

Household Profile for Little Caesars locations within the Chicago, IL DMA:

(Trade Areas based on 3 Mile Rings)

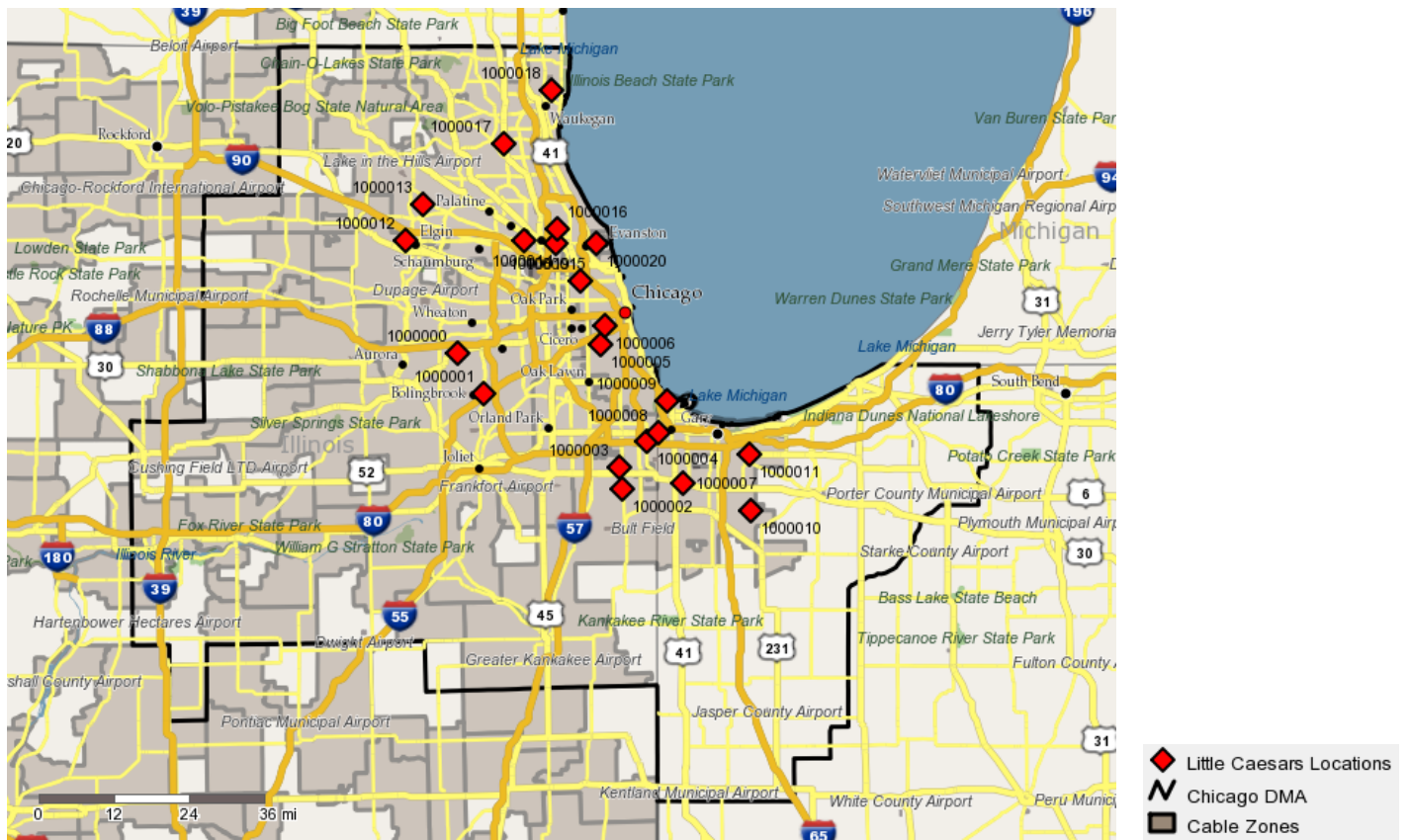
Index = Chicago, IL

Description	Trade Area Base Count	Count	% Count	% Base Penetration	Count	Index
D01 Nuevo Hispanic Families	144,153	187,247	16.1%	5.4%	76.99%	299
K05 New Generation Activists	5,661	9,775	0.6%	0.3%	57.91%	225
C01 Second City Homebodies	7,134	12,467	0.8%	0.4%	57.22%	222
J02 Latino Nuevo	10,793	21,559	1.2%	0.6%	50.06%	194
H04 Aspiring Hispania	30,208	61,974	3.4%	1.8%	48.74%	189
C03 Urban Optimists	149,735	330,656	16.8%	9.5%	45.28%	176
E06 Mature America	5,726	12,616	0.6%	0.4%	45.39%	176
F04 Urban Grit	6,454	14,806	0.7%	0.4%	43.59%	169
E05 American Great	2,490	5,894	0.3%	0.2%	42.25%	164
Outdoors						
F01 Steadfast Conservative	39,161	97,115	4.4%	2.8%	40.32%	157
E01 Ethnic Urban Mix	24,714	62,430	2.8%	1.8%	39.59%	154
H03 Stable Careers	15,420	40,302	1.7%	1.2%	38.26%	149
D03 Lower-income Essentials	1,979	5,388	0.2%	0.2%	36.73%	143
E04 Urban Advantage	2,696	7,679	0.3%	0.2%	35.11%	136
E02 Urban Blues	4,464	12,905	0.5%	0.4%	34.59%	134
F03 Southern Blues	28,730	83,397	3.2%	2.4%	34.45%	134
B05 Second-generation	14,254	41,742	1.6%	1.2%	34.15%	133
Success						
E03 Professional Urbanites	14,490	45,532	1.6%	1.3%	31.82%	124
K06 Getting By	19,340	62,347	2.2%	1.8%	31.02%	120
