

URBAN CENTER INITIATIVE
ASSIGNMENT PROFILE

DIVISION: Chicago South

LIST THE INFORMATION BELOW AS IT PERTAINS TO THE URBAN CENTER PORTION OF YOUR ASSIGNMENT ONLY:

POPULATION COMPOSITION:

% BLACK =	<u>80%</u>	
% HISPANIC =		<u>5%</u>
% WHITE =		<u>10%</u>
% OTHER =	<u>5%</u>	
% TOTAL =		<u>100%</u>

OF RETAIL CALLS: 247 - classified
31 - annual

APPROXIMATE # OF RETAIL CALLS SECURED BY CLASS: 45% (136 calls)

RETAIL CALL FREQUENCY:

	<u>\$ CALLS</u>	<u>%</u>
50/YR	<u>0</u>	<u>0%</u>
25/YR	<u>8</u>	<u>3%</u>
12/YR	<u>162</u>	<u>53%</u>
6/YR	<u>76</u>	<u>25%</u>
ANNUALS	<u>57</u>	<u>19%</u>
TOTAL	<u>303</u>	<u>100%</u>

PRIMARY CLASS OF TRADE: Convenience/ Grocery

SECONDARY CLASS OF TRADE: Liquor

PRIMARY DISTRIBUTION CHANNEL (E.G. JOBBER, SUB-JOBBER, MEMBERSHIP CLUB, CASH & CARRY, ETC...): * Jobber / Membership

* A number of stores are part of an Arab owned collective that gets a large order delivered from a jobber and then distributes the cigarettes to each store.

40
42
48
51
53
55