

HOW TO READ

Results - GeoStats

Summary of geocoding statistics

The geocoder uses a multi-step approach to plot the records. First it attempts to match at the street address. If it is unsuccessful it then attempts at the ZIP+4 level. If still unsuccessful, it attempts at the ZIP Code level. Failure at this point results in a Not Coded record.

If you license data for a specific State and you have a record outside of that State, it will be classified as Not Licensed.

A record geocoded to an extrapolated street address means that the record is coded to an estimated location based on the range of addresses on that street.

GeoStats

File Import Summary

Workspace: USA 2020
 Date Imported: 6/26/2020 4:50:26 PM
 Total Imported Records: 26

Name of Workspace where customer file was imported.

Number of rows of data in the customer database.

Geocoding Summary

Total Records:
 Not Licensed:
 Not Coded:
 Geocoded:

	Count	%
Total Records:	26	
Not Licensed:	0	0.0
Not Coded:	0	0.0
Geocoded:	26	100.0
Street:	26	100.0
Street (extrapolated):	0	0.0
ZIP:	0	0.0
ZIP+4:	0	0.0

Number of records that fell outside of your licensed Geography.

Number of records for which a match was not found.

Number of records assigned a latitude and longitude.

Number of records assigned a latitude and longitude using the street address.

Number of records assigned a latitude and longitude using the ZIP+4 Code centroid.

Segmentation Coding Summary

Total Records:
 Not Coded:
 Claritas PRIZM® Premier Coded:
 Segment Level BG:
 Segment Level ZIP:
 Segment Level ZIP+4:

Total Records:	26	
Not Coded:	0	0.0
Claritas PRIZM® Premier Coded:	26	100.0
Segment Level BG:	2	7.7
Segment Level ZIP:	0	0.0
Segment Level ZIP+4:	24	92.3

Number of records not assigned a Segment code.

Number of records assigned a valid Segment code.

Number of records assigned a Segment code at the Block Group level.

Number of records assigned a Segment code at the ZIP+4 level. If the record is geocoded to the ZIP+4 Code, it uses the most frequently occurring Segmentation Code in that area.

Unclassified:

Unclassified:	0	0.0
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Number of records assigned an 'unclassified' Segment.

Segmentation System:

Claritas PRIZM® Premier

Segmentation system used to code the customer records.

GeoStats