

# **Delivering Chicagoland Chevrolet Buyers**



# Profile of Chicago's Chevy Owners

Report: TARGET QUICK PROFILE  
 Market: CHICAGO, IL for MAR-MAY/SEP-OCT 2010  
 Bases: ADULTS AGE 18+  
 Target: MAKE OF VEHICLES NOW OWNED--CHEVROLET

THE MEDIA AUDIT

All Groups  
 TOTAL

Base Population: 7,056,467

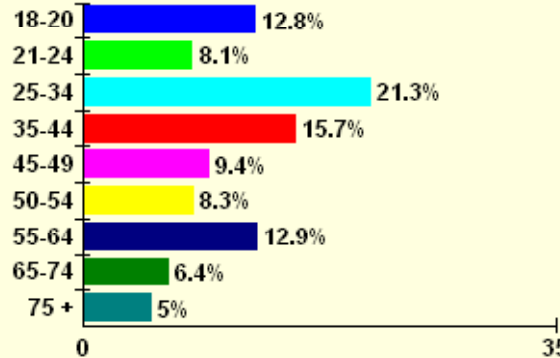
% in Target: 23.1

Target Persons: 1,627,634

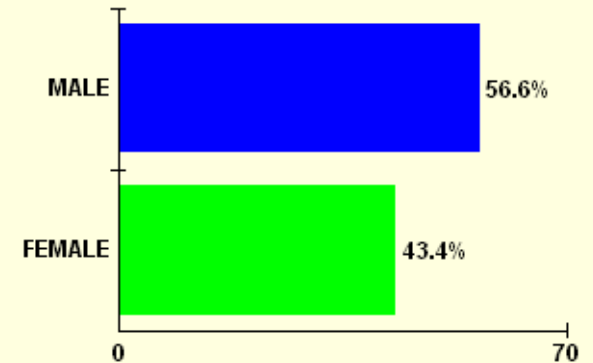
## Target Profile

**Total Income:** \$98,540,471,750  
**Mean Income:** \$60,542  
**Mean Age:** 41  
**Home Owners:** 75%  
**Mean Home Value:** \$242,348  
**Mean Miles Past Week:** 206

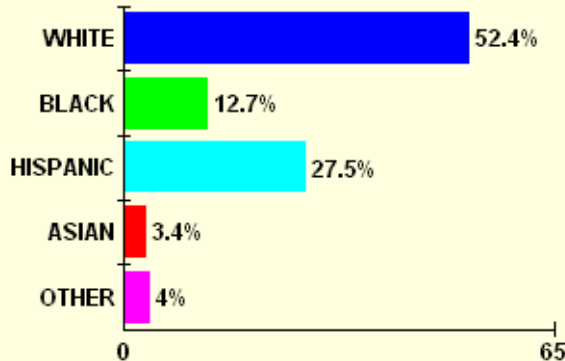
## Age Analysis



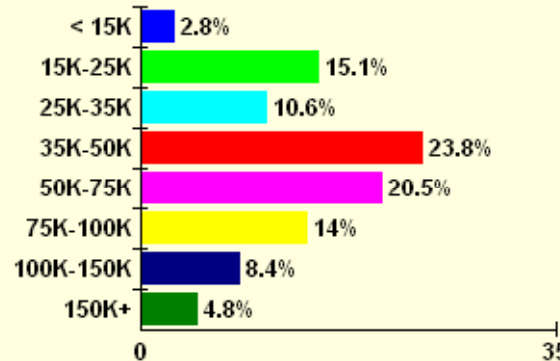
## Gender Profile



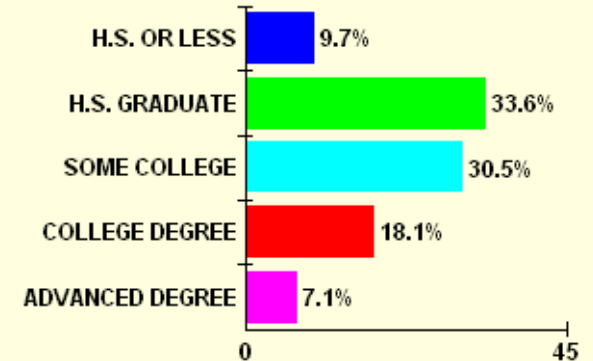
## Ethnicity Profile



## Annual Income



## Education Profile



# Profile of WGN Radio Chevy Owners

Report: MEDIA QUICK PROFILE  
 Market: CHICAGO, IL for MAR-MAY/SEP-OCT 2010  
 Bases: MAKE OF VEHICLES NOW OWNED--CHEVROLET  
 Media: WGN-AM  
 Base Population: 1,627,634

