



The FutureFan™ Gold Club

# The Current Fan Profile™



## Zip Code Consumer Summary

Zip Code	Appended Customers	
	Quantity	% of Total
60655 - CHICAGO, IL	75	1.73%
60462 - ORLAND PARK, IL	73	1.69%
60638 - CHICAGO, IL	72	1.66%
60453 - OAK LAWN, IL	67	1.55%
60525 - LA GRANGE, IL	60	1.39%
60643 - CHICAGO, IL	53	1.22%
60487 - TINLEY PARK, IL	50	1.15%
60477 - TINLEY PARK, IL	49	1.13%
60605 - CHICAGO, IL	46	1.06%
60614 - CHICAGO, IL	46	1.06%
60565 - NAPERVILLE, IL	45	1.04%
60609 - CHICAGO, IL	45	1.04%
60467 - ORLAND PARK, IL	42	0.97%
60423 - FRANKFORT, IL	36	0.83%
60440 - BOLINGBROOK, IL	36	0.83%
60441 - LOCKPORT, IL	36	0.83%
60611 - CHICAGO, IL	36	0.83%
60657 - CHICAGO, IL	36	0.83%
60805 - EVERGREEN PARK, IL	36	0.83%
60561 - DARIEN, IL	35	0.81%
60618 - CHICAGO, IL	35	0.81%
60302 - OAK PARK, IL	34	0.78%
60540 - NAPERVILLE, IL	34	0.78%
60543 - OSWEGO, IL	34	0.78%
60564 - NAPERVILLE, IL	34	0.78%
60629 - CHICAGO, IL	34	0.78%
60631 - CHICAGO, IL	34	0.78%
60126 - ELMHURST, IL	33	0.76%
60607 - CHICAGO, IL	33	0.76%
60448 - MOKENA, IL	32	0.74%
60527 - WILLOWBROOK, IL	32	0.74%
60546 - RIVERSIDE, IL	32	0.74%



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## Person 1 Age Consumer Summary

Person 1 Age	Appended Customers	
	Quantity	% of Total
19 - 24	59	1.36%
25 - 29	137	3.16%
30 - 34	360	8.31%
35 - 39	361	8.33%
40 - 44	548	12.65%
45 - 49	581	13.41%
50 - 54	646	14.91%
55 - 59	741	17.11%
60 - 64	520	12.00%
65 - 69	204	4.71%
70+	175	4.04%
<b>Total</b>	<b>4,332</b>	<b>100.00%</b>



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## Person 2 Age Consumer Summary

Person 2 Age	Appended Customers	
	Quantity	% of Total
19 - 24	96	2.66%
25 - 29	127	3.52%
30 - 34	281	7.79%
35 - 39	336	9.32%
40 - 44	431	11.96%
45 - 49	449	12.45%
50 - 54	601	16.67%
55 - 59	582	16.14%
60 - 64	355	9.85%
65 - 69	186	5.16%
70+	161	4.47%
<b>Total</b>	<b>3,605</b>	<b>100.00%</b>



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## Person 1 Gender Consumer Summary

Person 1 Gender	Appended Customers	
	Quantity	% of Total
Female	356	8.23%
Male	3,968	91.77%
<b>Total</b>	<b>4,324</b>	<b>100.00%</b>



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# The Current Fan Profile™



## Person 2 Gender Consumer Summary

Person 2 Gender	Appended Customers	
	Quantity	% of Total
Female	3,351	93.52%
Male	232	6.48%
<b>Total</b>	<b>3,583</b>	<b>100.00%</b>



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# The Current Fan Profile™



## Marital Status Consumer Summary

Marital Status	Appended Customers	
	Quantity	% of Total
Single	456	11.26%
Married	3,594	88.74%
<b>Total</b>	<b>4,050</b>	<b>100.00%</b>



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# The Current Fan Profile™



## Person 1 Education Level Consumer Summary

Person 1 Education Level	Appended Customers	
	Quantity	% of Total
Less Than High School Diploma	171	3.95%
High School Diploma	770	17.77%
Some College	975	22.51%
Bachelor Degree	1,454	33.56%
Graduate Degree	962	22.21%
<b>Total</b>	<b>4,332</b>	<b>100.00%</b>



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# The Current Fan Profile™



## Person 2 Education Level Consumer Summary

Person 2 Education Level	Appended Customers	
	Quantity	% of Total
Less Than High School Diploma	129	3.58%
High School Diploma	646	17.92%
Some College	825	22.88%
Bachelor Degree	1,245	34.54%
Graduate Degree	760	21.08%
<b>Total</b>	<b>3,605</b>	<b>100.00%</b>





