



The FutureFan™ Gold Club

The Current Fan Profile™



Primary SIC Code Report Business Summary

| 4-Digit SIC CODE | Appended Customers | | Available Universe | |
|---|--------------------|------------|--------------------|-------------|
| | Quantity | % of Total | Quantity | Penetration |
| Attorneys/Legal Services | 160 | 9.31% | 6,642 | 2.41% |
| Insurance | 80 | 4.66% | 4,945 | 1.62% |
| Elementary and Secondary Schools | 70 | 4.07% | 3,226 | 2.1 |
| Business/Management Consulting Services | 63 | 3.67% | 14,324 | 0.44% |
| Food & Grocery: Mfg. and Distributors | 42 | 2.44% | 2,480 | 1.69% |
| Finance & Investments | 41 | 2.39% | 2,209 | 1.86% |
| Doctors Offices | 34 | 1.98% | 6,573 | 0.52% |
| Religious Organizations | 33 | 1.92% | 6,724 | 0.49% |
| Real Estate Agencies & Managers | 32 | 1.86% | 6,859 | 0.47% |
| Banks, Bank Holding Companies & Credit Unions | 32 | 1.86% | 765 | 4.18% |
| Computers/High-Tech | 32 | 1.86% | 5,848 | 0.55% |
| Amusement and Recreation, Nec | 30 | 1.75% | 1,300 | 2.31% |
| Accounting, Auditing & Bookkeeping | 30 | 1.75% | 2,745 | 1.09% |
| Manufacturers: Fabricated Metal Products | 28 | 1.63% | 1,512 | 1.85% |
| General Contractors & Home Builders | 28 | 1.63% | 10,910 | 0.26% |
| Manufacturers: Industrial & Commercial Machinery | 28 | 1.63% | 1,952 | 1.43% |
| Trucking | 26 | 1.51% | 5,302 | 0.49% |
| Restaurants & Caterers | 25 | 1.46% | 12,577 | 0.20% |
| Plumbing, Heating & Air Conditioning Contractors | 24 | 1.40% | 3,323 | 0.72% |
| Colleges and Universities | 23 | 1.34% | 446 | 5.16% |
| Advertising & Public Relations | 22 | 1.28% | 1,799 | 1.22% |
| Business Services NEC | 22 | 1.28% | 35,623 | 0.06% |
| Individual and Family Services | 22 | 1.28% | 3,045 | 0.72% |
| Business Associations | 21 | 1.22% | 717 | 2.93% |
| Electrical Work | 18 | 1.05% | 2,210 | 0.81% |
| Offices and Clinics of Dentists | 18 | 1.05% | 3,382 | 0.53% |
| Television, Radio & Newspaper (Barter Categories) | 17 | 0.99% | 577 | 2.95% |
| Travel Agencies | 15 | 0.87% | 1,854 | 0.81% |
| Engineering Services | 14 | 0.81% | 1,507 | 0.93% |
| Durable Goods, Nec | 13 | 0.76% | 985 | 1.32% |
| Tour Operators | 13 | 0.76% | 160 | 8.13% |
| Industrial Machinery and Equipment | 12 | 0.70% | 1,147 | 1.05% |



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Employee Size Report Business Summary

| Location Employment | Appended Customers | | Available Universe | |
|-----------------------|--------------------|----------------|--------------------|--------------|
| | Quantity | % of Total | Quantity | Penetration |
| 1 - 4 Employees | 458 | 26.83% | 127,387 | 0.36% |
| 5 - 9 Employees | 241 | 14.12% | 42,933 | 0.56% |
| 10 - 19 Employees | 218 | 12.77% | 26,068 | 0.84% |
| 20 - 49 Employees | 271 | 15.88% | 15,627 | 1.73% |
| 50 - 99 Employees | 182 | 10.66% | 6,346 | 2.87% |
| 100 - 249 Employees | 155 | 9.08% | 3,464 | 4.47% |
| 250 - 499 Employees | 90 | 5.27% | 835 | 10.78% |
| 500 - 999 Employees | 37 | 2.17% | 334 | 11.08% |
| 1000 – 4999 Employees | 47 | 2.75% | 279 | 16.85% |
| 5000 – 9999 Employees | 7 | 0.41% | 46 | 15.22% |
| 10000+ Employees | 1 | 0.06% | 52 | 1.92% |
| Total | 1,707 | 100.00% | 223,371 | 0.76% |



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Sales Volume Report Business Summary

| Sales Volume | Appended Customers | | Available Universe | |
|-----------------------------|--------------------|----------------|--------------------|--------------|
| | Quantity | % of Total | Quantity | Penetration |
| LESS THAN \$500,000 | 257 | 20.08% | 80,295 | 0.32% |
| \$500,00-\$1 MILLION | 205 | 16.02% | 46,981 | 0.44% |
| \$1 MILLION-\$2.5 MILLION | 222 | 17.34% | 34,768 | 0.64% |
| \$2.5 MILLION-\$5 MILLION | 147 | 11.48% | 13,446 | 1.09% |
| \$5 MILLION-\$10 MILLION | 117 | 9.14% | 7,217 | 1.62% |
| \$10 MILLION-\$20 MILLION | 115 | 8.98% | 3,734 | 3.08% |
| \$20 MILLION-\$50 MILLION | 112 | 8.75% | 2,693 | 4.16% |
| \$50 MILLION-\$100 MILLION | 48 | 3.75% | 817 | 5.88% |
| \$100 MILLION-\$500 MILLION | 42 | 3.28% | 533 | 7.88% |
| \$500 MILLION-\$1 BILLION | 10 | 0.78% | 75 | 13.33% |
| OVER \$1 BILLION | 5 | 0.39% | 134 | 3.73% |
| Total | 1,280 | 100.00% | 190,693 | 0.67% |



