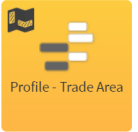


PRIZM Premier Profile Bar Chart - Trade Area

The segment composition of your trade area. This example uses PRIZM Premier, but reports using other segmentation systems will be similar. Helps answer the questions: Which segments are in my trade area? What social groups do the segments in my area belong to? What lifestage do the high-index segments in my trade area belong to?



PRIZM® Premier Profile | Trade Area

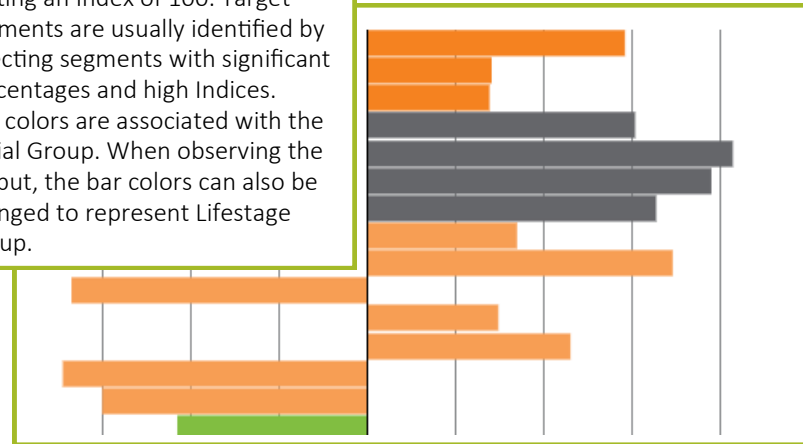


Trade Area: Hawaii

The Trade Area selected for the analysis.

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
S1	M1	01	Upper Crust	11,894	2.49	1,304,444	1.04	0.91	240
S1	F1	02	Networked Neighbors	6,599	1.38	1,247,881	0.99	0.53	139
S1	M1	03	Movers & Shakers	9,284	1.95	1,772,960	1.41	0.52	138
U1	Y1	04	Young Digerati	17,622	3.69	1,827,579	1.45	0.96	254
U1	M1	07	Money & Brains	38,880	8.15	1,760,744	1.40	2.21	582
U1	M2	19	American Dreams	24,173	5.07	1,406,158	1.12	1.72	453
U1	Y1	21	The Cosmopolitans	15,314	3.21	1,395,424	1.11	1.10	289
S2	F1	06	Winner's Circle	9,865	2.07	1,718,134	1.37	0.57	151
S2	M1	08	Gray Power	17,776	3.73	1,444,357	1.15	1.23	324
S2	F1	10	Executive Suites	2,071	0.43	1,631,366	1.30	0.13	33
S2	M1	12	Cruisin' to Retirement	16,248	3.41	3,022,475	2.40	0.54	142
S2	Y1	13	Upward Bound	9,366	1.96	1,332,814	1.06	0.70	185
S2	F1	14	Kids & Cul-de-Sacs	2,039	0.43	1,720,408	1.37	0.12	31
S2	F1	16	Beltway Boomers	2,154	0.45	1,410,677	1.12	0.15	40
T1	F1	05	Country Squires	6,369	1.33	2,929,973	2.33	0.22	57

The bar chart represents the Index value, with the center line representing an Index of 100. Target Segments are usually identified by selecting segments with significant percentages and high Indices. The colors are associated with the Social Group. When observing the output, the bar colors can also be changed to represent Lifestage Group.



Benchmark: United States

The Benchmark—also referred to as the base—indicates the geographic extent for the report.

- SG:** Each segment is assigned to one Social Group (SG) based on urbanicity and socioeconomic rank. The SGs are: Urban (U), Suburban (S), Second City (C), or Town & Rural (R).
- LG:** The Lifestage Groups (LG) categorize household composition based on age, socioeconomic rank, and presence of children at home. The LGs are Young (Y), Family (F), and Mature (M).
- Note:** The above SG and LG definitions apply to the PRIZM Premier segmentation system. Check the [Community](#) pages for P\$YCLE Premier and ConneXions definitions.
- Code:** An integer assigned to each segment ranked based on factors specific to the segmentation system. For PRIZM Premier and ConneXions, the consumer segments are generally based on the household's purchasing preferences. For P\$YCLE Premier, it is based in part on the income producing assets (IPA) of the households.
- Name:** The name of the consumer segment.
- Count:** The number of people or households within the trade area that fit into the consumer segment.
- %:** (Count / Total Count * 100) The proportion of the total population or households in each consumer segment.
- Base Count:** The number of people or households in the benchmark.
- Base %:** (Base Count / Base Total Count * 100) The proportion of the total benchmark population or households in each consumer segment.
- % Pen:** (Count / Base Count * 100) Of all people or households who fit into that consumer segment in the base area, % Pen is the proportion that are found in the trade area.
- Index:** (% / Base % * 100) Measures if the trade area population or households are more or less likely to fit into that consumer segment when compared to the benchmark. An Index of 100 is average. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented.