

Executive Reporting - Target Group - Consumer Profiles - Media Overview

Provides behavioral data regarding media consumption for the selected Target Group.

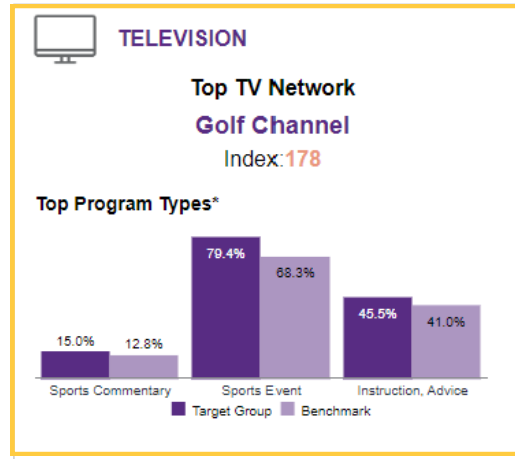
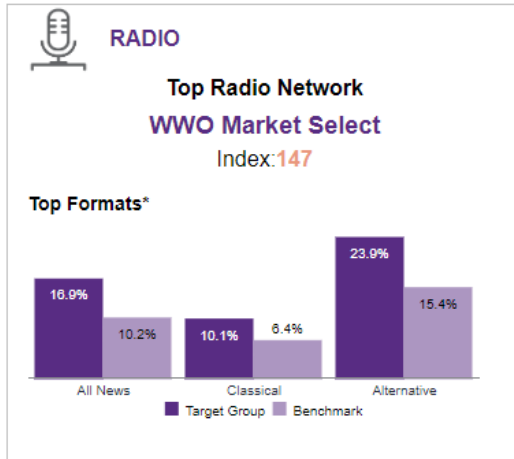
Note: Values are chosen from Index ranking with the minimum threshold of 5% composition.

Consumer Profiles | Media Overview

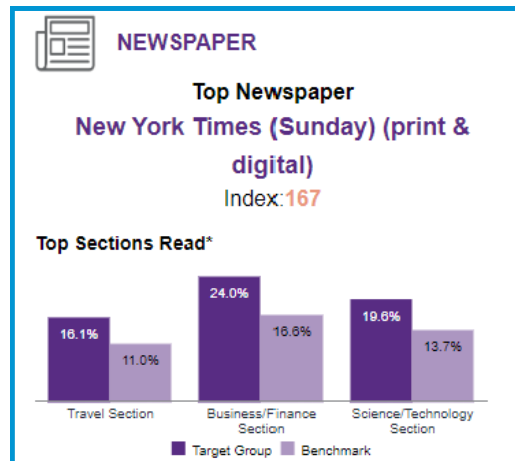
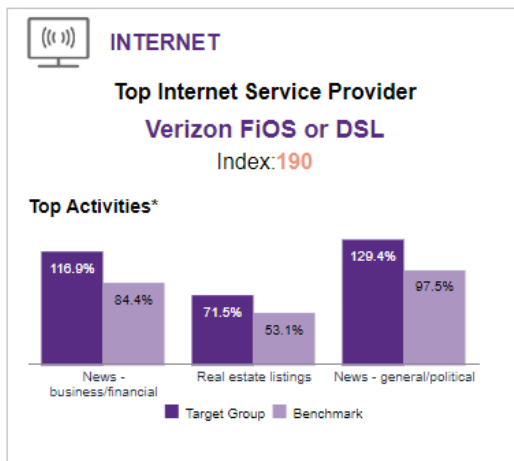


Target Group: Group 1 (01, 02, 03, 04, 05)

The **Target Group** selected for analysis.



Each category shows the top media brand the largest proportions of households in the Target Group consume, for each media. The bar charts show the top 3 activities the largest proportions of households in the Target Group perform, with each media.



In the example, the bar chart shows that **24.0%** of households in the Group 1 Target Group read the Business/Finance section, compared to the **16.6%** of the Benchmark of California.

Benchmark: California

The **Benchmark**-also referred to as the base-indicates the geographic extent for the report.

Index Colours: <80 80 - 110 110+