B03 Urban Commuter	21,325	78,582	2.4%	2.3%	27.14%	105
Families						
A05 Enterprising Couples	26,289	103,759	2.9%	3.0%	25.34%	98
A03 White-collar Suburbia	11,201	44,922	1.3%	1.3%	24.93%	97
I03 Comfy Country Living	12,912	51,705	1.4%	1.5%	24.97%	97
F02 Moderate	27,229	110,937	3.1%	3.2%	24.54%	95
Conventionalists						
C05 Mid-market Enterprise	16,504	76,383	1.8%	2.2%	21.61%	84
K04 Urban Diversity	6,492	29,926	0.7%	0.9%	21.69%	84
L03 Gray Perspectives	297	1,432	0.0%	0.0%	20.74%	81
B04 Solid Suburban Life	24,816	120,382	2.8%	3.5%	20.61%	80
A02 Dream Weavers	36,065	177,019	4.0%	5.1%	20.37%	79
H01 Young Cosmopolitans	37,056	189,222	4.2%	5.5%	19.58%	76
K03 African-American	26,779	139,598	3.0%	4.0%	19.18%	74
Neighborhoods						
J05 New Beginnings	5,762	31,778	0.6%	0.9%	18.13%	70
J03 Struggling City Centers	11,211	72,946	1.3%	2.1%	15.37%	60
L02 Major University Towns	659	4,366	0.1%	0.1%	15.09%	59
J04 College Town	1,223	8,259	0.1%	0.2%	14.81%	58
Communities						
A01 Americas Wealthiest	6,008	42,757	0.7%	1.2%	14.05%	55
A04 Upscale Suburbanites	7,223	54,073	0.8%	1.6%	13.36%	52
A06 Small-town Success	18,881	145,379	2.1%	4.2%	12.99%	50
B01 Status-conscious	9,125	77,194	1.0%	2.2%	11.82%	46
Consumers						
B06 Successful Suburbia	17,598	150,918	2.0%	4.4%	11.66%	45

Media Preference Index by Little Caesars Store Trade Areas:

