

# Delivering Chicagoland's BEER CONSUMERS



# Profile of Chicago's Frequent Beer Drinker

Report: TARGET QUICK PROFILE  
 Market: CHICAGO, IL for MAR-MAY 2009  
 Bases: ADULTS--AGE 21 PLUS  
 Target: FREQUENT BEER DRINKER--6 + TIMES PAST 2 WEEKS

THE MEDIA AUDIT

All Groups  
 TOTAL

Base Population: 6,687,450

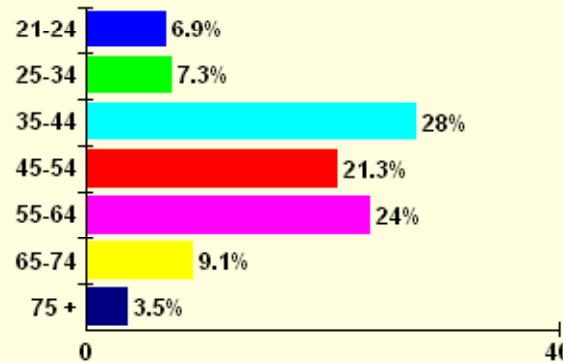
% in Target: 4.5

Target Persons: 302,094

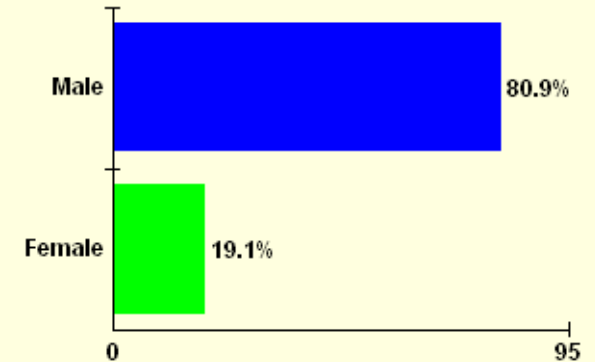
### Target Profile

**Total Income:** \$29,534,758,750  
**Median Income:** \$86,008  
**Median Age:** 48  
**Home Owners:** 76%  
**Median Home Value:** \$356,595  
**Median Miles Past Week:** 150

