



## READER PROFILE

### READER PROFILE

<b>Men</b>	<b>46%</b>
<b>Women</b>	<b>54%</b>
<b>Age 18-24</b>	<b>18%</b>
<b>Age 25-34</b>	<b>25%</b>
<b>Age 35-44</b>	<b>27%</b>
<b>Age 45-54</b>	<b>19%</b>
<b>Age 55+</b>	<b>10%</b>

### EMPLOYMENT

<b>Currently Employed</b>	<b>67%</b>
<b>White-Collar Employed</b>	<b>11%</b>
<b>Blue-Collar Employed</b>	<b>38%</b>

### EDUCATION

<b>Less Than High School</b>	<b>31%</b>
<b>High School Graduate</b>	<b>34%</b>
<b>Net Any College</b>	<b>21%</b>

### # OF CHILDREN IN HOUSEHOLD

<b>2+ Children</b>	<b>52%</b>
<b>1 Child</b>	<b>23%</b>
<b>None</b>	<b>22%</b>

### AUTOMOBILE OWNERSHIP

<b>One</b>	<b>37%</b>
<b>Two</b>	<b>27%</b>
<b>Three+</b>	<b>20%</b>

- iExito! tends to attract younger, educated Hispanic families.
- iExito! readers are defined as those who read 3 or more issues in the past month.

### CONSUMER BEHAVIOR

- 27%** of Hispanic adults visited a casino in the past 12 months
- 65%** of Hispanic adults visited a theme park in the past 12 months
- 57%** of Hispanic adults visited a sporting event in the past 12 months
- 13%** of Hispanic adults are shopping more often at department stores versus 1 year ago
- 63%** of Hispanic adults purchased athletic shoes in the past 12 months
- 85%** of Hispanic adults purchased men's apparel in the past 12 months
- 63%** of Hispanic adults purchased women's apparel in the past 12 months
- 68%** of Hispanic adults purchased children's apparel in the past 12 months
- 21%** of Hispanic households own a big screen TV (35"+)
- 15%** of Hispanic households own a DVD player
- 33%** of Hispanic households own a beeper/pager
- 66%** of Hispanic households own a cellular phone
- 40%** of Hispanic households own a video game system
- 55%** of Hispanic households plan to buy any electronics in the next 12 months
- 38%** of Hispanic adults own their own homes
- 18%** of Hispanic homeowners have home values over \$200,000
- 5%** of Hispanic adults have resided in the Chicago metropolitan area for less than 1 year
- 92%** of Hispanic households own one or more vehicles
- 28%** of Hispanic households own three or more vehicles
- 27%** of Hispanic households paid over \$20,000 for last new car purchase
- 42%** of Hispanic households paid over \$15,000 for last new car purchase
- 48%** of Hispanic households shopped for furniture in the past 12 months



**32%** of Hispanic adults spent \$150 or more on groceries in the past 7 days

**18%** of Hispanic adults are regular grocery coupon users (defined as often or always use coupons when grocery shopping)

**Base:** 821,956 Hispanic adults age 18+ in the Chicago DMA

**Source:** Gallup Chicago Media Usage and Consumer Behaviour Poll, ©2000

## MEDIA RESOURCE

Percent of Hispanic adults citing "X" as the most useful advertising source for shopping information on vehicles:

<b>37%</b>	<b>Newspapers</b>
<b>15%</b>	<b>TV</b>
<b>2%</b>	<b>Radio</b>

Percent of Hispanic adults citing "X" as the most useful advertising source for shopping information on cellular/wireless service:

<b>23%</b>	<b>Newspapers</b>
<b>16%</b>	<b>TV</b>
<b>2%</b>	<b>Radio</b>

Percent of Hispanic adults citing "X" as the most useful advertising source for shopping information on furniture:

<b>37%</b>	<b>Newspapers</b>
<b>11%</b>	<b>TV</b>
<b>1%</b>	<b>Radio</b>

Percent of Hispanic adults citing "X" as the most useful advertising source for shopping information on renting/buying home:

<b>47%</b>	<b>Newspapers</b>
<b>4%</b>	<b>TV</b>
<b>0%</b>	<b>Radio</b>

Percent of Hispanic adults citing "X" as the most useful advertising source for shopping information on entertainment:

<b>37%</b>	<b>Newspapers</b>
<b>12%</b>	<b>TV</b>
<b>2%</b>	<b>Radio</b>

In the past 3 months "X%" of Hispanic adults have looked at the following types of ads in a newspaper or on a newspaper website:

<b>59%</b>	<b>Newspapers</b>
<b>31%</b>	<b>TV</b>
<b>8%</b>	<b>Radio</b>

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