

5.1% or 263,897 of Chicago Metro Adults 35 or older are \$75K+HHI Owners of a TIMESHARE Vacation Property. Typical Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Property are 60.1 years old (4.8% older than average) and have a \$182,794 (78.8% higher than average) annual household income.

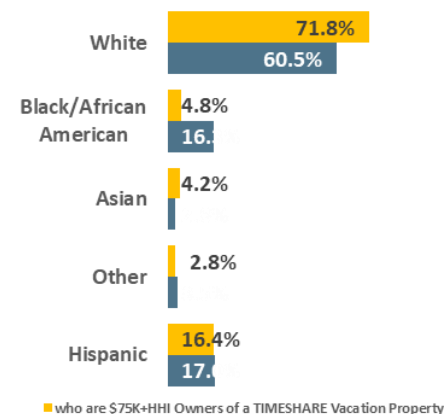
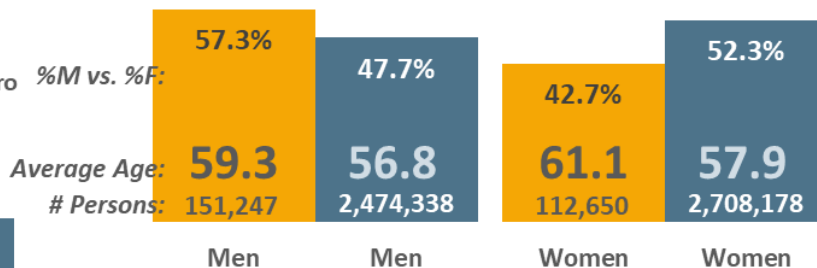
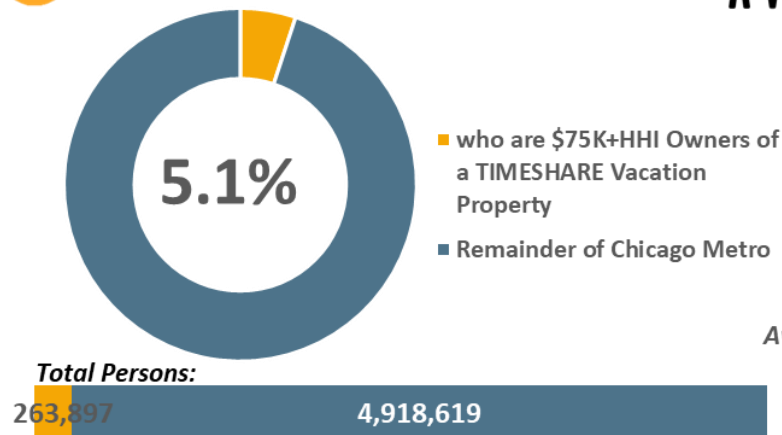


Percent of Market: Adults 35 or older



Gender of Target vs. Market: Adults 35 or older

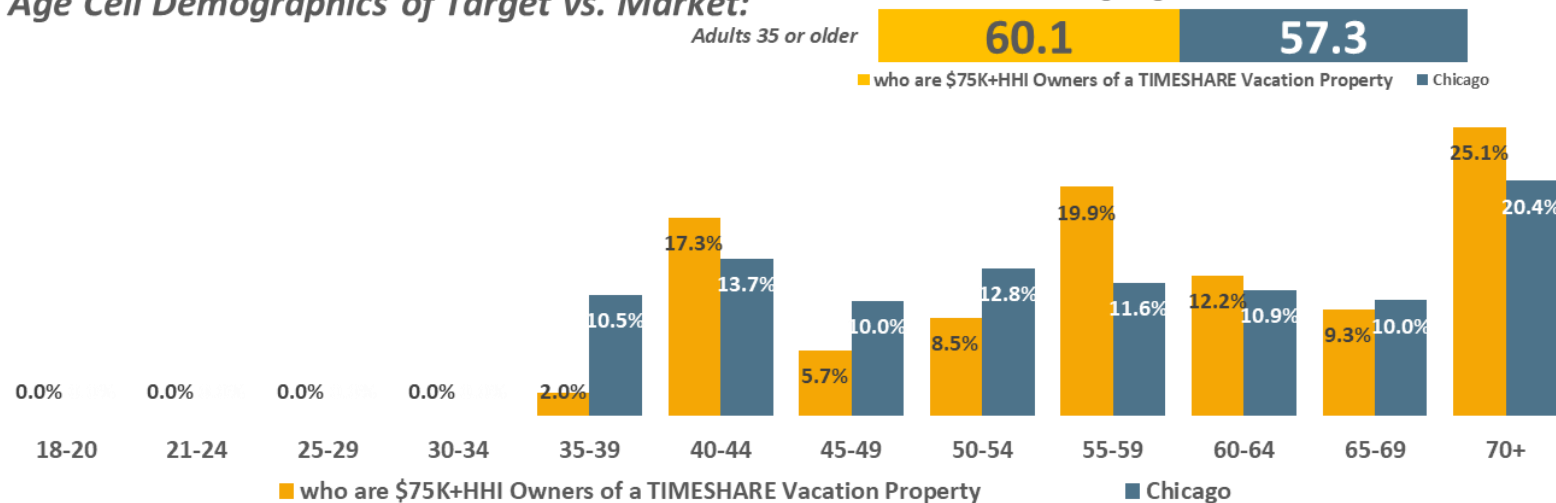
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

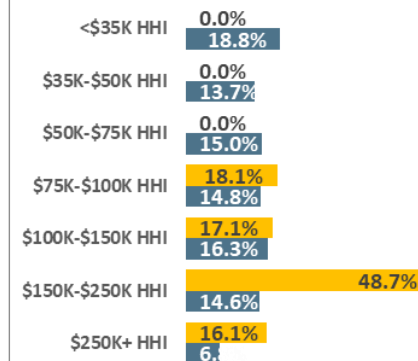
Average Age:

Adults 35 or older



Chicago

HHI of Target vs. Market:

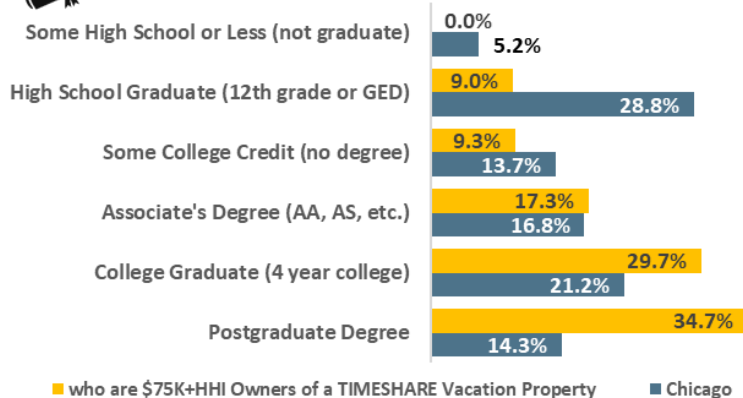


Avg HHI: \$182,794 (Target) vs \$102,240 (Market)

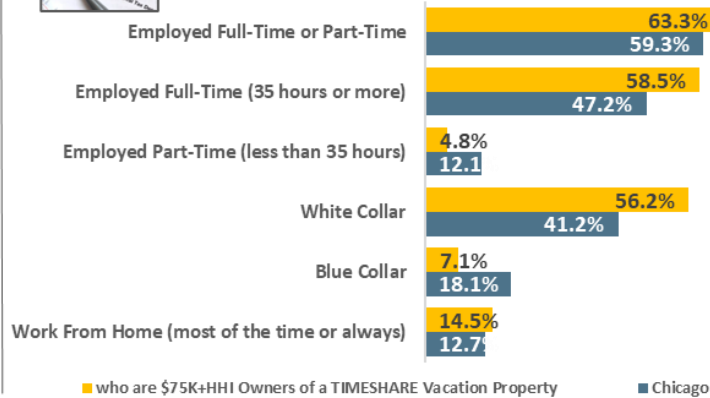
5.1% or 263,897 of Chicago Metro Adults 35 or older are \$75K+HHI Owners of a TIMESHARE Vacation Property. Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Property are 81.3% more likely to be a college graduate, 24.% more likely to work full-time, 40.9% more likely to be married, 4.% less likely to be a grandparent of 1 or more children unde



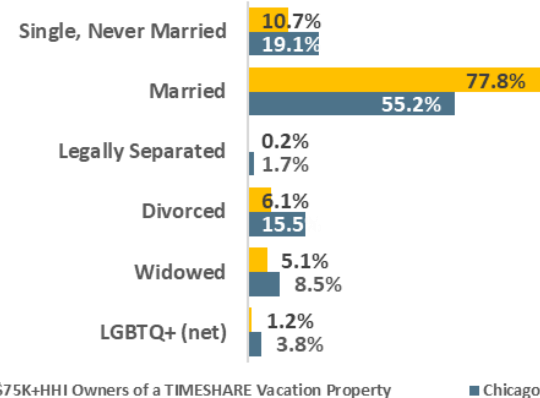
Education Levels: Adults 35 or older



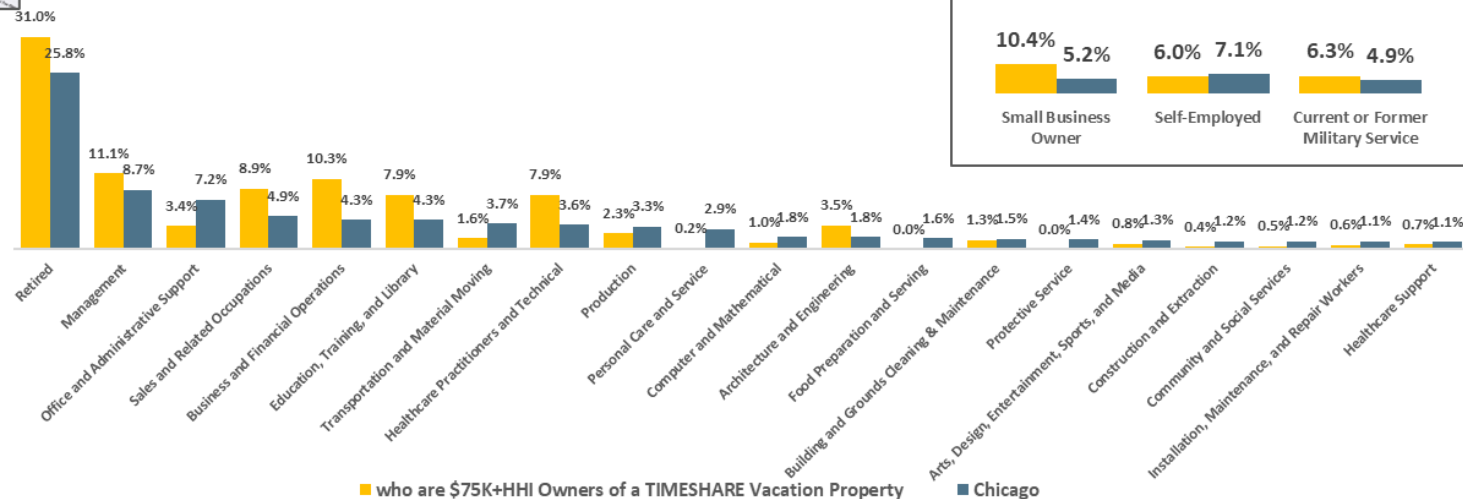
Employment: Adults 35 or older



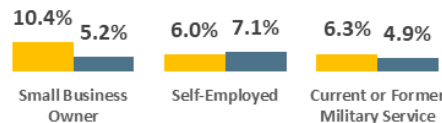
Marital Status: Adults 35 or older



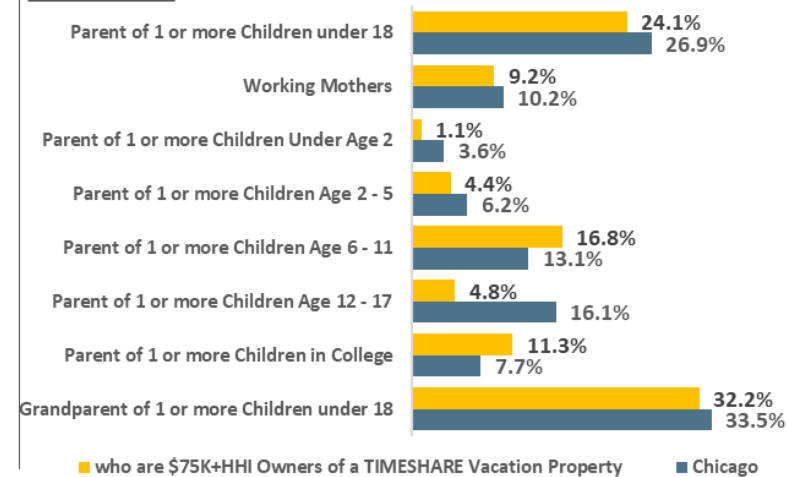
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience



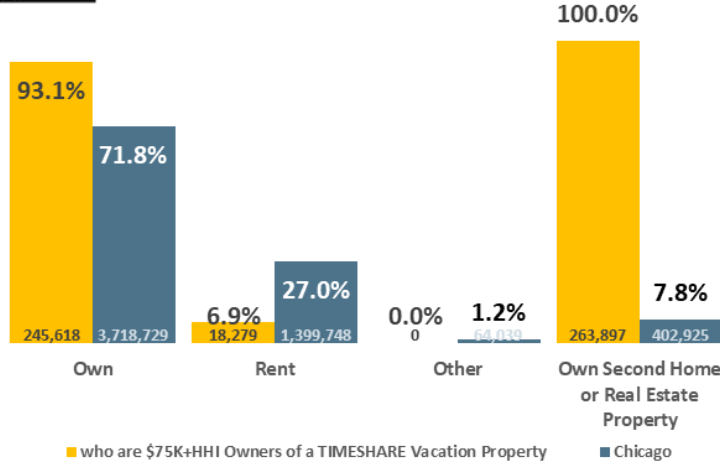
Stage in Life: Adults 35 or older



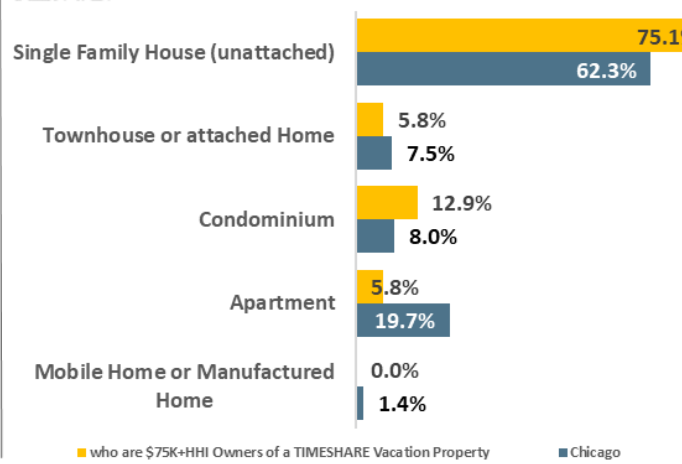
5.1% or 263,897 of Chicago Metro Adults 35 or older are \$75K+HHI Owners of a TIMESHARE Vacation Property. Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Property are 29.7% more likely to own their home, 26.8% more likely to own a higher valued home, 20.6% more likely to have a single-family home, 8.2% more likely to have a dog.



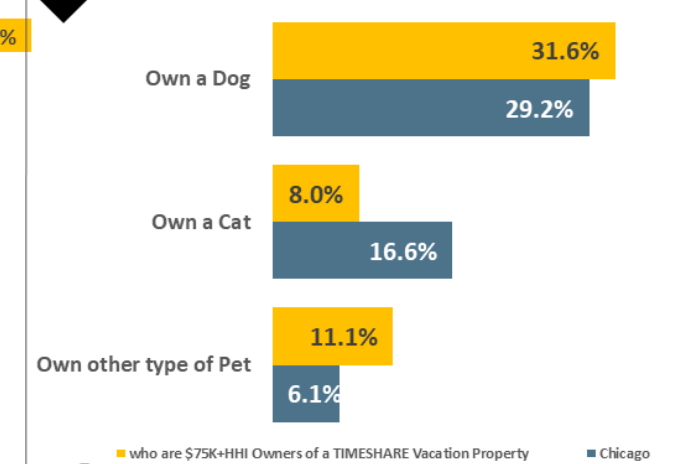
Own/Rent/Other: Adults 35 or older



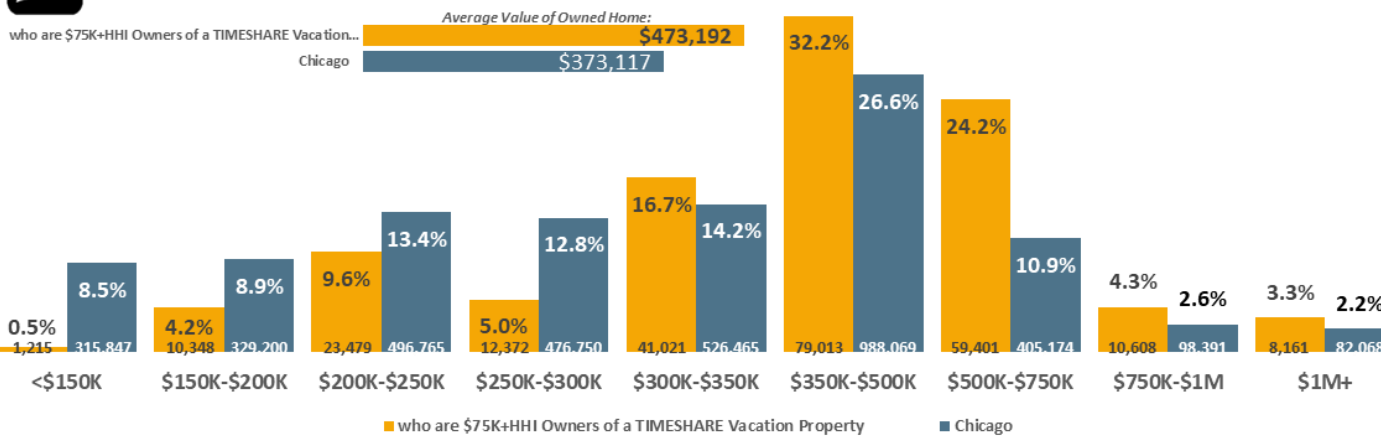
Type of Home: Adults 35 or older



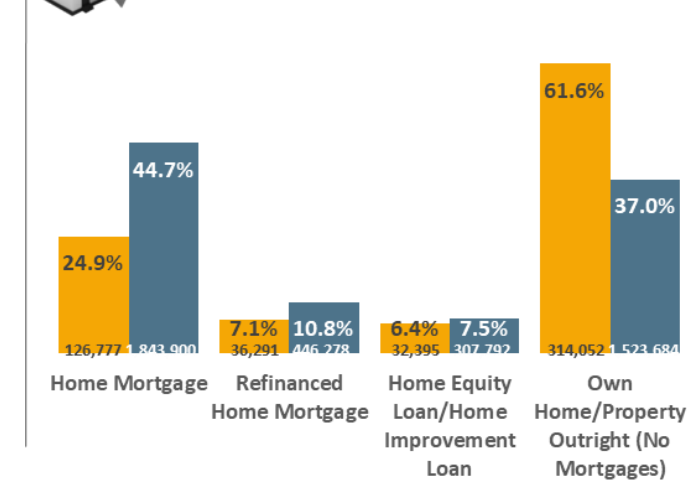
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



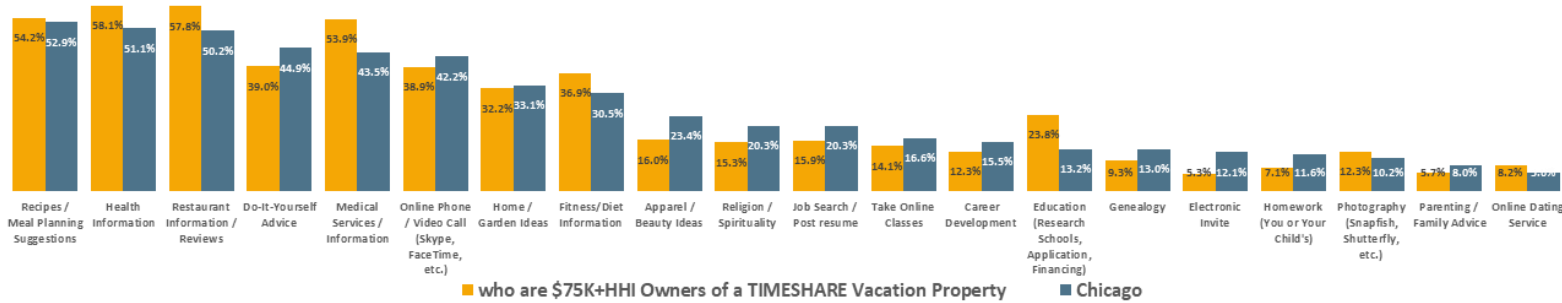
Home Loans: Adults 35 or older



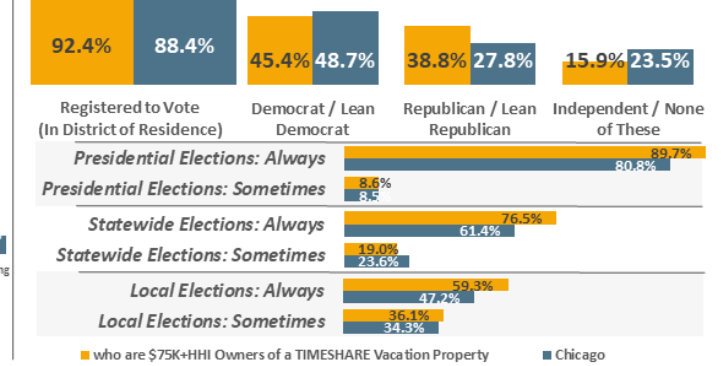
5.1% or 263,897 of Chicago Metro Adults 35 or older are \$75K+HHI Owners of a TIMESHARE Vacation Property. Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Property are 13.2% less likely to look up D-I-Y advice online, 25.6% more likely to always vote in local elections, 69.7% more likely to belong to a gym, 73.6% more likely to fly domestic



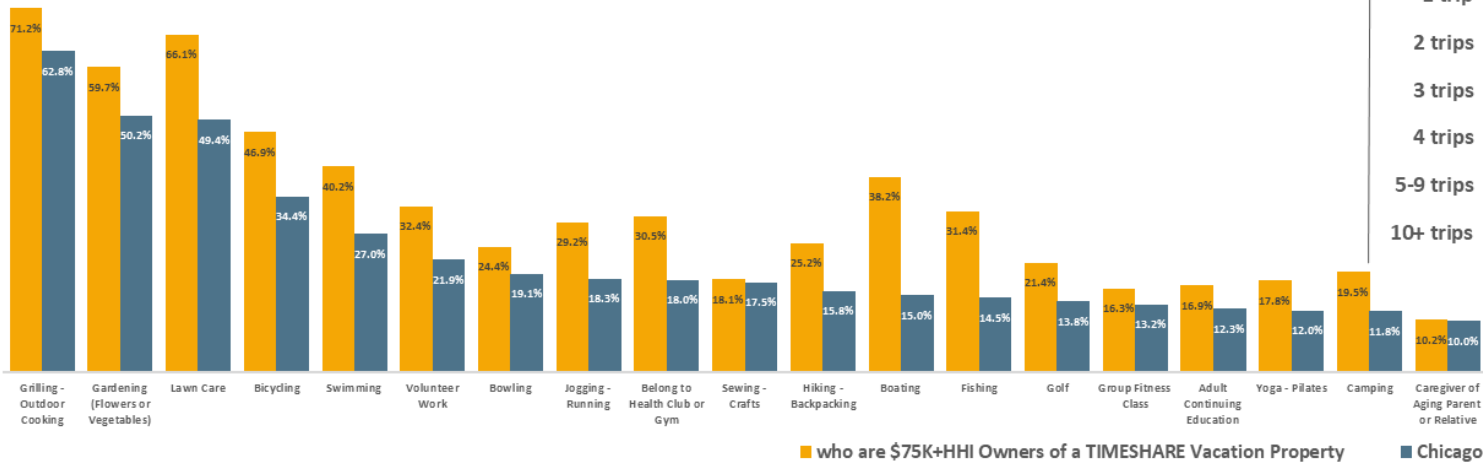
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



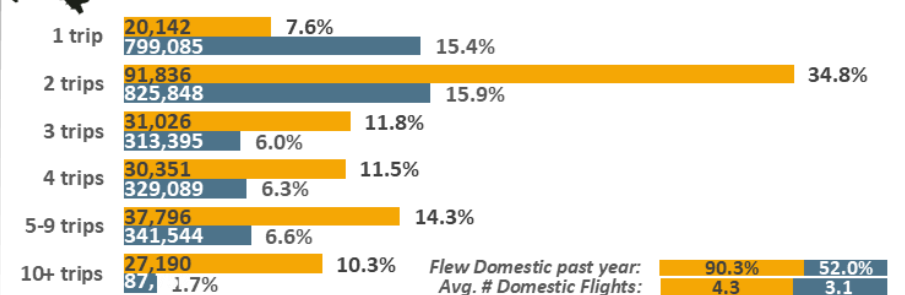
Political Activity: Adults 35 or older



Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older

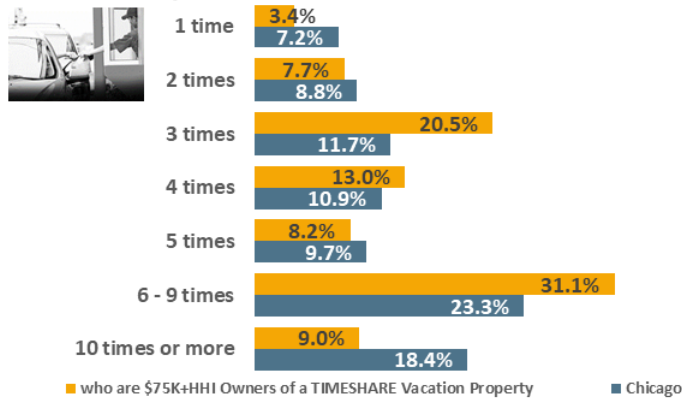


Past 12-months Domestic Airline Trips: Adults 35 or older



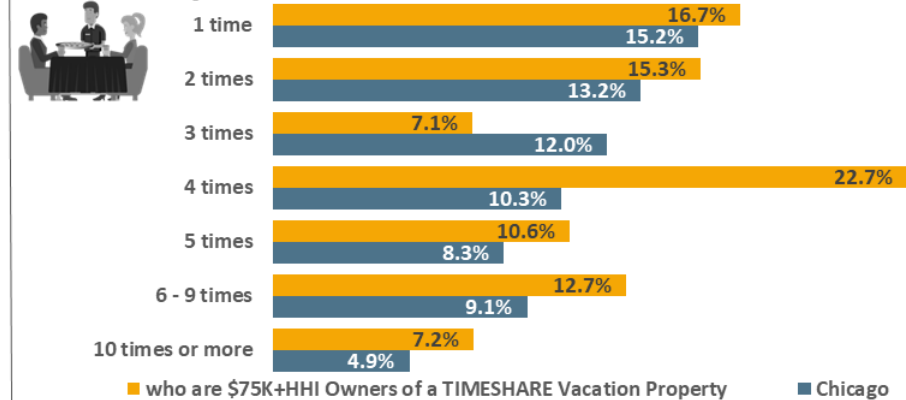
5.1% or 263,897 of Chicago Metro Adults 35 or older are \$75K+HHI Owners of a TIMESHARE Vacation Property. Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Property are 3.4% more likely to use QSRs past mo., 26.7% more likely to use Sit-Down Restaurants past mo., 29.2% more likely to use Casinos past yr., 55.7% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 35 or older



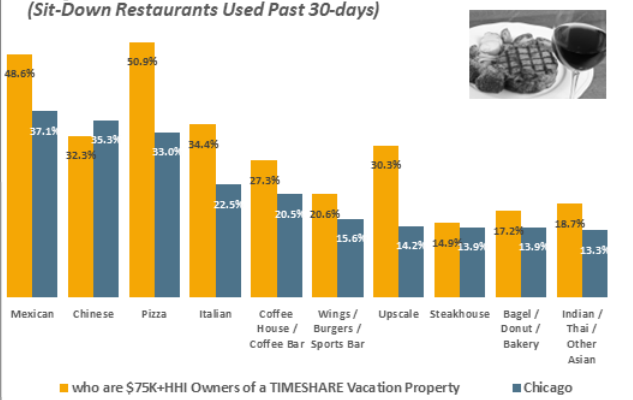
Total Monthly QSR Users:	Avg. Monthly QSR Meals:
92.9%	89.9%
245,218	4,658,132
	5.8
	6.7

Past 30-days Sit-Down Restaurant Users: Adults 35 or older



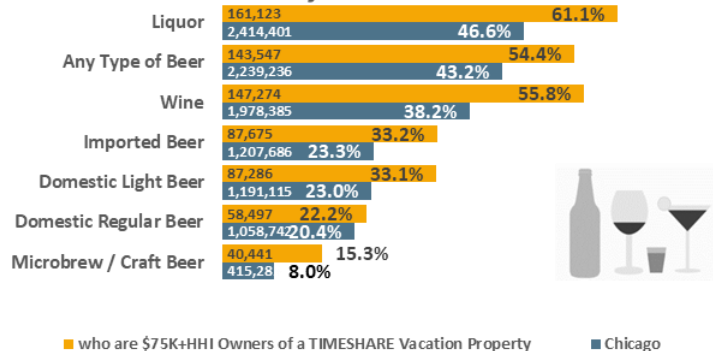
Total Monthly Sit-Down Restaurant Users:	Avg. Monthly Sit-Down Restaurant Meals:
92.3%	72.9%
243,705	3,777,361
	4.5
	4.1

Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)

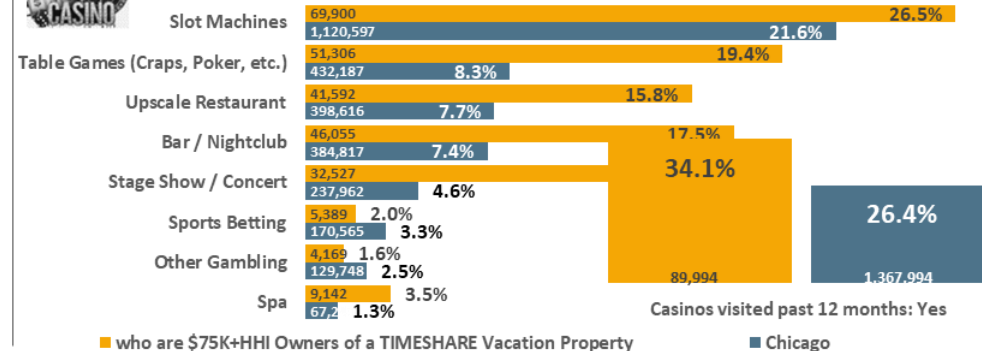


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who are \$75K+HHI Owners of a TIMESHARE Vacation...
54,931
20.8%
Chicago
815,998
15.7%

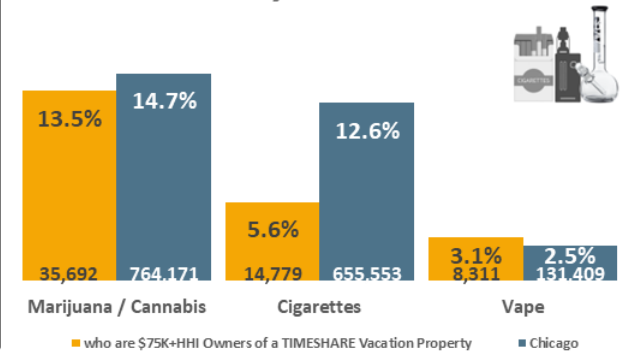
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



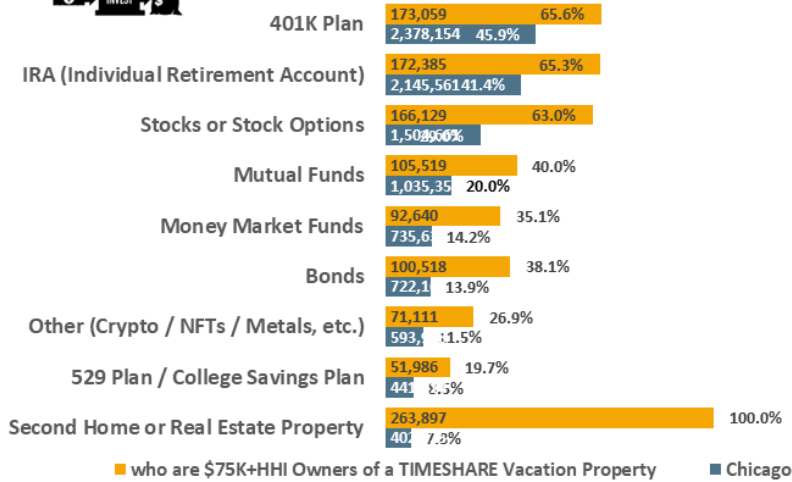
Used Past 30-days: Adults 35 or older



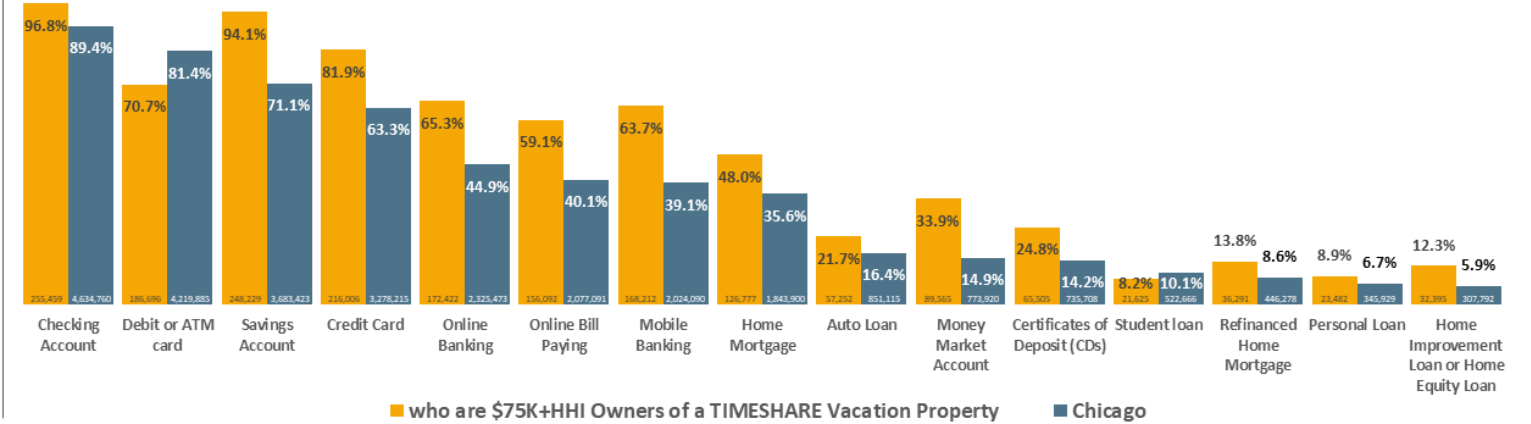
5.1% or 263,897 of Chicago Metro Adults 35 or older are \$75K+HHI Owners of a TIMESHARE Vacation Property. Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Property are 42.9% more likely to have a 401K, 32.1% more likely to have an Auto Loan, 133.6% more likely to Invest/Trade Stocks Online, 33.% less likely to pay with their Debit Card.



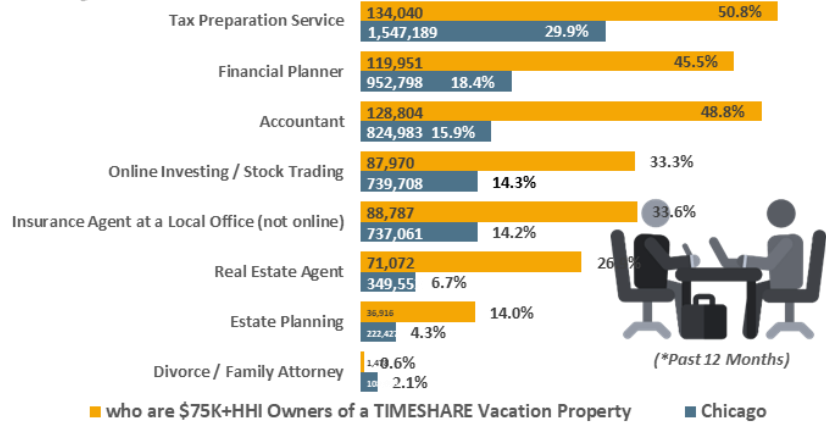
Investments Owned: Adults 35 or older



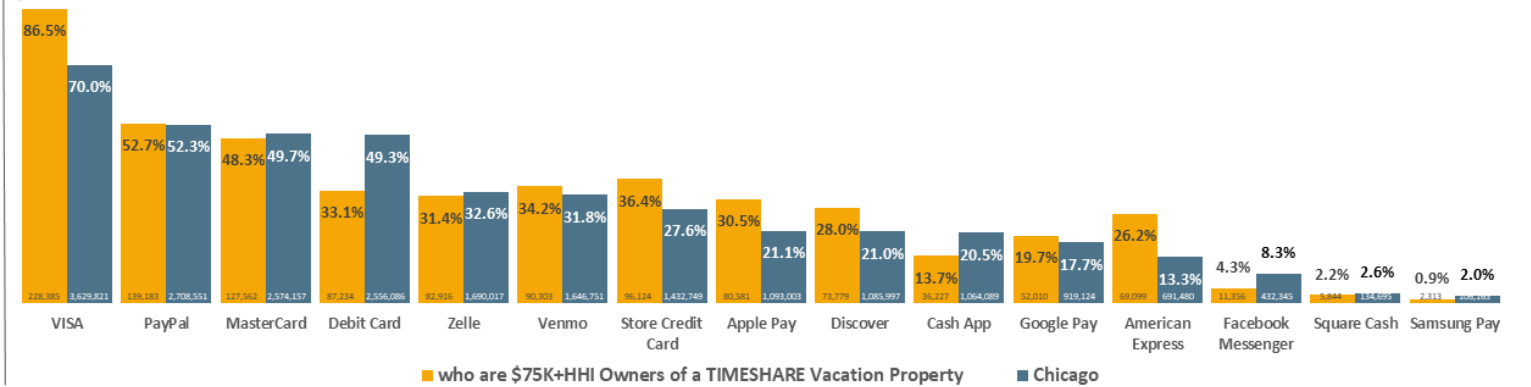
Financial Services Has and/or Uses: Adults 35 or older