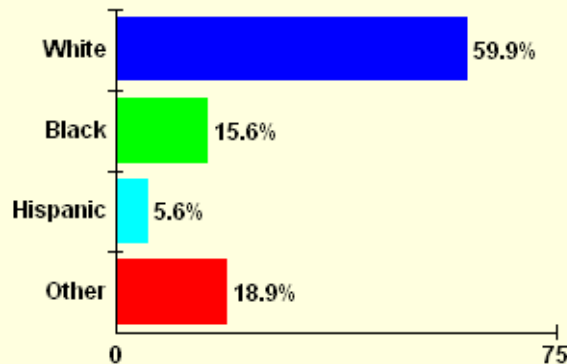
### Age Analysis



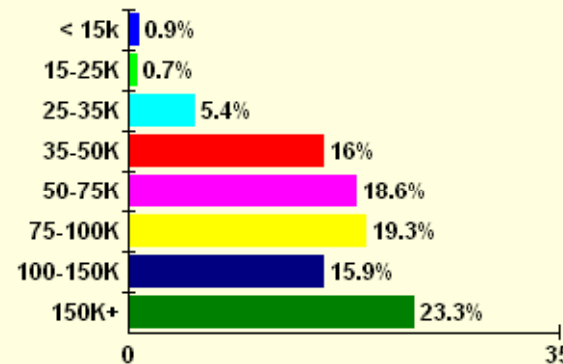
### Gender Profile



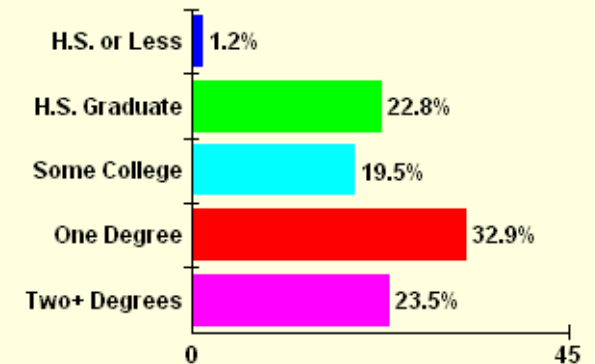
### Ethnicity Profile



### Annual Income



### Education Profile





# 100% of Readers are Legal Drinking Age

Report:	MEDIA PROFILE REPORT	THE MEDIA AUDIT	All Groups
Market:	CHICAGO, IL for MAR-MAY 2009		
Bases:	ADULTS AGE 18+		
Media:	CHICAGO READER		
Target:	ADULTS--AGE 21 PLUS		
Media Persons:	728,453	Target Percent: 100.0%	Target Persons: 728,453

100% OF CHICAGO READER USERS ARE AGE 21+



TARGET 100.0%

# 18.1% of RedEye's Readers are UNDER Legal Drinking Age

Report: MEDIA PROFILE REPORT  
Market: CHICAGO, IL for MAR-MAY 2009  
Bases: ADULTS AGE 18+  
Media: REDEYE\*\*\*\*\*WEEKDAY  
Target: ADULTS--AGE 21 PLUS

THE MEDIA AUDIT

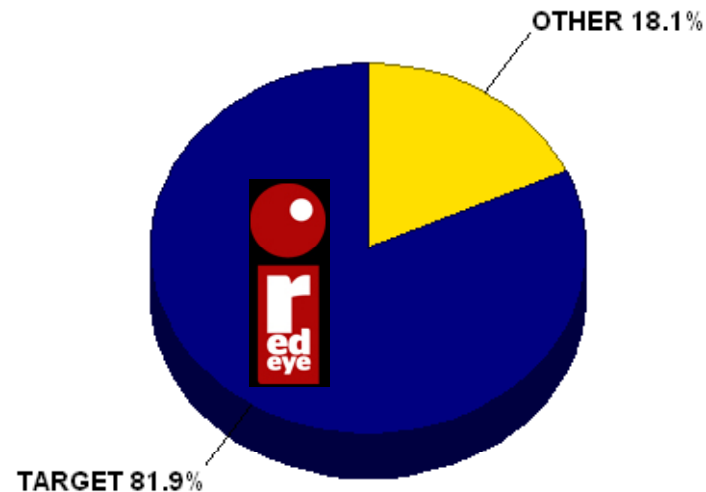
All Groups

Media Persons: 1,040,488

Target Percent: 81.9%

Target Persons: 852,484

18.1% of Redeye's Readers are UNDER the Age of 21



# 5.9% of TimeOut Readers are UNDER Legal Drinking Age

Report: MEDIA PROFILE REPORT  
Market: CHICAGO, IL for MAR-MAY 2009  
Bases: ADULTS AGE 18+  
Media: TIME OUT CHICAGO  
Target: ADULTS--AGE 21 PLUS

THE MEDIA AUDIT

All Groups

Media Persons: 473,433

Target Percent: 94.1%

Target Persons: 445,654

5.9% of Time Out Chicago Readers are Under the Age of 21



# 100% of The Onion's Readers are Legal Drinking Age

Report: MEDIA PROFILE REPORT  
Market: CHICAGO, IL for MAR-MAY 2009  
Bases: ADULTS AGE 18+  
Media: THE ONION  
Target: ADULTS--AGE 21 PLUS

