

How to Read Profile Reports

Scarborough Research PRIME Lingo--Profile Report

Market/Release: Anytown, USA 2010 Release 2 Total (Aug 2009 - Jul 2010)

Base: Total Adults 18+ Projected: 3,844,938 Respondents: 2,459

Target: Department stores: Stores shopped past 3 months: Macy's

Projected: 686,858 Respondents: 507 Percent of Base: 17.9%

Base: Defaults to Adults 18+ in the DMA
There were 2459 adults 18+ surveyed, which projects to 3,844,938 adults 18+ in the DMA.

Target: Who is the focus of the report.
507 respondents in the survey met the target criteria, which projects to 686,858 adults who shopped at Macy's in the past 3 months. This represents 17.9% of the base (507/2459).

Find the target in the header, then read down the Target Population or Target % column and then read over to the left to get the row criteria.
Example: "Of the people who shopped at Macy's in the past 3 months, 59.9% of them are age 25-54."

These columns represent the **BASE** These columns represent the **TARGET**

	Base Pop	Base %	Target Pop	Target %	Index
Base Total	3,844,938	100.0%	686,858	100.0%	100
Sex of respondent					
Men	1,915,239	49.8%	215,614	31.4%	63
Women	1,929,699	50.2%	471,244	68.6%	137
Age of respondent summaries					
Adults 18 - 34	1,227,422	31.9%	220,968	32.2%	101
Adults 25 - 54	2,121,509	55.2%	411,290	59.9%	109
Adults 55 or older	1,221,469	31.8%	194,221	28.3%	89
Level of education					
High school graduate (12th grade or GED)	1,171,787	30.5%	188,494	27.4%	90
College graduate (4 year college)	495,860	12.9%	94,026	13.7%	106
Post graduate degree	327,260	8.5%	97,643	14.2%	167

BASE POP / BASE %

The amount of the BASE that meets the row criteria expressed either as population or percent

Example: Of all Adults 18+ in the DMA, 495,860 are college graduates, which is 12.9% of Adults 18+ in the market.

TARGET POP / TARGET %

The number of TARGET respondents that meet the row criteria expressed either as population or percent.

Example: Of all the people who shopped at Macy's in the past 3 months, 13.7% of them are college graduates, which projects to 94,026 people.

INDEX

Shows likelihood or efficiency, where 100 is average. It is a comparison between the target % and the total %.

Example: People who shopped at Macy's in the past 3 months are 6% more likely to be college graduates than the average adult in the market.

For assistance, please call the Nielsen Solutions Center at 1-800-423-4511.

Confidential and Proprietary—Copyright © 2011 The Nielsen Company

1 **Enroll** 2 **Download** 3 **Watch**

CLS Training Support—click here.

Prime Lingo—How to Read Reports 1

How to Read Crosstab Reports

Scarborough Research

PRIME Lingo--Crosstab Report

Market/Release: Anytown, USA 2010 Release 2 Total (Sep 2009 - Aug 2010)

Base: Total Adults 18+ Projected: 3,074,024 Respondents: 2,293

Base: Defaults to Adults 18+ in the DMA
There were 2,293 adults 18+ surveyed,
which projects to 3,074,024 adults 18+
in the DMA.

		Base Total	Spanish/ Hispanic origin Yes	Spanish/ Hispanic origin No
Base Total	Target Pop	3,074,024	552,821	2,521,203
	Target %	100.0%	100.0%	100.0%
	Index	100	100	100
	Row %	100.0%	18.0%	82.0%
TV programs - type typically watch				
Local news - evening	Target Pop	1,333,856	275,268	1,058,588
	Target %	43.4%	49.8%	42.0%
	Index	100	115	97
	Row %	100.0%	20.6%	79.4%
Local news - late	Target Pop	763,894	174,303	589,591
	Target %	24.8%	31.5%	23.4%
	Index	100	127	94
	Row %	100.0%	22.8%	77.2%
Local news - morning	Target Pop	1,093,805	216,867	876,938
	Target %	35.6%	39.2%	34.8%
	Index	100	110	98
	Row %	100.0%	19.8%	80.2%
Movies	Target Pop	1,777,973	352,032	1,425,941
	Target %	57.8%	63.7%	56.6%
	Index	100	110	98
	Row %	100.0%	19.8%	80.2%

TARGET POP

TARGET persons that meet the row criteria expressed as a population.
Example: 275,268 Hispanics typically watch Local Evening News.

TARGET %

TARGET persons that meet the row criteria expressed as a percentage.
Example: 23.4% of non-Hispanics, typically watch Local Late News.

INDEX

Shows likelihood or efficiency, where 100 is average. It is a comparison between the target % and the total %.
Example: Hispanics are 10% more likely to watch Local Morning News than the average adult in the market.

ROW %

The amount of the ROW that meets the target criteria expressed as a percentage.
Example: Of people who typically watch Movies on TV, 80.2% are non-Hispanic.

How to Read Trender Reports

Scarborough Research

PRIME Lingo--Trender

Market/Release: Anytown 2010 Release 2 Total (Sep 2009 - Aug 2010)

Base: Total Adults 18+ Projected: 3,074,024 Respondents: 2,293

These columns represent the **BASE**

These columns represent the **TARGET**

Base Total				Work at home			
Anytown 2009 Release 2	Anytown 2010 Release 2	Anytown 2010 Release 2	Anytown 2010 Release 2	Anytown 2009 Release 2	Anytown 2010 Release 2	Anytown 2010 Release 2	Anytown 2010 Release 2
Period 1	Period 2	Change Period 1 to Period 2	% Change Period 1 to Period 2	Period 1	Period 2	Change Period 1 to Period 2	% Change Period 1 to Period 2

Trending options:

You may choose to view the data from oldest -to-newest or newest-to-oldest. To avoid overlapping data, it is recommended using like-studies only (ex: Release 2 2009 and Release 2 2010). You may trend as many studies as are available to you.

These are the data columns for the reporting period selected.

These columns calculate the change from study-to-study. You may choose to view as actual difference, percentage difference, or both.

Base Total	Target Pop	3,019,966	3,074,024	54,058	1.8%	144,913	147,146	2,233	1.5%
	Target %	100.0%	100.0%	0.0%	0.0%	100.0%	100.0%	0.0%	0.0%

Items bought on the Internet past 12 months

Books	Target Pop	709,412	796,764	87,352	12.3%	51,096	69,231	18,135	35.5%
	Target %	23.5%	25.9%	2.4%	10.3%	35.3%	47.0%	11.8%	33.4%
Clothing or accessories	Target Pop					61,949	19,761		46.8%
	Target %					42.1%	13.0%		44.6%
Flowers	Target Pop					18,075	8,833		95.6%
	Target %					12.3%	5.9%		92.6%
Any Internet purchase past 12 months	Target Pop	1,890,791	1,874,318	-16,473	-0.9%	116,161	108,094	-8,067	-6.9%
	Target %	62.6%	61.0%	-1.6%	-2.6%	80.2%	73.5%	-6.7%	-8.4%

Release 2 2009 shows 709,412 Adults 18+ in Anytown bought books on the Internet within the past year. In Release 2 2010 that number grew to 796,764. That's an increase of 87,352 Adults 18+ in Anytown that purchased books online, which is a 12.3% increase from Release 2 2009 to Release 2 2010.