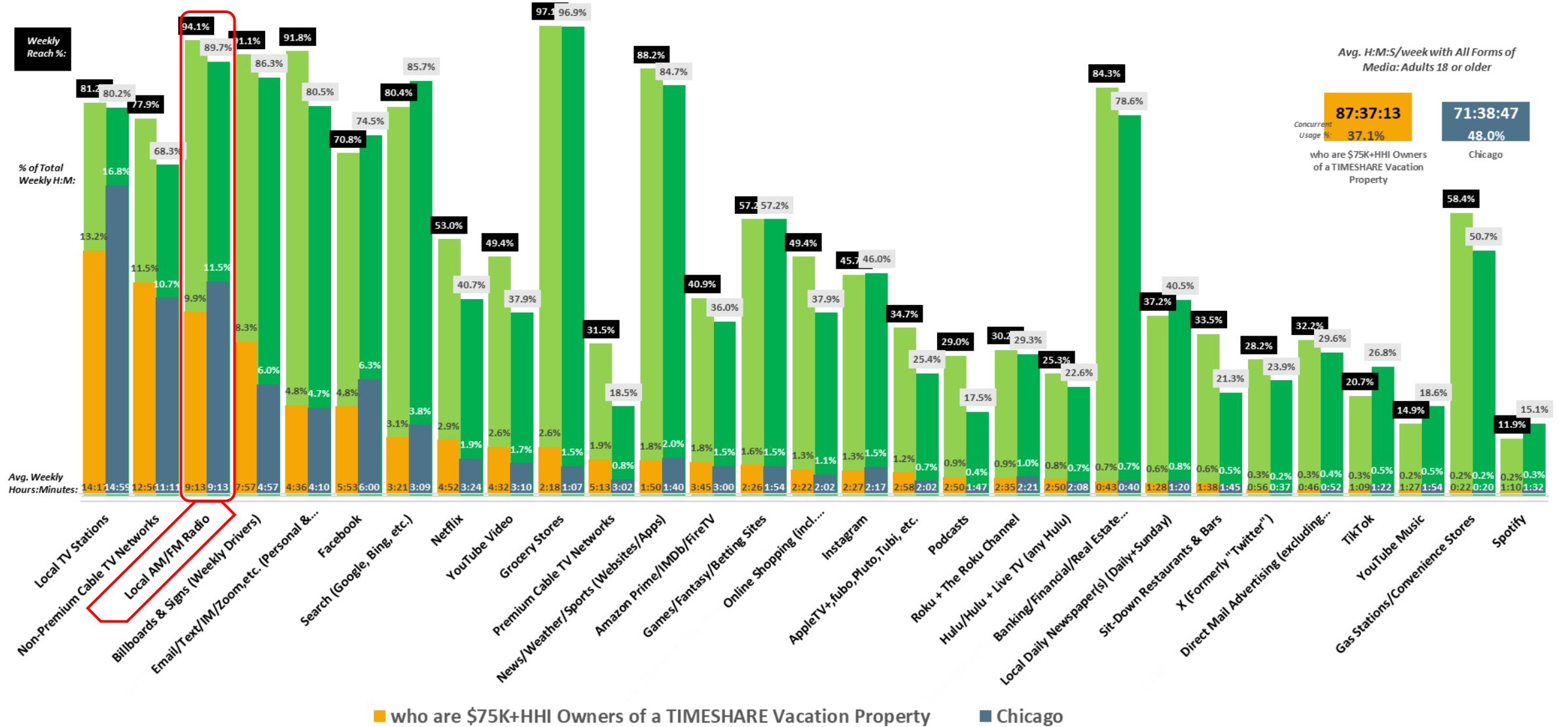
Professional Services Used*: Adults 35 or older



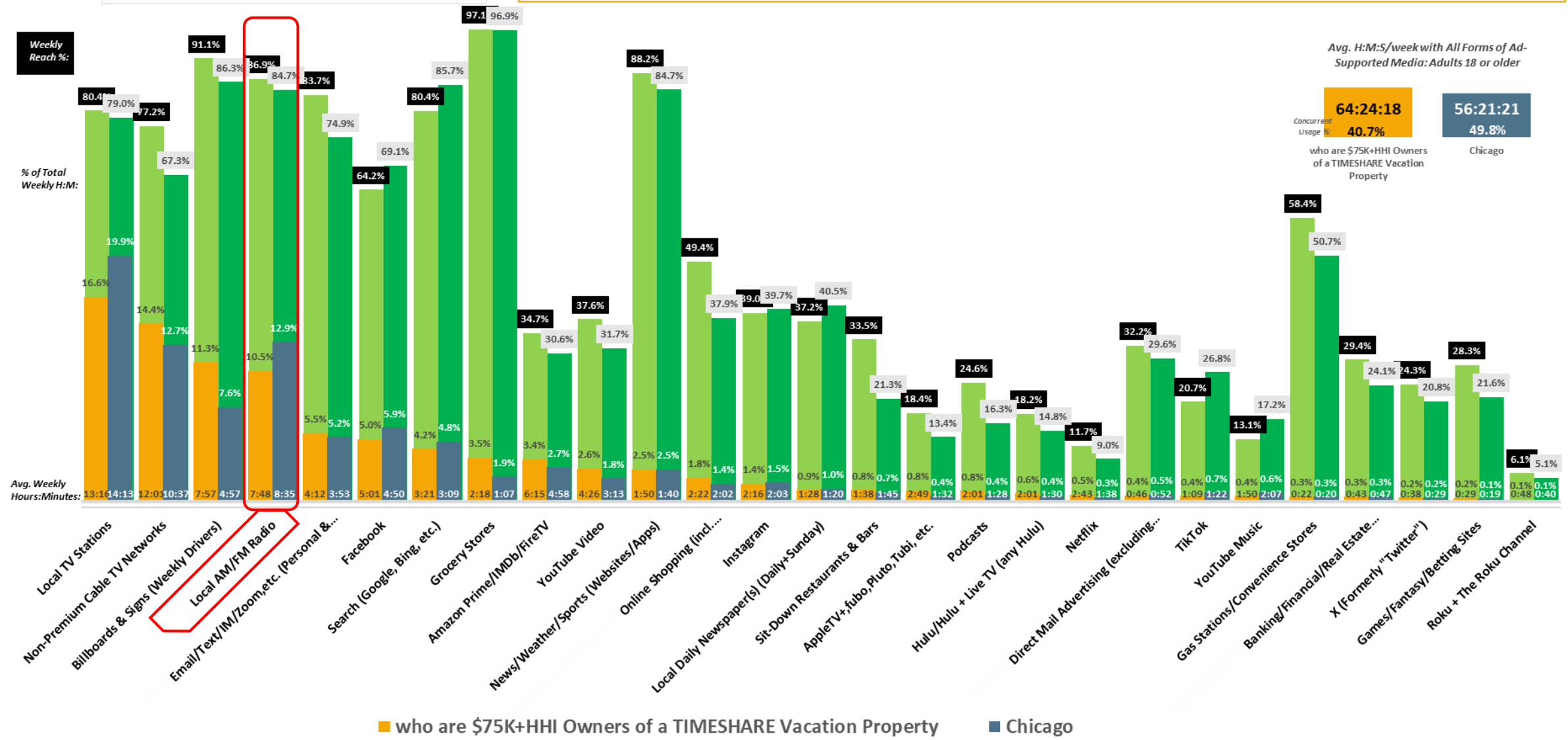
Past 3-Months Payment Methods Used: Adults 35 or older



Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Property spend an average of 3 days, 15 hours, 37 minutes and 13 seconds each week with All Forms of Media.
94.1% of Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Property spend an avg. of 9 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



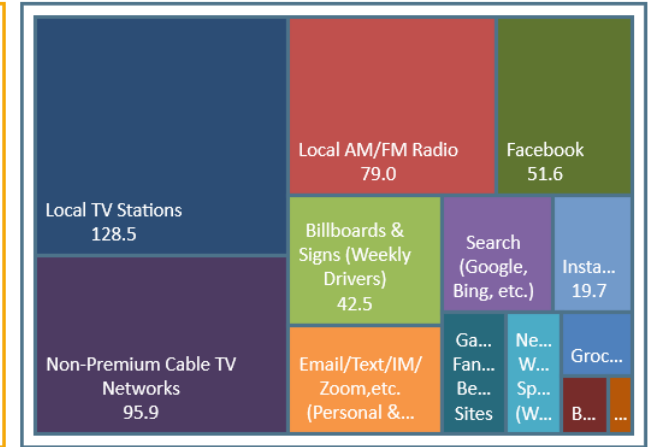
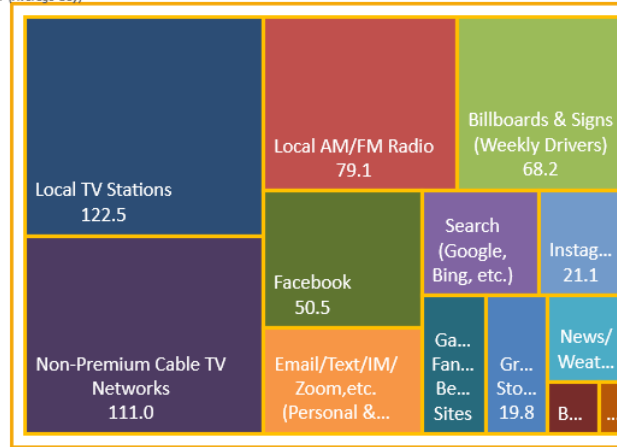
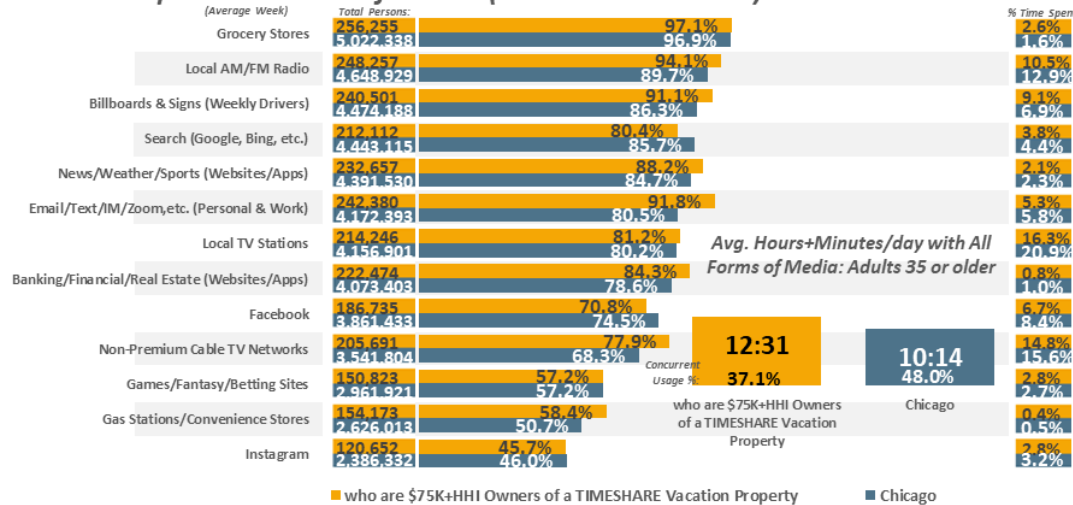
Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Property spend an average of 2 days, 16 hours, 24 minutes and 18 seconds each week with All Forms of Ad-Supported Media.
86.9% of Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Property spend an avg. of 7 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media



Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Property spend an average of 9 hours and 12 minutes each day with All Forms of Ad-Supported Media. 86.9% listen to Local AM/FM Radio for an avg. of 66.9 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

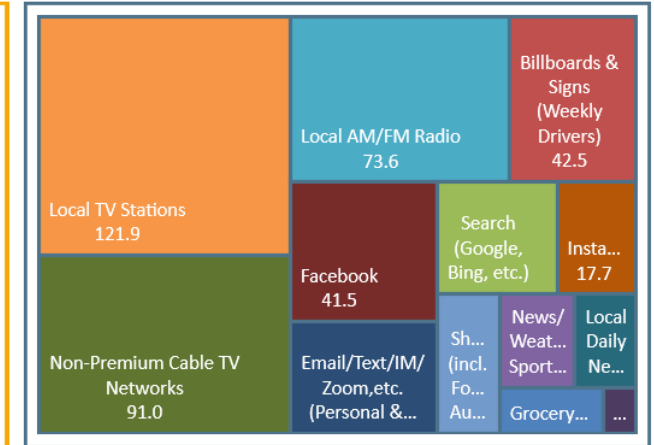
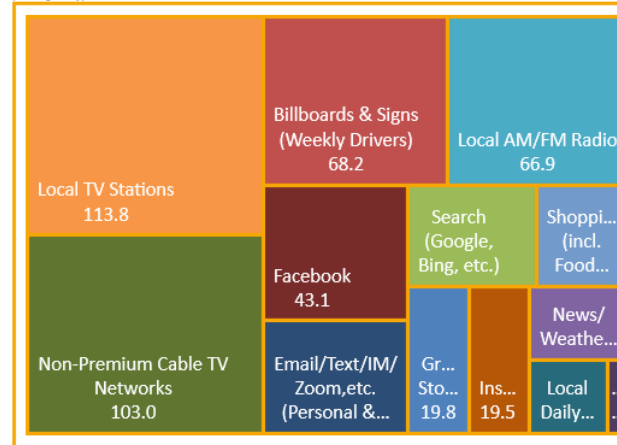
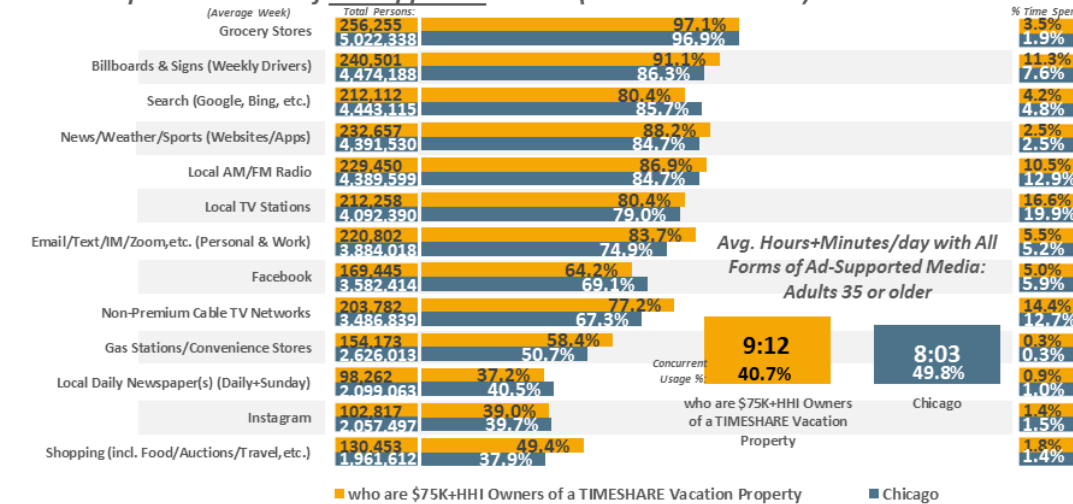
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



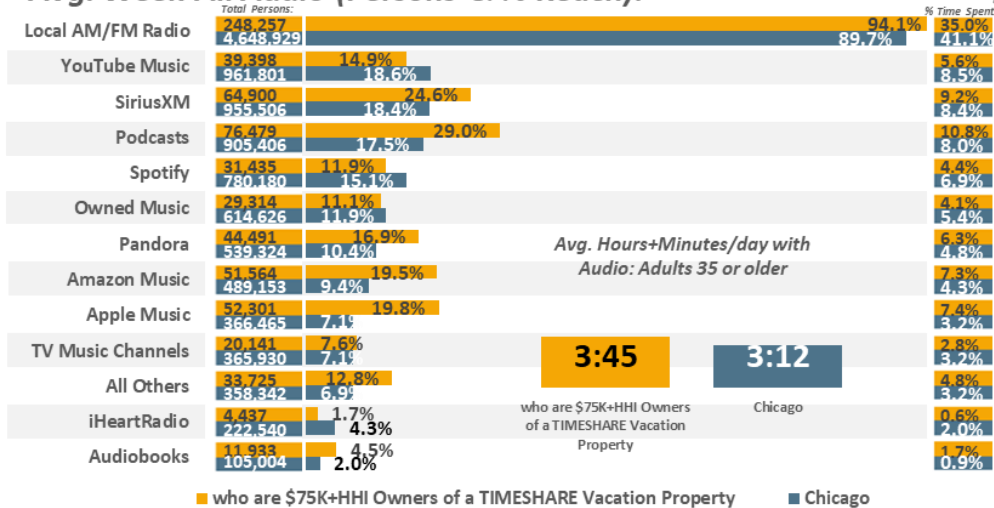
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

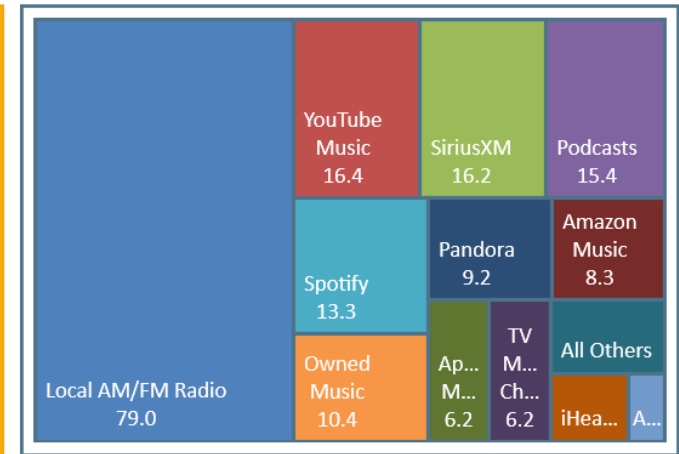
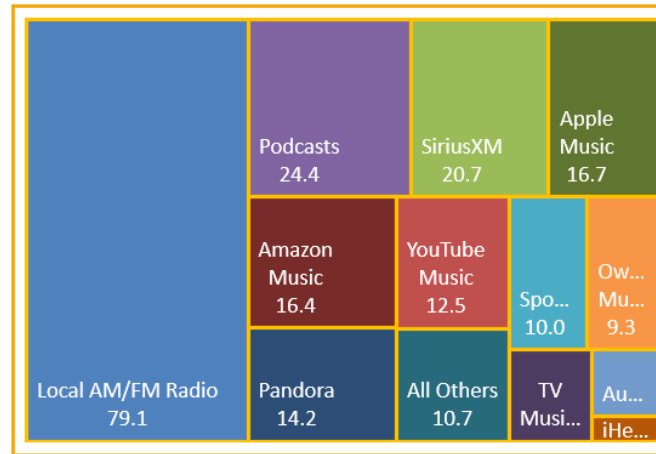


229,450 or 86.9% of Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Property listen to Ad-Supported Local AM/FM Radio for an average of 66.9 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.

