



Reports in Action

PRIME NeXT--Profile Report

Multimedia Options Report

This report shows the number of this retailer's shoppers that have or have not read any Daily newspaper or any Sunday newspaper. Newspaper was used for this example however, other media can be selected.

Study: Anytown USA, 2005 Release 2
 Release: Total (Sep 2004 - Aug 2005)
 Base: Total
 Projected: 2 137 250 Respondents: 2730

| | Total Adults | | Clothing stores shopped past 3 months: Sears | | |
|---|--------------|---------|--|----------|-------|
| | Total Pop. | Total % | Target Pop. | Target % | Index |
| Total | 2137250 | 100 | 571169 | 100 | 100 |
| Daily newspapers: Any Daily Newspaper | 967965 | 45.3 | 261492 | 45.8 | 101 |
| Not Read Any Daily Newspaper | 1169285 | 54.7 | 309677 | 54.2 | 99 |
| Sunday newspapers: Any Sunday Newspaper | 1274334 | 59.6 | 353958 | 62 | 104 |
| Not Read Any Sunday Newspaper | 862916 | 40.4 | 217211 | 38 | 94 |