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# The Current Fan Profile™



## Person 1 Occupation Consumer Summary

Person 1 Occupation	Appended Customers	
	Quantity	% of Total
Upper Management/Executive	231	17.10%
Professional/Technical	175	12.95%
Tradesman/Machine/Laborer	145	10.73%
Sales/Marketing	124	9.18%
Middle Management	118	8.73%
Real Estate/Sales/Broker/Appraiser	80	5.92%
Retired	47	3.48%
Insurance/Underwriter	45	3.33%
Accountant	40	2.96%
Clerical/Service Worker	37	2.74%
Teacher/Educator	32	2.37%
Nurse	29	2.15%
Doctor/Physician/Surgeon	28	2.07%
Engineer	21	1.55%
Military	21	1.55%
Self Employed	18	1.33%
Financial Services	17	1.26%
Attorney	16	1.18%
Pharmacist	15	1.11%
Retail Sales	15	1.11%
Computer Professional	13	0.96%
Health Services	11	0.81%
Civil Servant	10	0.74%
Dentist/Dental Hygienist	10	0.74%
Professional Driver	8	0.59%
Social Worker	7	0.52%
Architect	6	0.44%
Occupational/Physical Therapists	6	0.44%
Executive/Administrator	5	0.37%
Clergy	4	0.30%
Counselor	4	0.30%
Veterinarian	4	0.30%



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# The Current Fan Profile™



## Person 2 Occupation Consumer Summary

Person 2 Occupation	Appended Customers	
	Quantity	% of Total
Nurse	191	17.83%
Professional/Technical	162	15.13%
Upper Management/Executive	134	12.51%
Clerical/Service Worker	78	7.28%
Teacher/Educator	64	5.98%
Middle Management	51	4.76%
Sales/Marketing	50	4.67%
Real Estate/Sales/Broker/Appraiser	49	4.58%
Retired	44	4.11%
Barber/Cosmetologist/Manicurists/Nail	34	3.17%
Tradesman/Machine/Laborer	25	2.33%
Speech Pathologist/Audiologist	17	1.59%
Doctor/Physician/Surgeon	16	1.49%
Occupational/Physical Therapists	16	1.49%
Retail Sales	16	1.49%
Self Employed	16	1.49%
Insurance/Underwriter	15	1.40%
Military	12	1.12%
Health Services	11	1.03%
Pharmacist	10	0.93%
Counselor	9	0.84%
Computer Professional	8	0.75%
Dentist/Dental Hygienist	7	0.65%
Executive/Administrator	7	0.65%
Accountant	5	0.47%
Attorney	5	0.47%
Engineer	5	0.47%
Financial Services	5	0.47%
Social Worker	5	0.47%
Psychologist	2	0.19%
Architect	1	0.09%
Interior Designer	1	0.09%



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## Household Income Consumer Summary

Household Income	Appended Customers	
	Quantity	% of Total
\$1,000 - \$14,999	103	2.38%
\$15,000 - \$24,999	94	2.17%
\$25,000 - \$34,999	109	2.52%
\$35,000 - \$49,999	214	4.94%
\$50,000 - \$74,999	747	17.24%
\$75,000 - \$99,999	769	17.75%
\$100,000 - \$124,999	624	14.40%
\$125,000 - \$149,999	379	8.75%
\$150,000 - \$174,999	387	8.93%
\$175,000 - \$199,999	349	8.06%
\$200,000 - \$249,999	240	5.54%
\$250,000 Plus	317	7.32%
<b>Total</b>	<b>4,332</b>	<b>100.00%</b>



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# The Current Fan Profile™

Homeowner or Renter  
Consumer Summary



Homeowner or Renter	Appended Customers	
	Quantity	% of Total
Homeowner	4,097	94.97%
Renter	217	5.03%
<b>Total</b>	<b>4,314</b>	<b>100.00%</b>



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# The Current Fan Profile™



## Dwelling Type Consumer Summary

Dwelling Type	Appended Customers	
	Quantity	% of Total
Multi-Family dwelling unit	838	19.34%
PO Box	10	0.23%
Single family	3,484	80.42%
<b>Total</b>	<b>4,332</b>	<b>100.00%</b>



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# The Current Fan Profile™

## Estimated Current Home Value Consumer Summary



Estimated Current Home Value	Appended Customers	
	Quantity	% of Total
\$50,000 and Below	222	5.12%
\$50,001 - \$100,000	95	2.19%
\$100,001 - \$150,000	315	7.27%
\$150,001 - \$200,000	543	12.53%
\$200,001 - \$250,000	557	12.86%
\$250,001 - \$350,000	1,080	24.93%
\$350,001 - \$500,000	790	18.24%
\$500,001 - \$1,000,000	589	13.60%
\$1,000,001 - \$2,500,000	134	3.09%
\$2,500,001 - \$5,000,000	5	0.12%
\$5,000,001 Plus	2	0.05%
<b>Total</b>	<b>4,332</b>	<b>100.00%</b>



