



Reports in Action

PRIME NeXT--Profile Report

Market Trend

This profile shows a 3-year trend of this retailer's shoppers by amount spent of \$500 or more on the Internet.

Study: Anytown USA, 2005 Release 2
 Release: Total (Sep 2004 - Aug 2005)

Trend Studies:

1. Anytown USA 2002 Release 2 - Total (Sep 2001 - Aug 2002)
2. Anytown USA 2003 Release 2 - Total (Sep 2002 - Aug 2003)
3. Anytown MD 2004 Release 2 - Total (Sep 2003 - Aug 2004)

Base: Total

		Total				Clothing stores shopped past 3 months: Sears			
		Anytown USA 2002 Release 2	Anytown USA 2003 Release 2	Anytown USA 2004 Release 2	Anytown USA 2005 Release 2	Anytown USA 2002 Release 2	Anytown USA 2003 Release 2	Anytown USA 2004 Release 2	Anytown USA 2005 Release 2
Total	Proj	2103290	2091755	2138300	2137250	560495	584940	561260	571169
	Vert %	100	100	100	100	100	100	100	100
Amount spent on purchases made on Internet past 12 months: \$500+	Proj	385595	372925	478815	490491	99785	100435	120800	139814
	Vert %	18.3	17.8	22.4	22.9	17.8	17.2	21.5	24.5