HOW TO READ

ENVISION

Segmentation Profile Bar Chart—Variable (Variable Benchmark)

The segmentation profile of a variable, based on the segmentation system chosen in your current workspace (this example uses PRIZM Premier.) Compares an entire variable to a base variable, of which it is a subset. For example, you may want to compare the PRIZM segments of those that have a masters or doctorate degree to a base variable of all those that have a college degree.

(x) Profile - Variable

PRIZM Premier Profile | Variable vs Variable

ENVIRONICS ANALYTICS

Variable: Investments household has 401k plan (H)
Base Variable: Total Households

Social Group

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
S1	M1	01	Upper Crust	422	6.52	1,272	8.01	33.17	81
S1	F1	02	Networked Neighbors	203	3.14	266	1.68	76.32	187
S1	M1	03	Movers & Shakers	591	9.13	920	5.79	64.20	158
U1	Y1	04	Young Digerati	0	0.00	0	0.00	--	100
T1	F1	05	Country Squires	295	4.56	459	2.89	64.21	158
S2	F1	06	Winner's Circle	277	4.29	396	2.49	69.99	172
U1	M1	07	Money & Brains	0	0.01	1	0.01	33.12	81
S2	M1	08	Gray Power	377	5.83	1,048	6.60	36.00	88
T1	M1	09	Big Fish, Small Pond	103	1.59	294	1.85	34.94	86
S2	F1	10	Executive Suites	178	2.75	307	1.93	57.97	142
T1	F1	11	Fast-Track Families	106	1.64	166	1.05	64.00	157
S2	M1	12	Cruisin' to Retirement	434	6.72	920	5.79	47.21	116
S2	Y1	13	Upward Bound	141	2.19	263	1.66	53.76	132
S2	F1	14	Kids & Cul-de-Sacs	105	1.62	185	1.17	56.61	139

Benchmark: San Diego

It is important to note the distinction between household-based profiles, denoted with an (H), and adult profiles, denoted with an (A). Both household and adult profiles are based to segment household counts. Some adult profiles will show a higher count of users than the household count, and thus, the percentages in some reports, and the percent penetrations in others, will appear greater than 100 percent. The best way to interpret these adult profiles is to use the index metric or to rank the segments by percent composition. In contrast, Household profiles will not exceed 100%.

Caution! Be sure to only use two variables that are comparable, i.e., where one is a subset of the other (as seen here) rather than two variables that are completely unrelated.

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 using the drop-down menu above the table.

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 variable 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 variable.
Index: (% / Base % * 100) Measures if the variable 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.