



Reports in Action

PRIME NeXT--Profile Report

Station Target Viewing

This profile examines the top 15 TV stations, by daypart, viewed by this retailer. This report is sorted by Target %.

	Total Adults		Clothing stores shopped past 3 months: Sears		
	Total Pop.	Total %	Target Pop.	Target %	Index
Total	2137250	100	571169	100	100
KAAA-TV 11PM-11:30PM M-F	170505	8	56865	10	125
KAAA-TV 8-11P M-SAT11P SN	167157	7.8	48511	8.5	109
KBBB-TV11PM-11:30PM M-F	150369	7	44892	7.9	112
KAAA-TV 5PM-7PM M-F	150528	7	44767	7.8	111
KDDD-TV 7PM-8PM M-F	140000	6.6	44280	7.8	118
KBBB-TV5PM-7PM M-F	141712	6.6	40464	7.1	107
KBBB-TV4PM-5PM M-F	125303	5.9	34185	6	102
KAAA-TV7AM-9AM M-F	79247	3.7	33003	5.8	156
KBBB-TV7AM-9AM M-F	114178	5.3	28076	4.9	92
KBBB-TV8-11P M-SAT11P SN	94025	4.4	27055	4.7	108
KAAA-TV 7PM-8PM M-F	112081	5.2	26021	4.6	87
KAAA-TV 9AM-4PM M-F	85531	4	23253	4.1	102
KBBB-TV7PM-8PM M-F	69342	3.2	22600	4	122
KDDD-TV 8-11P M-SAT11P SN	74073	3.5	21542	3.8	109
KCCC-TV 8-11P M-SAT11P SN	84055	3.9	21259	3.7	95