THE MEDIA AUDIT

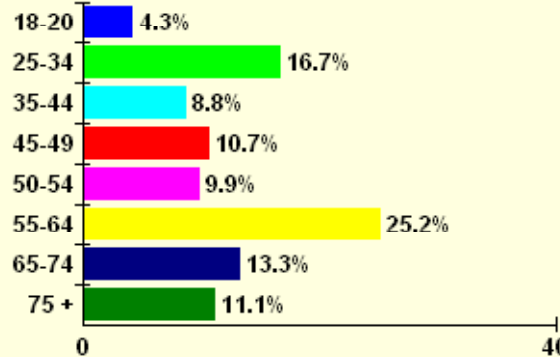
All Groups (Cume)  
 TOTAL



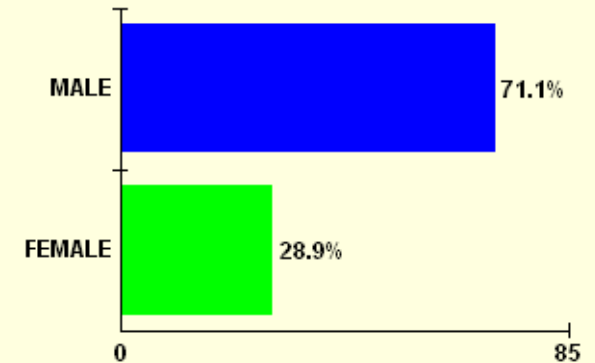
### Audience Profile (Cume)

**Total Income: \$14,983,388,500**  
**Mean Income: \$70,634**  
**Mean Age: 52**  
**Home Owners: 93%**  
**Mean Home Value: \$267,939**  
**Mean Miles Past Week: 160**

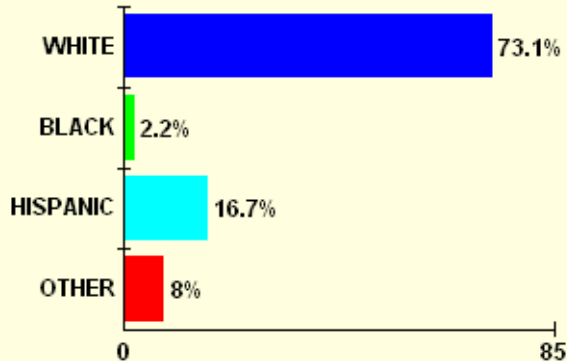
### Age Analysis (Cume)



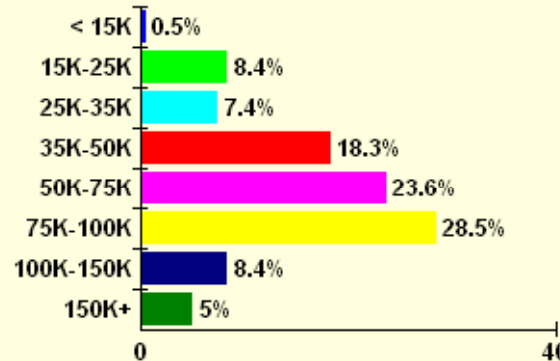
### Gender Profile (Cume)