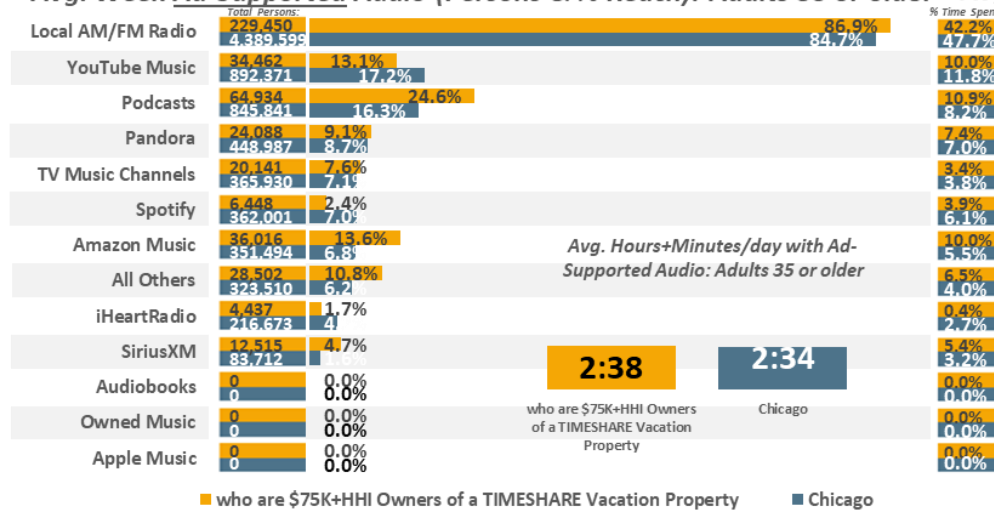
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



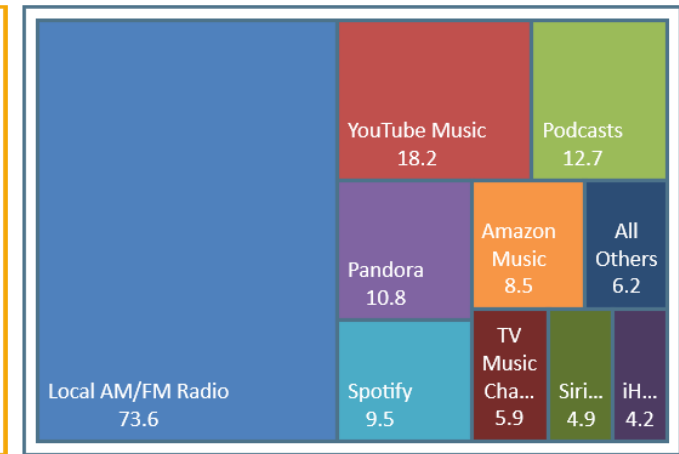
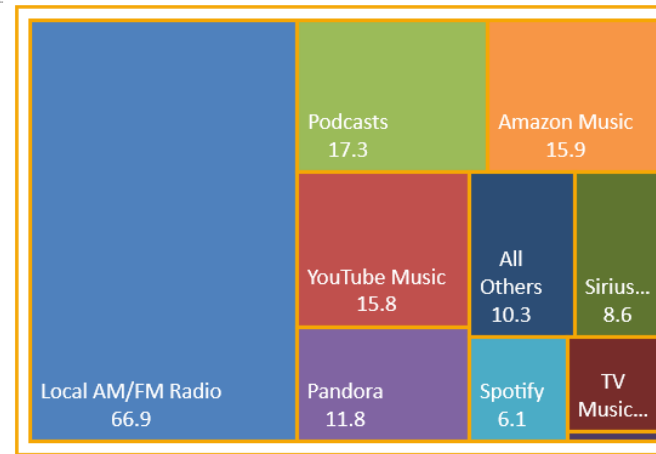
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



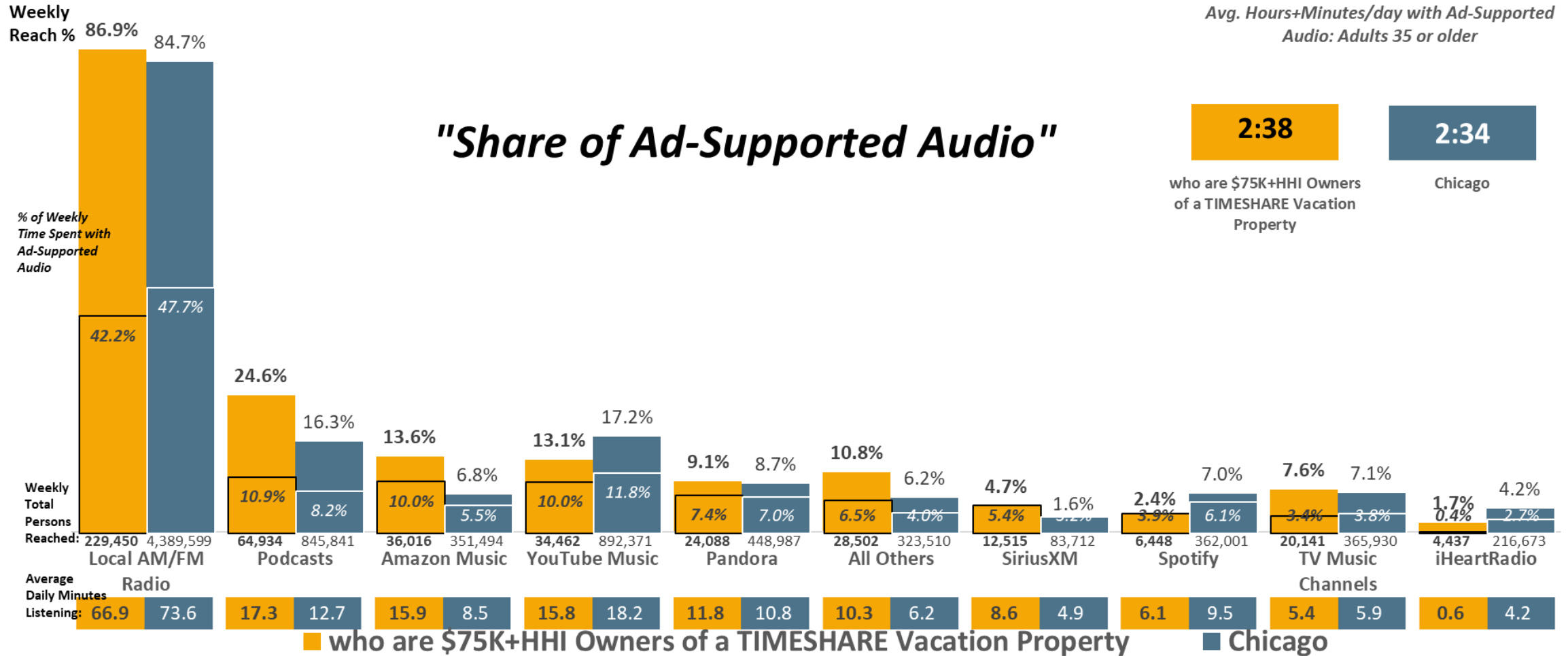
Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



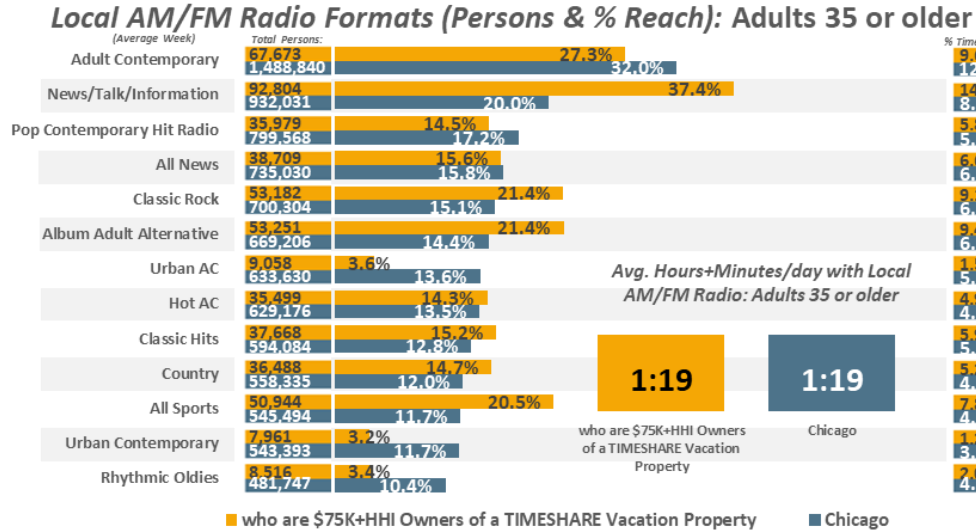
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



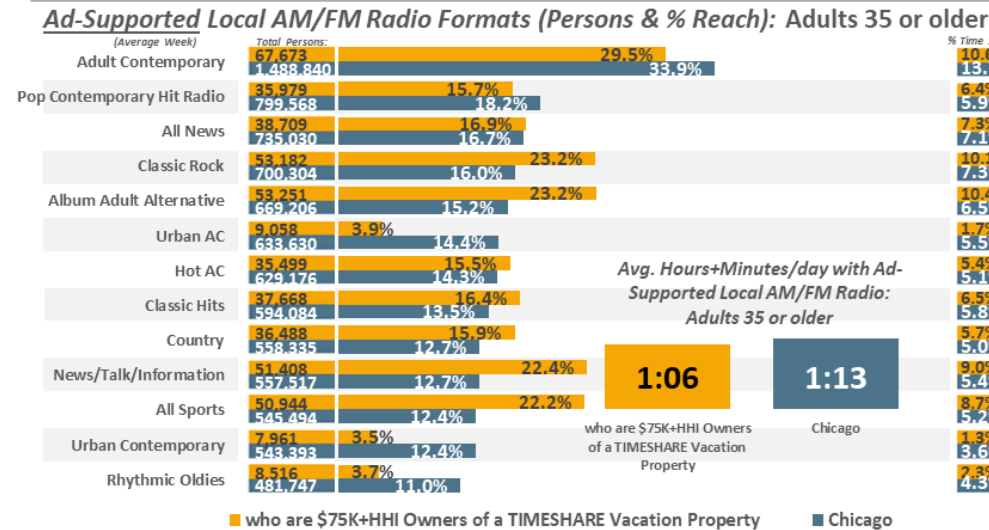
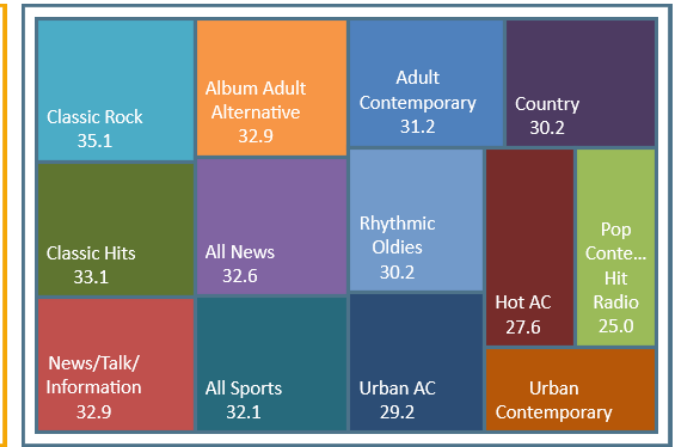
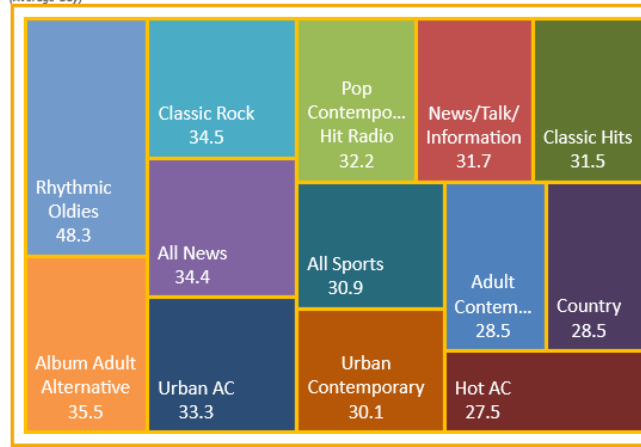
229,450 or 86.9% of Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Property listen to Ad-Supported Local AM/FM Radio for an average of 66.9 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.



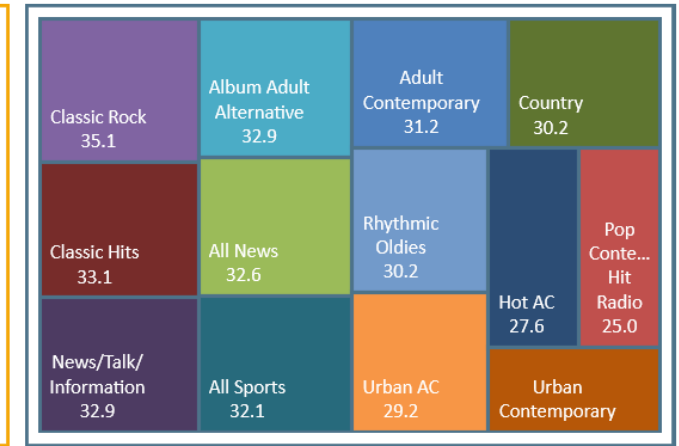
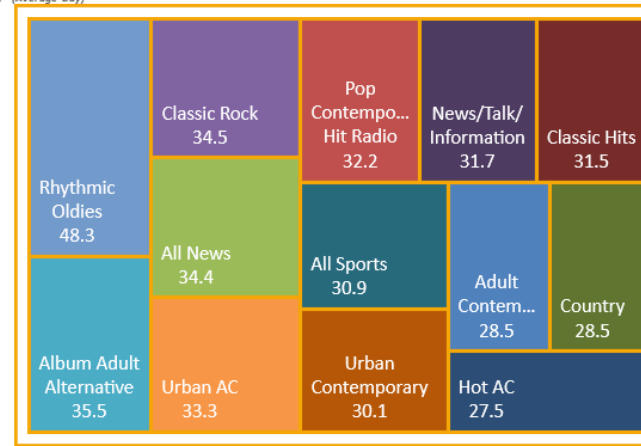
229,450 or 86.9% of Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Property listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Album Adult Alternative, Classic Rock, News/Talk/Information, and All Sport



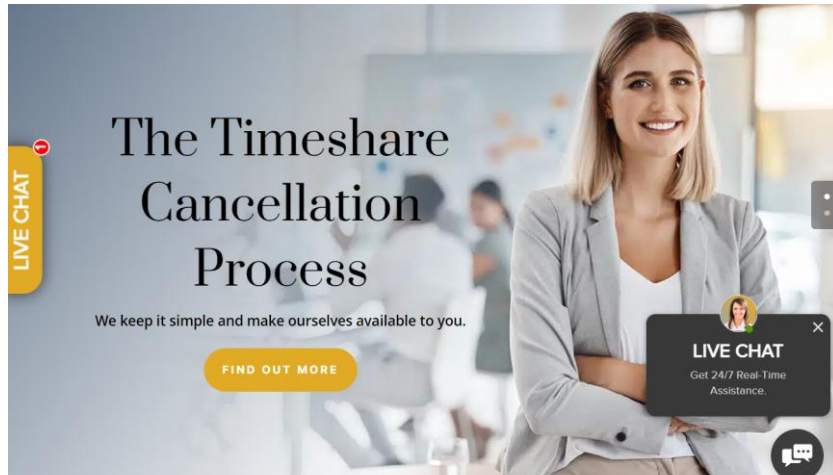
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



There are 264,500 \$75K+HHI P35+ Chicago Metro Area Timeshare Owners.
Here are the Top Radio Stations they listen to every week.



Age/Gender	Qualitative	Population
Adults 35+	(((Household income summaries (HHLD): \$75,000 or more AND Investments household has (HHLD): Second home or real estate property) AND (No. domestic air round trips past 12 mo (primarily vacation): Any primarily vacation/personal domestic air round trip OR No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip)) AND Types of vacations plan to take next 12 months: Any vacation planned))	Avg Daily: 264,500 Avg Weekly: 264,500

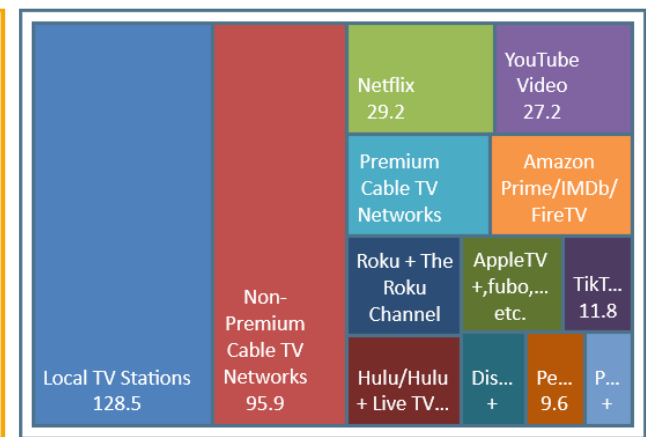
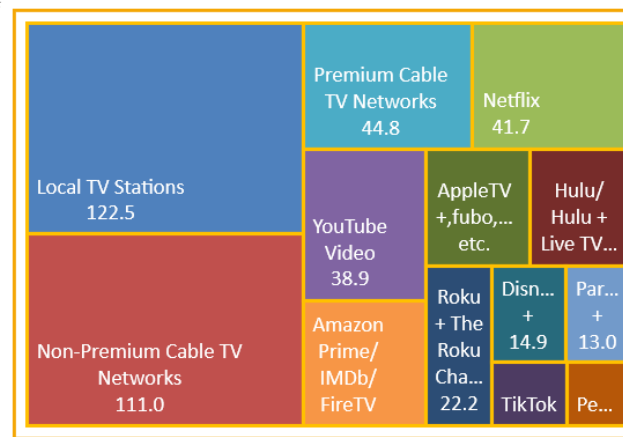
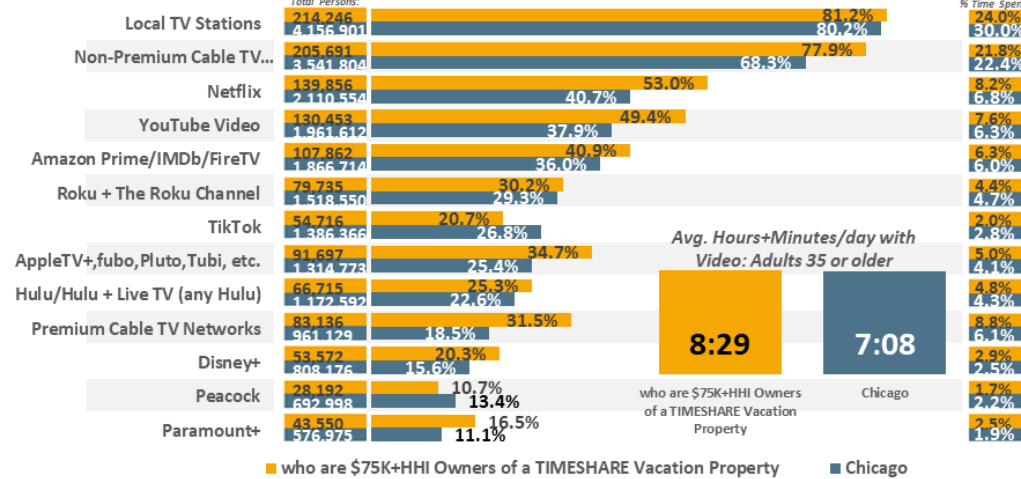
Qualitative Criteria Used: (((Household income summaries (HHLD): \$75,000 or more AND Investments household has (HHLD): Second home or real estate property) AND (No. domestic air round trips past 12 mo (primarily vacation): Any primarily vacation/personal domestic air round trip OR No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip)) AND Types of vacations plan to take next 12 months: Any vacation planned))

Adults 35+ 										
M-Su 6a-12m										
Station	Owner	Format	Qual Average Persons	Qual Average Rating*	Qual Daily Cume Persons	Qual Daily Cume Rating	Qual Weekly Cume Persons	Qual Weekly Cume Rating	Qual Index	
1 WGN-AM	Nexstar Media Group Inc	News Talk Information	2,100	0.8	20,300	7.7	46,000	17.4	330	
2 WDRV-FM	Hubbard Radio LLC	Classic Rock	1,600	0.6	18,600	7.0	54,600	20.6	150	
3 WXRT-FM	Audacy	Album Adult Alternative	1,300	0.5	17,300	6.5	49,100	18.6	157	
4t WBBM-AM	Audacy	All News	1,000	0.4	15,400	5.8	33,900	12.8	104	
4t WLS-FM	Cumulus Media Holdings Inc	Classic Hits	1,000	0.4	17,900	6.8	58,000	21.9	147	
4t WUSN-FM	Audacy	Country	1,000	0.4	13,200	5.0	34,500	13.0	147	
7 WLIT-FM	iHeartMedia Inc	Adult Contemporary	800	0.3	12,100	4.6	40,900	15.5	82	
8t WTMX-FM	Hubbard Radio LLC	Hot Adult Contemporary	600	0.2	12,100	4.6	39,200	14.8	141	
8t WBEZ-FM	WBEZ Alliance Inc	News Talk Information	400	0.2	5,700	2.2	13,200	5.0	108	
8t WCKL-FM	Educational Media Foundation	Contemporary Christian	400	0.2	5,600	2.1	18,000	6.8	201	
8t WDCB-FM	College Of Du Page	Jazz	400	0.2	3,400	1.3	10,600	4.0	205	
8t WRME-FM	Unknown Owner	Soft Adult Contemporary	400	0.2	6,200	2.3	17,200	6.5	83	
8t WSCR-AM	Audacy	All Sports	600	0.2	8,300	3.1	19,900	7.5	112	
14t WSHE-FM	Hubbard Radio LLC	Adult Contemporary	300	0.1	8,400	3.2	31,400	11.9	146	
14t WBBM-FM	Audacy	Pop Contemporary Hit Radio	200	0.1	4,900	1.9	19,200	7.3	85	
14t WBMX-FM	Audacy	Rhythmic Oldies	200	0.1	2,700	1.0	8,700	3.3	35	
14t WCHI-FM	iHeartMedia Inc	Mainstream Rock	300	0.1	5,100	1.9	16,900	6.4	82	
14t WFMT-FM	Window to the World Comm Inc	Classical	300	0.1	2,400	0.9	7,200	2.7	100	

212,258 or 80.4% of Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Property watch Ad-Supported Local TV Stations for an average of 113.8 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.

