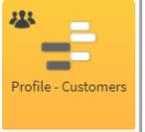


Segmentation Profile Bar Chart - Customer (Standard Benchmark)

The segment composition of your customers, based on which segmentation system has been chosen for your current workspace. (This example uses Claritas PRIZM Premier). Helps answer the questions: What segments do my customers belong to? Who are my best customers?



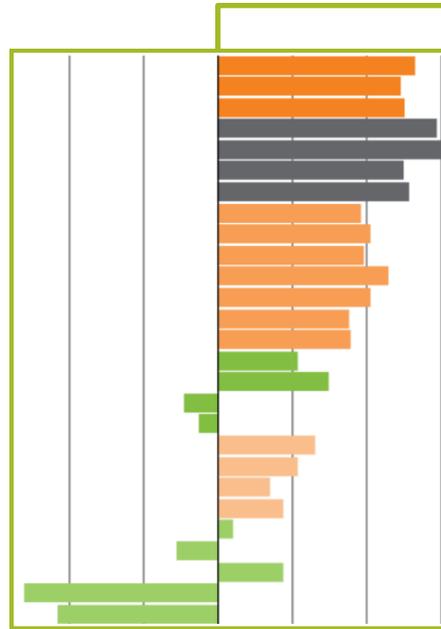
PRIZM Premier Profile | Customers



Customers: US-Sample Customer File: Record Count

The Customer file and record type is indicated at the top of the report.

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
S1	M1	01	Upper Crust	664	2.20	1,304,444	1.04	0.05	212
S1	F1	02	Networked Neighbors	586	1.95	1,247,881	0.99	0.05	196
S1	M1	03	Movers & Shakers	849	2.82	1,772,960	1.41	0.05	200
U1	Y1	04	Young Digerati	1,058	3.51	1,827,579	1.45	0.06	242
U1	M1	07	Money & Brains	1,058	3.51	1,760,744	1.40	0.06	251
U1	M2	19	American Dreams	672	2.23	1,406,158	1.12	0.05	199
U1	Y1	21	The Cosmopolitans	685	2.27	1,395,424	1.11	0.05	205
S2	F1	06	Winner's Circle	668	2.22	1,718,134	1.37	0.04	162
S2	M1	08	Gray Power	586	1.95	1,444,357	1.15	0.04	169
S2	F1	10	Executive Suites	641	2.13	1,631,366	1.30	0.04	164
S2	M1	12	Cruisin' to Retirement	1,331	4.42	3,022,475	2.40	0.04	184
S2	Y1	13	Upward Bound	539	1.79	1,332,814	1.06	0.04	169
S2	F1	14	Kids & Cul-de-Sacs	633	2.10	1,720,408	1.37	0.04	154
S2	F1	16	Beltway Boomers	523	1.74	1,410,677	1.12	0.04	155
T1	F1	05	Country Squires	893	2.96	2,929,973	2.33	0.03	127
T1	M1	09	Big Fish, Small Pond	703	2.33	2,071,368	1.65	0.03	142
T1	F1	11	Fast-Track Families	514	1.71	2,350,468	1.87	0.02	91
T1	F1	15	New Homesteaders	298	0.99	1,303,040	1.04	0.02	95
S3	M2	20	Empty Nests	643	2.13	1,988,584	1.58	0.03	135
S3	Y1	25	Up-and-Comers	571	1.90	1,877,049	1.49	0.03	127
S3	F2	26	Home Sweet Home	448	1.49	1,613,794	1.28	0.03	116
S3	F2	30	Pools & Patios	528	1.75	1,816,522	1.45	0.03	121
T2	M2	18	Mayberry-ville	514	1.71	2,063,842	1.64	0.02	104
T2	F2	23	Township Travelers	295	0.98	1,384,531	1.10	0.02	89
T2	M2	24	Pickup Patriarchs	373	1.24	1,286,616	1.02	0.03	121
T2	F2	27	Big Sky Families	357	1.19	3,130,686	2.49	0.01	48
T2	M2	28	Country Casuals	316	1.05	2,326,875	1.85	0.01	57



The bar chart represents the Index values with the center line representing and Index of 100. Target segments are usually identified by selecting segments with significant percentages and high Indices.

The bar colours are associated with Social Group. When observing the output, the bar colours can also be changed to represent Lifestage Group, or can be set to None to remove the colour associations.

SG: Each segment is assigned to one Social Group (SG) based on the urban-rural context, home language (English, French and non-official), affluence, family status, age of maintainer and ethnicity. The SG's are : Urban (U), Urban Fringe (F), Suburban (S), Town (T), or Rural (R).

LG: The Lifestage Groups (LG) categorize household composition according to the presence of singles, couples and families. The LG's are Young (Y), Family (F), and Mature (M).

Code: An integer assigned to each segment.

Name: The name of the PRIZM segment.

Count: The number of customers in the segment.

%: (Count/Total Count * 100) The weighted proportion of customers in each segment.

Base Count: The total population of the benchmark for that segment.

Base %: The weighted proportion of the population in the benchmark for that segment.

% Pen: (Count/Base Count * 100) Of all people in the segment, % Pen is the proportion that are customers.

Index: (% /Base % *100) Measures if the population in the segment are more or less likely to exhibit a behavior 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.