THE MEDIA AUDIT

All Groups

Media Persons: 528,812

Target Percent: 100.0%

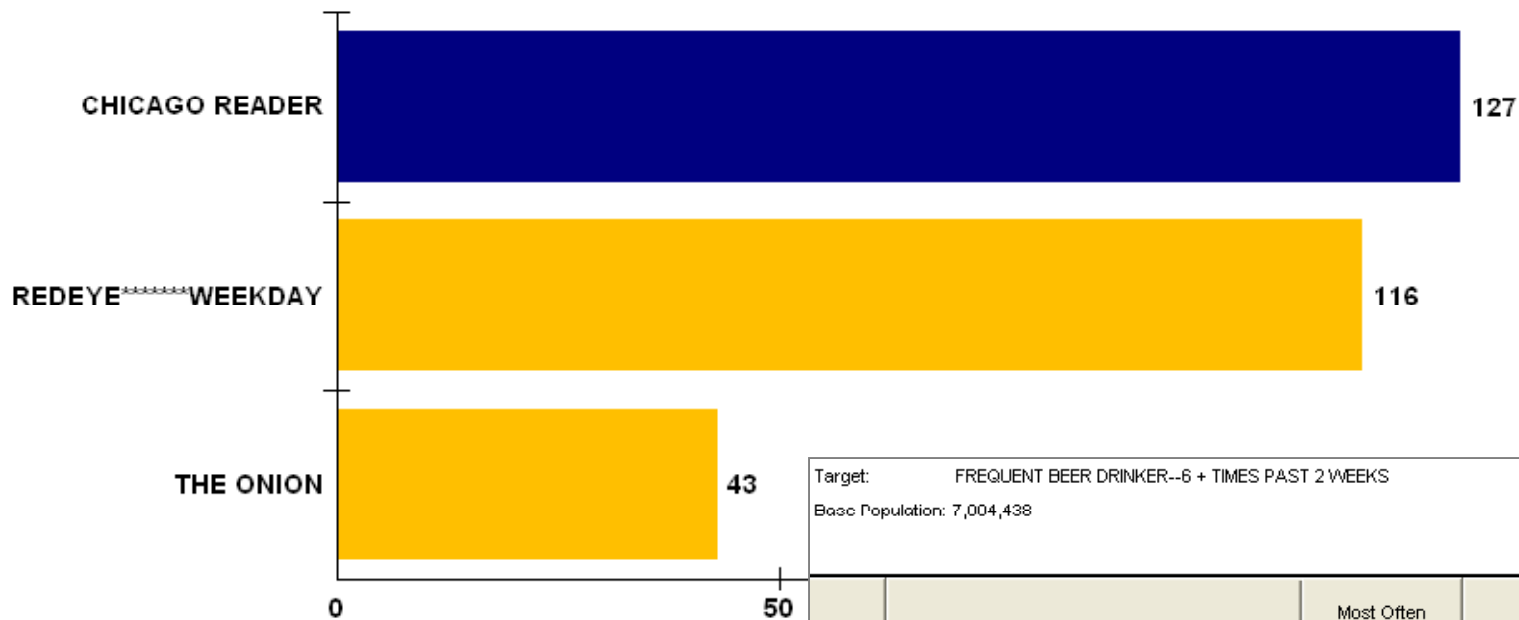
Target Persons: 528,812




100% of The Onion Readers are Age 21+



TARGET 100.0%

CHICAGO READER USERS ARE 27% MORE LIKELY TO BE FREQUENT BEER CONSUMERS



Target: FREQUENT BEER DRINKER--6 + TIMES PAST 2 WEEKS		% In Target: 4.3%	
Base Population: 7,004,438			
Rank	Media	Most Often Index	
1	CHICAGO READER	127	
2	REDEYE WEEKDAY	116	
3	THE ONION	43	
4	TIME OUT CHICAGO	*	

\*Per Issue Readership



Report: RANKER REPORT  
Market: CHICAGO, IL for MAR-MAY 2009  
Bases: MEN--18+  
Target: ADULTS--AGE 21 PLUS

