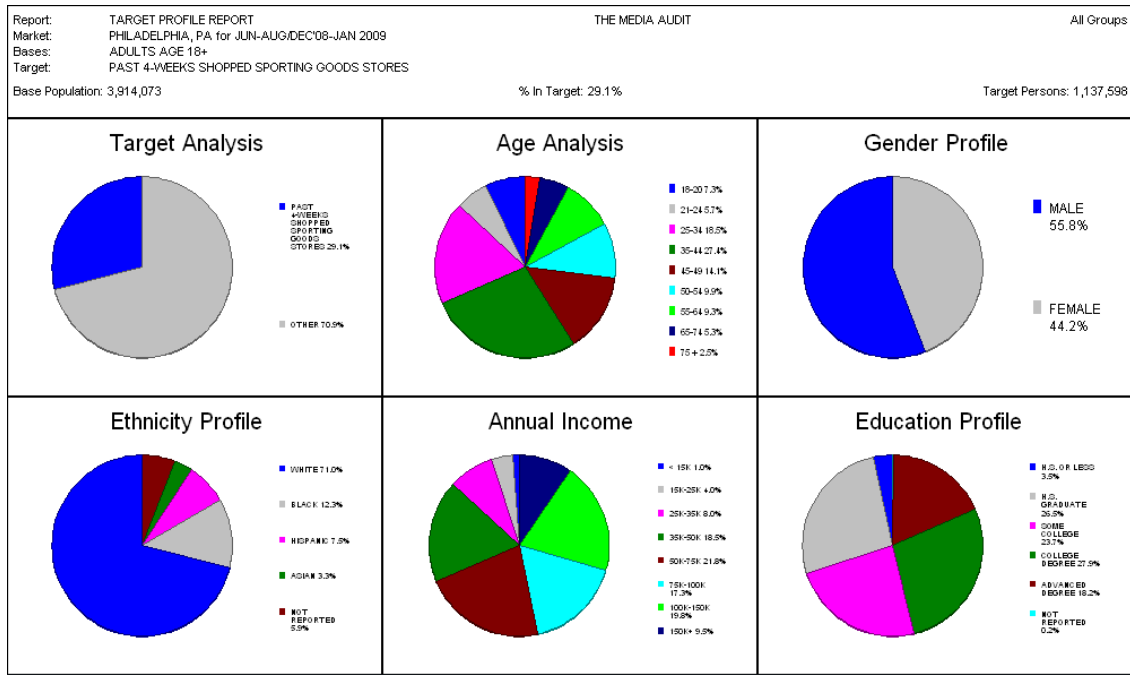
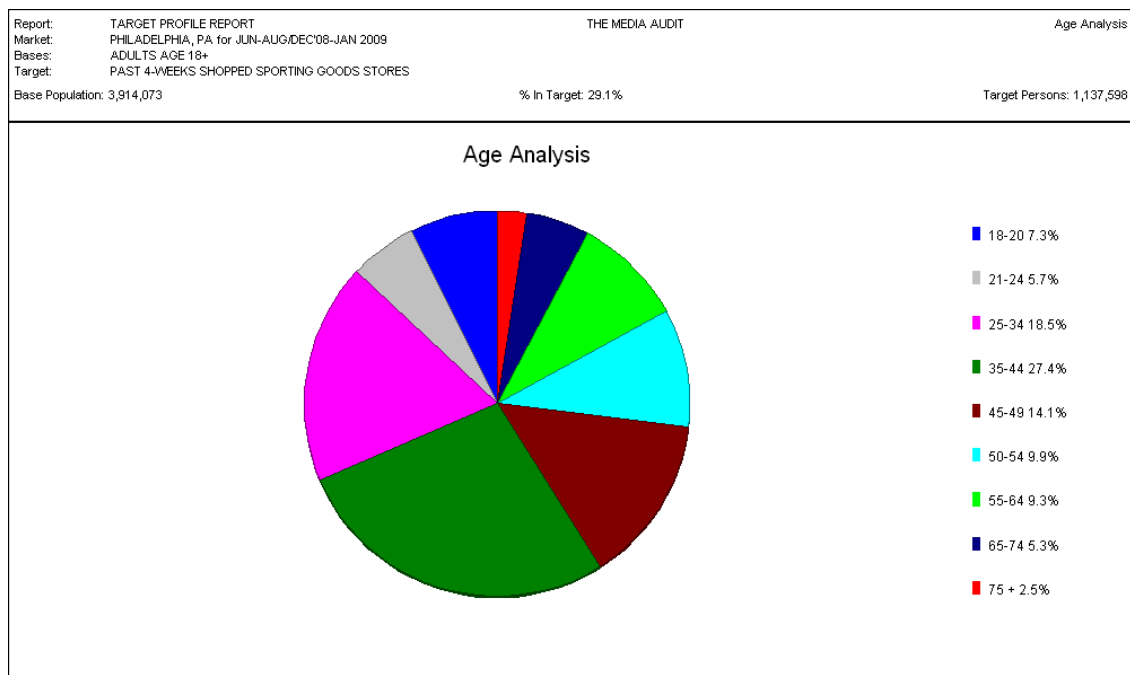


