



Delivering



Best Customer Prospects

In the Chicago Market

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Dominick's Chicago Market Customer Profile

Report: TARGET MARKET PROFILE REPORT
 Market: CHICAGO, IL for MAY-JUL 2005
 Bases: ADULTS
 Target: SHOP SUPERMARKET PAST WEEK--DOMINICK'S FINER FOODS

Base Population: 6,840,400

% In Target: 29.1%

Market Profile Groups	Market Profile Percent	Target Profile Percent	Index	0	100
MALES AGE 18 +	48.3	50.8	105		
FEMALES AGE 18 +	51.7	49.2	95		
AGE 18-20	5.7	4.7	83		
AGE 21-24	7.0	8.1	117		
AGE 25-34	19.0	11.0	58		
AGE 35-44	21.2	26.0	123		
AGE 45-49	10.2	9.2	90		
AGE 50-54	9.0	9.5	105		
AGE 55-64	13.0	15.4	118		
AGE 65-74	7.9	8.5	107		
AGE 75 +	7.0	7.6	109		
RACE--WHITE	56.3	55.6	99		
RACE--BLACK	16.0	15.3	96		
RACE--HISPANIC	17.4	15.6	90		
RACE--ASIAN	5.2	9.4	180		
RACE--OTHER	5.1	4.0	79		
UNDER \$25000	13.7	10.6	77		
\$25000-\$34999	13.3	11.4	86		
\$35000-\$49999	21.7	22.9	105		
\$50000-\$74999	20.2	16.5	81		
\$75000 PLUS	31.0	38.7	125		
H.S. OR LESS	6.5	6.8	105		
H.S. GRADUATE	27.7	21.3	77		
SOME COLLEGE	27.8	23.3	84		
COLLEGE DEGREE	21.3	26.3	123		
ADVANCED DEGREE	15.8	21.0	133		



Dominick's Competitive Position in the Chicago Market

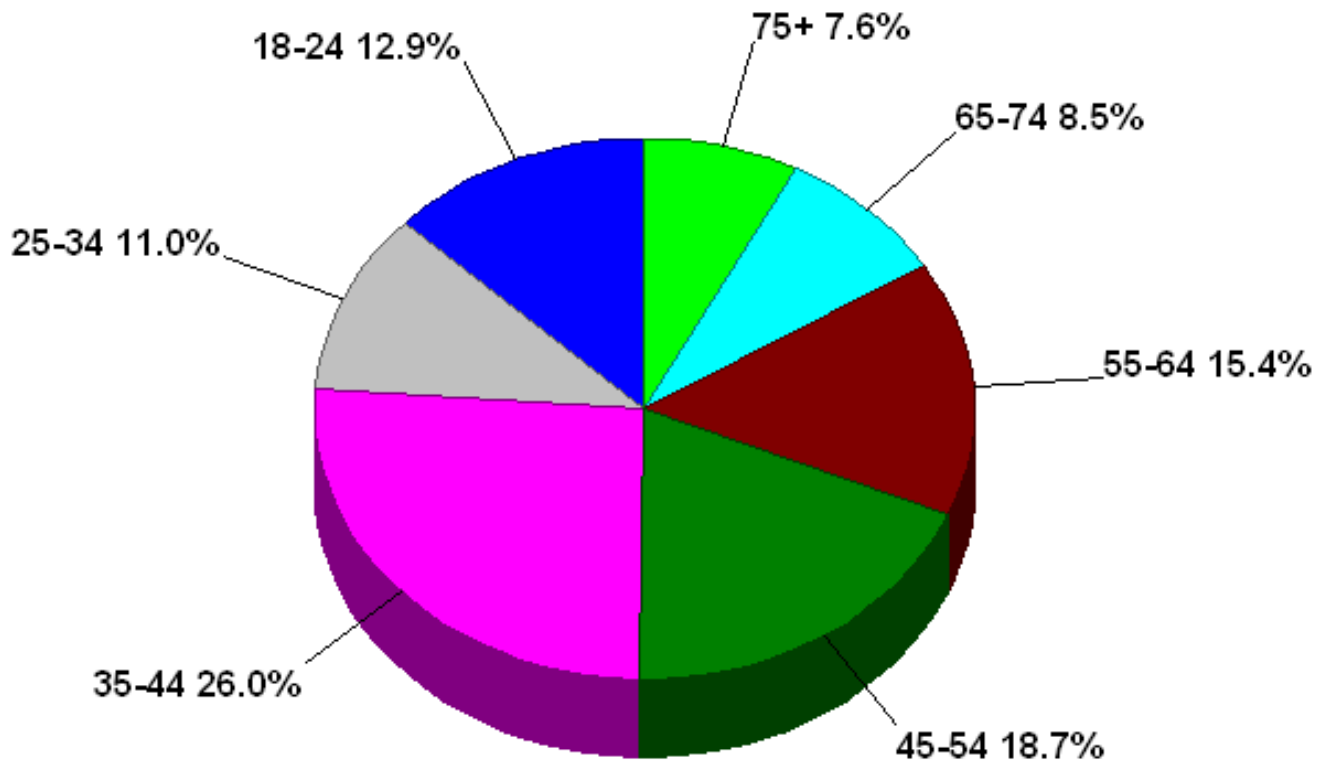
REPORT:	CROSSTAB REPORTS	Cross Target Statistical
MARKET:	CHICAGO, IL FOR JUL-AUG 2004/DEC '04-JAN 2005	
BASE:	ADULTS AGE 18 +	
PRIMARY TARGET:	SHOP SUPERMARKET PAST WEEK--DOMINICK'S FINER FOODS	
Total Audience: 6,798,500		Number In Target Audience: 2,117,700
% In Target: 31.1		

