

**MARKET PROFILER REPORT**

**Quick facts about Zip Code 60173 Schaumburg Illinois**

- There are 5674 consumers in 2905 households living in this area
- 48% of the population in 60173 is FEMALE
- The income range with largest number of households is \$50000-74999
- The age range with largest number of individuals in this area is 35-44
- 20% of households show presence of children
- 52% live in Apartment homes
- 49% of households own their home
- 37% of households have a college or advanced education level
- The top Mosaic segment in this area is Young Cosmopolitans



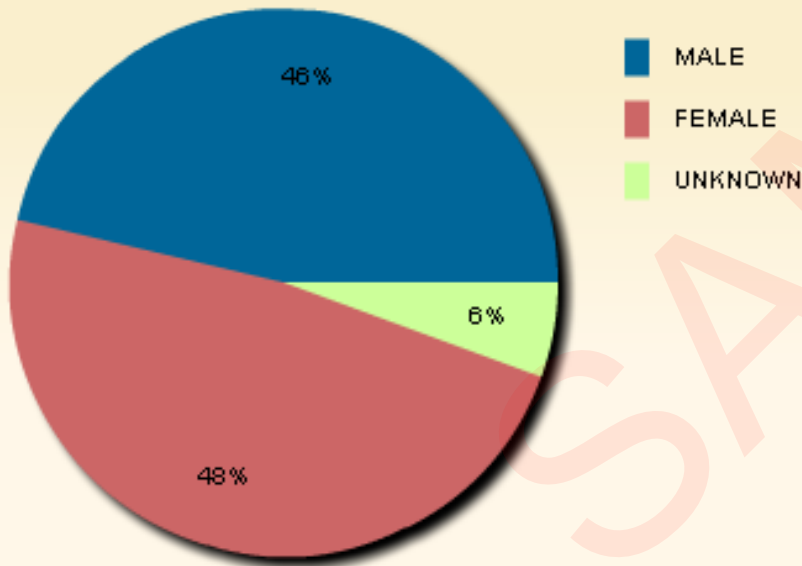
[Compare to your customer file](#)

[Purchase a list of prospects from this area](#)

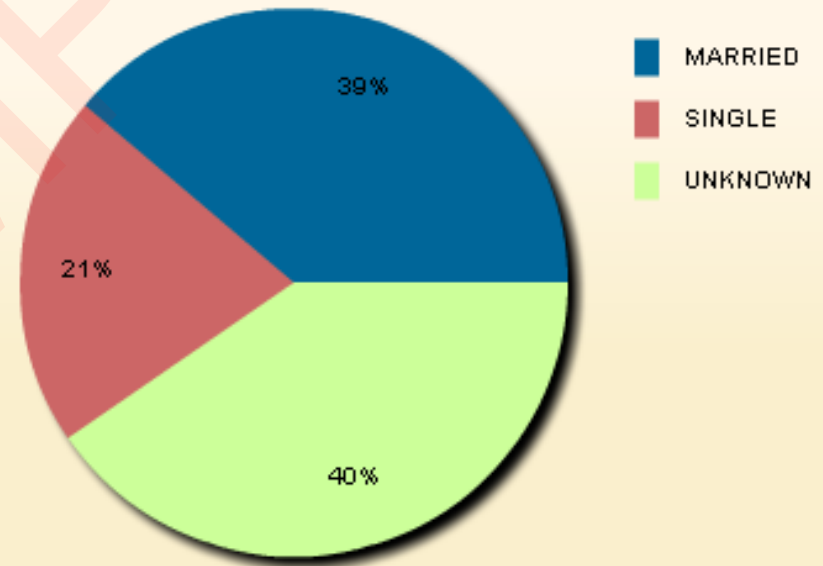
**Basic Demographics**

The following graphs illustrate the basic demographic make-up of 60173. The traits found in your file can be used as easy selectors when building a list of new prospects for marketing campaigns.

