

## Executive Reporting - Trade Area - Consumer Profiles - Media Overview

Provides behavioral data regarding media consumption for the selected Trade Area.

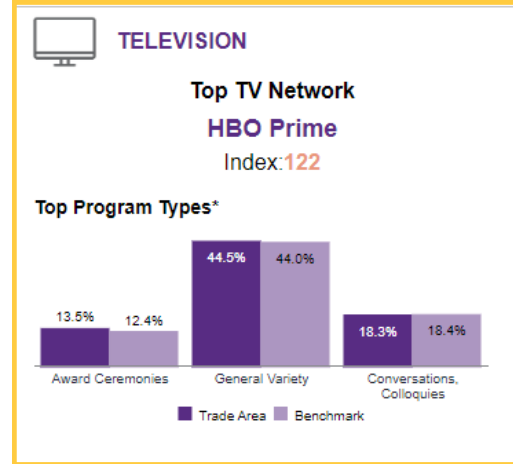
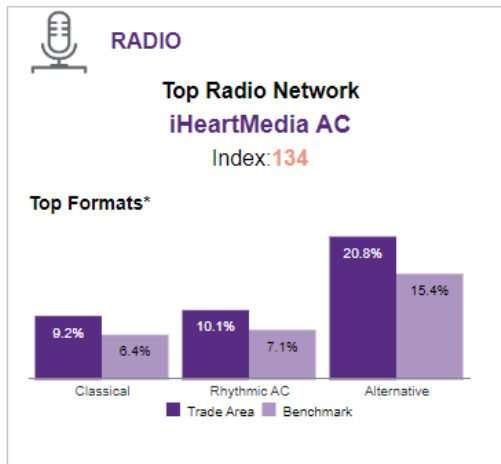
**Note:** Values are chosen from Index ranking with the minimum threshold of 5% composition.

### Consumer Profiles | Media Overview

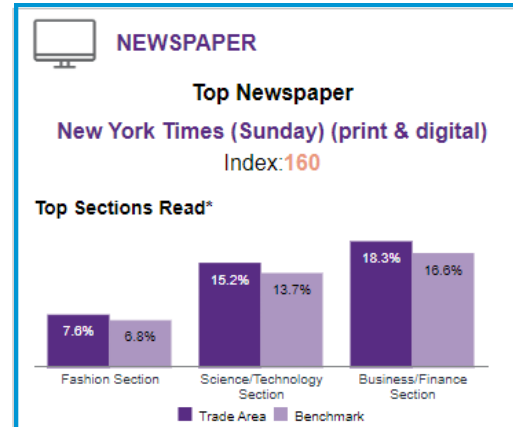
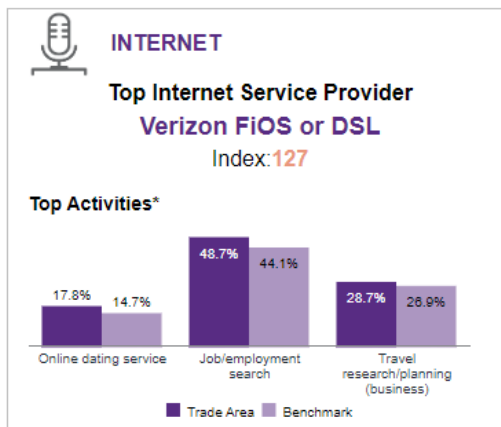


**Trade Area:** San Francisco

The **Trade Area** selected for the analysis.



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



In the example, the bar chart shows that **18.3%** of households in the San Francisco Trade Area 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+
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