

## Executive Dashboards - Segmentation - Top Segments

Provides data for the top segments found in the selected trade area, and the percent composition those 5 segments make up. If a trade area has less than 5 segments in it, the dashboard will only show those segments. The segmentation system shown will be dictated by what you chose when creating your current workspace.

### PRIZM Premier Profile | Top Segments



Trade Area: Troy, NY

Households: 20,770

Top 5 segments represent **43.8%** of households in Troy, NY

	<p>Rank: 1                      Hhlds: 2,606                      Hhld %: 12.55                      % in Benchmark: 0.90                      Index: 1,399</p>	<p>New Melting Pot neighborhoods are populated by a blend of ethnically diverse, young families and singles in the nation's second cities. They are mainly high school graduates that rent and work in a mix of service jobs. They are big fans of gospel music, wrestling, and monster trucks.</p>
	<p>Rank: 2                      Hhlds: 2,550                      Hhld %: 12.28                      % in Benchmark: 0.83                      Index: 1,480</p>	<p>Having grown up in the age of the internet, Generation Web are younger families with above average technology use. They are more often renters, living in suburban neighborhoods and second cities, and frequent video game and accessory stores.</p>
	<p>Rank: 3                      Hhlds: 1,485                      Hhld %: 7.15                      % in Benchmark: 0.50                      Index: 1,430</p>	<p>Striving Selfies is a segment of younger singles and couples that show signs of greater potential. They are among the most tech savvy segments with some college credits under their belt. More often than not, they are renters who have not yet been able to purchase their first home.</p>
	<p>Rank: 4                      Hhlds: 1,233                      Hhld %: 5.94                      % in Benchmark: 0.96                      Index: 616</p>	<p>Up-and-Comers is a stopover for younger, midscale singles before they marry, have families, and establish more deskbound lifestyles. Found in suburban areas and second cities, these mobile adults, mostly age 25 to 44, include many recent college graduates who are into athletic activities, the latest technology, and nightlife.</p>
	<p>Rank: 5                      Hhlds: 1,232                      Hhld %: 5.93                      % in Benchmark: 1.72                      Index: 345</p>	<p>Like many other older segments, Toolbelt Traditionalists have empty nests. If something needs to be fixed, they are likely to do the work themselves with their own power tools or paint. They enjoy the benefits of AARP and are frequent QVC and HSN shoppers.</p>

Benchmark: New York

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There are a number of things shown for each segment:

- The icon for each segment
- the number of households in the trade area that are classified as that segment
- the percent of households in the trade area that are classified as that segment
- the percentage of households in the benchmark that are classified as that segment
- the index value for that segment

The index value is a measure of how similar or different the trade area is from the benchmark.