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**FOR IMMEDIATE RELEASE**

**38% OF SINGLE CHICAGOANS SAY RED LINE IS BEST TO SCORE A DATE  
ACCORDING TO NEW IN:CHICAGO<sup>SM</sup> CARD POLL**

*POLL SHOWS WHAT'S HIP AMONGST YOUNG, SOCIAL CHICAGOANS*

CHICAGO (October 11, 2005) – If you're single and need to head down to The Loop, consider taking the red line next time as 38% of young and single Chicagoans believe it to be the best CTA line for meeting other singles, according to the IN:CHICAGO Poll. In other findings, 28% of those polled continue to call Windy City home because of its "big city with a small town feel" while 63% solve the age-old question, choosing deep dish pizza over Chicago-style hot dogs.

The poll of 600 Chicago residents, ages 25-35, was conducted to celebrate the new IN:CHICAGO Card from American Express, a fee-free Credit Card designed for young and social Chicago adults that offers a bevy of rewards at Chicago's hottest locations. American Express fielded similar polls in New York for its IN:NYC Card and Los Angeles for its IN:LA Card to compare young adult views in three of the United States' most happening cities.

Following are highlights from the poll:

- **EL-Line Meeting Ground for Singles**– Swipe your Transit Card to find a date -- single Chicagoans consider the EL line a great place to find love. As mentioned above, 38% of those surveyed believe the Red Line to be a great meeting ground for singles, 20% of singles feel lucky on the Brown line, while a precocious 7% say *all* EL-Lines are excellent meeting grounds.
- **Where to find a date other than on the Red Line?** – Going along with the trend of being a "close-knit" community, 38% of Chicagoans surveyed prefer to go through a friend, "for a good old- fashioned set-up" to find a date. As lovers of nightlife, 21% of those polled say a bar or lounge offers a great opportunity to find a date, 11% are on the prowl at the gym, while 8% walk their dogs with a serious dating agenda.
- **Why do you live in Chicago?** – Chicago might be the third biggest city in the U.S., but it sure doesn't feel like it. 28% of Windy City residents polled live in Chicago because it's a

“big city with a small town feel.” Many also raved about the neighborhoods and communities as 24% polled reside in Chicago for the tight-knit communities and facility to meet others. 20% polled allude to Chicago as a cultural metropolis, choosing the Windy City for its “great cultural offerings/museums.” Others shared that they reside in Chicago for its “affordability” and “education system.”

- **Hot Dog or Pizza?**– Chicagoans love their deep dish pizza, as 63% prefer it to Chicago-style hot dogs, which received a mere 26% of the votes. Interestingly, 7% of hungry individuals polled love them both equally.
- **If Autumn in Chicago were Heaven**– It’s already that time of year to open up the closet and pull out the warm clothes and 34% of Chicagoans acknowledge that “winter would never arrive” in their version of heaven. Other autumnal paradises include the dream that Chicago’s summer festivals would last through October for 19% polled, “every Sunday would be a home football game” for 18%, while 12% believe that if autumn in Chicago were heaven, it would be “mandatory to bike to work.”
- **Best Remedy for a Long Night on the Town** – If Chicagoans can survive the winter, they can certainly cope with a late night out as 34% deal by taking a couple of aspirin to get over it. In addition, 30% surveyed handle the situation by drinking “enough water to fill Lake Michigan” while 12% of those polled believe the ultimate cure is to drink another beer in the morning. An adventurous 4% run laps around Millennium Park to wake up.
- **The Perfect Night in Chicago** – Not everyone wants a big night on the town -- 29% of those polled would “rather stay home, eat deep dish pizza, and watch television.” The survey results show a wide array of differing opinions on a perfect night out - 29% love to go out and hear a live band with their friends, 25% head down to Wrigleyville for “bars and beers,” and 9% prefer being “seen” in Bucktown.

### **Chicago vs. New York and Los Angeles**

The IN:CHICAGO Card Survey from American Express polled those ages 25-35 in the country’s three largest cities, where the company has launched its “IN” Cards, to celebrate each unique metropolis. Following are some of the interesting comparisons gleaned from questions asked to inhabitants of all three cities.

### **You’ve just Won \$5 million:**

81% of Chicagoans, 80% of Angelenos, and 84% of New Yorkers would still stay in their city after winning \$5 million. However, 7% of those polled in Chicago would move to Los Angeles with the money. 3% of New Yorkers and 5% of Los Angeles residents would move to Chicago if given \$5 million.

### **Yum Factor:**

25% of surveyed Chicagoans say that dining at restaurants is what they most identified with about living in the Windy City. Similarly, 24% of New Yorkers polled said the same for their city. Surprisingly, despite a limitless array of renowned restaurants, only 17 % of Los Angeles residents choose “eating/dining/restaurants” as the best aspect of their city.

### **I'll Take that to Go**

Choosing to be homebodies more often during the week, only 15% of Chicagoans' polled dine out more than three times a week. That said, 41% of those surveyed still eat out or take out two to three times a week. A good number of Los Angeles residents rarely cook at home since 22% say they eat out or take-out four or more times a week, while similarly, 24% of New Yorkers eat-out or take-out four or more times a week.

### **What Time is Happy Hour?**

Most polled in each city make plans for happy hour around 5 p.m. or at the end of the workday (53% in Chicago, 49% in LA, 48% in New York). In addition, 21% of Chicago respondents use lunch to call friends and make plans for later while the same goes in New York (27%) and in Los Angeles (25%).

### **Hook Me Up**

In a question only asked to Chicago and Los Angeles residents, 38% of Chicagoans polled agree that friends are the best resources when trying to find a date. In a twist, 24% of Angelinos believe the best opportunity to score a date is through a “connected publicist friend.” Many more Angelenos believe the gym is an ideal meeting ground (22% LA to 11% Chicago) and also have faith in the online dating scene (14% LA to 7% in Chicago).

### **It's All About the Benjamins**

The young and hip of Los Angeles and New York City are nearly twice as likely as those in Chicago to spend \$200 or more on a typical weekend (21% in LA, 24% in New York, 11% in Chicago). Chicagoans polled were split evenly between spending \$50 and \$100 (32%) and \$100 and \$200 (32%) per weekend.

### **About the IN:CHICAGO Card**

The IN:CHICAGO Card from American Express is a fee-free Credit Card designed for young and social Chicago residents that offers exclusive rewards at some of the city's hottest restaurants, swank clubs, live entertainment, and cultural institutions. The Card is a first of its kind in the city of Chicago. The IN:CHICAGO Card features a unique loyalty program – INSIDE<sup>SM</sup> Rewards – built exclusively for Chicagoans who want to eat, drink and play at many of the most fashionable spots in town. INSIDE Rewards points can be redeemed for certificates at more than 60 Chicago establishments, including a variety of stylish restaurants such as Japonais; clubs like the glamorous Crobar; and arts and entertainment venues and events through

partners such as Gen Art. For more information on the IN:CHICAGO Card, visit [www.inchicago.com](http://www.inchicago.com).

**About American Express**

American Express Company ([www.americanexpress.com](http://www.americanexpress.com)) is a diversified worldwide travel, financial and network services company founded in 1850. It is a world leader in charge and credit cards, Travelers Cheques, travel, business services and international banking.

The poll was conducted by **the polling company™, inc./WomanTrend**. Full results from the poll are available upon request. The margin of error was +/- 4%.

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