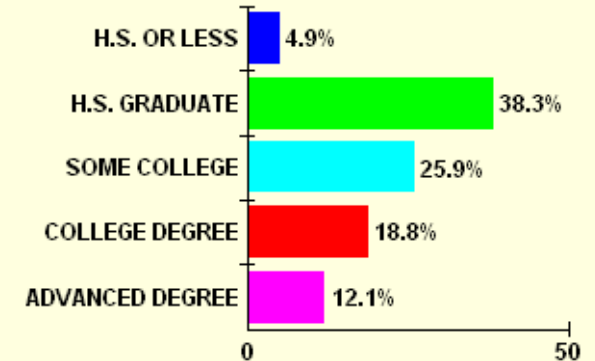
### Ethnicity Profile (Cume)



### Annual Income (Cume)



### Education Profile (Cume)



# Profile of Blackhawks Radio Listeners

Report: MEDIA QUICK PROFILE  
 Market: CHICAGO, IL for MAR-MAY/SEP-OCT 2010  
 Bases: ADULTS AGE 18+  
 Media: RADIO--C. BLACKHAWKS

THE MEDIA AUDIT

All Groups (Cume)  
 TOTAL

Base Population: 7,056,467

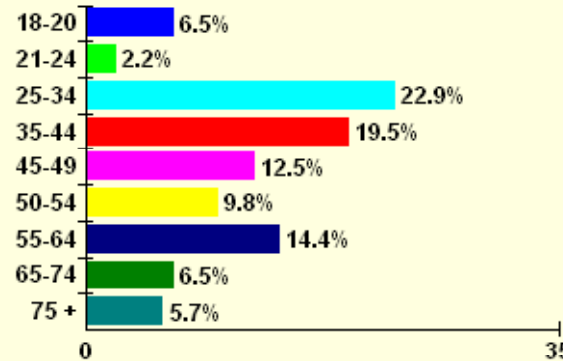
% in Media: 31.6

Media Persons: 2,229,945

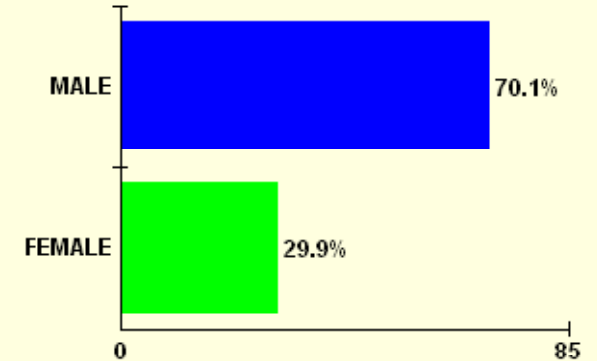
## Audience Profile (Cume)

**Total Income: \$172,534,046,500**  
**Mean Income: \$77,371**  
**Mean Age: 44**  
**Home Owners: 86%**  
**Mean Home Value: \$280,136**  
**Mean Miles Past Week: 218**

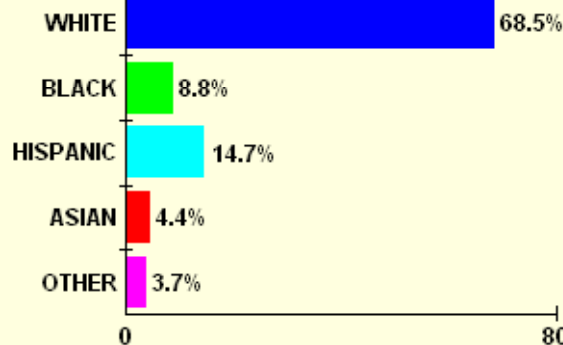
## Age Analysis (Cume)



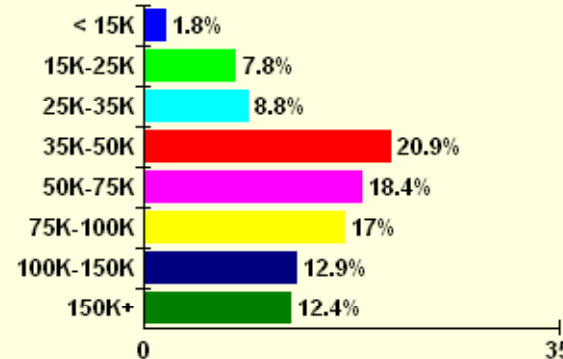
## Gender Profile (Cume)