THE MEDIA AUDIT

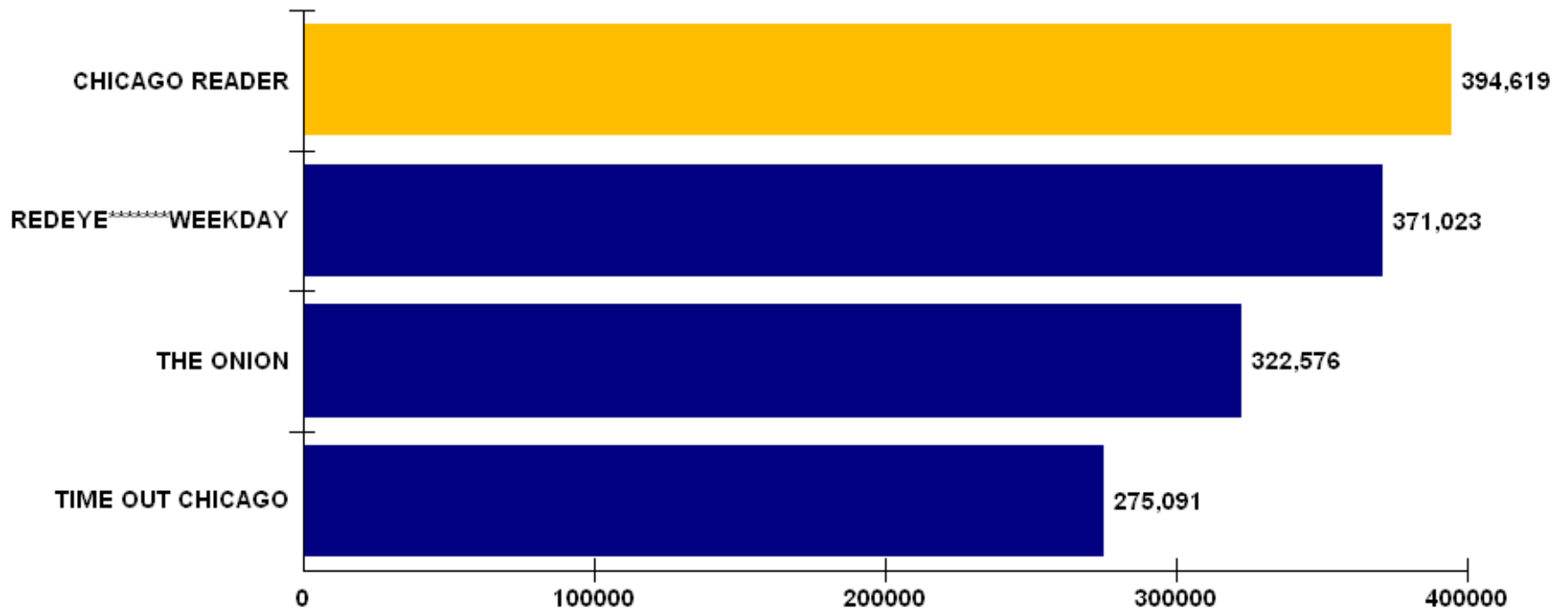
Cume Ratings

Base Population: 3,401,565

% In Target: 95.7%

Target Persons: 3,253,783

### CHICAGO READER REACHES THE MOST MEN AGE 21+





Report: RANKER REPORT  
 Market: CHICAGO, IL for MAR-MAY 2009  
 Bases: MEN--18+  
 Target: ADULTS--AGE 21-49

