



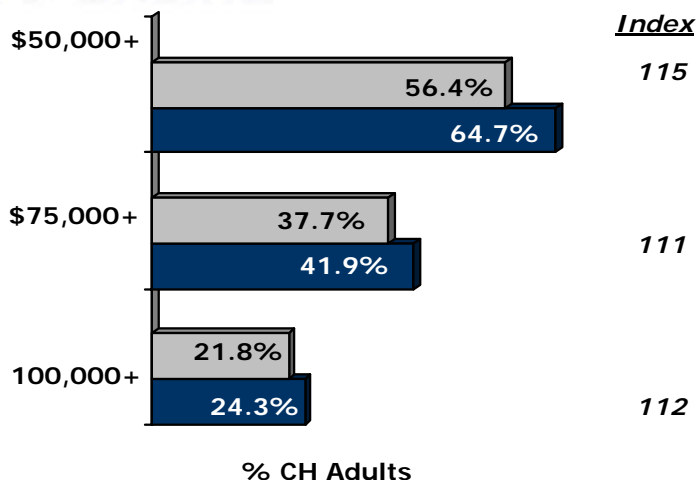
WLS-TV Chicago

AUDIENCE PROFILE

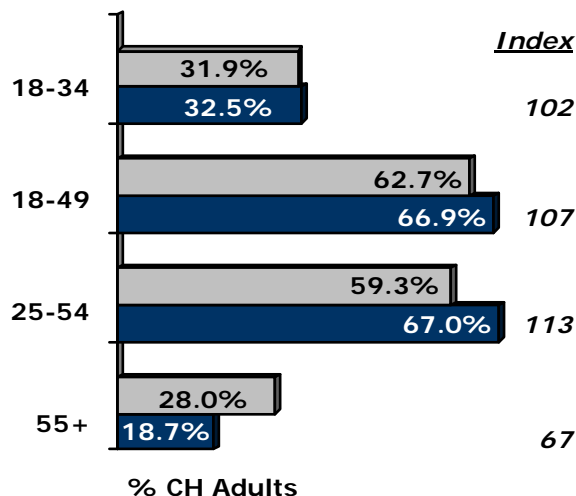
■ Total

■ Visited abc7chicago.com in past month

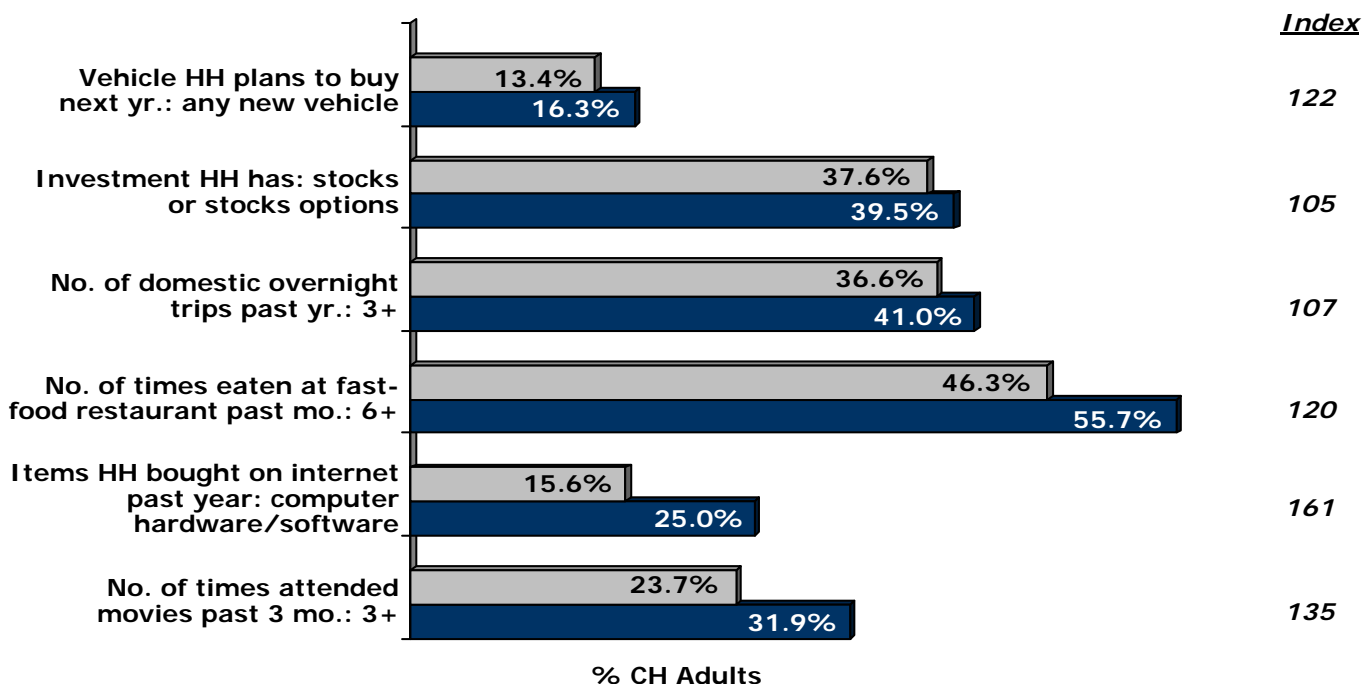
Household Income (annual)



Age



Delivers High Concentrations of Prospects for Key Categories



How to read: 13.4% of CH adults live in households that plan to buy a new vehicle next year. 16.3% of CH adults who visited abc7chicago.com in the past month live in households that plan to buy a new vehicle next year. Therefore, CH adults that visited abc7chicago.com in the past month are 22% more likely to live in households that plan to buy a new vehicle next year compared to the average CH adult.