Store ID	Store City	Store Zip Code	Media Watch Index	Media Read Index	Media Listen Index
1000000	Naperville	60563	100	106	97
1000001	Bolingbrook	60440	102	95	101
1000002	Steger	60475	100	98	102
1000003	Chicago Heigh	60411	100	100	100
1000004	Lansing	60438	100	101	99
1000005	Chicago	60632	100	82	111
1000006	Chicago	60608	99	87	109
1000007	Schererville	46375	100	103	98
1000008	Hammond	46324	100	98	102
1000009	Whiting	46394	100	93	104
1000010	Crown Point	46307	100	102	99
1000011	Hobart	46342	101	100	99
1000012	Elgin	60123	101	93	103
1000013	Carpentersvil	60110	101	92	103
1000014	Mount Prospec	60056	100	105	97
1000015	Niles	60714	100	108	95
1000016	Glenview	60025	100	107	96
1000017	Mundelein	60060	100	102	98
1000018	Waukegan	60087	100	89	106
1000019	Chicago	60634	100	95	103
1000020	Skokie	60076	99	107	96

Site Map for Little Caesars Locations within the Chicago DMA:



Spearman Correlation of Television Viewership to Trade Area Consumer Profile:

Television Station	Correlation
BET (Black Entertainment TV)	0.82
I-Life TV	0.80
TV One	0.80
INSP (Inspiration Network)	0.75
Toon Disne	0.68
Music Choice	0.67
MTV2	0.67
SOAPne	0.64
Lifetime Movie Network (LMN)	0.63
Flix	0.62
Outdoor Channel	0.61
TV Land	0.60
truTV (measured as Court TV in Waves 55-58)	0.60
Oxyge	0.60
Nick at Nite	0.60
Sci-Fi Channel	0.59
Lifetime	0.59
WE tv (measured as WE (Women's Entertainment) in Waves 55-57)	0.59
Cartoon Network	0.59
GSN (Game Show Network)	0.59
Fuse	0.59
Hallmark Channel	0.58
G4	0.58
(GAC) Great American Countr	0.58
WGN America (measured as Superstation WGN in Waves 55-58)	0.57
Nickelodeo	0.57
Spike TV	0.57
The Discovery Health Channel	0.57
Investigation Discovery (measured as Discovery Times in Waves 55-58)	0.56
TV Guide Network (measured as TV Guide Channel in Waves 55-58)	0.56
Discovery Home	0.56
Adult Swim	0.55
CMT (Country Music Television)	0.55
QVC	0.55
Speed Channel	0.55
History International	0.55
MTV	0.54
ABC Family Channel	0.54
FX	0.54
USA Network	0.54



Media Evaluation Report

Spearman Correlation of Radio Listening Category to Trade Area Consumer Profile:

Radio Station Category	Correlation
Urban	0.78
Gospel	0.77
Hispanic	0.76
Variety/Other	0.60
CHR	0.54
Easy Listening	0.54
Country	0.53
Ethnic	0.52
Jazz	0.51
Oldies	0.50
Adult Standards	0.47
Rock	0.46
Religious	0.45
Soft Adult Contemporary	0.45
Classic Rock	0.44
Adult Contemporary	0.43
All Talk	0.42
All News	0.39
Alternative	0.39
Classic Hits	0.36
News/Talk	0.32
Classical	0.31
Sports	0.30
Public	0.21



Media Evaluation Report

Spearman Correlation of Newspaper/Magazine Category to Trade Area Consumer Profile:

Newspaper/Magazine Category	Correlation
Babies	0.66
Music	0.65
Fishing/Hunting	0.64
Bridal	0.62
Video Games/PC & Console	0.61
Motorcycle	0.61
Fraternal	0.59
Parenthood	0.56
Automotive	0.55
Health	0.52
Women Fashion	0.51
General Editorial	0.50
News and Entertainment Weeklies	0.49
Newspaper Distributed	0.49
Sports	0.49
Science/Technology	0.49
Home Service	0.49
Women	0.48
Boating	0.48
Computers	0.47
Men	0.47
Epicurean	0.46
Travel	0.45
Outdoor Recreation	0.44
Photography	0.44
Business/Finance	0.43
Airline	0.37