THE MEDIA AUDIT

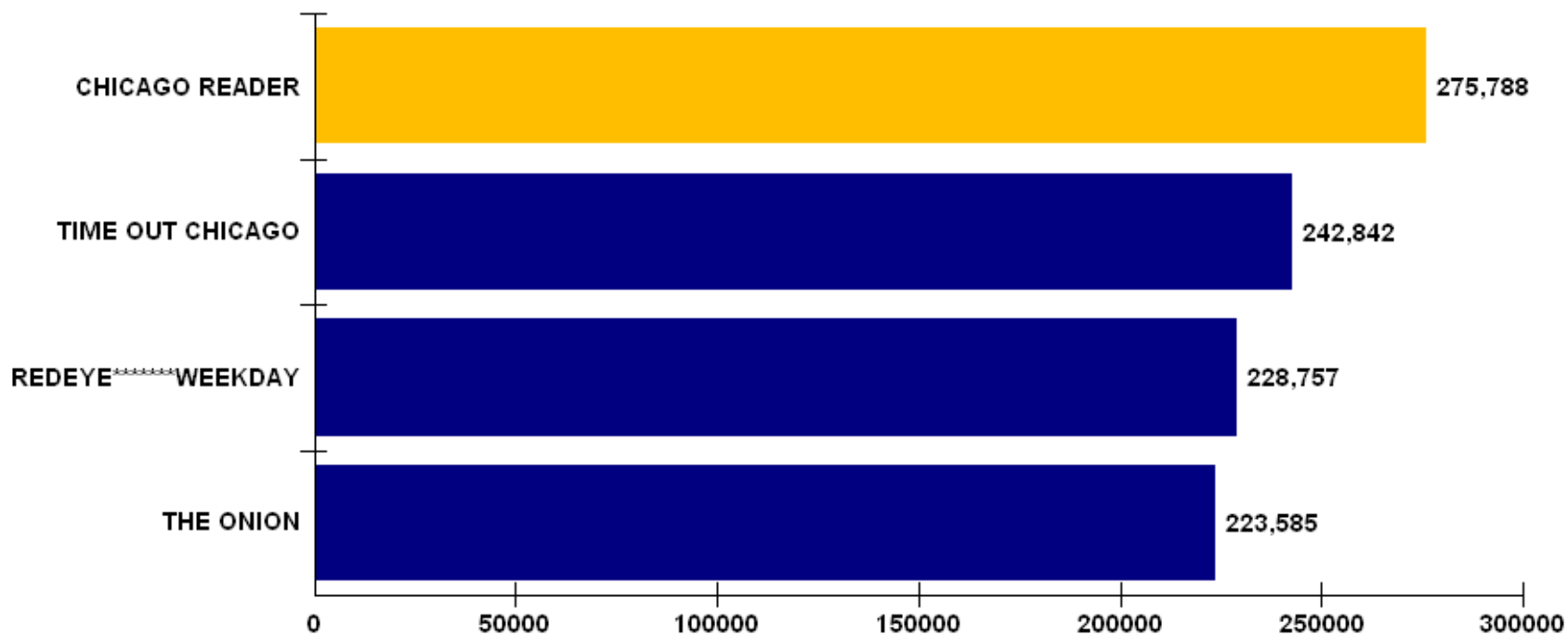
Cume Ratings

Base Population: 3,401,565

% In Target: 58.8%

Target Persons: 1,999,868

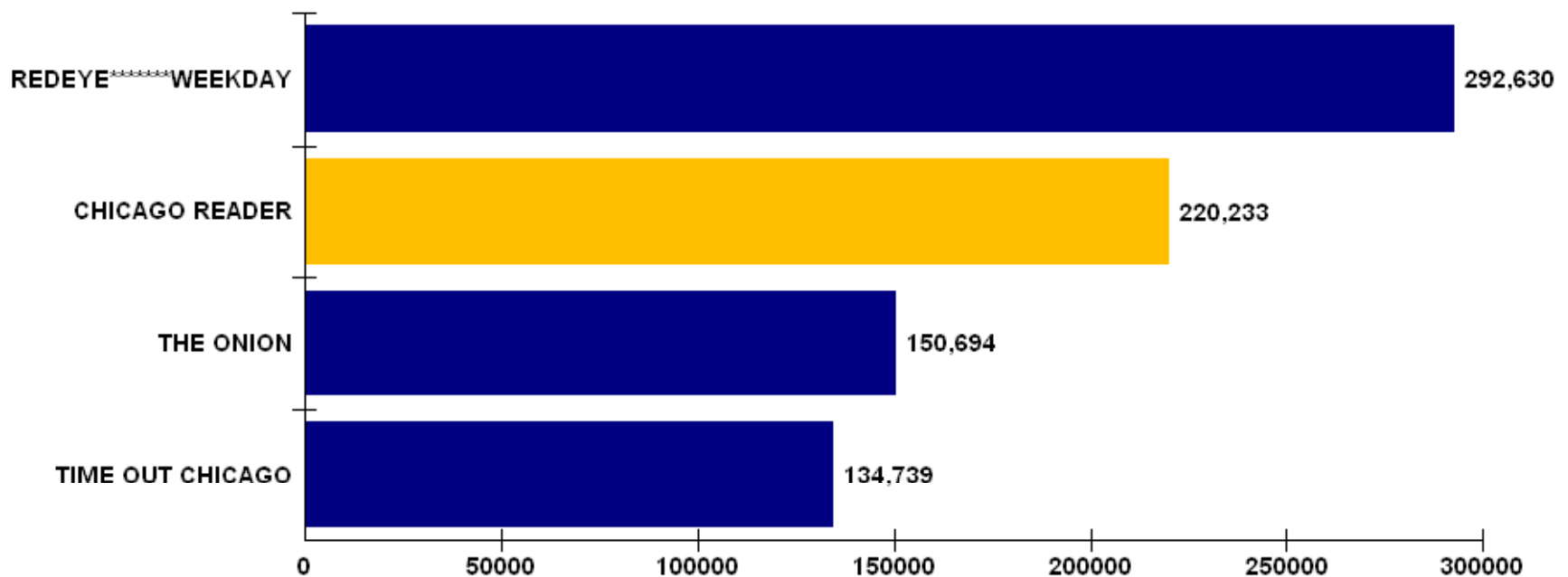
CHICAGO READER REACHES THE MOST MEN AGE 21-49





