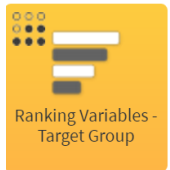


## Ranking Variables—Target Group

A list of variables ranked based on the presence of the Target Groups. Helps answer questions like: What radio station genres does my Target Group most likely to listen to? Which magazines are most read by my Target Group?



## Ranking Variables | Target Group



Target Group: Affluent Suburbs (05, 08, 12)

		Count	%	Base Count	Base %	% Pen	Index
<b>Magazines and Newspapers</b>							
MM61724PC	Actions Taken from Reading Newspaper: Cut Out an Ad for Later Reference- 1mo (A)	69,208	41.13	734,004	26.08	9.43	158
MM61725PC	Actions Taken from Reading Newspaper: Purchased an Ad Product- 1mo (A)	73,401	43.62	794,926	28.25	9.23	154
MM61727PC	Actions Taken from Reading Newspaper: Shopped at an Advertised Store- 1mo (A)	87,975	52.28	963,432	34.23	9.13	153
MM04453PC	Read AARP- The Magazine (A)	102,499	60.91	1,145,603	40.70	8.95	150
MM06100PC	Read AARP- The Magazine- Last Issue (A)	84,803	50.40	881,022	31.30	9.63	161
MM02783PC	Read Allure (A)	21,289	12.65	553,338	19.66	3.85	64
MM06105PC	Read Allure- Last Issue (A)	4,442	2.64	172,222	6.12	2.58	43
MM06890PC	Read American Hunter (A)	8,783	5.22	131,998	4.69	6.65	111
MM06895PC	Read American Hunter- Last Issue (A)	4,965	2.95	47,715	1.70	10.41	174
MM06900PC	Read American Legion Magazine (A)	6,904	4.10	105,514	3.75	6.54	109
MM06905PC	Read American Legion Magazine- Last Issue (A)	4,548	2.70	50,028	1.78	9.09	152
MM50454PC	Read Any Magazine- 6mo (A)						
MM42005PC	Read Any Spanish Language Magazine- 6mo (A)						
MM02786PC	Read Architectural Digest (A)						
MM06125PC	Read Architectural Digest- Last Issue (A)						
MM02788PC	Read Automobile Magazine (A)						
MM06930PC	Read Backpacker (A)						
MM02790PC	Read Barron's (A)						

We focus on the % and the Index columns in this report.

In our example, 12.65% of Affluent Suburbs Target Group (households are the base for this variable) are likely to have read Allure magazine, which is 36% (Index 64) below average when compared to all households in the San Francisco DMA.

Index Colours:	<80	80 - 110	110+
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**Count** Number of people or households in the target group who are more likely to exhibit that behavior.  
**%** (Count/Total Count \* 100) The percentage of the target group that is more likely to exhibit that behavior.  
**Base Count** Number of people or households in benchmark who are more likely to exhibit that behavior.  
**Base %** (Base Count/Base Total \* 100) The percentage of the population or households in the benchmark that are more likely to exhibit that behavior. Note, the Base Total is found in the Basics category.  
**% Pen** (Count/Base Count \* 100) Proportion of people or households in the benchmark who belong to the target group and more likely to exhibit that behavior.