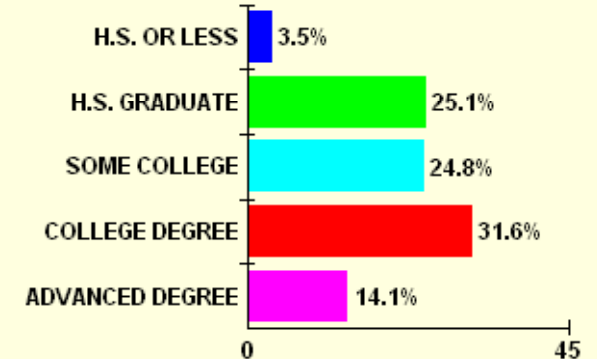
## Ethnicity Profile (Cume)



## Annual Income (Cume)



## Education Profile (Cume)



# CHICAGO BLACKHAWKS



# Profile of Cubs Radio Listeners

Report: MEDIA QUICK PROFILE  
 Market: CHICAGO, IL for MAR-MAY/SEP-OCT 2010  
 Bases: ADULTS AGE 18+  
 Media: RADIO--CHICAGO CUBS

THE MEDIA AUDIT

All Groups (Cume)  
 TOTAL

Base Population: 7,056,467

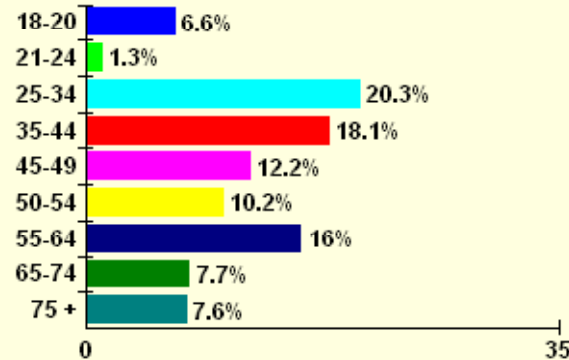
% in Media: 30.9

Media Persons: 2,178,589

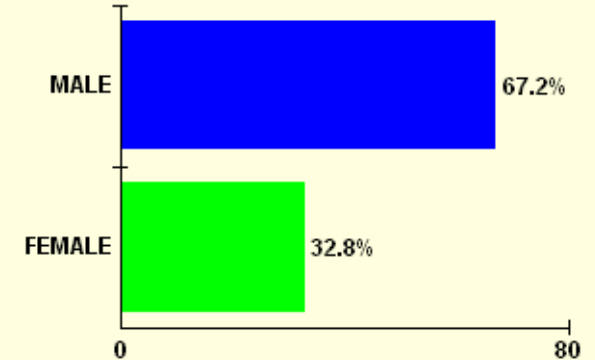
## Audience Profile (Cume)

**Total Income: \$159,973,799,750**  
**Mean Income: \$73,430**  
**Mean Age: 46**  
**Home Owners: 82%**  
**Mean Home Value: \$291,496**  
**Mean Miles Past Week: 206**

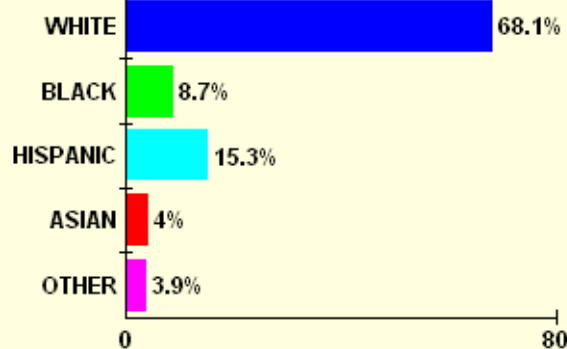
## Age Analysis (Cume)



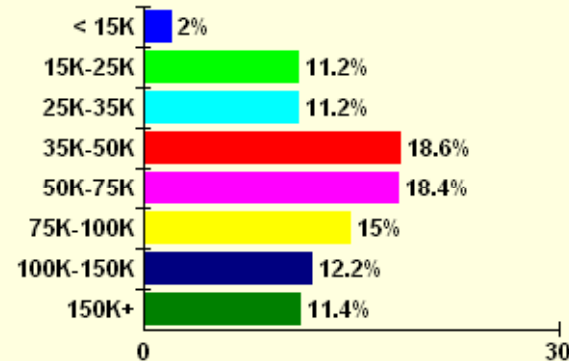
## Gender Profile (Cume)



