



Reports in Action

PRIME NeXT--Profile Report

Market Share and Competitors Report

This report illustrates where this retailer's consumers have also shopped in the past 3 months.

Study: Anytown USA, 2005 Release 2
 Release: Total (Sep 2004 - Aug 2005)
 Base: Total
 Projected: 2137250 Respondents: 2730

	Total Adults		Clothing Stores Shopped Sears Past 3 Months		
	Total Pop.	Total %	Target Pop.	Target %	Index
Total	2137250	100	571169	100	100
Clothing stores shopped past 3 months: Sears	571169	26.7	571169	100	374
Clothing stores shopped past 3 months: Wal-Mart	970611	45.4	386459	67.7	149
Clothing stores shopped past 3 months: Target	793548	37.1	317170	55.5	150
Clothing stores shopped past 3 months: JCPenney	588358	27.5	300792	52.7	191
Clothing stores shopped past 3 months: Local Store	748718	35	293404	51.4	147
Clothing stores shopped past 3 months: Kmart	493881	23.1	220168	38.5	167
Clothing stores shopped past 3 months: Kohl's	528340	24.7	199770	35	141
Clothing stores shopped past 3 months: Old Navy	471527	22.1	188903	33.1	150
Clothing stores shopped past 3 months: Sam's Club	322704	15.1	131760	23.1	153
Clothing stores shopped past 3 months: Macy's	298773	14	120176	21	151
Clothing stores shopped past 3 months: Burlington Coat Factory	254385	11.9	105954	18.6	156