

# HOW TO READ



## 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.

### PRIZM Premier Profile | Variable vs Variable

**Variable:** Investments household has 401k plan (H)

**Base Variable:** Total Households

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

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.

**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. 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.

<p><b>Variable (Has 401k plan) Household Count</b></p> <p>Count: 422</p> <p><i>Households in the San Diego trade area classified as Segment 1 Upper Crust who have a 401k plan.</i></p> <p>%: 6.52</p> <p><i>Segment 1 represents 6.52% of the number of households most likely to do the behavior.</i></p>	<p><b>San Diego (total households)</b></p> <p>Base Count: 1,272</p> <p><i>Number of Households in the San Diego trade area classified Segment 1 Upper Crust</i></p> <p>Base %: 8.01</p> <p><i>Segment 1 represents 8.01% of San Diego households</i></p>	<p><b>% Pen:</b> 33.17</p> <p><b>× 100</b> <i>Segment 1 has a market penetration of 33.17%. That is, in all 1,272 Segment 1 households in the San Diego trade area, there are 422 households who are likely to have a 401k plan.</i></p> <p><b>Index:</b> 81</p> <p><b>× 100</b> <i>Segment 1 is 19% [100 minus 81] less likely to have a 401k plan than San Diego overall.</i></p>
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# HOW TO READ



## Segmentation Profile Bar Chart—Variable (Standard 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.

### PRIZM Premier Profile | Variable vs Variable

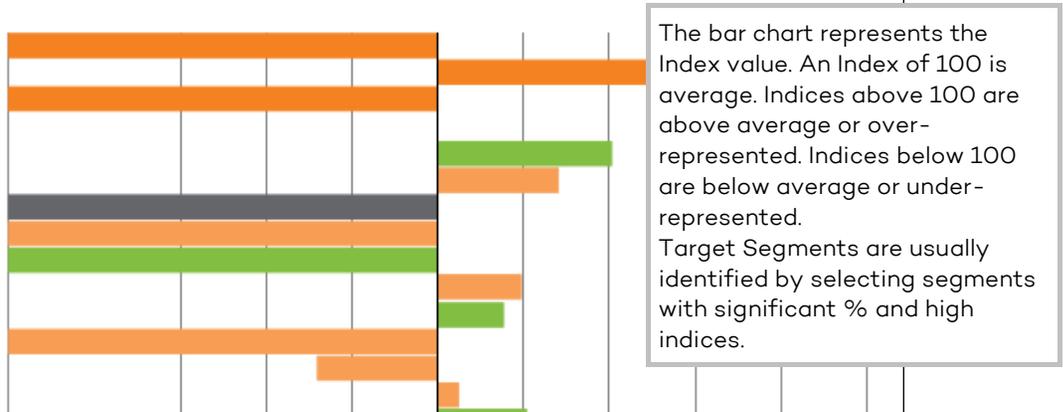
**Variable:** Activities past 12 months Soccer (A)

**Base Variable:** 2018 Age: 25-34

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	25	1.34	0	0.00	--	--
S1	F1	02	Networked Neighbors	87	4.66	42	2.20	206.09	212
S1	M1	03	Movers & Shakers	100	5.39	0	0.00	--	--
U1	Y1	04	Young Digerati	0	0.00	0	0.00	--	100
T1	F1	05	Country Squires	99	5.31	61	3.16	163.14	168
S2	F1	06	Winner's Circle	119	6.41	88	4.62	134.84	139
U1	M1	07	Money & Brains	0	0.00	0	0.00	--	--
S2	M1	08	Gray Power	19	1.04	0	0.00	--	--
T1	M1	09	Big Fish, Small Pond	5	0.26	0	0.00	--	--
S2	F1	10	Executive Suites	91	4.88	75	3.93	120.73	124
T1	F1	11	Fast-Track Families	31	1.67	27	1.42	115.00	118
S2	M1	12	Cruisin' to Retirement	61	3.29	0	0.00	--	--
S2	Y1	13	Upward Bound	59	3.19	85	4.44	69.91	72
S2	F1	14	Kids & Cul-de-Sacs	40	2.13	39	2.03	101.99	105



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 (played soccer in the last 12 months) Adults

Count: 87

**Adults** in the San Diego trade area classified as Segment 2 Networked Neighbors who have played soccer.

?: 4.66

Segment 2 represents 4.66% of the number of adults most likely to do the behavior.

#### San Diego (adults)

Base Count: 42

Number of **Adults** in the San Diego trade area classified Segment 2 Networked Neighbors

Base %: 2.20

Segment 2 represents 2.2% of San Diego adults

% Pen: 206.09

**× 100** Segment 1 has a market penetration of 206.09%. That is, of all 87 Segment 2 adults in San Diego, 42 of them are likely to have played soccer in the last 12 months.

Index: 109

**× 100** Segment 2 is 2.12 times more likely to have played soccer than San Diego overall.