



Reports in Action

PRIME NeXT--Profile Report Station Demographic Report

This profile shows a TV station's strongest demographics and market segments in the Weekday Prime Time daypart. The analysis used in this example can be changed to reflect other media (newspaper, radio, etc.).

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

	Total Adults		KAAA-TV in Market (Avg. 1/2 Hour) Weekday Prime Time Daypart		
	Total Pop.	Total %	Target Pop.	Index	Target %
Total	2137250	100	167157	100	100
Adults 18 - 34	613546	28.7	37642	78	22.5
Adults 18 - 49	1281476	60	79917	80	47.8
Adults 21 - 34	470770	22	29090	79	17.4
Adults 21 - 49	1138700	53.3	71365	80	42.7
Adults 21 - 54	1345441	63	87088	83	52.1
Adults 25 - 49	1020940	47.8	67193	84	40.2
Adults 25 - 54	1227681	57.4	82917	86	49.6
Adults 35 or older	1523704	71.3	129516	109	77.5
Adults 50 or older	855774	40	87241	130	52.2
Men 18 or older	1011823	47.3	79968	101	47.8
Women 18 or older	1125427	52.7	87189	99	52.2
College graduate (4 year college)	311047	14.6	23576	97	14.1
Some post graduate (no advanced)	62399	2.9	3624	74	2.2
Post graduate degree	235197	11	13786	75	8.2
High school graduate (12th grade)	764511	35.8	68537	115	41
Some college (1-3 years-not)	577974	27	41860	93	25
Household Income: \$25,000 or	1928409	90.2	145792	97	87.2
Household Income: \$35,000 or	1719566	80.5	126714	94	75.8
Household Income: \$50,000 or	1296605	60.7	91038	90	54.5
Household Income: \$75,000 or	882301	41.3	57982	84	34.7
Household Income: \$100,000	505502	23.7	30307	77	18.1
Occupation Summary:	250656	11.7	15780	80	9.4
Occupation Summary:	420234	19.7	23524	72	14.1
Occupation Summary: Service	223854	10.5	12265	70	7.3
Occupation Summary: Sales and	342272	16	25734	96	15.4
Occupation Summary: Farming,	#1986	#0.1	271	174	0.2
Occupation Summary:	119851	5.6	9761	104	5.8
Occupation Summary:	115029	5.4	5167	57	3.1
Occupation Summary: Military	#11803	#0.6	1269	137	0.8