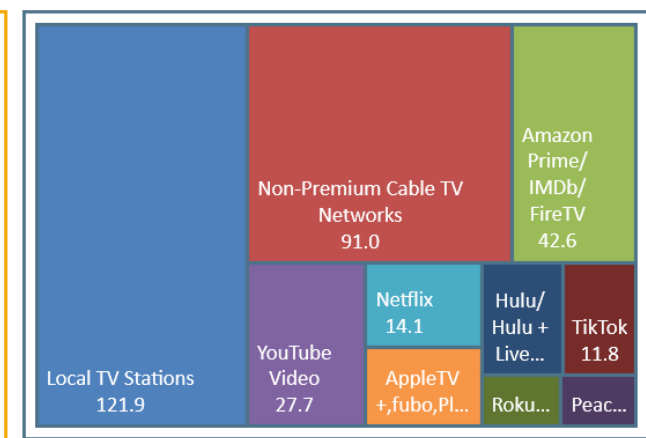
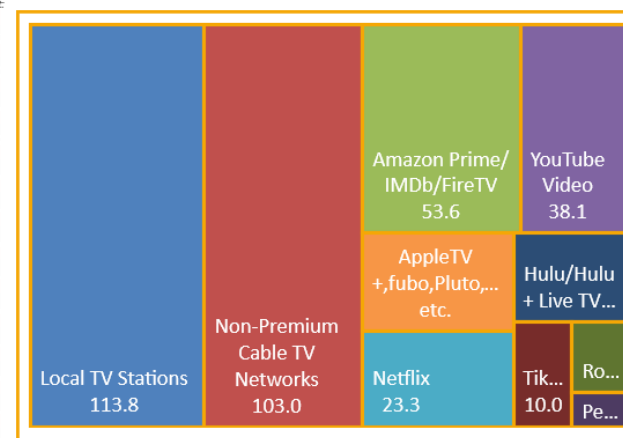
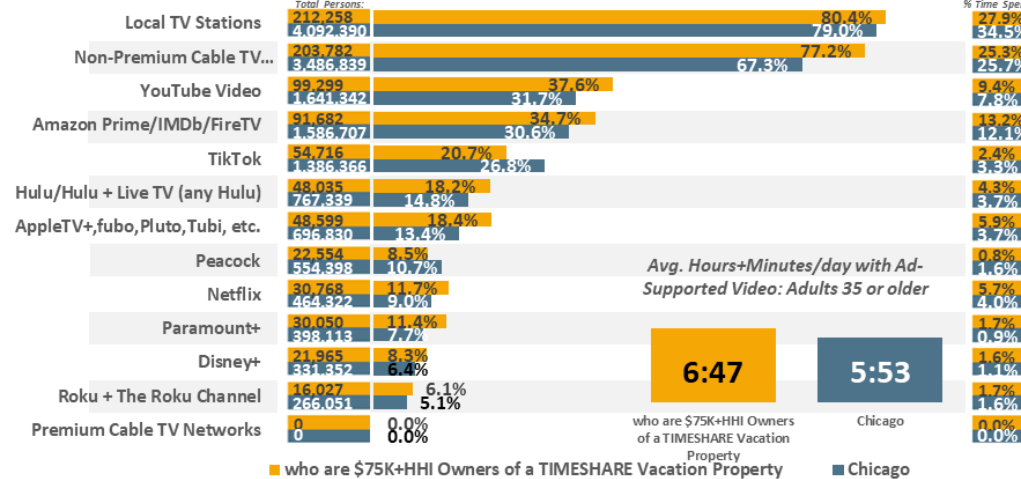
Avg. Week All Video (Persons & % Reach): Adults 35 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

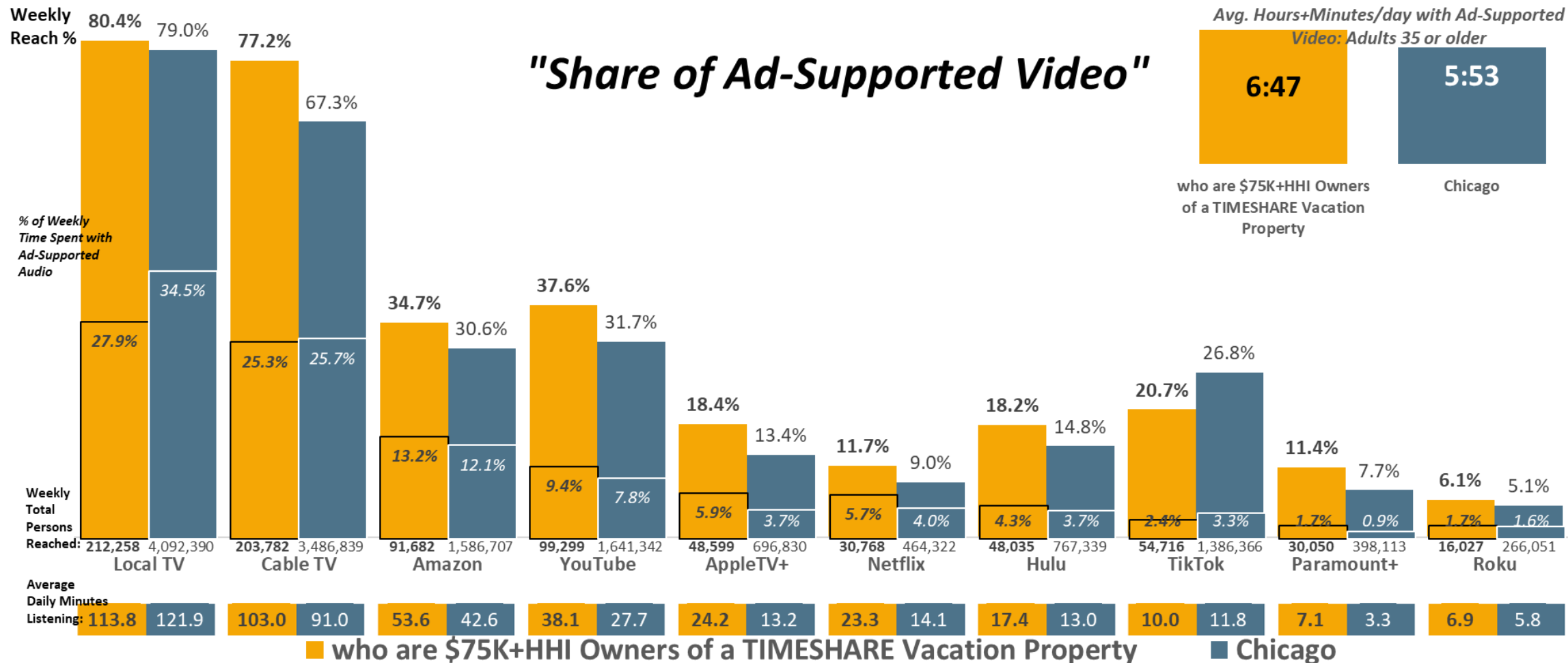


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

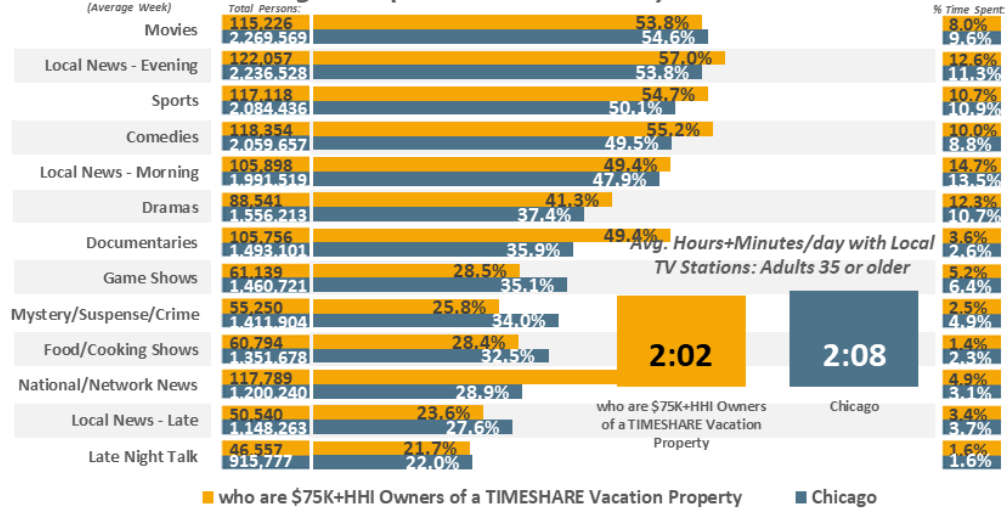


212,258 or 80.4% of Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Property watch Ad-Supported Local TV Stations for an average of 113.8 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.

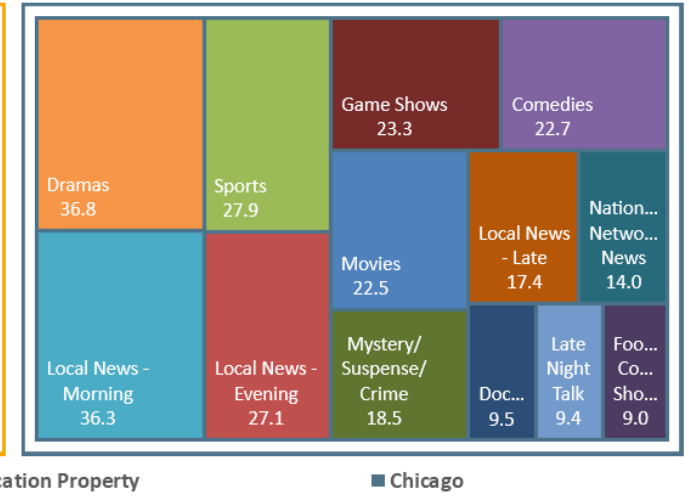
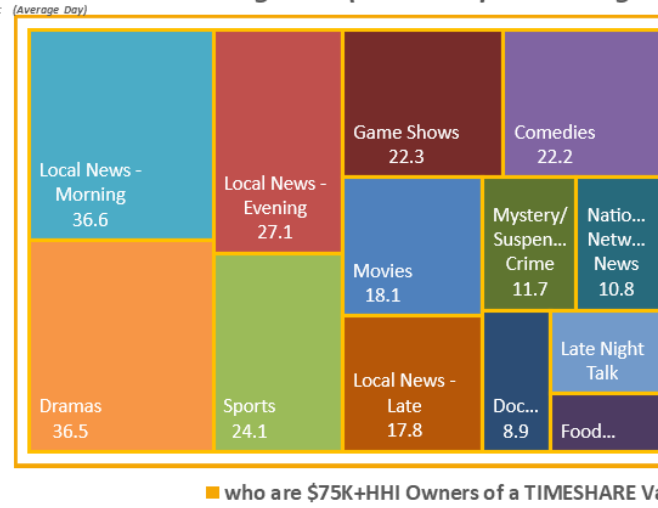


212,258 or 80.4% of Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Property watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Comedies, Local News - Morning, and National/Network News.

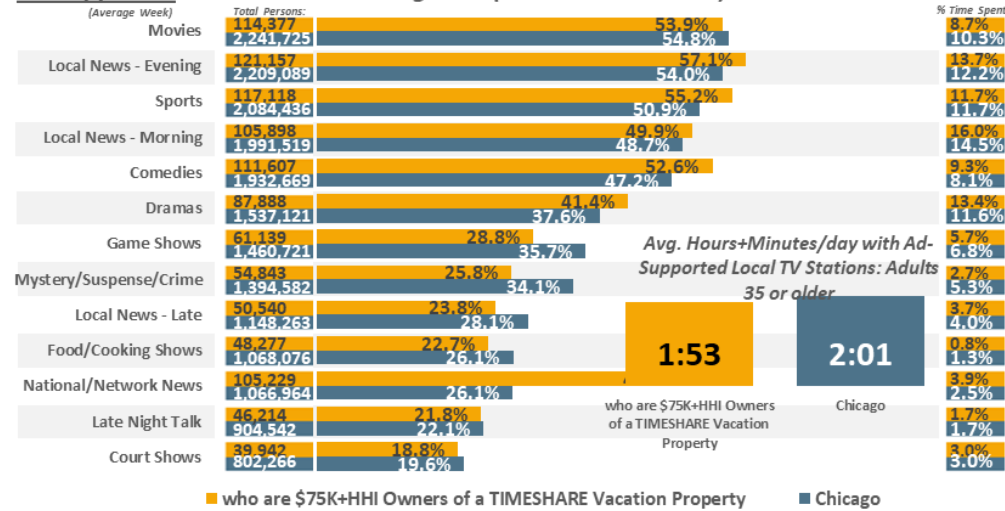
Local TV Station Programs (Persons & % Reach): Adults 35 or older



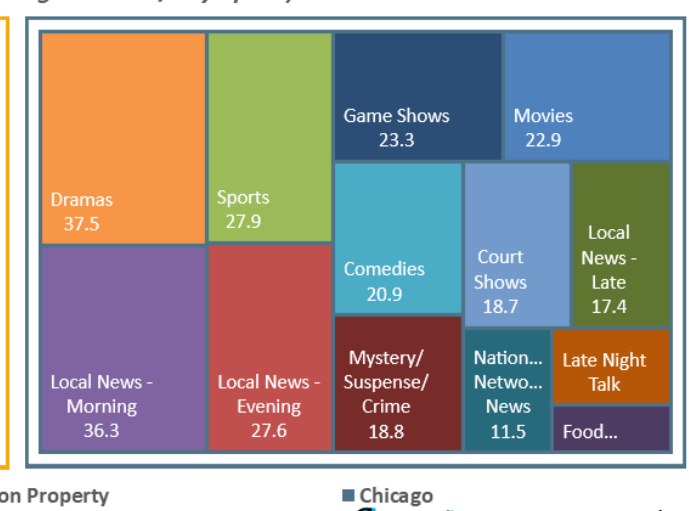
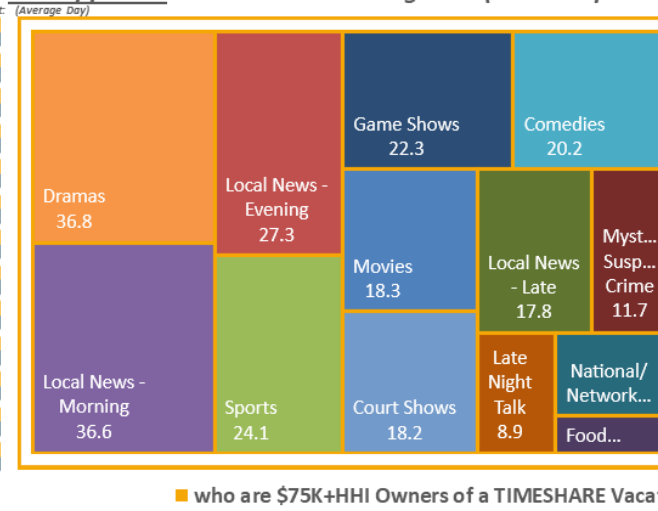
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



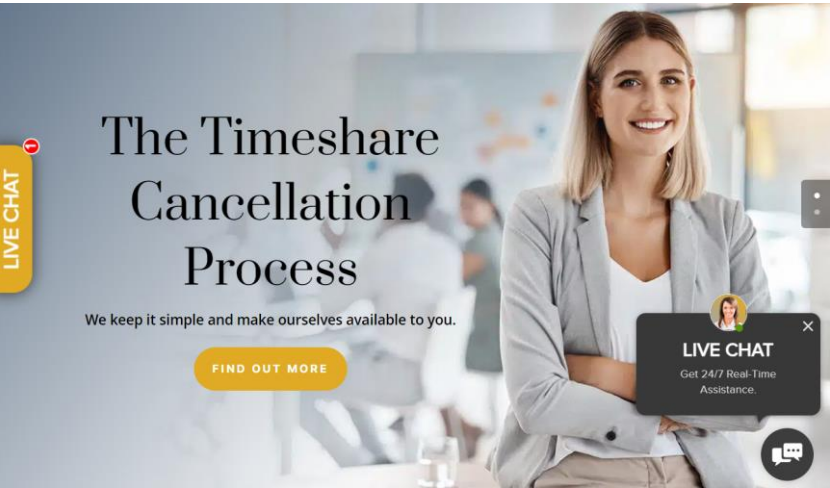
Chicago Metro Scarborough R1 2024: Feb23-Mar24 Qual Intab 167

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There are 264,500 \$75K+HHI P35+ Chicago Metro Area Timeshare Owners.

Here are the Top Video Media they watch every week.

Note: A Combination of Hubbard Radio and Free YouTube Video reach nearly 3 out of 5 (58.5%) of Chicago Metro Area \$75K+HHI P35+ Timeshare Owners.



The Timeshare Cancellation Process

We keep it simple and make ourselves available to you.

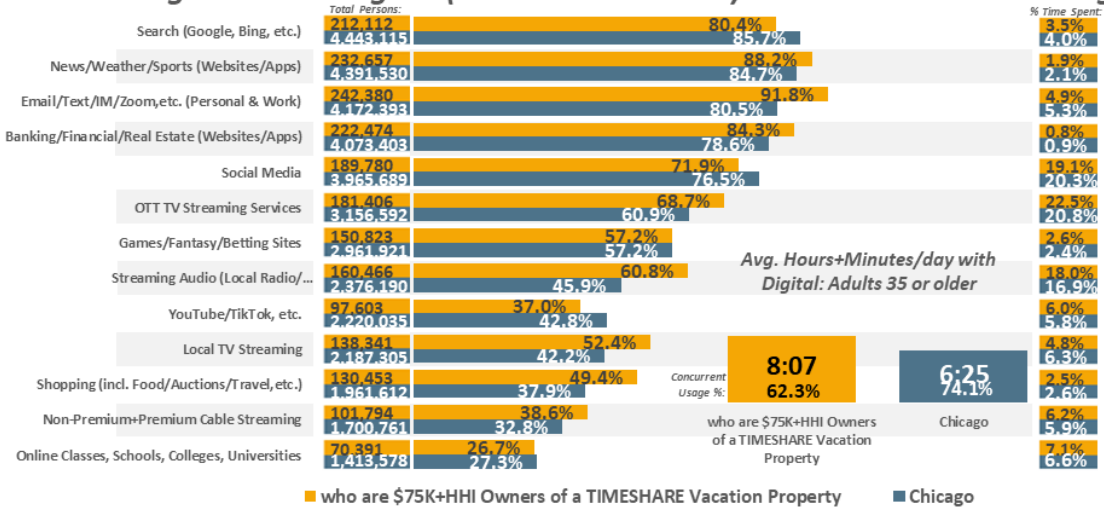
[FIND OUT MORE](#)

LIVE CHAT
Get 24/7 Real-Time Assistance.

