Select the Media Quintile report under the Qualitative Reports section.

Click on “Qual Category” to select the “WHO” you want to see (market, client or station).

Scroll through each column left to right and highlight the Category, Question, and Answer you want or use the Search field. Once you find your selection, click “Add Selections” in the WHO box. Click “OK”.

Click “Generate Report”.
HOW TO READ THE MEDIA QUINTILE REPORT

- Furniture buyers are 5% more likely than the market to be the heaviest radio listeners.
- Furniture buyers are 2% less likely than the average person in the market to be the heaviest TV viewers.
- Furniture buyers are 24% less likely to be the heaviest newspaper readers.
- Furniture buyers are 2% less likely to be the heaviest commuters.

**TIP:** The report above shows index. Market average is an index of 100. Over 100 is more likely and under 100 is less likely than the market average. (% more/less = difference from 100).

**Click on Estimates from the blue link at the top to change the report to Target persons or % of Target.**