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Best Customer Prospects



# MACY'S CHICAGO SHOPPER PROFILE

Report: TARGET QUICK PROFILE THE MEDIA AUDIT All Groups  
 Market: CHICAGO, IL for MAR-MAY 2009 TOTAL  
 Bases: ADULTS AGE 18+  
 Target: SHOPPED PAST 6-MONTHS--MACY'S  
 Base Population: 7,004,438 % in Target: 26.5 Target Persons: 1,857,206

### Target Profile

Total Income: \$166,024,996,750

Mean Income: \$89,395

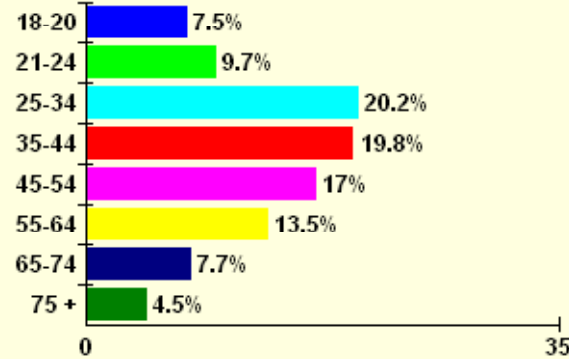
Mean Age: 42

Home Owners: 84%

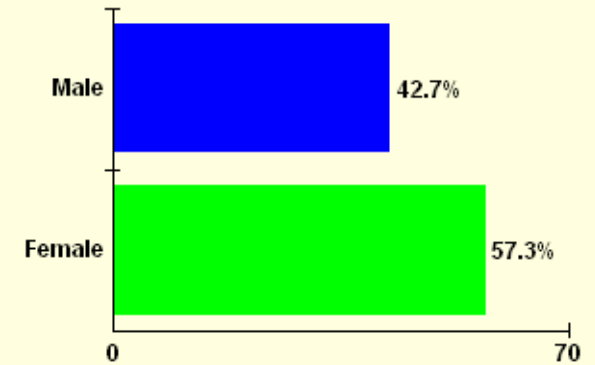
Mean Home Value: \$358,471

Mean Miles Past Week: 146

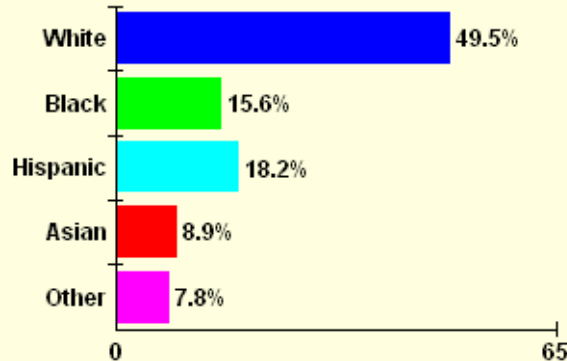
### Age Analysis



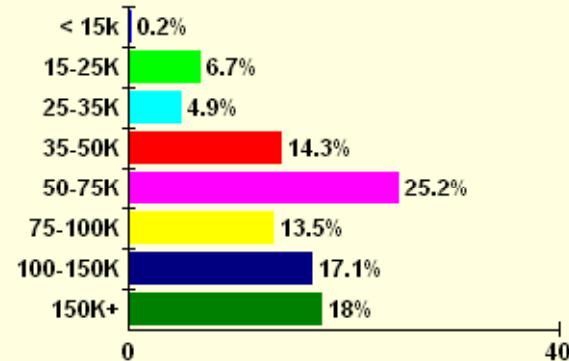
### Gender Profile



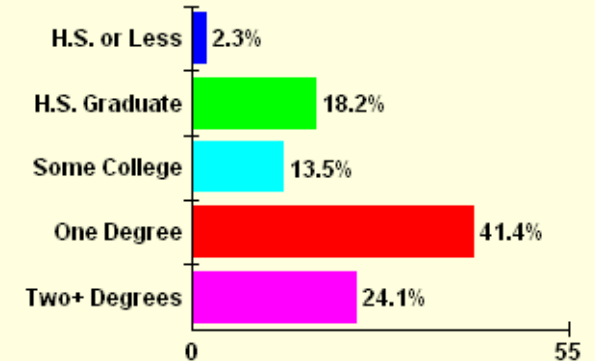
### Ethnicity Profile



### Annual Income



### Education Profile





# CHICAGO READER'S MACY'S SHOPPER PROFILE

Report: MEDIA QUICK PROFILE THE MEDIA AUDIT All Groups  
 Market: CHICAGO, IL for MAR-MAY 2009 TOTAL  
 Bases: SHOPPED PAST 6-MONTHS--MACY'S  
 Media: CHICAGOREADER+.COM  
 Base Population: 1,857,206 % in Media: 17.5 Media Persons: 325,675