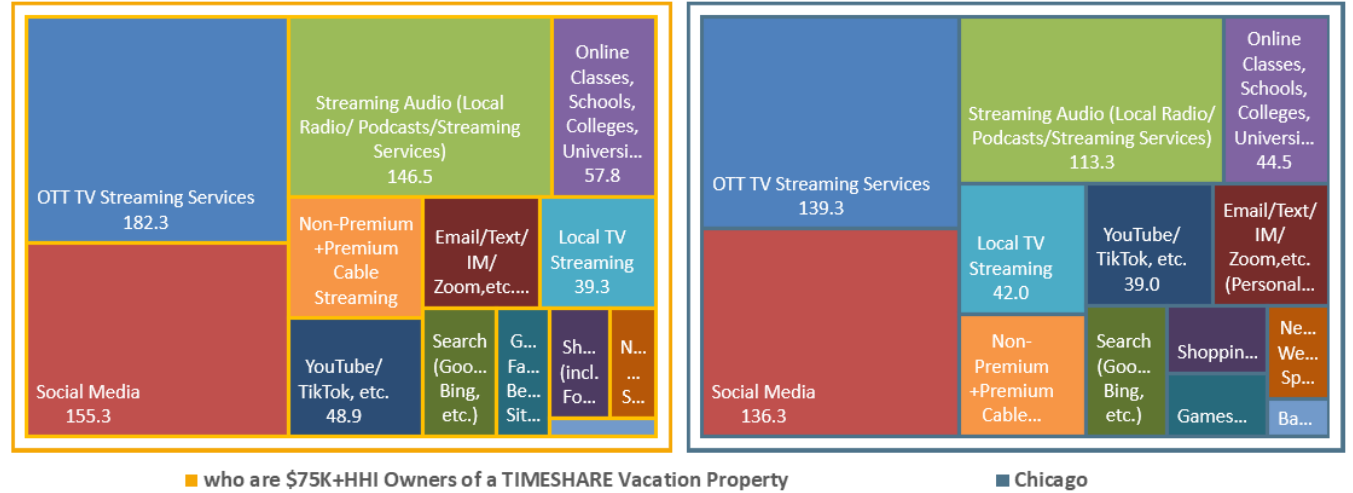
WHAT I Want to Know About Them	WHO I am Looking At		
	[[[(Household income summaries (HHLI): \$75,000 or more AND Investments household has (HHLI): Second home or real estate property) AND (No. domestic air round trips past 12 mo (primarily vacation): Any primarily vacation/personal domestic air round trip OR No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip)) AND Types of vacations plan to take next 12 months: Any vacation planned]]]		
	Target Persons*	% of Target	Index
Broadcast TV networks/stations watched past 7 days: ABC (WLS, channel 7)	167,344	63.4%	109
(M-S 6am-mid cume: WDRV-FM OR M-S 6am-mid cume: WTMX-FM OR M-S 6am-mid cume: WSHE-FM OR Video streaming services used past 7 days: YouTube (free))	154,444	58.5%	115
Broadcast TV networks/stations watched past 7 days: CBS (WBBM, channel 2)	151,789	57.5%	123
Broadcast TV networks/stations watched past 7 days: NBC (WMAQ, channel 5)	142,134	53.9%	121
Video streaming services used past 7 days: Netflix	139,856	53.0%	130
Broadcast TV networks/stations watched past 7 days: FOX (WFLD, channel 32)	125,449	47.5%	120
(M-S 6am-mid cume: WDRV-FM OR M-S 6am-mid cume: WTMX-FM OR M-S 6am-mid cume: WSHE-FM)	114,542	43.4%	155
Broadcast TV networks/stations watched past 7 days: WGN Chicago (WGN, channel 9)	100,228	38.0%	94
Video streaming services used past 7 days: YouTube (free)	99,299	37.6%	119
Cable networks/stations watched past 7 days: CNN	95,830	36.3%	187
Video streaming services used past 7 days: Amazon Prime Video	87,089	33.0%	114
Video streaming services used past 7 days: Max	79,378	30.1%	179
Broadcast TV networks/stations watched past 7 days: PBS (WTTW, channel 11)	78,709	29.8%	126
Video streaming services used past 7 days: Apple TV+	72,960	27.6%	307
Cable networks/stations watched past 7 days: ESPN	72,507	27.5%	115
Video streaming services used past 7 days: Hulu/Hulu + Live TV (any Hulu)	66,715	25.3%	112
Cable networks/stations watched past 7 days: History	59,039	22.4%	116
Video streaming services used past 7 days: Disney+	53,572	20.3%	130
Video streaming services used past 7 days: CBS News Chicago	48,897	18.5%	243
Cable networks/stations watched past 7 days: HGTV	46,604	17.7%	110
Video streaming services used past 7 days: Paramount+	43,550	16.5%	148
Cable networks/stations watched past 7 days: Discovery Channel	43,412	16.5%	106
Cable networks/stations watched past 7 days: MSNBC	43,157	16.4%	133

169,445 or 64.2% of Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Property use Ad-Supported Social Media for an average of 142.9 minutes every day representing 23.5% of all time spent daily with Ad-Supported Digital Media.

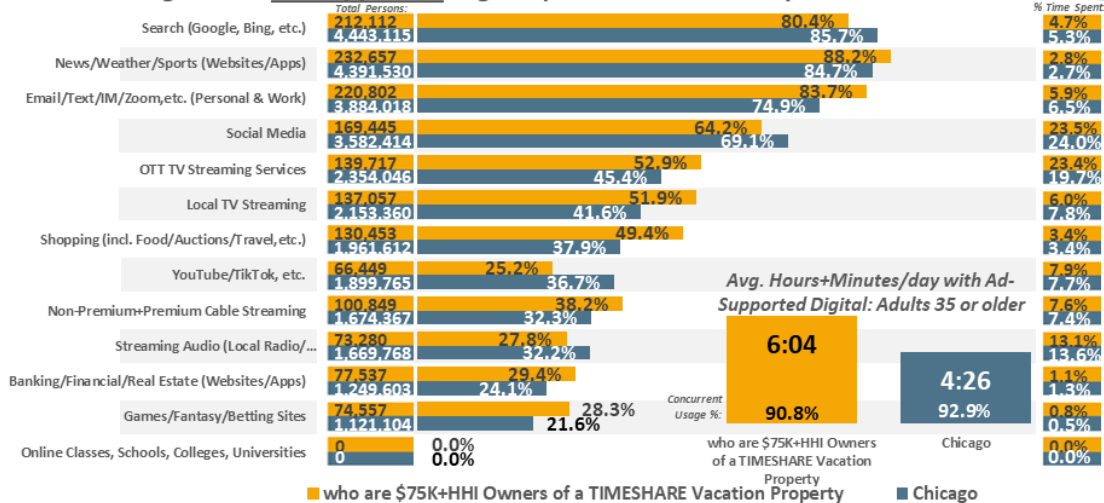
Avg. Week All Digital (Persons & % Reach): Adults 35 or older



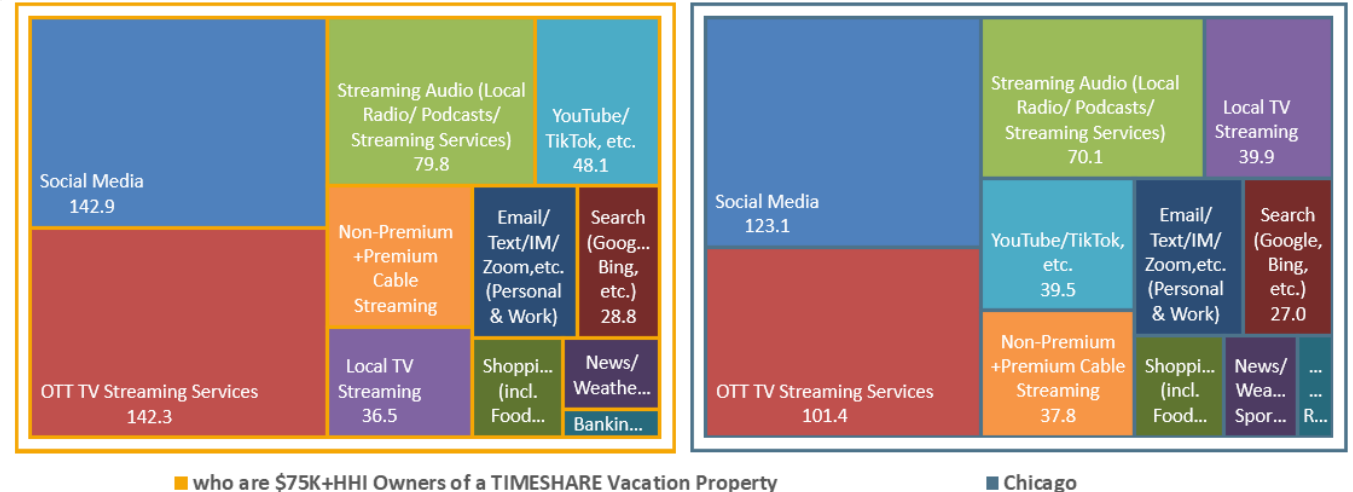
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older

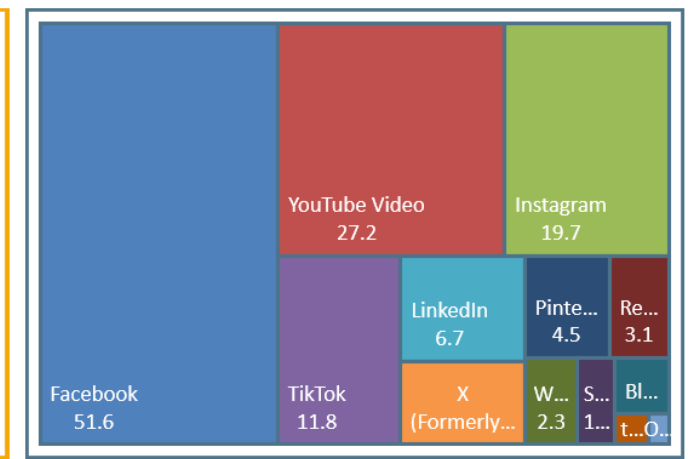
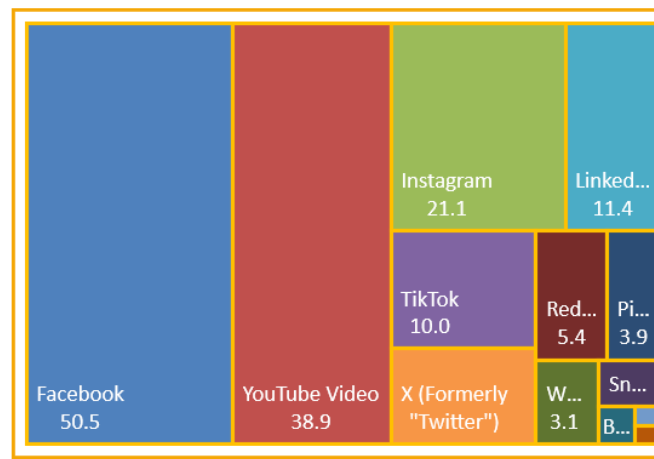
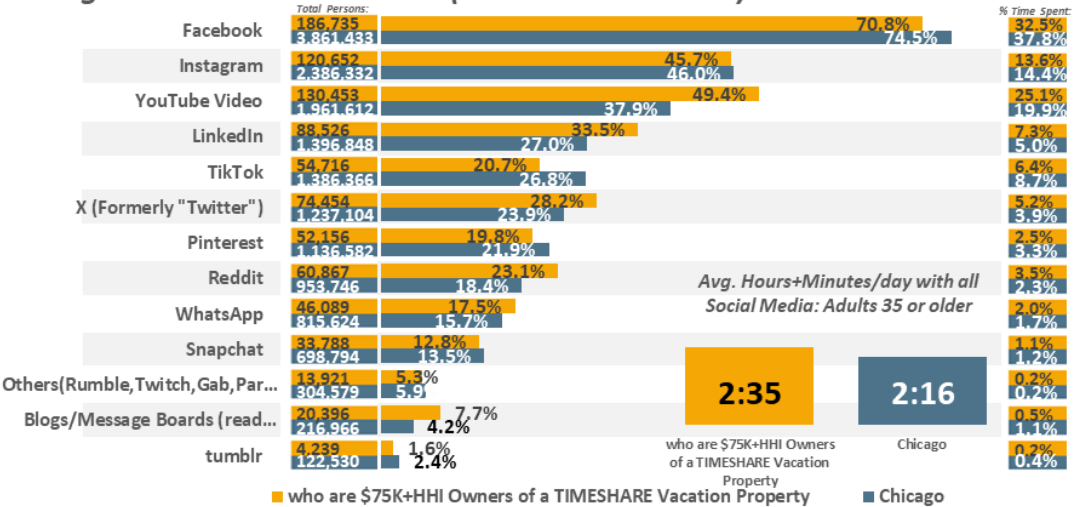


Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

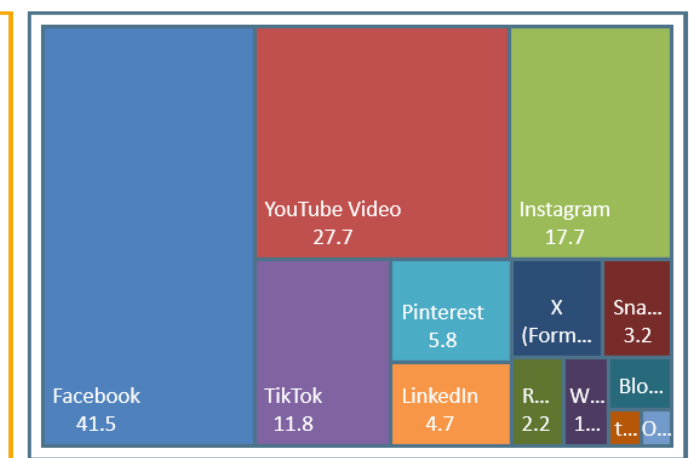
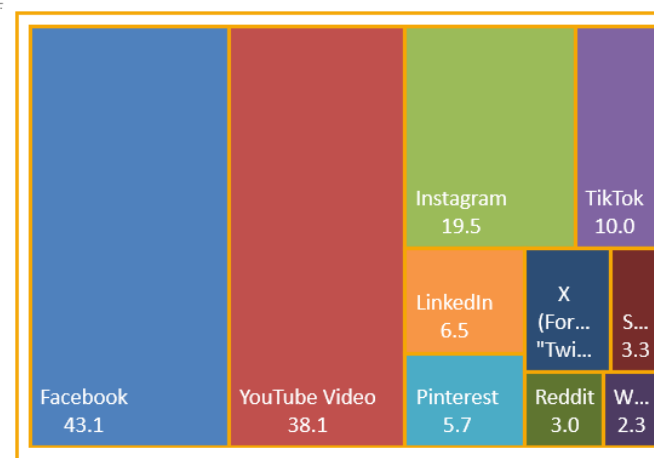
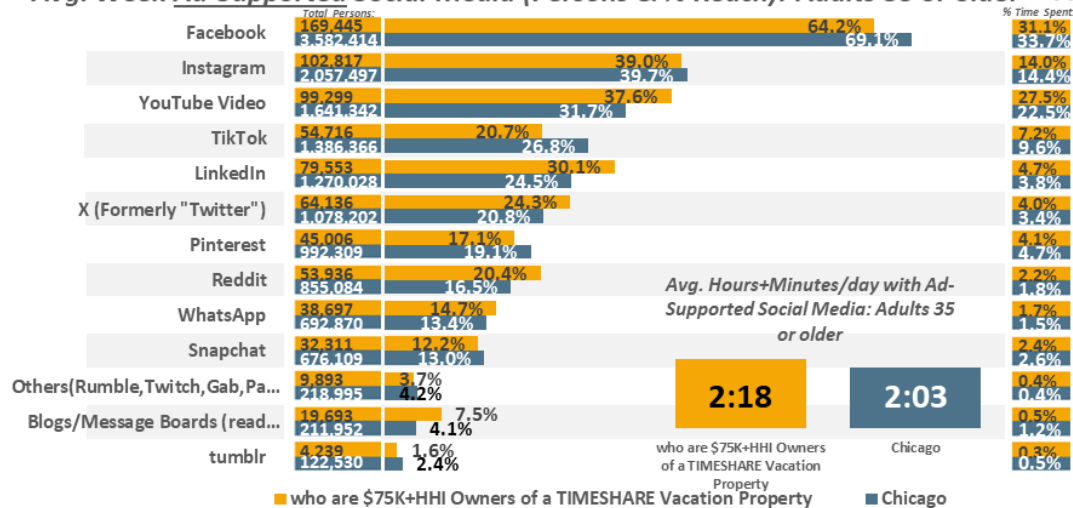


169,445 or 64.2% of Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Property use Ad-Supported Facebook for an average of 43.1 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 35 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



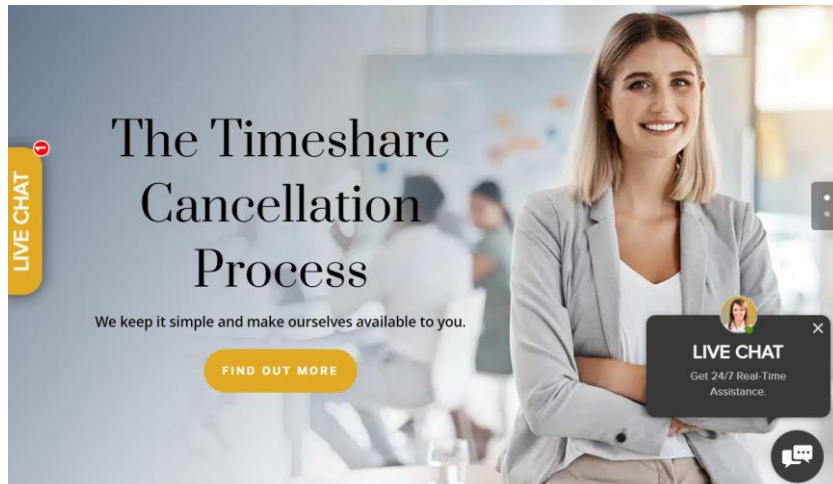
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



There are 264,500 \$75K+HHI P35+ Chicago Metro Area Timeshare Owners.
Here are the Top Digital Media they use every month.

