

# Bases and Targets

## Overview of Bases

A typical reason to define a base is to limit your analysis to respondents within a particular market (geographic region) that you believe to be your prospects, clients, or both. If you are not sure which respondents you are interested in analyzing, you can use the default base, which is the total (everyone in the survey).

For example, a base might be defined as: Women 18-34, Homeowners, Readers of the Daily News, and Shoppers at Sears. Basically, you want your reports to have a common base so that you can compare them.

Once you have defined your base, you can further narrow the scope of respondents in your analyses by defining one or more targets. This allows you to analyze distinct segments within your base.

## Overview of Targets

A target defines a distinct segment of the base. The target along with the current market and base identifies the respondents who will be included in your analyses.

A target can be defined so that you can run reports that analyze a particular aspect of your base. For example, from the base of 18-34 year olds in the New York market, you can focus on those who:

- Ate at McDonald's in the past month.
- Purchased audio or video equipment at Circuit City during the past year.