HOW TO READ

ENVISION5

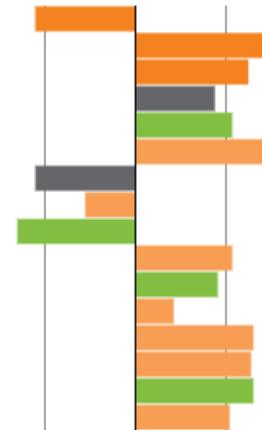## Segmentation Profile Bar Chart—Variable

The segmentation profile of a variable, based on the segmentation system chosen in your current workspace. (This example uses PRIZM Premier.)
Helps answer the questions: What is the segment profile of a survey variable? Which segments are more likely to watch baseball games? What are the top 3 segments, by index, for visiting a social media site?

(x)
Profile - Variable

PRIZM Premier Profile | Variable

Variable: Visit YouTube.com- 1mo (A)

Social Group

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.

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
S1	M1	01	Upper Crust	1,992	0.23	2,348	0.29	84.84	78
S1	F1	02	Networked Neighbors	4,547	0.52	2,962	0.37	153.51	141
S1	M1	03	Movers & Shakers	3,840	0.44	2,639	0.33	145.49	133
U1	Y1	04	Young Digerati	7,665	0.87	5,777	0.72	132.69	121
T1	F1	05	Country Squires	1,027	0.12	742	0.09	138.37	127
S2	F1	06	Winner's Circle	13,477	1.53	8,822	1.09	152.77	140
U1	M1	07	Money & Brains	9,369	1.06	10,931	1.36	85.71	78
S2	M1	08	Gray Power	6,138	0.70	6,283	0.78	97.69	89
T1	M1	09	Big Fish, Small Pond	1,770	0.20	2,195	0.27	80.64	74
S2	F1	10	Executive Suites	24,123	2.74	17,451	2.17	138.23	127
T1	F1	11	Fast-Track Families	6,932	0.79	5,209	0.65	133.08	122
S2	M1	12	Cruisin' to Retirement	34,027	3.87	28,634	3.55	118.84	109
S2	Y1	13	Upward Bound	33,910	3.85	23,055	2.86	147.08	135
S2	F1	14	Kids & Cul-de-Sacs	31,843	3.62	21,772	2.70	146.26	134
T1	F1	15	New Homesteaders	4,381	0.50	2,963	0.37	147.87	135
S2	F1	16	Beltway Boomers	13,044	1.48	9,441	1.17	138.17	126

The bar chart represents the Index value. An Index of 100 is average. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented.
Target Segments are usually identified by selecting segments with significant % and high indices.

SG (Social Group): Classification and ranking of urbanity and affluence (e.g., U1 - Urban Uptown, T4 - Rustic Living).

LG (Lifestage Group): Classification and ranking of status, age of household maintainer, and age of children (e.g., Y2 - Young Achievers, M4 - Sustaining Seniors).

Code: Segment Code. Ranking is based on affluence of the segment. Affluence includes: income, education, net worth, household size, etc.

Name: Descriptive name to evoke an image of the segment.

Variable (Visit YouTube.com) Household Count

Count: 1,992
Adults in the Las Vegas trade area classified as Segment 1 Upper Crust who visited YouTube.com

%: 0.23
Segment 1 represents 0.23% of the number of adults most likely to do the behavior.

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Las Vegas (households)

Base Count 2,348
Number of Households in the Las Vegas trade area classified Segment 1 Upper Crust

Base %: 0.29
Segment 1 represents .29% of Las Vegas households

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× 100

% Pen: 84.84
Segment 1 has a market penetration of 84.84%. That is, in all 2,348 Segment 1 households in the Las Vegas trade area, there are 1,992 adults who are likely to visit YouTube.com.

× 100

Index: 78
Segment 1 is 22% [100 minus 78] less likely to visit YouTube.com than Las Vegas overall.

Segmentation Profile Bar Chart—Variable

The segmentation profile of a variable, based on the segmentation system chosen in your current workspace. (This example uses PRIZM Premier.)
Helps answer the questions: What is the segment profile of a survey variable? Which segments are more likely to watch baseball games? What are the top 3 segments, by index, for visiting a social media site?

(x)
Profile - Variable

PRIZM Premier Profile | Variable

Variable: Has Internet Access at Home using Computer (H)

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. Household profiles will not exceed 100%. They represent estimated counts of households exhibiting the behavior for that segment.

Social Group ▼ ▼

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
S1	M1	01	Upper Crust	2,205	0.32	2,348	0.29	93.90	109
S1	F1	02	Networked Neighbors	2,956	0.42	2,962	0.37	99.79	116
S1	M1	03	Movers & Shakers	2,608	0.38	2,639	0.33	98.84	115
U1	Y1	04	Young Digerati	5,705	0.82	5,777	0.72	98.75	115
T1	F1	05	Country Squires	733	0.10	742	0.09	98.75	115
S2	F1	06	Winner's Circle	8,769	1.26	8,822	1.09	99.40	115
U1	M1	07	Money & Brains	9,947	1.43	10,931	1.36	91.00	106
S2	M1	08	Gray Power	6,138	0.88	6,283	0.78	97.69	113
T1	M1	09	Big Fish, Small Pond	2,106	0.30	2,195	0.27	95.92	111
S2	F1	10	Executive Suites	17,175	2.47	17,451	2.17	98.42	114
T1	F1	11	Fast-Track Families	5,083	0.73	5,209	0.65	97.57	113
S2	M1	12	Cruisin' to Retirement	27,948	4.02	28,634	3.55	97.60	113
S2	Y1	13	Upward Bound	22,741	3.27	23,055	2.86	98.64	114
S2	F1	14	Kids & Cul-de-Sacs	21,642	3.12	21,772	2.70	99.40	115
T1	F1	15	New Homesteaders	2,885	0.41	2,963	0.37	97.36	113
S2	F1	16	Beltway Boomers	9,372	1.35	9,441	1.17	99.27	115

The bar chart represents the Index value. An Index of 100 is average. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented.
Target Segments are usually identified by selecting segments with significant % and high indices.

SG (Social Group): Classification and ranking of urbanity and affluence (e.g., U1 - Urban Uptown, T4 - Rustic Living).

LG (Lifestage Group): Classification and ranking of status, age of household maintainer, and age of children (e.g., Y2 - Young Achievers, M4 - Sustaining Seniors).

Code: Segment ranking includes income, education, low-income indicator, dwelling value, net worth, discretionary income, household size.

Name: Descriptive name to evoke an image of the segment.

Variable (Visit YouTube.com) Household Count

Count: 2,205
Households in the Las Vegas trade area classified as Segment 1 Upper Crust who have internet access

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Las Vegas (households)

Base Count   2,348
Number of Households in the Las Vegas trade area classified Segment 1 Upper Crust

× 100

% Pen: 93.90
Segment 1 has a market penetration of 93.90%. That is, of all 2,348 Segment 1 households in the Las Vegas, 2,205 of them are likely to have internet access.

%:   0.32
Segment 1 represents 0.32% of the number of households most likely to do the behavior.

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Base %:   0.29
Segment 1 represents .29% of Las Vegas households

× 100

Index: 109
Segment 1 is 9% [100 plus 9] more likely to have internet access than Las Vegas overall.