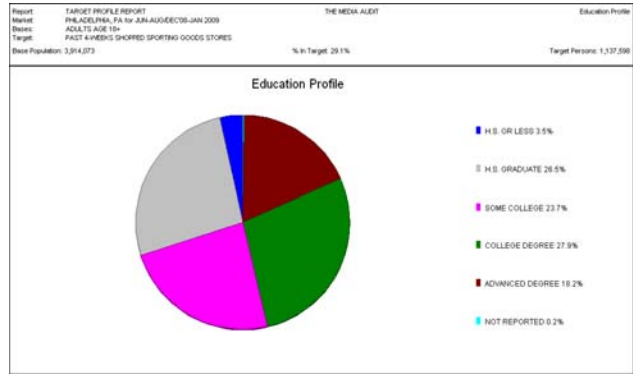
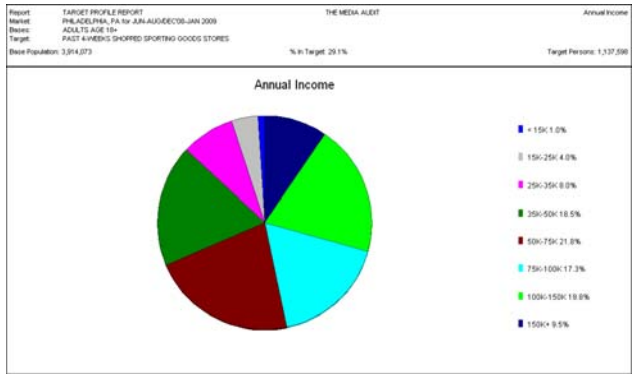
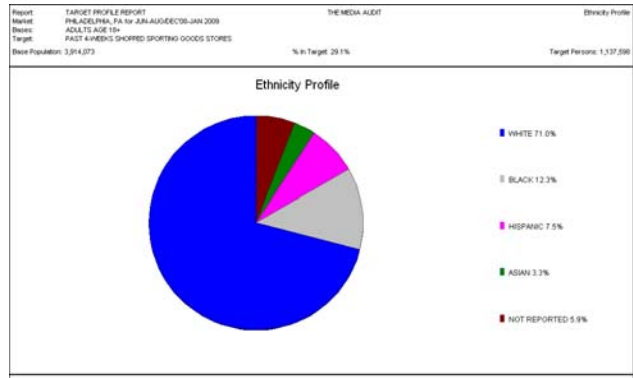
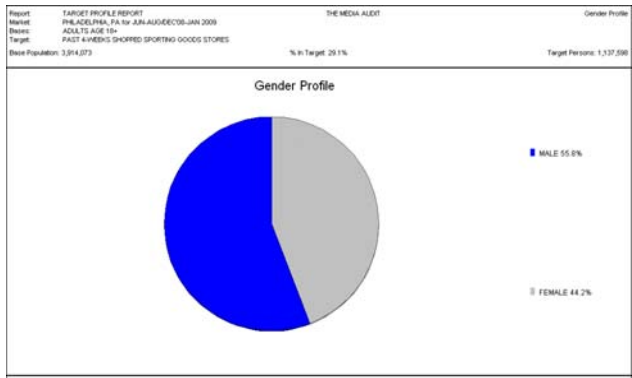
# The Media Audit Software Target Profile Report

- **The Media Audit Software**...can provide competitive media analyses that no other media software program can easily duplicate...and which is the most user friendly software program of any qualitative media software program available anywhere.
  - **Target Profile Report** analyses can be used to:
    - Determine the profile of any target audience.



- Each of these different analyses can be printed individually by clicking on any individual pie chart in the analysis as shown below and the following page.





- Each of these pie charts can be graphed as a bar chart by clicking on the GRAPH tool in the tool bar in The Media Audit Software and then clicking on the Stacked Bar.
- In addition to each of the demographic groups that are available in the Target Profile Report, you can click on the Target Profile that is the first graph in the group of six targets...
  - Which is "Past Four Weeks Shopped Sporting Goods Stores".