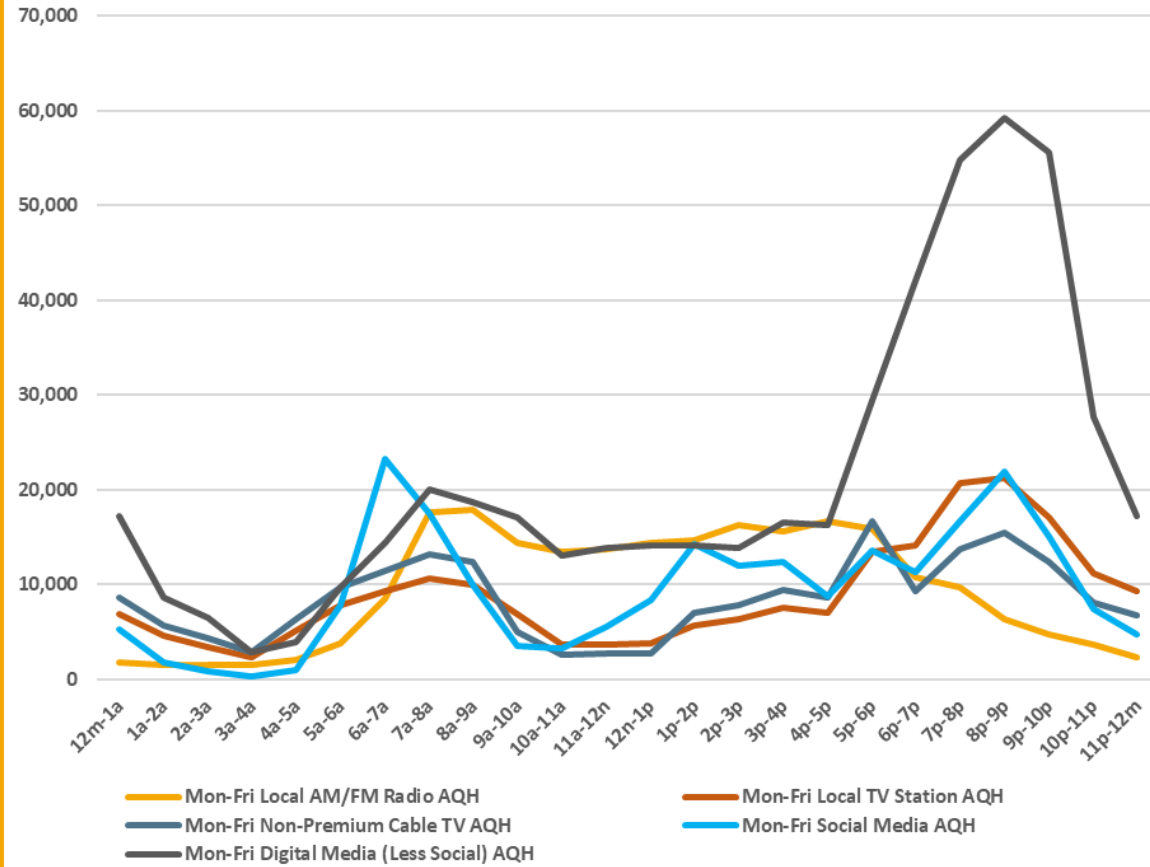


WHAT I Want to Know About Them	WHO I am Looking At		
	[[[(Household income summaries (HHLD): \$75,000 or more AND Investments household has (HHLD): Second home or real estate property) AND (No. domestic air round trips past 12 mo (primarily vacation): Any primarily vacation/personal domestic air round trip OR No. trips outside cont. U.S. past 12 mo (primarily vacation): Any primarily vacation/personal foreign trip)) AND Types of vacations plan to take next 12 months: Any vacation planned]]]		
	Target Persons*	% of Target	Index
Apps or websites used or visited past 30 days:Search: Google	212,112	80.4%	94
Apps or websites used or visited past 30 days:Social media: Facebook	186,735	70.8%	95
Newspaper/TV/Cable websites visited/apps used past 30 days: Xfinity	136,466	51.7%	150
Video streaming services used past 30 days: YouTube (free)	128,670	48.8%	102
Apps or websites used or visited past 30 days:Social media: Instagram	120,652	45.7%	99
Newspaper/TV/Cable websites visited/apps used past 30 days: WGN 9 Chicago	110,211	41.8%	134
Newspaper/TV/Cable websites visited/apps used past 30 days: NBC 5 Chicago WMAQ	99,453	37.7%	161
Newspaper/TV/Cable websites visited/apps used past 30 days: ABC 7 Chicago WLS	98,426	37.3%	136
Apps or websites used or visited past 30 days:Search: Wikipedia	96,555	36.6%	108
Apps or websites used or visited past 30 days:Social media: LinkedIn	88,526	33.5%	125
Newspaper/TV/Cable websites visited/apps used past 30 days: Chicago Tribune	82,762	31.4%	164
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: Zillow	80,692	30.6%	122
Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)	74,454	28.2%	118
Newspaper/TV/Cable websites visited/apps used past 30 days: CBS 2 Chicago WBBM	70,716	26.8%	145
Apps or websites used or visited past 30 days: CNN	67,387	25.5%	160
Apps or websites used or visited past 30 days: ABCNews	64,241	24.3%	156
Apps or websites used or visited past 30 days: New York Times/NYTimes.com	62,304	23.6%	223
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: Yahoo!	61,860	23.4%	94
Apps or websites used or visited past 30 days:Social media: Reddit	60,867	23.1%	125
Newspaper/TV/Cable websites visited/apps used past 30 days: ATT.net	59,924	22.7%	140
Apps or websites used or visited past 30 days: Chicago Cubs/Chicago White Sox	58,852	22.3%	190
Newspaper/TV/Cable websites visited/apps used past 30 days: Chicago Sun-Times	57,973	22.0%	167

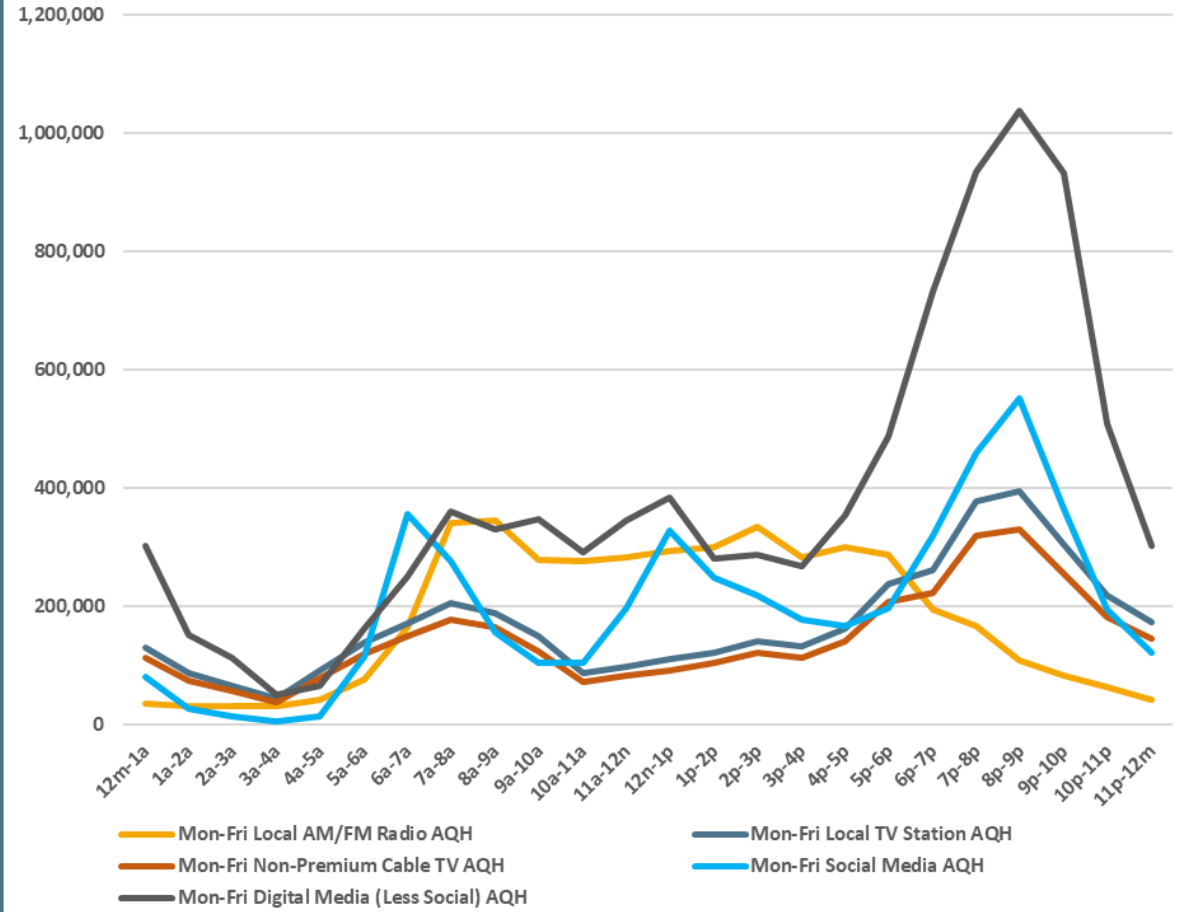


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,750;
Local Radio: 14,623; Social Media: 11,075; Non-Prem. Cable: 8,425; Local TV: 7,881
reaching Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Pro

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who are \$75K+HHI Owners of a
TIMESHARE Vacation Property**

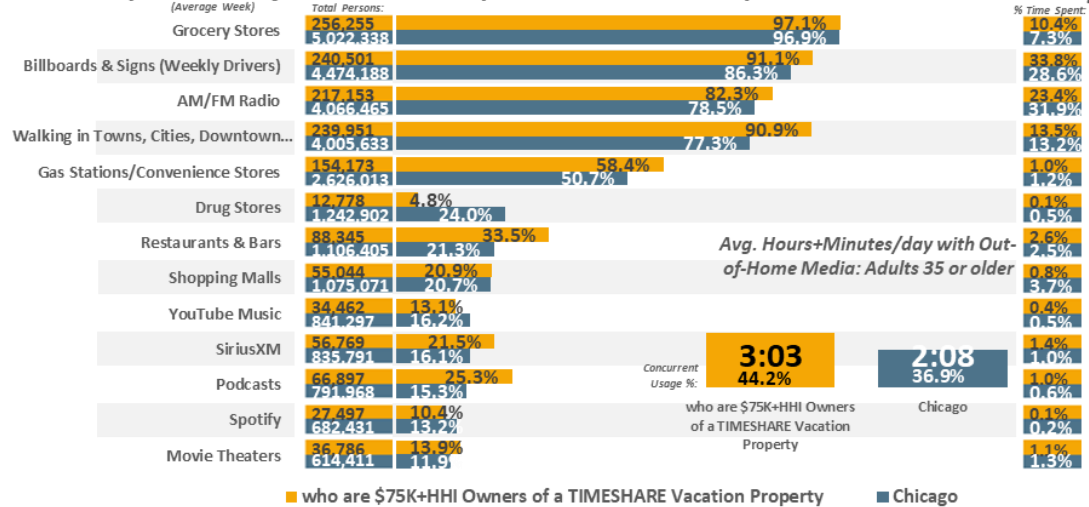


**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Chicago Metro Area Adults 35 or older**

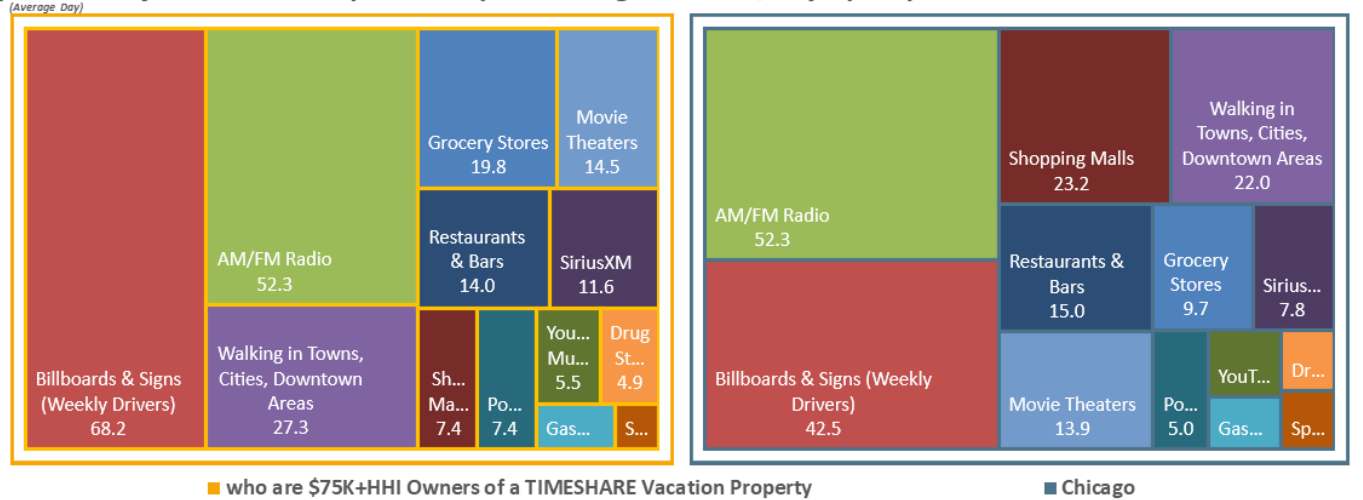


240,501 or 91.1% of Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Property spend an average of 68.2 minutes per day driving, seeing Billboards and Signs. 76.1% Listen to Local Radio Stations Out-of-Home for an average of 44.3 minutes/

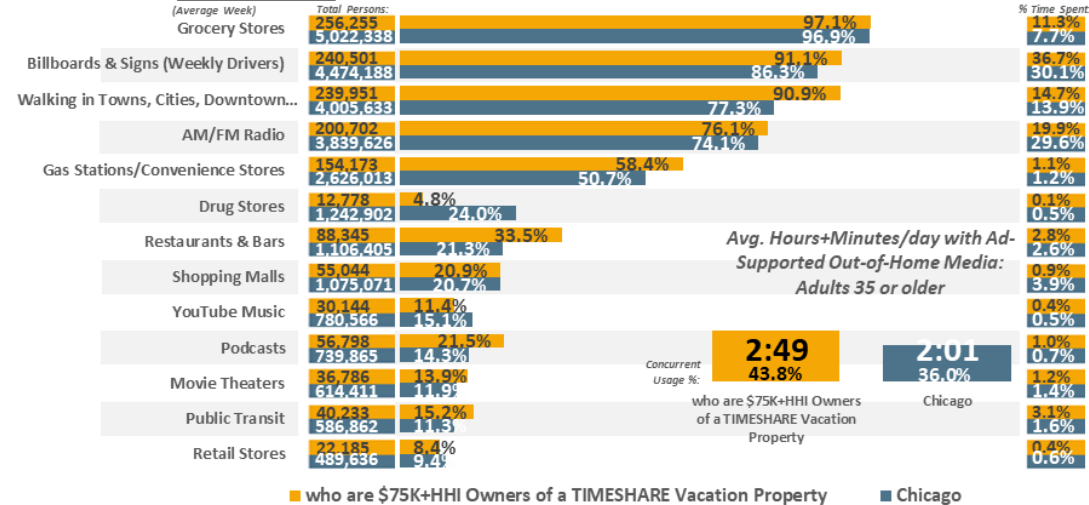
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



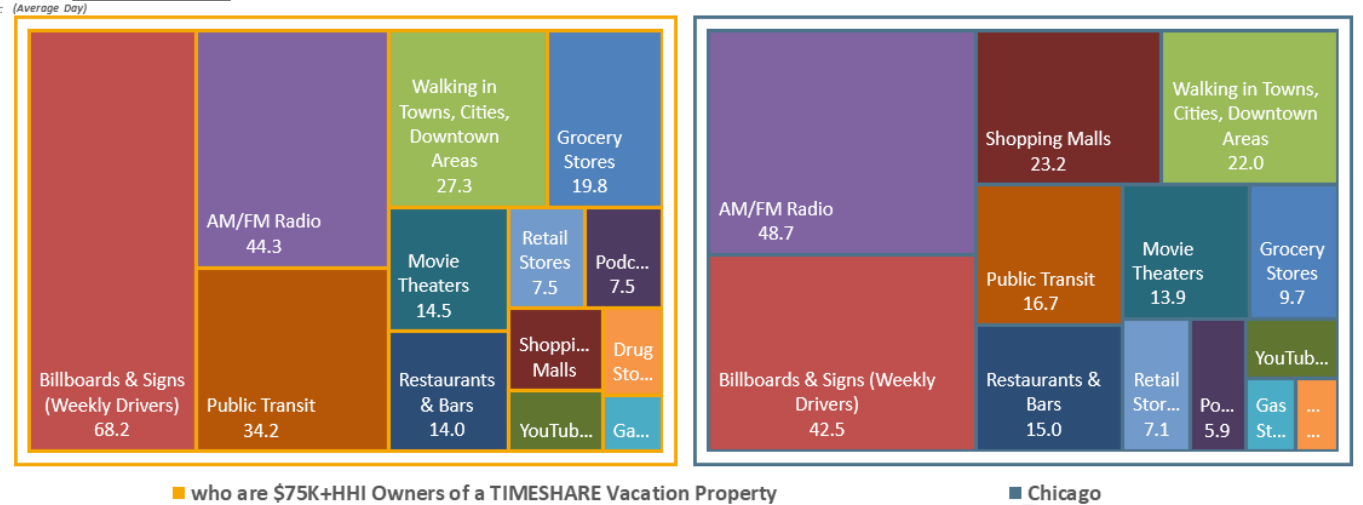
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 or older

