



How to Read a Scarborough Profile Report

The Profiler Report can be sorted by percent or index, but you can only look at 1 column at a time.

Scarborough Research
 Study: YourMarketUSA, Release 1
 Release: Total (Feb 2007 - Jan 2008)
 Base: Total
 Projected: 16051377 Respondents: 13343
 Target: *YourMarket fans
 Projected: 5244171 Respondents: 3997
 Percent of Base: 32.67

The first 2 columns in the report always refer to your base

The second 2 columns in the report always refer to your column

The index column is a comparison between your Base and Target (Vert %)
 Over 100= more likely. Under 100=less likely

The Horz % column reads the report backwards from the Target % column, so it reads from the row first

ROWS

	Total Pop.	Total %	Target Pop.	Target %	Index	Horz %
Total	16,051,377	100	5,244,171	100	100	32.7
Household income summaries (HHLI)						
\$50,000 or more	9,539,895	59.4	3,519,533	67.1	113	36.9
\$75,000 or more	6,853,845	42.7	2,683,818	51.2	120	39.2
\$100,000 or more	4,456,605	27.8	1,839,649	35.1	126	41.3

Over 6.8 million adults in the YourMarketUSA DMA have a HHI of \$75,000 or more.

28% of adults in the YourMarketUSA DMA have a HHI of \$100,000 or more.

Over 3.5 million YourTeam fans have a HHI of \$50,000 or more.

35% of YourTeam fans have a HHI of \$100,000 or more.

YourTeam fans are 13% more likely than the market average to have a HHI of \$50,000 or more.

39% of adults in YourMarketUSA who have a HHI of \$75,000 or more are YourTeam fans.