Illinois Issues

Readership Survey 2006

READERSHIP

Readers:
Monthly readership is approximately 12,000

Loyalty:
75% have subscribed 4 years or more
65% share the magazine with at least one other person

Commitment:
85% have read at least 4 of the last 5 issues
47% save or copy all or parts of an issue of the magazine

Why they read:
86% find the magazine useful for legislative issues
83% for Illinois politics and elections
71% for state agencies
55% for the quality of life in Illinois

DEMOGRAPHICS

Age:
Median age is 47 years
65% are in the peak consumer bracket (35-60 years)

Income:
50% of *Illinois Issues'* households earn more than $100,000 annually

Location:
40% live and work in the greater Chicago area
37% in central Illinois
23% elsewhere in Illinois

Education:
99% of our subscribers have attended or graduated from a college or university
60% have a graduate degree

Occupation:
29% are employed by state or local government
25% work for a trade or nonprofit organization
19% work in the field of education

Membership:
68% of our subscribers are on a board of one or more companies or nonprofit organizations

LIFESTYLES

70% personally influence the policymaking or lawmaking in Illinois

99% always or almost always vote

79% contribute to candidates, political parties and/or political action committees

90% travel to Springfield at least once a year

**Information from fall 2006 Readership Survey*

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