Report: RANKER REPORT THE MEDIA AUDIT Most Often Ratings  
 Market: CHICAGO, IL for MAR-MAY 2009  
 Bases: ADULTS--AGE 21 PLUS  
 Target: PAST 4-WEEKS VISITED BARS OR NIGHT CLUBS  
 Base Population: 6,687,449 % In Target: 30.9% Target Persons: 2,064,449

**CHICAGO READER IS A LEADER IN REACHING AGE 21+ BAR/NIGHT CLUB CUSTOMERS**



\*Per Issue Readership



# Legal Drinking Age Adults

Report: RANKER REPORT  
Market: CHICAGO, IL for MAR-MAY 2009  
Bases: ADULTS AGE 18+  
Target: ADULTS--AGE 21 PLUS

THE MEDIA AUDIT

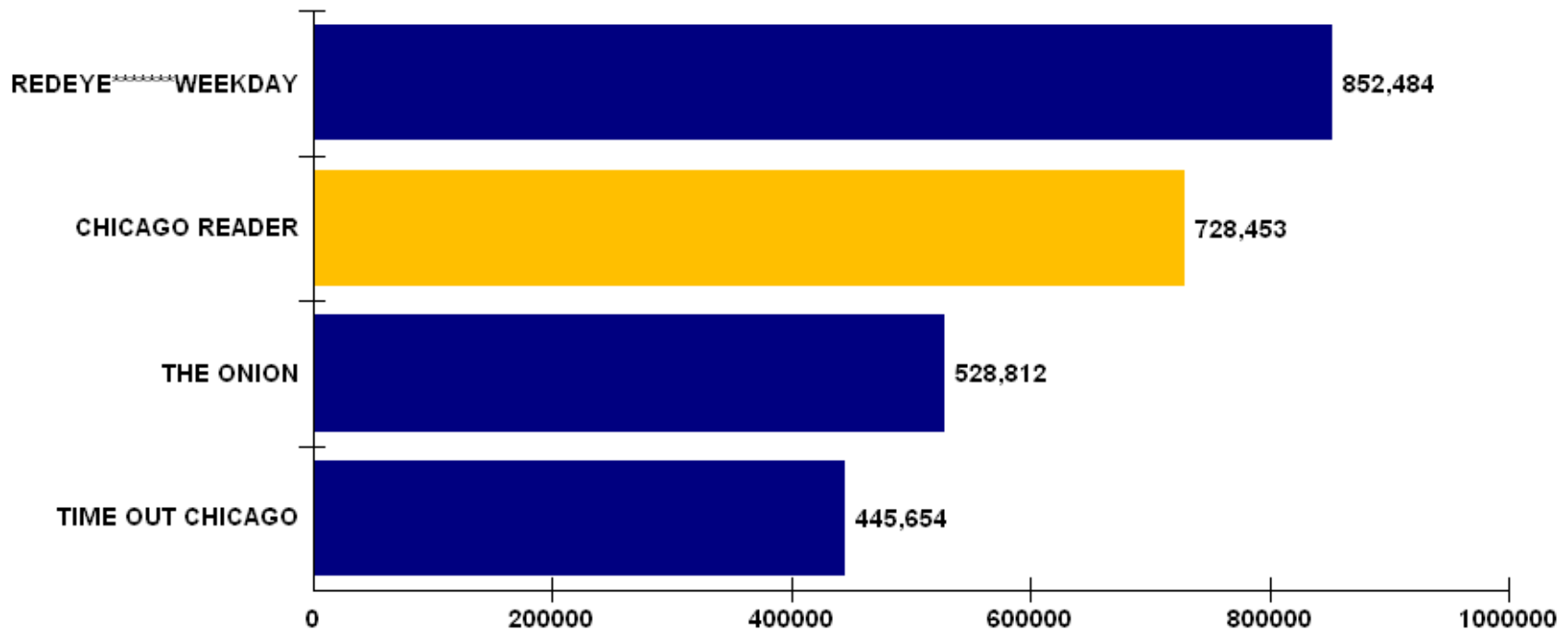
Cume Ratings

Base Population: 7,004,438

% In Target: 95.5%

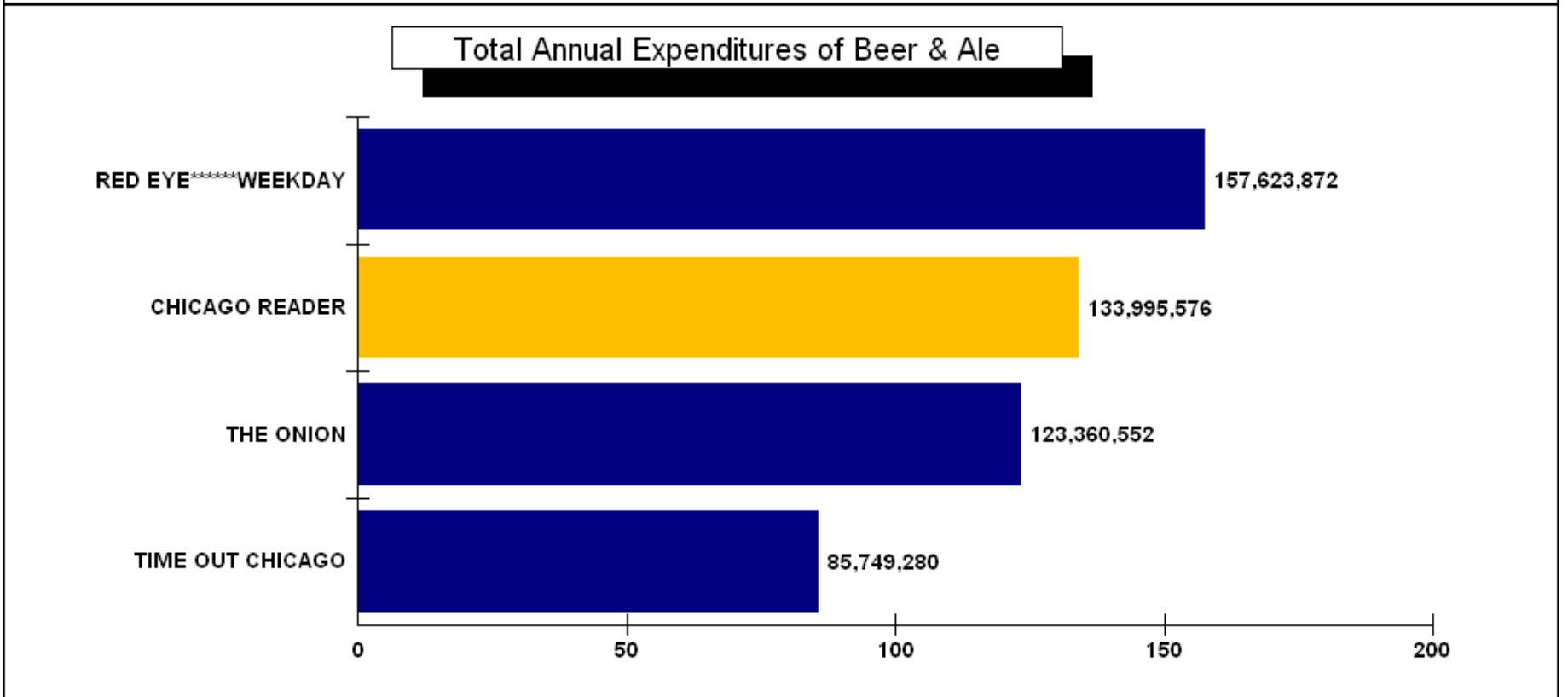
Target Persons: 6,687,449

CHICAGO READER REACHES 728,453 LEGAL DRINKING AGE ADULTS



## TOTAL BEER EXPENDITURES

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT THE MEDIA AUDIT Total Expenditures -- Cume Rating \$'s  
 Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007  
 Bases: ADULTS AGE 18+  
 Target: BEER AND ALE  
 Base Population: 6,925,955 % In Target: 25.5% Target Persons: 1,762,774