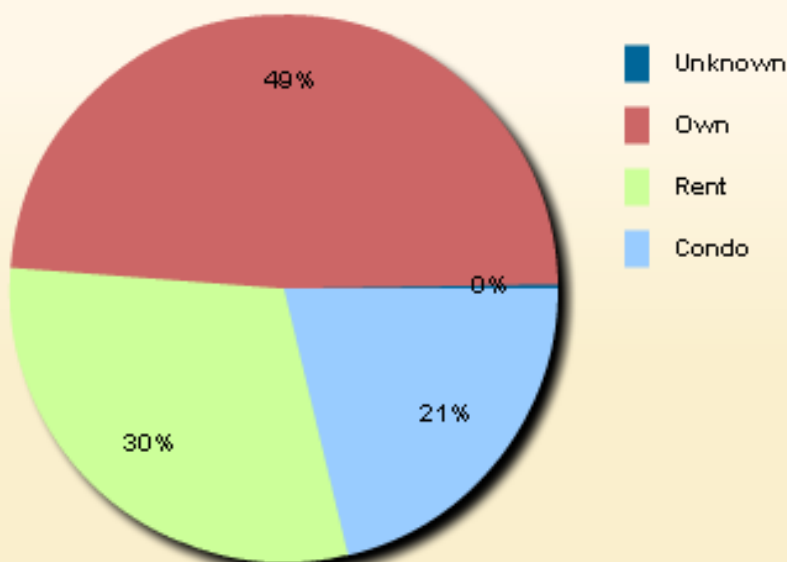
**Gender**



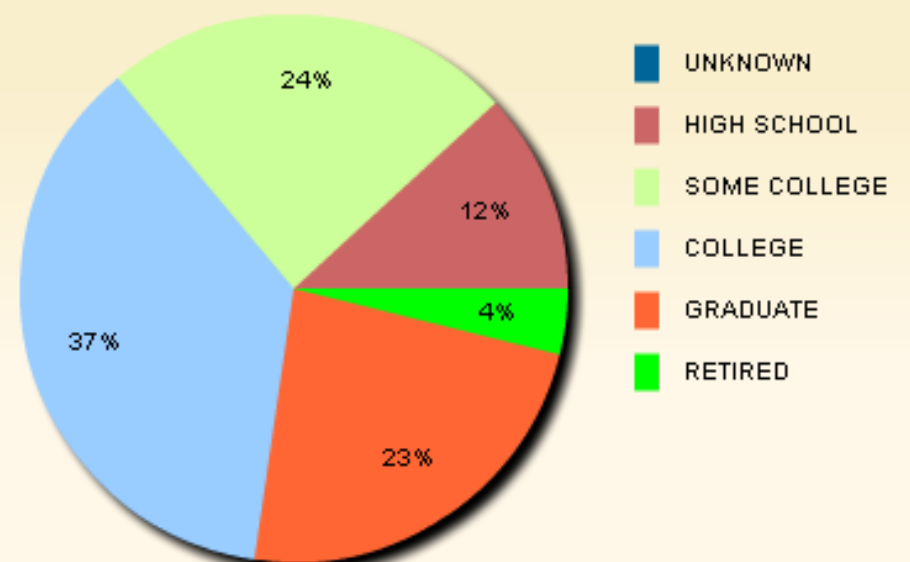
**Marital Status**



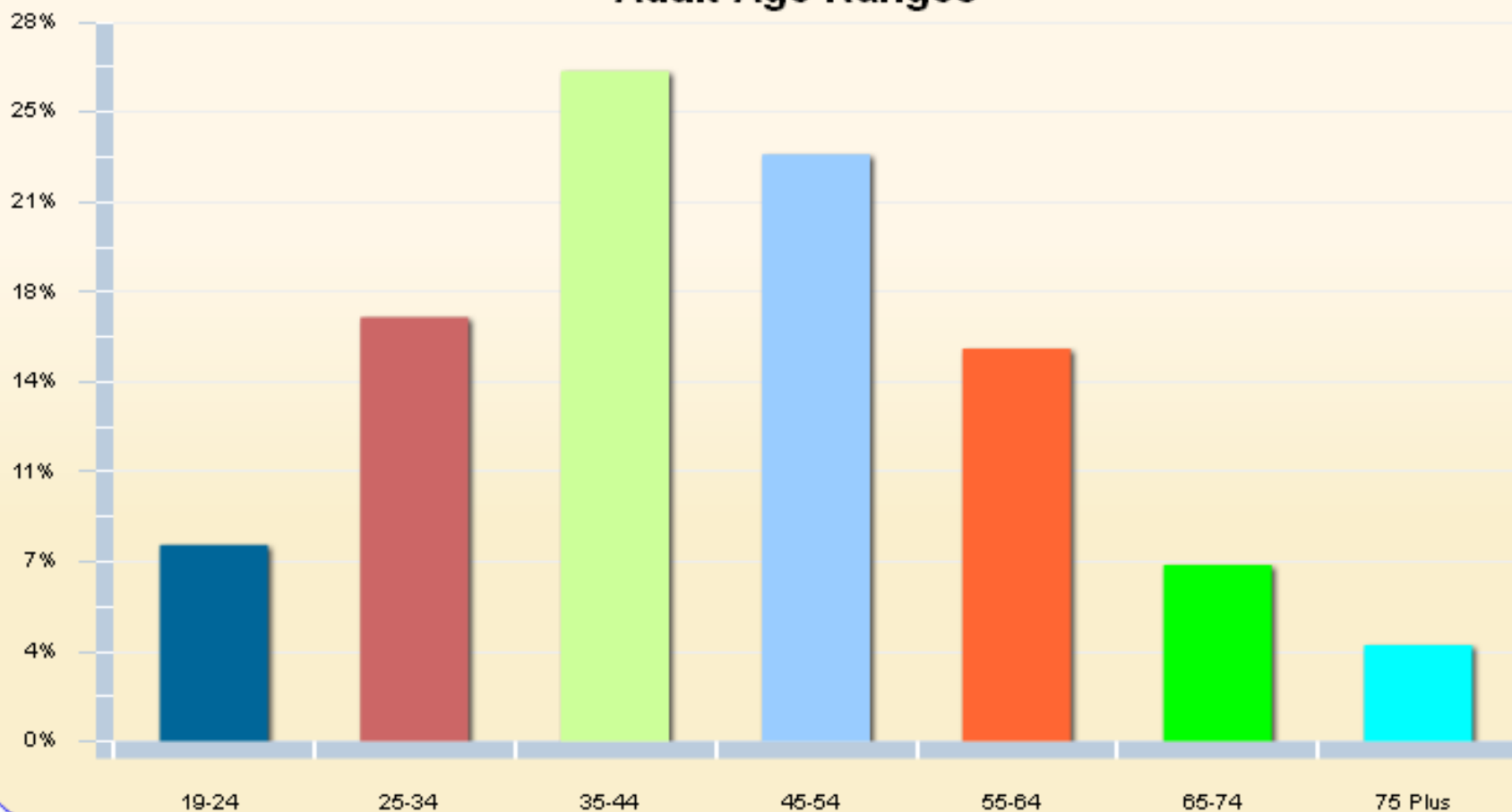
**Home Ownership**



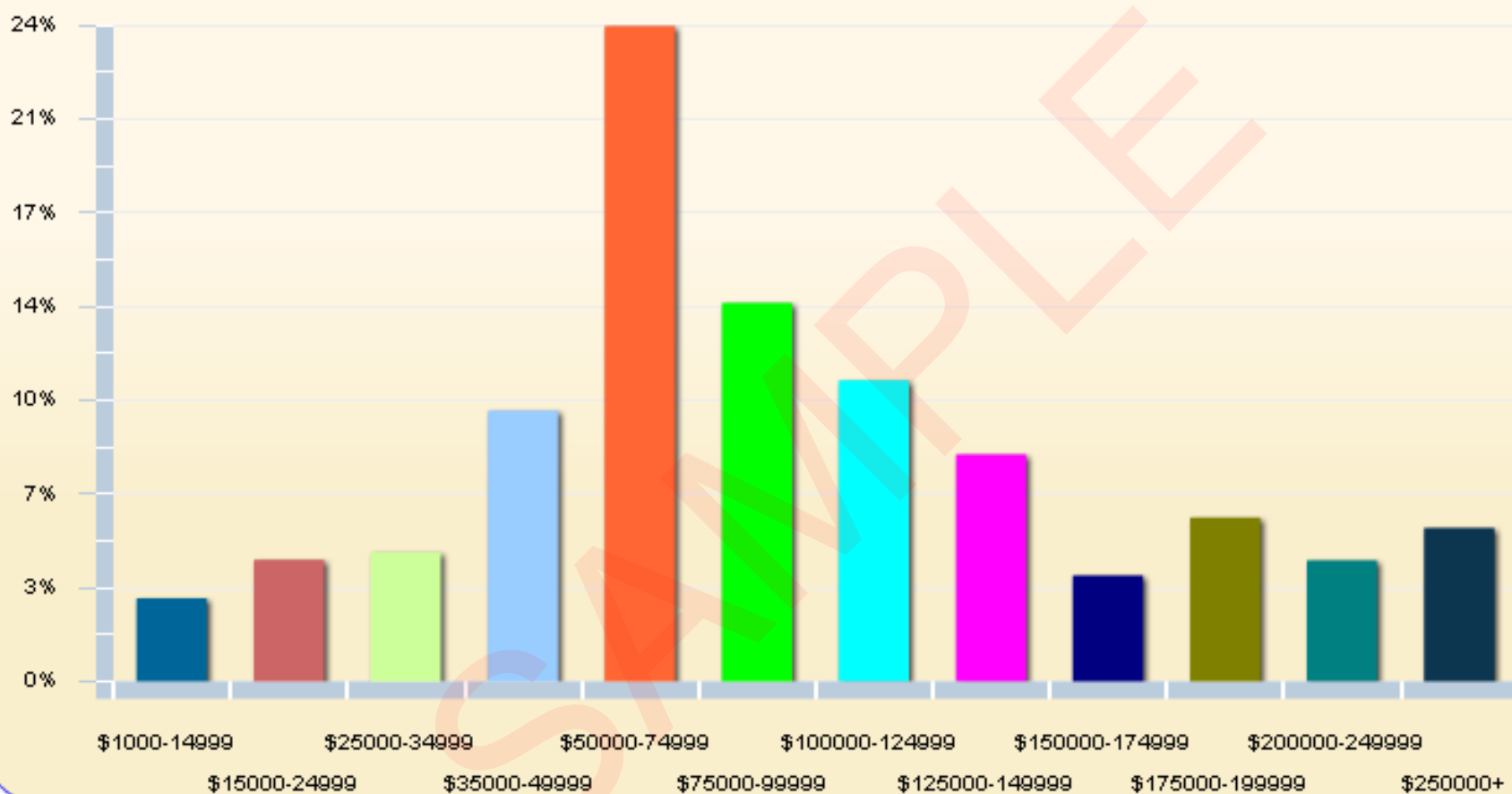
**Education**



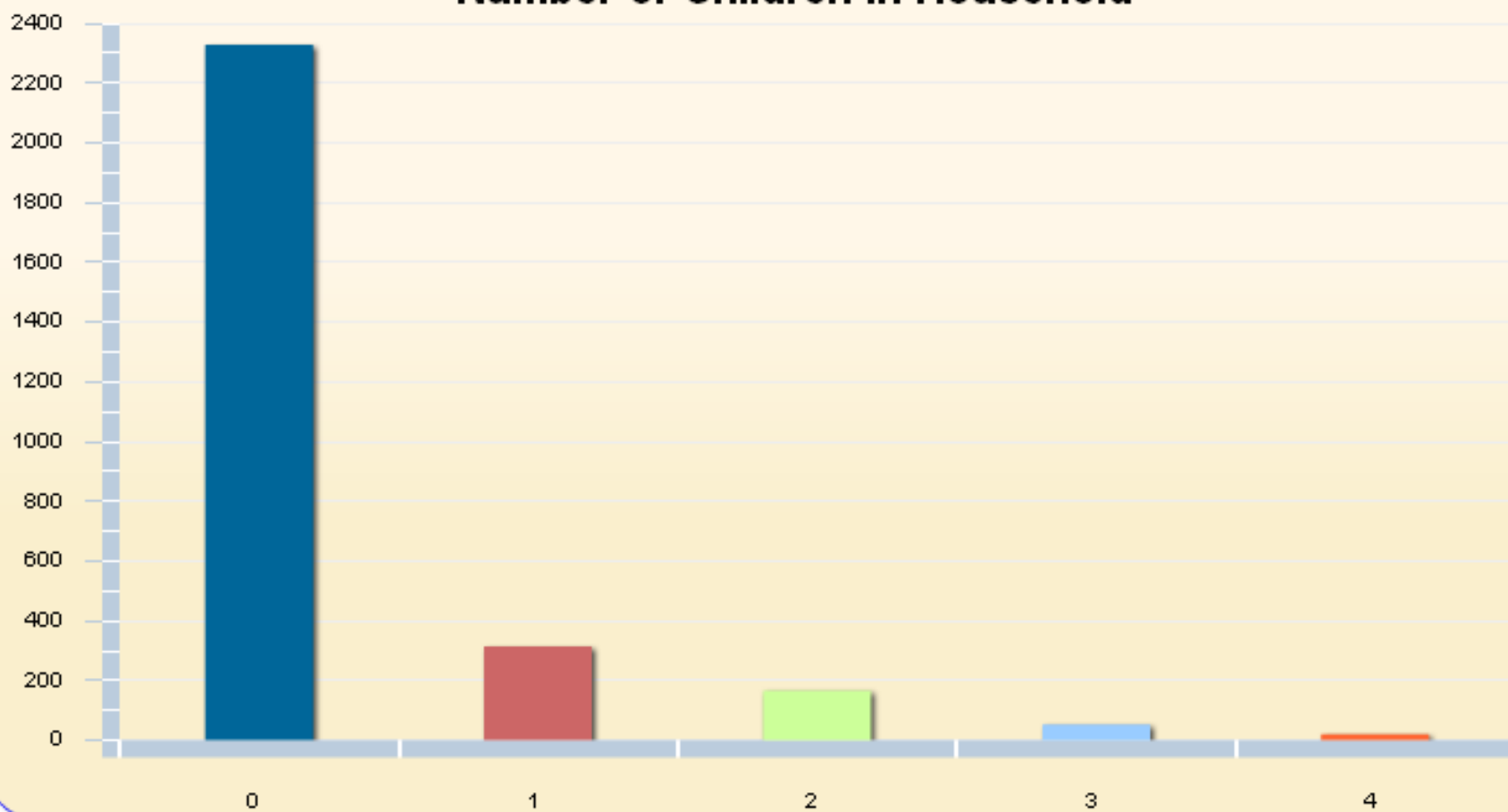
### Adult Age Ranges



### Income Ranges



### Number of Children in Household



See how your customer file indexes against this area and the nation.

[Upgrade to a Premium Customer Profiler Report](#)

## Mosaic Segments

This area has the largest concentration of the Mosaic Segment: **Young Cosmopolitans**

This cluster hosts a concentration of highly educated Generation X and Y young adults in early career stages, late baby boomers in their midcareer strides and early baby boomers who account for less than 20 percent. Just 10 percent of the crowd is over age 65. Located in major metro centers all across the country, this group pursues management-track careers in the service industry, including information, sales, health, education, entertainment, retail and professional services.



### Key Characteristics

- A work hard/play hard lifestyle
- Frequent travelers
- Enjoy city-quality amenities
- Exercise enthusiasts
- Patronize high-end stores
- Early technology adopters

### How to reach them

- Moderate TV usage
- Watch talk shows and news
- Low magazine readership
- Frequent radio listeners
- Visit online travel sites
- Social networking users

## What is mosaic?

Mosaic Classifies all 113M consumer households into one of the 60 lifestyle types, aggregated into 12 over-arching groups. Provides complete understanding of the demographic, socio-economic, lifestyle, behaviors and cultural diversity of all US consumers.