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Year Established Report
Business Summary



| Year Established | Appended Customers | |
|------------------|--------------------|------------|
| | Quantity | % of Total |
| 1776 | 1 | 0.23% |
| 1822 | 1 | 0.23% |
| 1829 | 1 | 0.23% |
| 1834 | 1 | 0.23% |
| 1836 | 1 | 0.23% |
| 1840 | 1 | 0.23% |
| 1849 | 1 | 0.23% |
| 1850 | 1 | 0.23% |
| 1852 | 1 | 0.23% |
| 1855 | 2 | 0.46% |
| 1859 | 1 | 0.23% |
| 1861 | 1 | 0.23% |
| 1863 | 1 | 0.23% |
| 1864 | 1 | 0.23% |
| 1867 | 1 | 0.23% |
| 1871 | 1 | 0.23% |
| 1872 | 2 | 0.46% |
| 1873 | 1 | 0.23% |
| 1874 | 1 | 0.23% |
| 1876 | 1 | 0.23% |
| 1879 | 1 | 0.23% |
| 1880 | 1 | 0.23% |
| 1881 | 1 | 0.23% |
| 1882 | 2 | 0.46% |
| 1883 | 1 | 0.23% |
| 1885 | 1 | 0.23% |
| 1886 | 1 | 0.23% |
| 1887 | 1 | 0.23% |
| 1888 | 2 | 0.46% |
| 1889 | 1 | 0.23% |
| 1890 | 1 | 0.23% |
| 1891 | 7 | 1.61% |



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Customer Gender Report Business Summary



| Contact Gender | Appended Customers | |
|----------------|--------------------|----------------|
| | Quantity | % of Total |
| Female | 436 | 28.55% |
| Male | 1,091 | 71.45% |
| Total | 1,527 | 100.00% |



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The Current Fan Profile™

Decision Maker Gender Report
Business Summary



| Contact Gender | Appended Customers | |
|----------------|--------------------|----------------|
| | Quantity | % of Total |
| Female | 217 | 14.64% |
| Male | 1,265 | 85.36% |
| Total | 1,482 | 100.00% |



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Business Status Report Business Summary



| Business Status | Appended Customers | |
|------------------------------|--------------------|----------------|
| | Quantity | % of Total |
| Headquarters & Subsidiary HQ | 183 | 10.47% |
| Branch | 222 | 12.70% |
| Single Location | 1,343 | 76.83% |
| Total | 1,748 | 100.00% |



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Zip Code Report Business Summary

| Zip Code | Appended Customers | |
|-------------------------------|--------------------|------------|
| | Quantity | % of Total |
| 60606 - CHICAGO, IL | 79 | 5.11% |
| 60601 - CHICAGO, IL | 47 | 3.04% |
| 60603 - CHICAGO, IL | 43 | 2.78% |
| 60602 - CHICAGO, IL | 29 | 1.87% |
| 60638 - CHICAGO, IL | 27 | 1.75% |
| 60611 - CHICAGO, IL | 26 | 1.68% |
| 60654 - CHICAGO, IL | 26 | 1.68% |
| 60616 - CHICAGO, IL | 19 | 1.23% |
| 60604 - CHICAGO, IL | 18 | 1.16% |
| 60661 - CHICAGO, IL | 17 | 1.10% |
| 60515 - DOWNERS GROVE, IL | 16 | 1.03% |
| 60527 - WILLOWBROOK, IL | 16 | 1.03% |
| 60609 - CHICAGO, IL | 16 | 1.03% |
| 60525 - LA GRANGE, IL | 15 | 0.97% |
| 60607 - CHICAGO, IL | 15 | 0.97% |
| 60608 - CHICAGO, IL | 15 | 0.97% |
| 60803 - ALSIP, IL | 15 | 0.97% |
| 60101 - ADDISON, IL | 14 | 0.90% |
| 60148 - LOMBARD, IL | 14 | 0.90% |
| 60448 - MOKENA, IL | 14 | 0.90% |
| 60007 - ELK GROVE VILLAGE, IL | 13 | 0.84% |
| 60018 - DES PLAINES, IL | 13 | 0.84% |
| 60523 - OAK BROOK, IL | 13 | 0.84% |
| 60126 - ELMHURST, IL | 12 | 0.78% |
| 60181 - VILLA PARK, IL | 12 | 0.78% |
| 60173 - SCHAUMBURG, IL | 12 | 0.78% |
| 60411 - CHICAGO HEIGHTS, IL | 12 | 0.78% |
| 60446 - ROMEOVILLE, IL | 12 | 0.78% |
| 60453 - OAK LAWN, IL | 12 | 0.78% |
| 60532 - LISLE, IL | 11 | 0.71% |
| 60077 - SKOKIE, IL | 11 | 0.71% |
| 60423 - FRANKFORT, IL | 11 | 0.71% |