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# The Current Fan Profile™

Length of Residence  
Consumer Summary



Length of Residence (Years)	Appended Customers	
	Quantity	% of Total
0 - 4	617	14.24%
5 - 9	1,160	26.78%
10 - 14	618	14.27%
15 - 19	778	17.96%
20 - 24	585	13.50%
25 Plus	574	13.25%
<b>Total</b>	<b>4,332</b>	<b>100.00%</b>



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# The Current Fan Profile™

Persons in Household  
Consumer Summary



Persons in Household	Appended Customers	
	Quantity	% of Total
1	620	14.31%
2	808	18.65%
3	841	19.41%
4	761	17.57%
5	596	13.76%
6	400	9.23%
7	237	5.47%
8	69	1.59%
<b>Total</b>	<b>4,332</b>	<b>100.00%</b>





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# The Current Fan Profile™

Children in Household  
Consumer Summary



Children in Household	Appended Customers	
	Quantity	% of Total
0	2,922	67.45%
1	697	16.09%
2	403	9.30%
3	167	3.86%
4+	143	3.30%
<b>Total</b>	<b>4,332</b>	<b>100.00%</b>



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# The Current Fan Profile™



## Mail Responder Consumer Summary

Mail Responder	Appended Customers	
	Quantity	% of Total
Yes	575	17.53%
Multi-Buyer	2,705	82.47%
<b>Total</b>	<b>3,280</b>	<b>100.00%</b>



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# The Current Fan Profile™



## Mail Order Buyers Consumer Summary

Mail Order Type	Number Purchases Made								
	1	2	3	4	5	6	7	8	9
Book Buyer	989	577	321	172	82	47	26	18	25
Collect/Special Foods Buyer	140	23	1	1					
Crafts/Hobby Merchandise Buyer	197	47	10	2	2				
Culinary Interests Magazine	185	23	1						
Do-It-Yourselfers	259	70	15	10	5	4	1		
Family & General Magazine	886	278	124	41	18	2			
Female Merchandise Buyer	612	196	75	14	19	9	5	1	
Female Oriented Magazine	306	31	5						
Gardening/Farming Buyer	96	10							
Gardening/Farming Magazine	137	37	26	9					
General Contributor	67	10	4	1	2				
General Merchandise Buyer	789	263	79	42	18	5			
Gifts and Gadgets Buyer	703	117	8	2	1				
Health & Institution Contributor	428	285	133	33	10	3	7		
Health and Fitness Magazine	858	448	310	146	116	48	22	18	11
Male Merchandise Buyer	211	15	3						
Male Sports Magazine	450	66	10	4					
Miscellaneous	981	253	55	15	6				
News and Financial	311	195	68	46	30	19	6	4	5
Odds and Ends	1,319	472	92	15					
Opportunity Seekers & CE	339	66	33	26	2	8	2	1	4
Photography	7								
Political Contributor	411	48	24	10	7	8	1		1
Religious Contributor	112	27	3	6	3	1	2		1
Upscale Merchandise Buyer	96	13	6	3					
<b>Total</b>	<b>10,889</b>	<b>3,570</b>	<b>1,406</b>	<b>598</b>	<b>321</b>	<b>154</b>	<b>72</b>	<b>42</b>	<b>47</b>



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## Behaviors and Interests Consumer Summary

Behaviors and Interests	Appended Customers	
	Quantity	% of Total
Purchased Through the Mail	3,814	88.04%
Computer Owner	3,792	87.53%
Presence of Credit Card	3,703	85.48%
Internet/Online Subscriber	3,564	82.27%
Purchase via Online	3,493	80.63%
Home Decorating/Furnishing	2,817	65.03%
Interest in Gourmet Cooking	2,272	52.45%
Interest in Sports	2,221	51.27%
Interest in Reading	1,900	43.86%
Interest in Travel	1,704	39.34%
Interest in Domestic Travel	1,641	37.88%
Interest in Gardening	1,634	37.72%
Interest in the Outdoors	1,331	30.72%
Contributes to Charities	1,251	28.88%
Investor	1,227	28.32%
Interest in Fitness	1,179	27.22%
Pet Enthusiast	1,081	24.95%
Presence of Premium Credit Card (Gold or Platinum)	650	15.00%
Dog Enthusiasts	628	14.50%
Invest in Mutual Funds/Annuities	618	14.27%
Cruise Enthusiasts	600	13.85%
Interest in Automotive	549	12.67%
Interest in Foreign Travel	534	12.33%
Donates to Environmental Causes	428	9.88%
Cat Enthusiast	323	7.46%
Purchase via Phone	15	0.35%