## Summary

For over 20 years, Experian has established itself as a leading provider of consumer data and segmentation. Our products help small businesses, like you, to grow by targeting and engaging customers with highly precise marketing. The information contained in this report was compiled using our extensive experience in the analysis of consumers, their characteristics and behaviors. The information in this report provides you with insight into the customers and households located within located within 60173

You may find this information useful in:

- Identifying ideal locations in which to operate your business
- Comparing the characteristics of households between areas
- Understanding the size of your market
- Finding new customers to target within your area
- Segmenting your marketing messages to reach your target audience

In addition, below are customized marketing tips based on the specific demographics of this area as to help you achieve better results from your marketing. Apply some or all of these tips in the development of your next campaign. If you have any questions over this report, or want more information on our other marketing products, please contact our customer support team at 888 808 8242.

## Marketing Tips

1. This zip code contains a majority of FEMALE customers. For general marketing purposes you may concentrate on targeting this gender. Holiday and other gift giving times, offer a great opportunity to market to the opposite gender.
2. Based on the top Mosaic Segment of Young Cosmopolitans consider the following marketing guidelines:
  - This group has a work hard play hard attitude
  - Look for products and services that support their active lifestyle
  - Shop for the latest fashions at high end department stores
  - High internet usage and responds well to email marketing
3. 20% of households have a PRESENCE OF CHILDREN. Consider offering family friendly deals in your marketing.
4. Most of the households in this area live in Apartment and Own thier homes. You may get higher response rates when using messaging and offers that cater to this characteristic.

## Premium Customer Profiler Report

Want to see how your customers compare to this area?

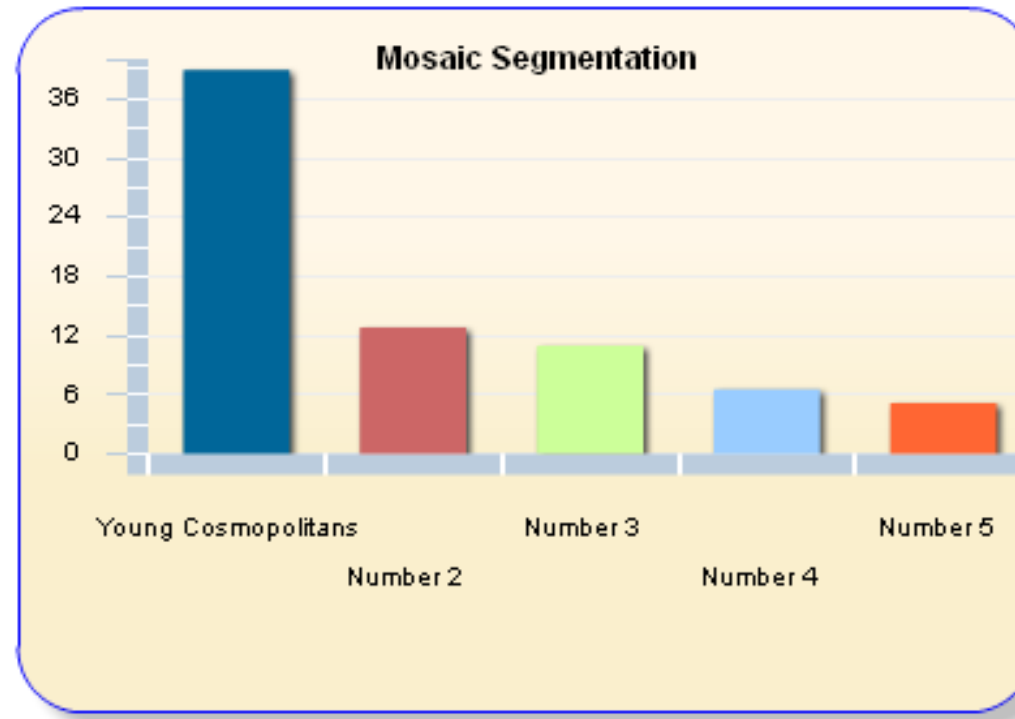
Purchase a Premium Customer Profiler Report for only \$49.99

Compare your customers to local and national averages.

Get detailed demographic data including:

- Number of adults in each household
- Number of children
- Length of time in residence
- Dwelling type

Gain insight into the marketing and demographic information on the Top 5 Mosaic segments of your customers



**Plus, get actionable insights into how to best market to your customers**

[Upgrade Now to a Premium customer profiler report](#)

Looking for more customers?

**Purchase the list of 2905 households in this area**

[Buy Prospect List Now](#)

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