

QUALITAP™ Profile Report



Step 1: Click on the Profile button to access report.

Market Target Profile Setup

Market/Survey: LOS ANGELES Release 2 2006

PRIZM® Survey

Multi-Market Profile Aggregate Profile

Index Limit: Low 0 High 99999

Estimates: % of Target (Comp) Target Persons

Demo: Adults 18+

Criteria: "Who" you want to target.

Geography: Metro Survey Area

Categories: "What" you want to know about the target.

Mean Categories: "What" you want to know about the Mean.

Median Categories: "What" you want to know about the Median.

Step 2: Click on the Criteria button to select who you want to profile or target.

Step 3: Click on the Categories button to select what you want to know about your target.

Criteria Setup

Criteria: Metro Survey Area Respondents: 6869

Search

Add Delete And Or Not [] Reset

Classifications:

- Radio Station
- Inventory
- Newspapers
- Outdoor/out-of-home
- AGE
- AUDIO/VIDEO/APPLIANCE STORES
- AUTOMOBILE EQUIPMENT/REPAIRS
- AUTOMOBILE OWNERSHIP/LEASING
- BEVERAGES
- CELLULAR PHONE CHARACTERISTICS
- CLOTHING/APPAREL/ACCESSORY STORES/EXPENC
- DEMOGRAPHIC SUMMARIES
- DEPARTMENT STORES
- DRUG STORES
- EDUCATION
- EMPLOYMENT CHARACTERISTICS

Category: Radio Stations

- KABC-AM
- KAEH-FM
- KATY-FM
- KAZN-AM
- KBBY-FM
- KBIG-FM
- KBRT-AM
- KBUE-FM

Load Save Geo OK Cancel Help

Step 4: Click on OK to run the report!

Geography: Metro Survey Area		Demo: Adults 18+		
Criteria: Bought medication for impotence (yr)		Categories: Sorting Within Classific		
Profile	% of Target (Comp)	Target Persons	Covg (% left)	Index
1 Participated in adult continuing education (yr)	14.6%	16,883	1.3%	108
2 Participated in aerobics (yr)	20.1%	23,140	1.7%	146
3 Participated in basketball (yr)	15.4%	17,778	1.5%	122
4 Participated in bicycling (yr)	20.3%	23,442	1.2%	105
5 Participated in bowling (yr)	10.5%	12,138	0.9%	73

Tips: To sort by Estimate, click on the column and the report will sort from greatest to least.

From this screen you can change Geography, Demo, Criteria and/or Categories.