Targets	Total Persons	Target Persons	Horizontal Percent	Vertical Percent	Target Index
SHOP SUPERMARKET PAST WEEK--JEWEL	4,101,700	1,475,400	36.0	69.7	115
SHOP SUPERMARKET PAST WEEK--DOMINICK'S FINER FOODS	2,117,700	2,117,700	100.0	100.0	100
SHOP SUPERMARKET PAST WEEK--ALDI	704,500	207,900	29.5	9.8	95
SHOP SUPERMARKET PAST WEEK--CUB FOODS	517,200	182,600	35.3	8.6	113
SHOP SUPERMARKET PAST WEEK--MEIJER	393,900	105,100	26.7	5.0	86
SHOP SUPERMARKET PAST WEEK--ULTRA FOOD MART	305,900	64,100	21.0	3.0	67
SHOP SUPERMARKET PAST WEEK--WAL-MART	288,400	56,700	19.7	2.7	63
SHOP SUPERMARKET PAST WEEK--SAM'S CLUB	260,300	83,500	32.1	3.9	103
SHOP SUPERMARKET PAST WEEK--STRACK & VAN TIL	217,300	1,100	0.5	0.1	2
SHOP SUPERMARKET PAST WEEK--WHOLE FOODS MARKET	192,600	73,000	37.9	3.4	122
SHOP SUPERMARKET PAST WEEK--FOOD 4 LESS	184,900	50,600	27.4	2.4	88
SHOP SUPERMARKET PAST WEEK--BUTERA'S FINER FOODS	168,700	58,200	34.5	2.7	111
SHOP SUPERMARKET PAST WEEK--COSTCO WHOLESALE	148,600	70,100	47.2	3.3	151
SHOP SUPERMARKET PAST WEEK--TRADER JOE'S	145,500	71,500	49.1	3.4	158
SHOP SUPERMARKET PAST WEEK--WOODMAN'S FOOD MARKET	78,000	8,000	10.3	0.4	33
SHOP SUPERMARKET PAST WEEK--WALTS FOOD CENTER	72,000	6,800	9.4	0.3	30

- Dominick's is 2nd in the market in numbers of customers.
- 69.7% of Dominick's customers also shop Jewel, making Jewel Dominick's largest competitor.
- Dominick customers are more likely than the average adult in the Chicago market to also shop: Trader Joe's, Costco, Whole Foods, Jewel, Cub Foods and Butera's.