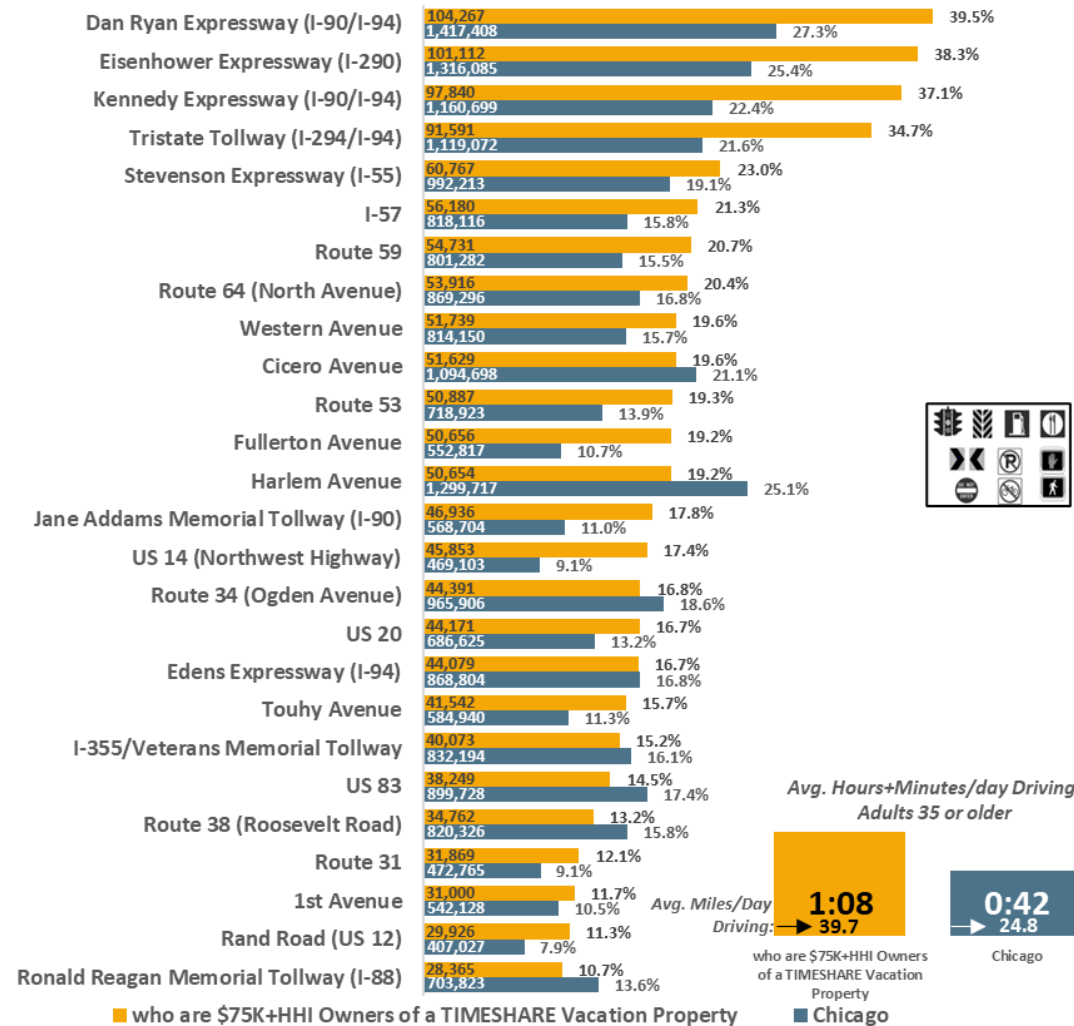


Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

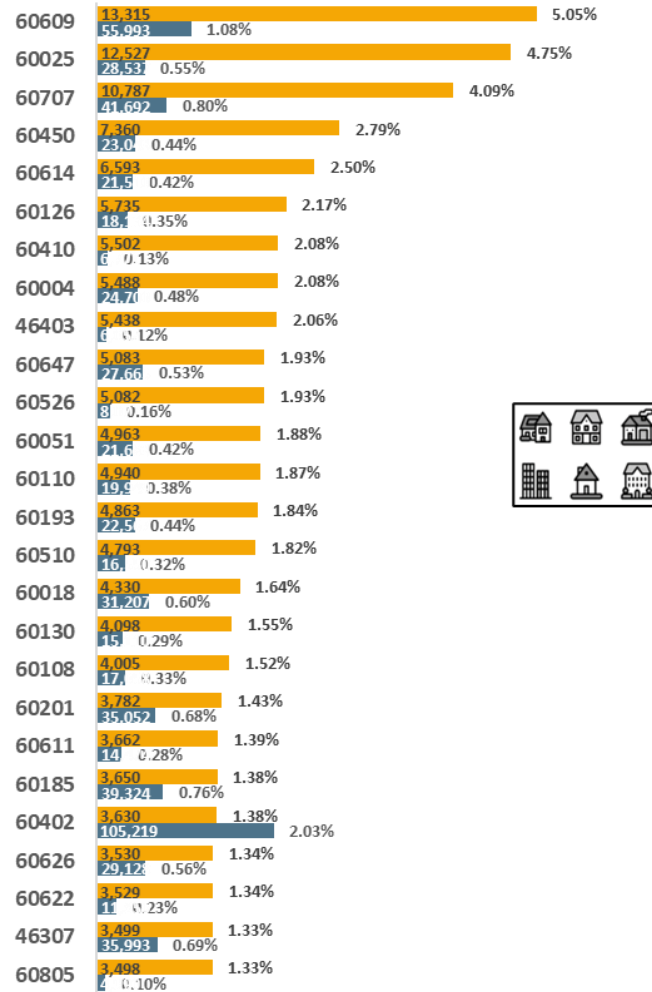


240,501 or 91.1% of Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Property spend an average of 68.2 minutes per day driving an average of 39.7 miles each day and are 92.% more likely to use US 14 (Northwest Highway) than the Metro ave

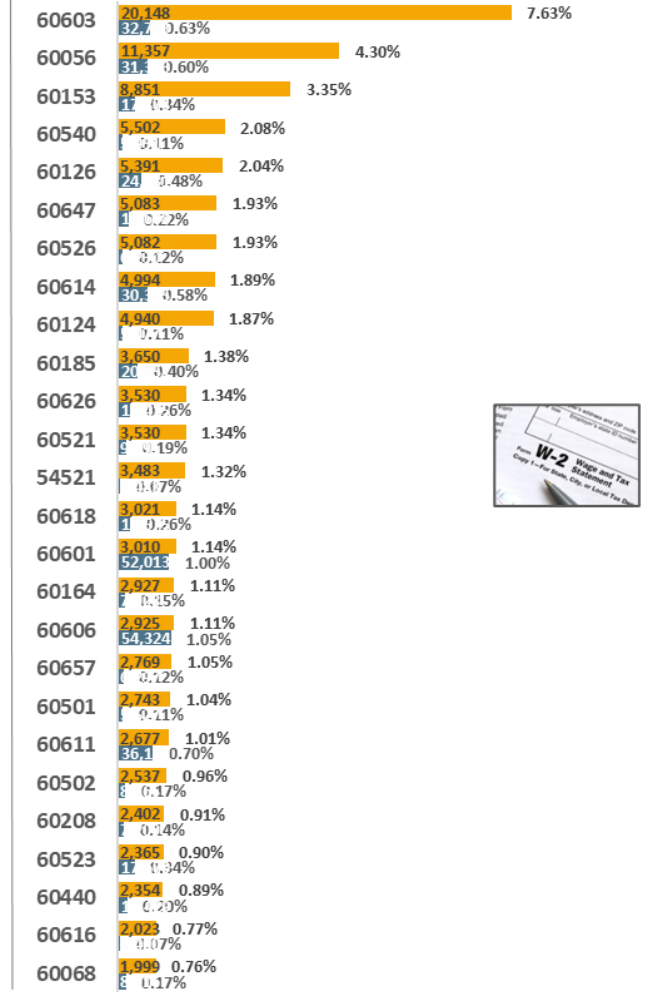
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



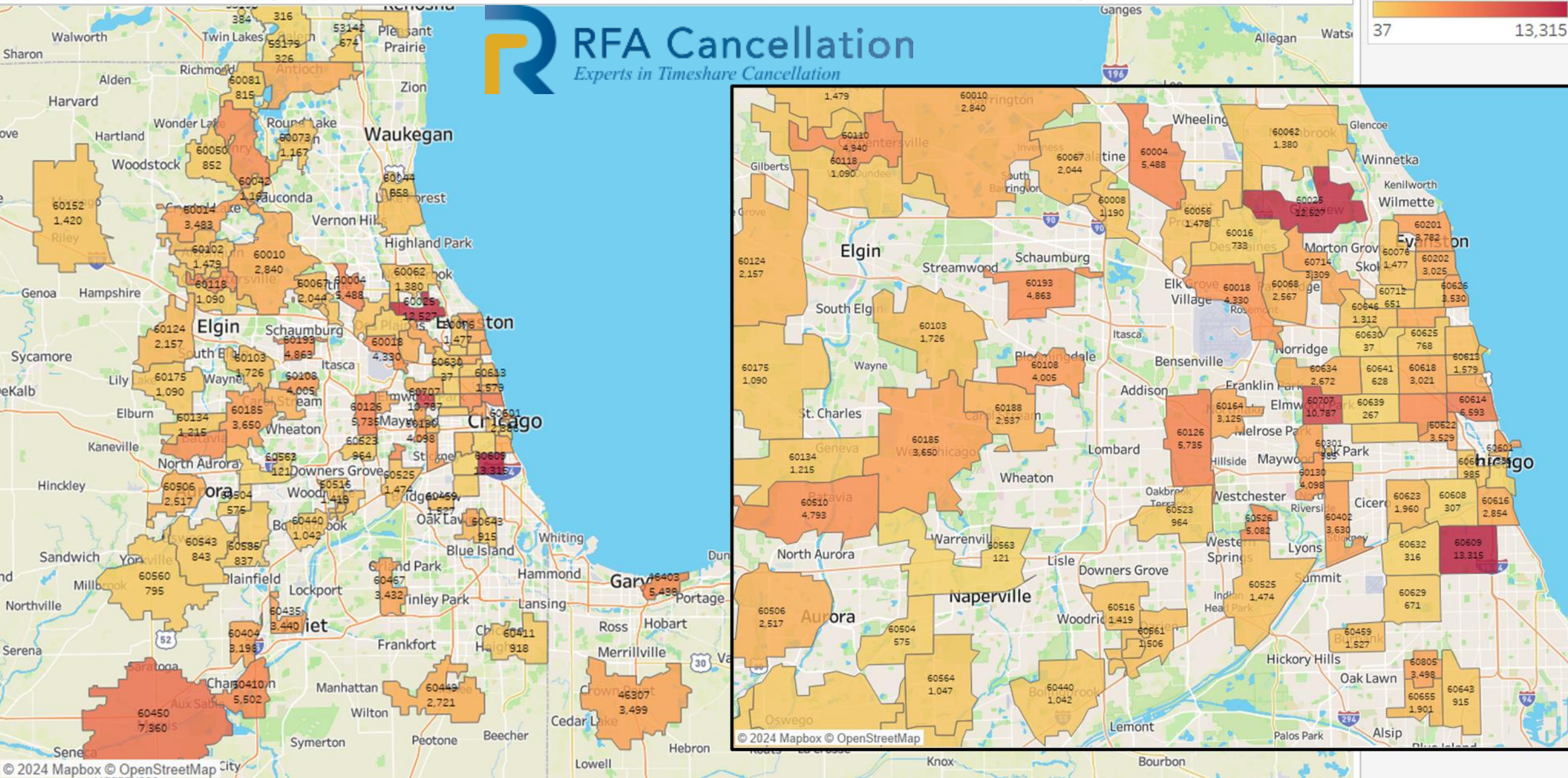
Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older

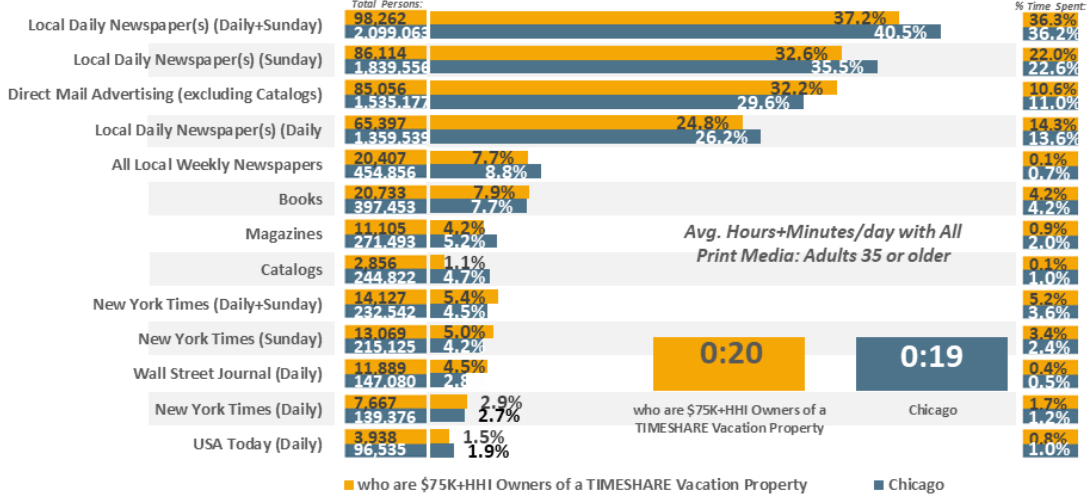


Top Residential Zip Codes: (Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Property)

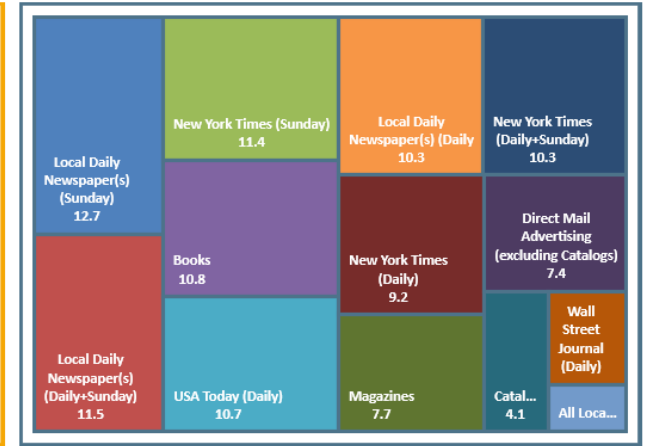
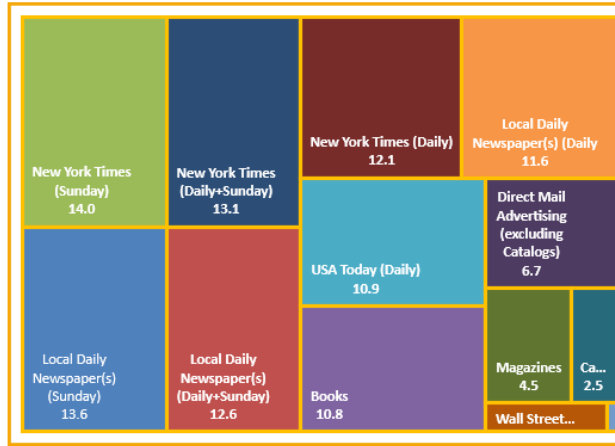


98,262 or 37.2% of Adults 35 or older who are \$75K+HHI Owners of a TIMESHARE Vacation Property read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.6 minutes every day representing 37.9% of all time spent daily with All forms of Print Media.

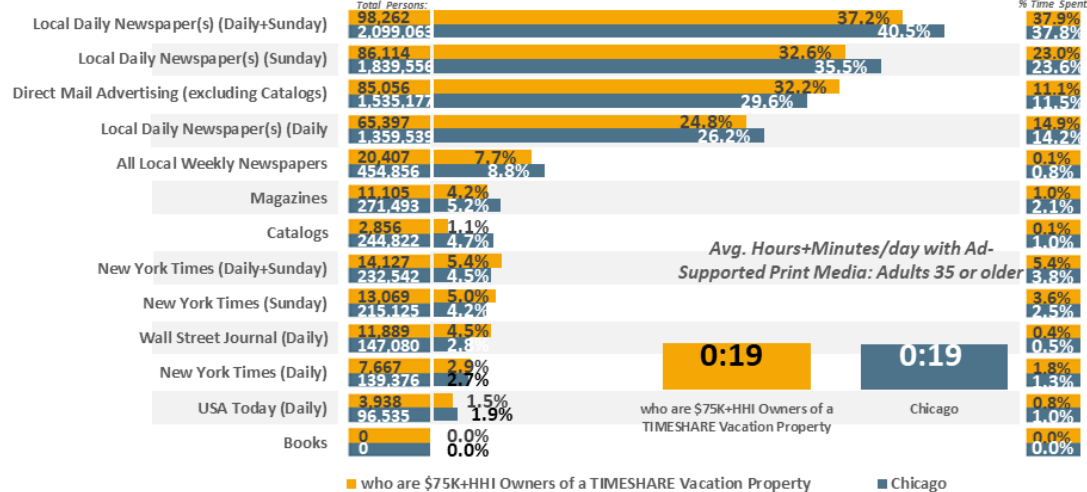
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



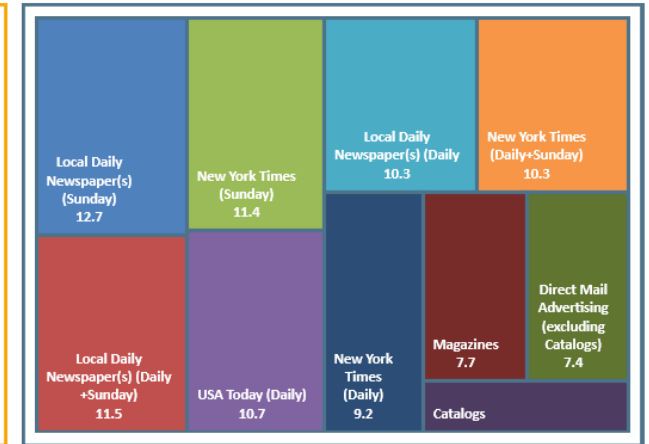
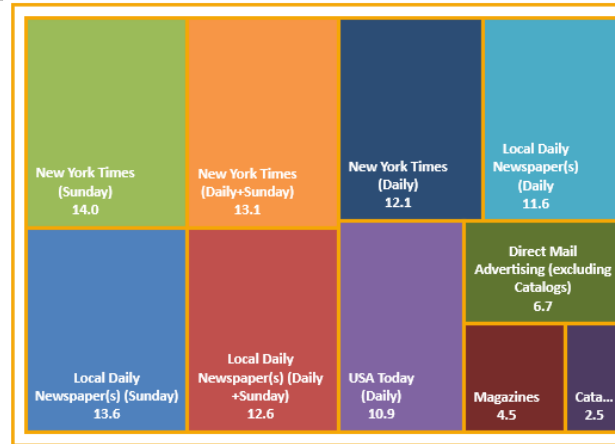
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



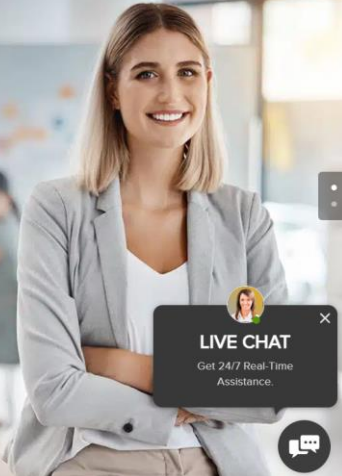
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Here are the Top Print Media they read.

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The Timeshare Cancellation Process

We keep it simple and make ourselves available to you.

FIND OUT MORE





LIVE CHAT

Get 24/7 Real-Time Assistance.

CHICAGO (Metro Survey Area)
SCARBOROUGH R1 2024: FEB23-MAR24
ADULTS 35+

WHAT I Want to Know About Them	WHO I am Looking At		
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	Target Persons*	% of Target	Index
Sunday newspapers print edition - Cume: Chicago Tribune	41,966	15.9%	80
Weekly newspapers/shoppers/magazines - 6 months Reader: Crain's Chicago Business	33,205	12.6%	169
Daily newspapers print edition - Cume: Chicago Tribune	31,695	12.0%	104
Sunday newspapers print edition - Cume: Chicago Sun-Times	27,789	10.5%	78
Non-daily newspapers read past 6 months: Chicago Reader	22,010	8.3%	114
Non-daily newspapers read past 6 months: Any Journal & Topics newspaper	19,731	7.5%	131
Daily newspapers print edition - Cume: Chicago Sun-Times	17,229	6.5%	66
Magazines read past 6 months: StreetWise	15,865	6.0%	237
Daily newspapers print edition - Cume: Daily Herald	14,053	5.3%	109
Sunday newspapers print edition - Cume: New York Times	13,069	5.0%	119
Non-daily newspapers read past 6 months: Any Suburban Life newspaper	12,439	4.7%	74
Daily newspapers print edition - Cume: Wall Street Journal	11,889	4.5%	159
Non-daily newspapers read past 6 months: Any Pioneer Press newspaper	11,210	4.2%	77
Magazines read past 6 months: Chicago Magazine	10,918	4.1%	55
Sunday newspapers print edition - Cume: Daily Herald	10,865	4.1%	105
Magazines read past 6 months: Southern Living	8,798	3.3%	84
Daily newspapers print edition - Cume: New York Times	7,667	2.9%	108
Non-daily newspapers read past 6 months: Any Citizen newspaper	7,663	2.9%	68
Sunday newspapers print edition - Cume: Herald-News Weekend Edition	7,379	2.8%	142
Daily newspapers print edition - Cume: Post-Tribune	5,707	2.2%	331
Sunday newspapers print edition - Cume: The Times of Northwest Indiana	4,777	1.8%	78
Sunday newspapers print edition - Cume: Post-Tribune	4,108	1.6%	108
Daily newspapers print edition - Cume: The Herald-News	4,079	1.5%	90
Daily newspapers print edition - Cume: USA Today	3,938	1.5%	80
Daily newspapers print edition - Cume: Northwest Herald (Tues, Wed, Thurs, Fri)	3,821	1.4%	108
Sunday newspapers print edition - Cume: Northwest Herald Weekend Edition	3,728	1.4%	76
Sunday newspapers print edition - Cume: Daily Southtown	3,535	1.3%	77