What is a Target Profile Report?
A Target Profile Report creates an instant demographic profile of a single target. The report provides graphs that show the market penetration, age, gender, ethnicity, education and household income for the target.

How to Create a Target Profile Report
1. Click on Target Profile from the main menu.
2. At the Target Selection screen, select a single target and click OK to confirm your selection.

Report Options:
1. Bring any of the six reports to full screen by clicking on the individual pie chart with your mouse, or use the arrow buttons OR the Reports Button to scroll through each of the six reports individually.
2. Click on the GRAPH button to customize the look of the graphs, including fonts and titles, and switching from 2D to 3D.
3. To get a text-only profile of a target, try using Cross Tab.

How to Read a Target Profile Report
Below is an example of a Target Profile Report. The first graph represents the local market penetration for this target.   The remaining chart percentages refer to the percent of the Target that are in each of the demographic groups.

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