

CHICAGO

MARKET OVERVIEW MARKET FACTS



Impressions

Weekday Daily Impressions:	120,000
Weekend Daily Impressions:	37,000
Total Weekly Impressions:	674,000

Source: Chicago Pace, Average Boardings May 05 - April 06

Viewers

Weekday Daypart:	60,000
Weekend Daypart:	18,500

2 dayparts per day: 6am to 2pm and 2pm to 10pm

Reach

Weekly Reach:	92,286
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MARKET FACTS

Pace serves the vast 3,500 square miles of the Chicago suburbs.

499 Vehicles

1,107 Screens



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Area covered by Pace Bus System



CHICAGO

MARKET OVERVIEW

BUYING PATTERNS

Index

Plan to pay between \$15-\$20,000 for a new vehicle 263

Plan to buy a computer 154

Plan to buy a cellular service for self 230

Plan to buy a video game system 203

Plan to buy an MP3 player 235

Usually see a new movie opening weekend 121

Eat fast food 10+ times per month 129



YOUNG AUDIENCE

All Viewers	% of Viewers	Index
18-24	21	168
18-34	38	121
18-49	75	120

Demographic Detail

Male	42%
Female	58%
Hispanic	22%
African American	34%
Caucasian	38%



Source: Scarborough Release 2 2005 and 2006 Chicago DMA Q107 ©copyright 2007, Transit Television Network. All rights reserved.

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