	6,957	0.3%	198	0.3%	100
Reading Books	953,901	34.3%	31,209	39.6%	115
Reading Magazines	1,027,615	37.0%	34,228	43.5%	118
Religion	3,676	0.1%	68	0.1%	65
Spanish Spoken at Home	1,463	0.1%	30	0.0%	72
Sports	309,559	11.1%	12,871	16.4%	147
Travel	302,087	10.9%	12,526	15.9%	146

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Email

Someone in HH has an email address	245,119	8.8%	10,048	12.8%	145
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Suburban Chicago Newspapers (SCN)

In SCN Market	443,667		58,863		
SCN Subscribers*	87,925	19.8%	15,357	26.1%	132
Free Sun Market	217,573		25,842		
Additional Sun-Times Subscribers	79,096		1,377		
SCN & Sun-Times Subscribers	3777		731		

* 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)

5 Miles from 75th and Rickert Profile Synopsis

Age: 25 - 54 years old
Income: Top median income - \$75,000 - \$199,999
Marital Status: Married
Family Lifecycle: Age 25 - 54 with or without children
Presence of young adult in household
Home Ownership: Owner
Length of residence 3 - 14 years
Single family
Home value \$150,000 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