Source: The Media Audit's Annual Consumer Buying Power 2007

Report: MEDIA QUICK PROFILE  
 Market: CHICAGO, IL for MAR-MAY 2009  
 Bases: ADULTS AGE 18+  
 Media: CHICAGOREADER+.COM

THE MEDIA AUDIT

All Groups  
 TOTAL

Base Population: 7,004,438

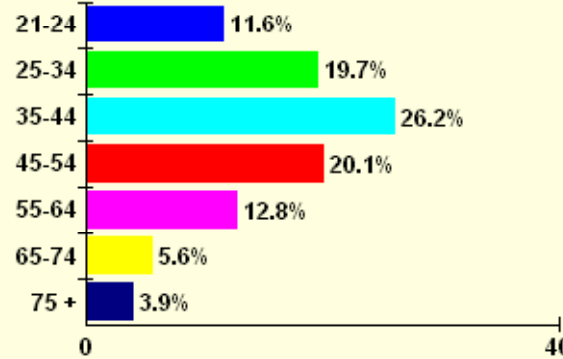
# Readership Profile

Media Persons: 889,366

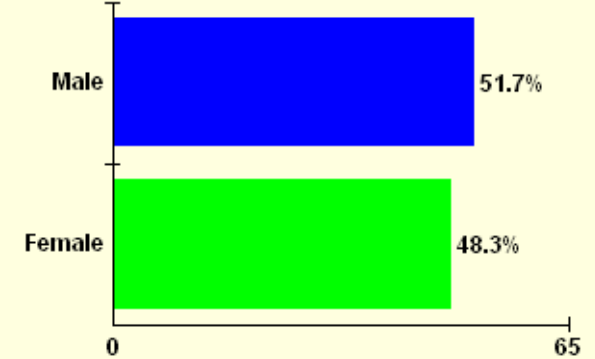
## Audience Profile

**Total Income:** \$64,273,424,000  
**Mean Income:** \$72,269  
**Mean Age:** 43  
**Home Owners:** 69%  
**Mean Home Value:** \$370,579  
**Mean Miles Past Week:** 102

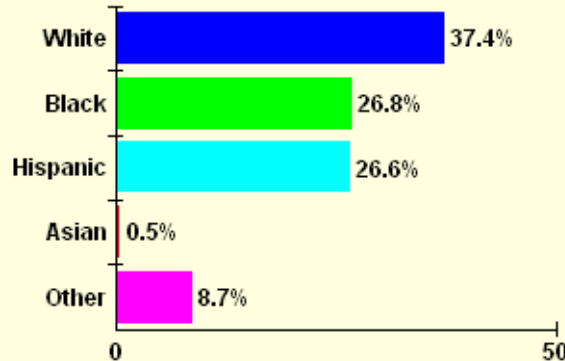
## Age Analysis



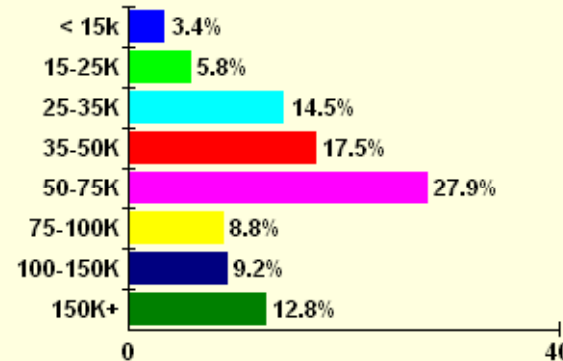
## Gender Profile



## Ethnicity Profile



## Annual Income



## Education Profile