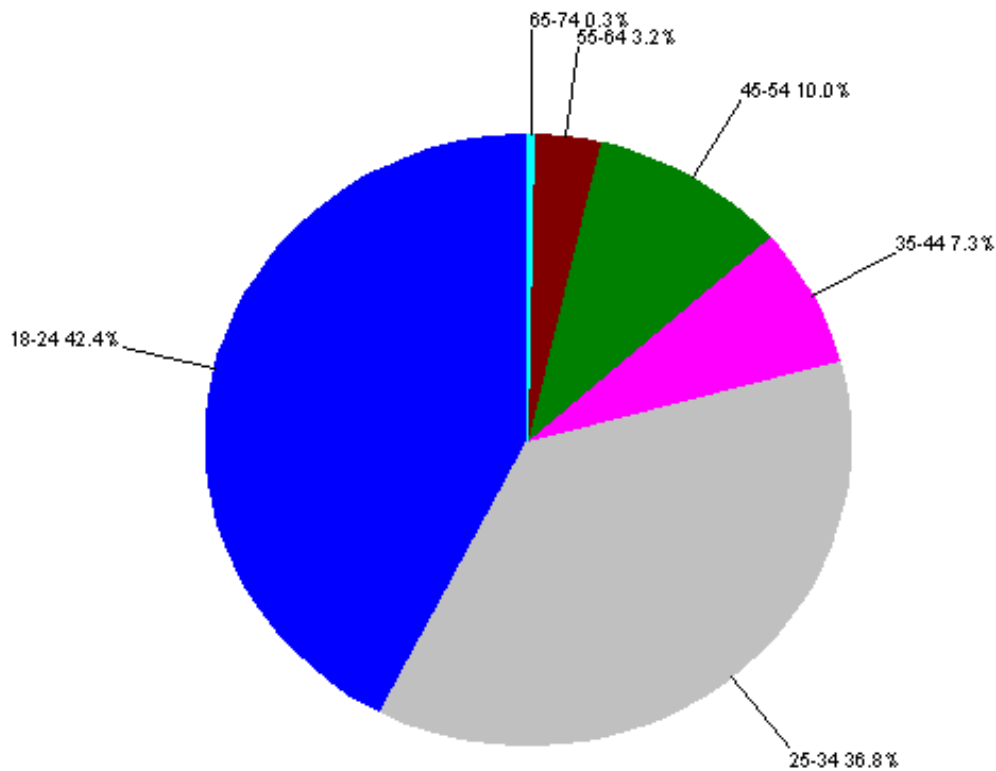
59.1% of Dominick's Adult Customers are 18-44.

Dominick's Customer Age Analysis



WBBM-FM super-serves Chicago's 18-44 year-olds.