### Audience Profile

Total Income: \$31,182,680,250

Mean Income: \$95,748

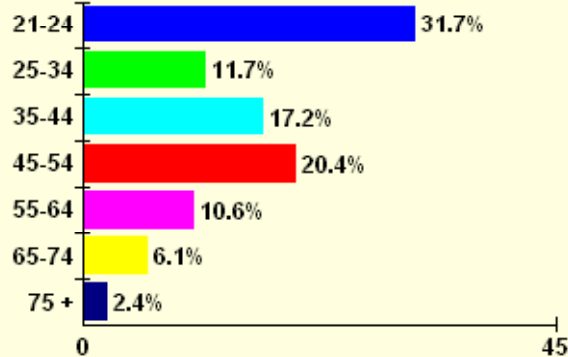
Mean Age: 40

Home Owners: 84%

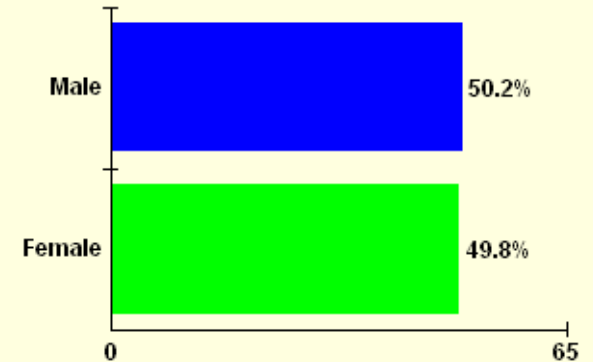
Mean Home Value: \$327,277

Mean Miles Past Week: 132

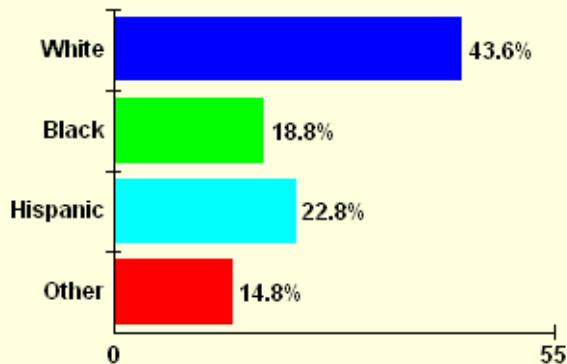
### Age Analysis



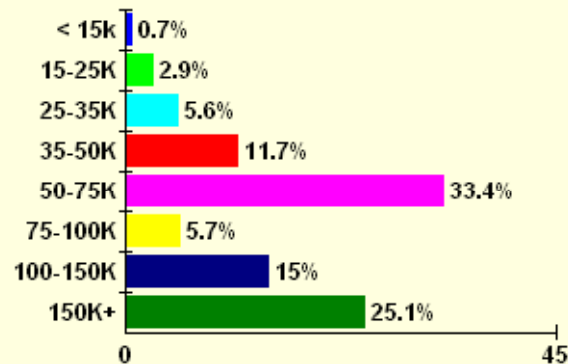
### Gender Profile



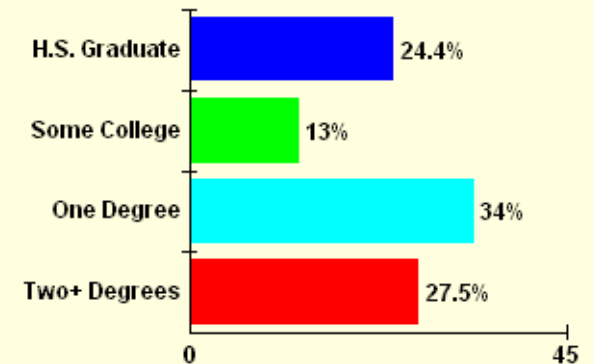
### Ethnicity Profile



### Annual Income



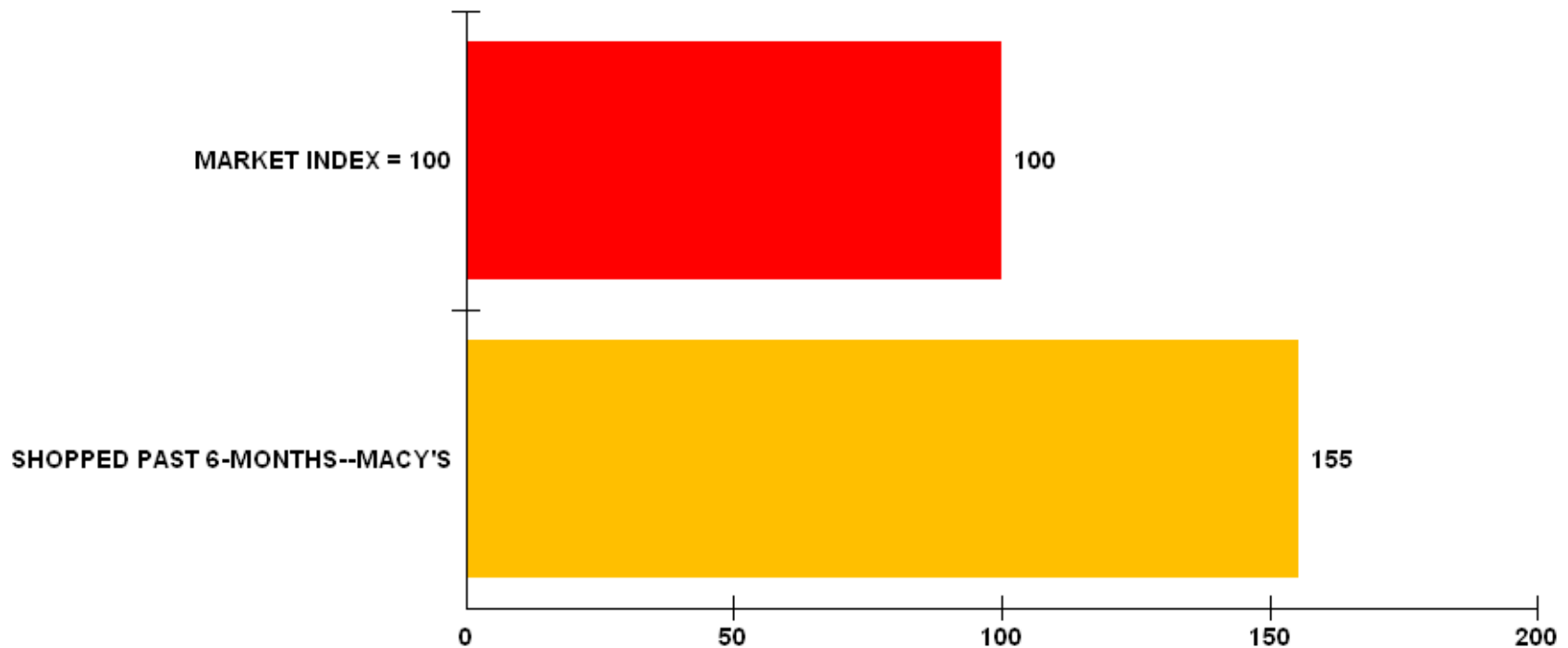
### Education Profile



Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: CHICAGO, IL for MAR-MAY 2009  
Bases: ADULTS AGE 18+  
Media: CHICAGOREADER+.COM

THE MEDIA AUDIT

**CHICAGO READER'S USERS ARE 55% MORE LIKELY TO BE  
MACY'S SHOPPERS**



Report: RANKER REPORT  
 Market: CHICAGO, IL for MAR-MAY 2009  
 Bases: ADULTS--AGE 21 PLUS  
 Target: SHOPPED PAST 6-MONTHS--MACY'S

THE MEDIA AUDIT

Cume Ratings

Base Population: 6,687,449

% In Target: 25.7%

Target Persons: 1,718,634

### MACY'S CUSTOMERS AGE 21+