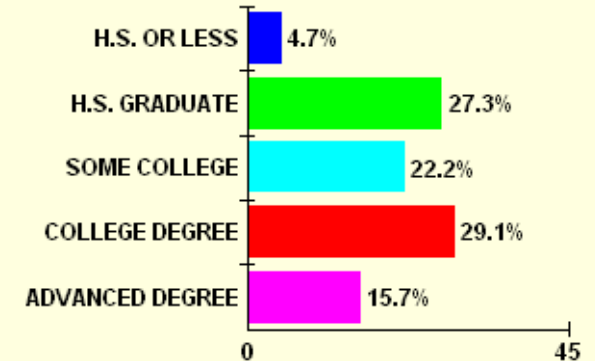
## Ethnicity Profile (Cume)

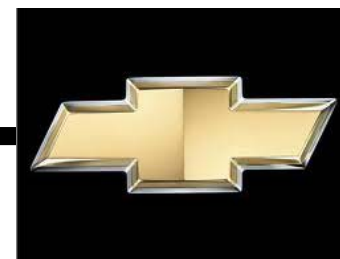


## Annual Income (Cume)



## Education Profile (Cume)





Report: MEDIA PROFILE REPORT  
Market: CHICAGO, IL for MAR-MAY/SEP-OCT 2010  
Bases: ADULTS AGE 18+  
Media: WGN-AM  
Target: MAKE OF VEHICLES NOW OWNED--ANY DOMESTIC

THE MEDIA AUDIT

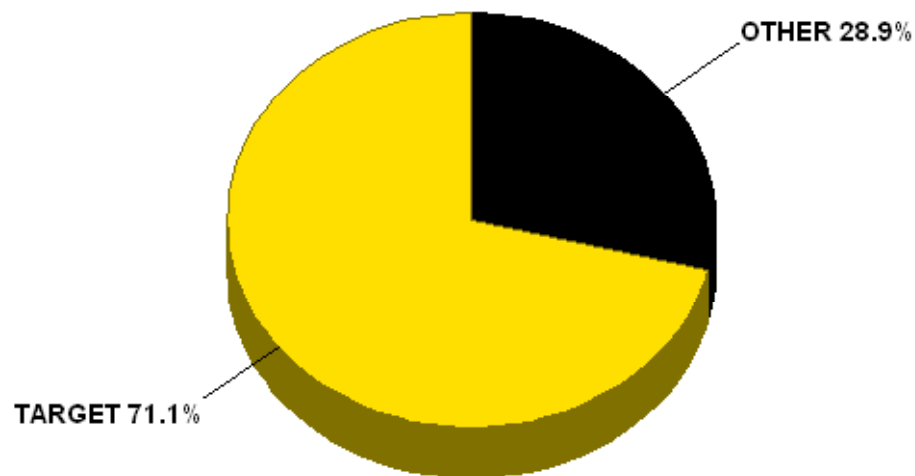
All Groups

Media Persons: 862,118

Target Percent: 71.1%

Target Persons: 612,600

### 71.1% OF ALL WGN LISTENERS ARE DOMESTIC VEHICLE OWNERS





Report: MEDIA PROFILE REPORT  
Market: CHICAGO, IL for MAR-MAY/SEP-OCT 2010  
Bases: PLAN BUY--DOMESTIC CAR/VAN/TRUCK/SUV \*OR\* PLAN BUY--FOREIGN CAR/VAN/TRUCK/SUV  
Media: WGN-AM  
Target: PLAN BUY--DOMESTIC CAR/VAN/TRUCK/SUV

THE MEDIA AUDIT

All Groups

Media Persons: 75,550

Target Percent: 79.8%

Target Persons: 60,319

## 79.8% OF WGN CAR BUYERS PLAN TO BUY DOMESTIC