WBBM-FM LISTENER AGE ANALYSIS

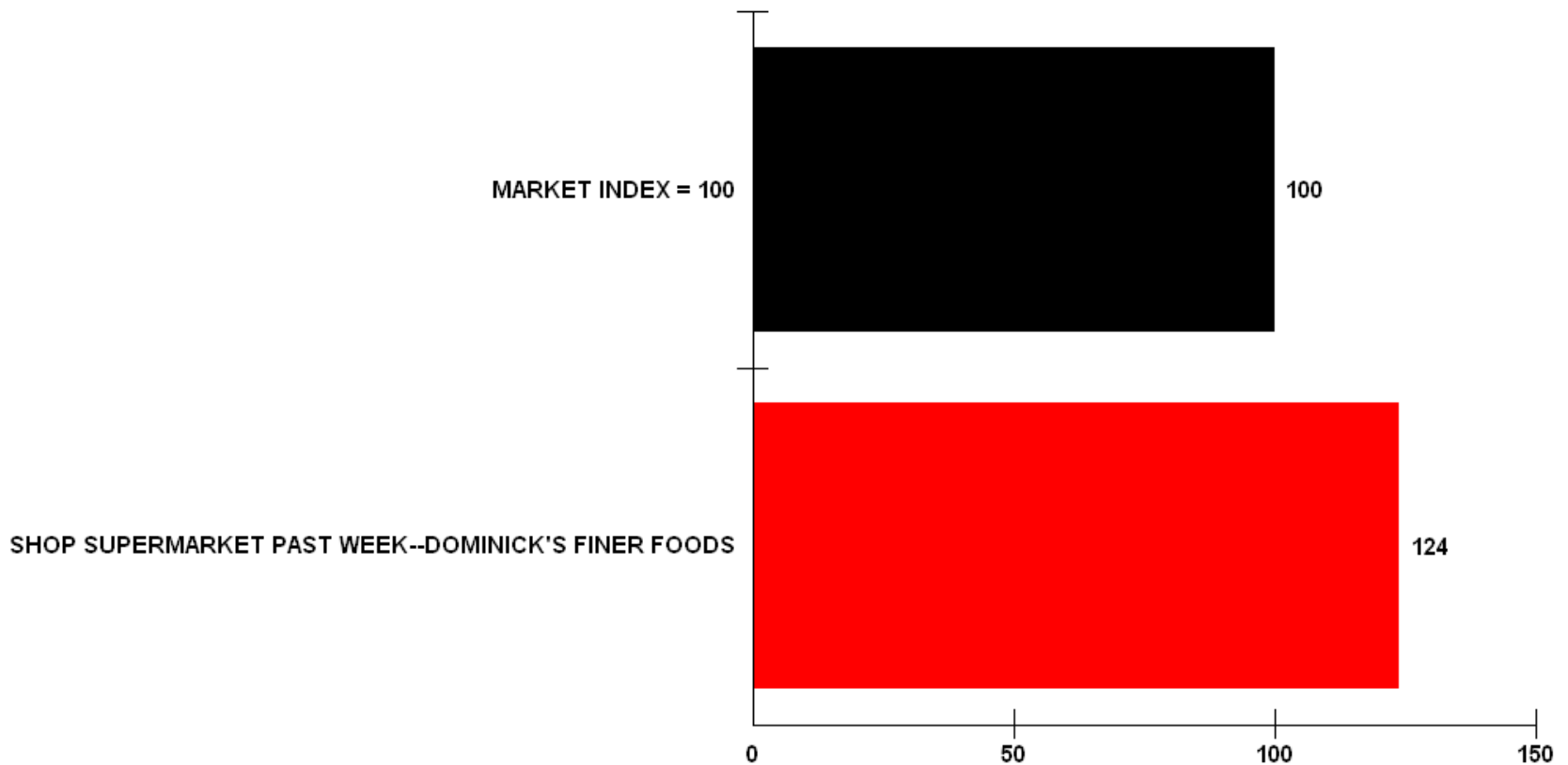


Adults 18+

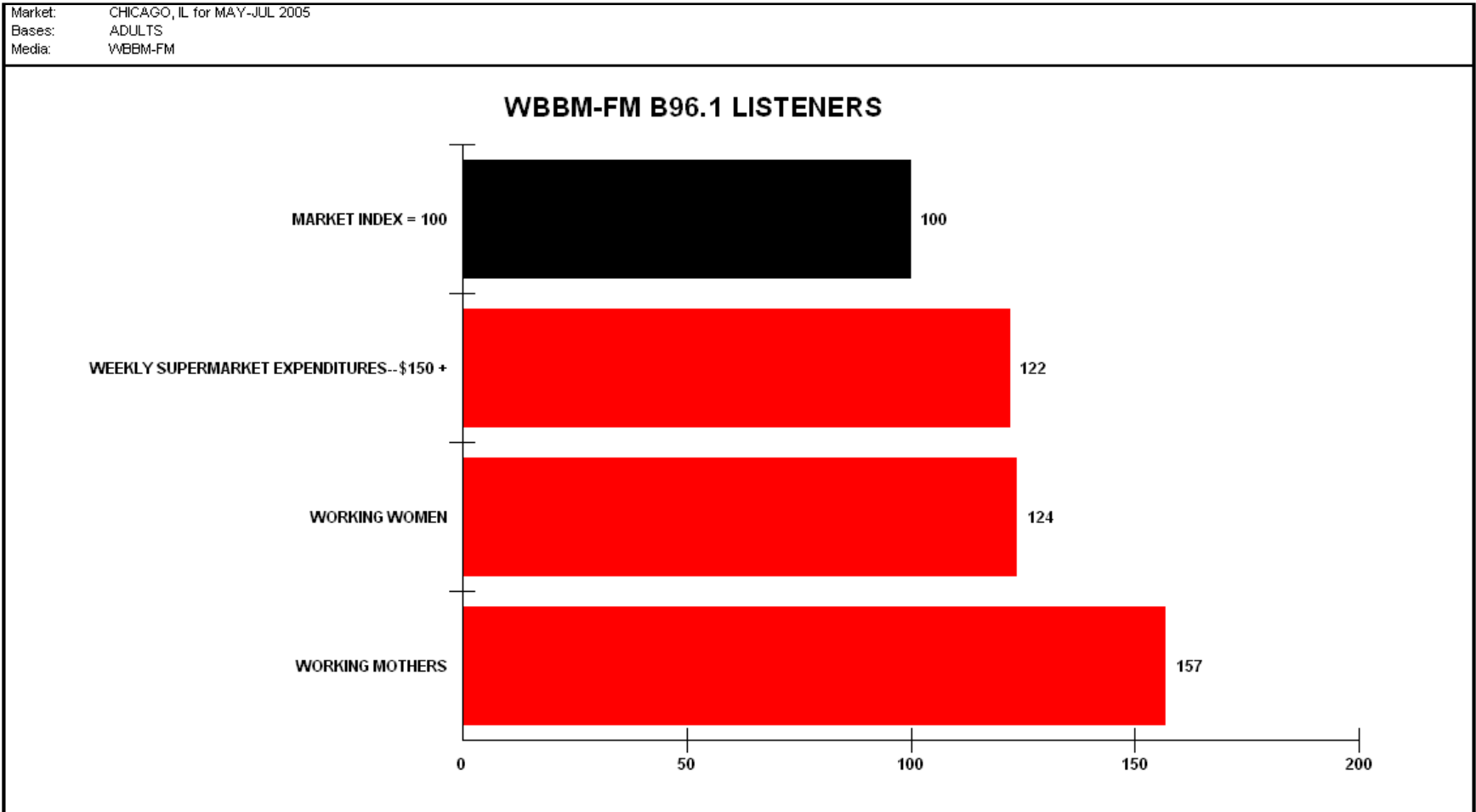
Source: **The Media Audit** Chicago, IL May-June 2005

