



Reports in Action

PRIME NeXT--Profile Report Prospecting Report

This report shows selected categories where this retailer has great potential for cross-promotion, marketing, etc.

Study: Anytown USA, 2005 Release 2
Release: Total (Sep 2004 - Aug 2005)
Base: Total
Projected: 2 137250 Respondents:2730

| | Total Adults | | Clothing stores shopped past 3 months: Sears | | |
|--|--------------|---------|--|----------|-------|
| | Total Pop. | Total % | Target Pop. | Target % | Index |
| Total | 2137250 | 100 | 571169 | 100 | 100 |
| Wireless/cell phone carriers currently use | | | | | |
| Nextel | 140663 | 6.6 | 47477 | 8.3 | 126 |
| T-Mobile | 145407 | 6.8 | 48757 | 8.5 | 125 |
| Sprint PCS | 129189 | 6 | 35734 | 6.3 | 104 |
| AT&T Wireless (Previous Release Only) | 120372 | 5.6 | 25069 | 4.4 | 78 |
| Current level of interest in Nat'l Basketball Assoc (NBA) | | | | | |
| A little bit | 311753 | 14.6 | 89718 | 15.7 | 108 |
| Somewhat | 248693 | 11.6 | 65250 | 11.4 | 98 |
| Very | 179987 | 8.4 | 32588 | 5.7 | 68 |
| Current level of interest in National Hockey League (NHL) | | | | | |
| Somewhat | 87894 | 4.1 | 23685 | 4.1 | 101 |
| A little bit | 200010 | 9.4 | 52169 | 9.1 | 98 |
| Current level of interest in National Football League (NFL) | | | | | |
| A little bit | 337316 | 15.8 | 105845 | 18.5 | 117 |
| Very | 696450 | 32.6 | 180205 | 31.6 | 97 |
| Somewhat | 440348 | 20.6 | 109746 | 19.2 | 93 |
| Gift card bought past 12 months | | | | | |
| Yes | 1099329 | 51.4 | 344965 | 60.4 | 117 |
| No | 1037921 | 48.6 | 226204 | 39.6 | 82 |
| No. of times bought from mail-order catalog past 12 months | | | | | |
| 3 - 5 times | 339686 | 15.9 | 111951 | 19.6 | 123 |
| 2 times | 271164 | 12.7 | 87503 | 15.3 | 121 |
| 1 time | 156753 | 7.3 | 45643 | 8 | 109 |
| Items household owns (HHLID) | | | | | |
| RV (motor home) | 63306 | 3 | 31238 | 5.5 | 185 |
| Motorcycle | 116853 | 5.5 | 45569 | 8 | 146 |
| Personal watercraft | 77759 | 3.6 | 24548 | 4.3 | 118 |
| Digital video recorder (TiVo, etc.) | 354525 | 16.6 | 104755 | 18.3 | 111 |
| Video game system | 956014 | 44.7 | 280997 | 49.2 | 110 |
| Office in the home | 440278 | 20.6 | 122995 | 21.5 | 105 |
| Pool or spa | 311427 | 14.6 | 87276 | 15.3 | 105 |
| Home security system | 529352 | 24.8 | 147208 | 25.8 | 104 |
| DVD player | 1709068 | 80 | 464450 | 81.3 | 102 |
| Accessed Internet:Past 30 days | | | | | |
| Yes | 1387677 | 64.9 | 376648 | 65.9 | 102 |
| No | 749573 | 35.1 | 194521 | 34.1 | 97 |
| Amount spent on purchases made on Internet past 12 months | | | | | |
| \$500 - \$999 | 201322 | 9.4 | 74509 | 13 | 138 |
| \$100 - \$249 | 253793 | 11.9 | 87078 | 15.2 | 128 |
| \$1,000 - \$2,499 | 162137 | 7.6 | 46645 | 8.2 | 108 |
| \$2,500 or more | 127032 | 5.9 | 18660 | 3.3 | 55 |
| Credit cards used past 3 months | | | | | |
| Major department store credit card | 457770 | 21.4 | 176107 | 30.8 | 144 |
| MasterCard Gold/Platinum | 540234 | 25.3 | 160225 | 28.1 | 111 |
| VISA Gold/Platinum | 661583 | 31 | 191046 | 33.4 | 108 |
| Discover | 315805 | 14.8 | 89588 | 15.7 | 106 |