Question: Scenario: You are a home builder looking to advertise to young adults who rent. You want to identify the television programming that they watch to purchase commercial time when these programs air.

What television shows do young adults who rent watch?

1. Select your STUDY:

   Provide the name of the STUDY (include Season / Year):

   

2. Input your question: What television shows do young adults who rent watch?

   2a. Build your COLUMN first (demographics) - (Select: LIFESTYLE DEMOGRAPHICS - AGE 18-34)

   2b. Residence - RENT (Select the option: ANY TYPE OF RENTAL)

   2c. Combine AGE and RENTERS

3. Build your ROW - (TELEVISION PROGRAMS IN LAST 7 DAYS)

4. Run CROSSTAB

5. Analyze the Index of your combined Column and Row characteristics. Note: The index is the likelihood, compared to the total population, of meeting the specifications of both Column and Row. The base number for comparison is 100. Over 100 is more likely, under 100 less likely, to meet the specification. Can be read as a percentage (121 = 21% more likely OR 92 = 8% less likely).

What are the top three television programs watched by this demographic? (Hint: SORT your list by INDEX - Descending order)