WBBM-FM female listeners are 24% more likely than the market average to shop Dominick's.

WBBM-FM B96.1 FEMALE LISTENERS



**WBBM-FM dramatically outperforms the market in delivering Working Women/Mothers...
Big Grocery Spenders.**





WBBM-FM is a market leader in delivering the **MOST DOMINICK'S CUSTOMERS!**

Report: RANKER REPORT
 Market: CHICAGO, IL for MAY-JUL 2005
 Bases: ADULTS
 Target: SHOP SUPERMARKET PAST WEEK--DOMINICK'S FINER FOODS

Base Population: 6,840,400

% In Target: 29.1%

Rank	Media	Cume Persons	Cume Rating	0	6	13
1	WTMX-FM	254,300	12.8			
2	WBBM-FM	203,800	10.2			
3	WGCI-FM	198,700	10.0			
4	WLIT-FM	187,600	9.4			
5	WNJA-FM	161,300	8.1			
6	WVAZ-FM	142,000	7.1			
7	WILV-FM	127,200	6.4			
8	WGRB	36,100	1.8			



WBBM-FM leads the pack in delivering the **MOST FEMALE DOMINICK'S CUSTOMERS!**









Report:	RANKER REPORT			
Market:	CHICAGO, IL for MAY-JUL 2005			
Bases:	FEMALE ADULTS			
Target:	SHOP SUPERMARKET PAST WEEK--DOMINICK'S FINER FOODS			
Base Population: 3,538,000		% In Target: 27.7%		
Rank	Media	Cume Persons	Cume Rating	
1	WBBM-FM	113,100	11.5	
2	WNJA-FM	110,200	11.2	
3	WTMX-FM	108,100	11.0	
4	WLIT-FM	105,600	10.8	
5	WGCI-FM	99,900	10.2	
6	WILY-FM	85,800	8.8	
7	WVAZ-FM	68,800	7.0	
8	WGRB	24,600	2.5	

WBBM-FM leads the pack in delivering the **MOST BIG GROCERY SPENDERS!**

Report: RANKER REPORT
 Market: CHICAGO, IL for MAY-JUL 2005
 Bases: ADULTS
 Target: WEEKLY SUPERMARKET EXPENDITURES--\$150 +

Base Population: 6,840,400

% In Target: 37.5%

Rank	Media	Cume Persons	Cume Rating	
				0 6 13
1	WBBM-FM	402,400	15.7	
2	WGCI-FM	373,800	14.6	
3	WLIT-FM	250,900	9.8	
4	WTMX-FM	220,000	8.6	
5	WVAZ-FM	215,700	8.4	
6	WLTV-FM	150,900	5.9	
7	WNJA-FM	124,500	4.9	
8	WGRB	51,200	2.0	



**WBBM-FM leads the pack in delivering the MOST JEWEL CUSTOMERS...
DOMINICK'S BIGGEST COMPETITOR.**

Report: RANKER REPORT
 Market: CHICAGO, IL for MAY-JUL 2005
 Bases: FEMALE ADULTS
 Target: SHOP SUPERMARKET PAST WEEK--JEWEL

Base Population: 3,538,000

% In Target: 59.0%

Rank	Media	Cume Persons	Cume Rating	0	6	13
1	WBBM-FM	264,300	12.7			
2	WGCI-FM	234,000	11.2			
3	WTMX-FM	207,100	9.9			
4	WLIT-FM	200,200	9.6			
5	WVAZ-FM	155,200	7.4			
6	WMLV-FM	153,500	7.4			
7	WNJA-FM	141,000	6.8			
8	WGRB	48,100	2.3			