

The Media Audit



Target Quick Profile

Report: TARGET QUICK PROFILE
 Market: CHICAGO, IL for RELEASE: FALL 2016
 Bases: ADULTS AGE 18+
 Target: PLAN BUY--CAR/VAN/TRUCK/SUV
 Base Population: 7,484,957

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All Groups
 TOTAL

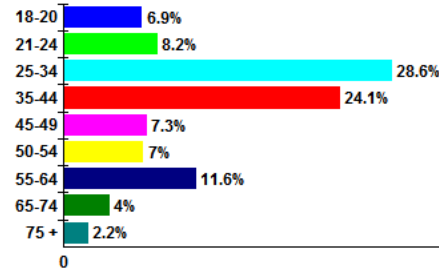
% in Target: 24.7

Target Persons: 1,849,373

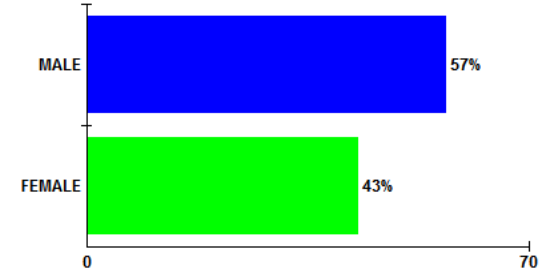
Target Profile

Total Income: \$132,890,364,000
 Mean Income: \$77,688
 Mean Age: 40
 Home Owners: 67%
 Mean Home Value: \$302,886
 Mean Miles Past Week: 164

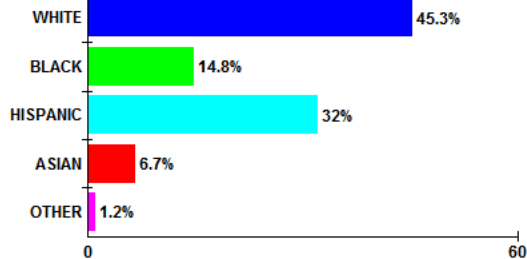
Age Analysis



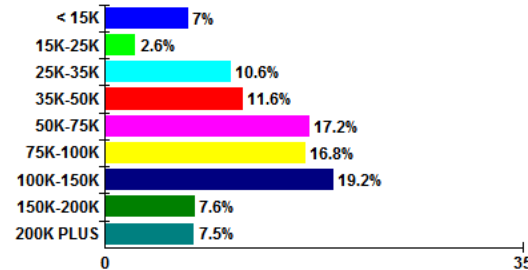
Gender Profile



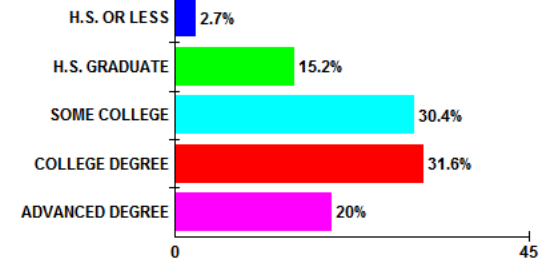
Ethnicity Profile



Annual Income



Education Profile



With three clicks of a mouse, create a quick snapshot detailing any target or media audience.

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Target Market Profile

Report: TARGET MARKET PROFILE REPORT THE MEDIA AUDIT Target Market Profile Report
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 Bases: ADULTS AGE 18+
 Target: PLAN BUY--CAR/VAN/TRUCK/SUV
 Base Population: 7,484,957 % In Target: 24.7% Target Persons: 1,849,372

Market Profile Groups	Market Profile Percent	Target Profile Percent	Index	0	100	200	300
GENDERS--MALE	48.4	57.0	117				
GENDERS--FEMALE	51.6	43.0	83				
AGES--18-20	5.4	6.9	127				
AGES--21-24	7.0	8.2	117				
AGES--25-34	18.2	28.6	157				
AGES--35-44	17.9	24.1	134				
AGES--45-49	9.2	7.3	79				
AGES--50-54	9.3	7.0	75				
AGES--55-64	16.2	11.6	71				
AGES--65-74	9.6	4.0	41				
AGES--75 +	7.2	2.2	30				
ETHNICITY--WHITE	58.5	45.3	77				
ETHNICITY--BLACK	15.8	14.8	93				
ETHNICITY--HISPANIC	18.5	32.0	172				
ETHNICITY--ASIAN	5.8	6.7	114				
ETHNICITY--OTHER	1.4	1.2	85				
INCOME--< 15K	6.2	7.0	112				
INCOME--15K-25K	5.6	2.6	46				
INCOME--25K-35K	11.4	10.6	92				
INCOME--35K-50K	10.6	11.6	109				
INCOME--50K-75K	20.1	17.2	85				
INCOME--75K-100K	15.5	16.8	108				
INCOME--100K-150K	17.5	19.2	109				

Gain an understanding of how the target differs from the overall market, and define a target's demographic sweet-spot.