

HOW TO READ



Ranking Variables - Target Group (USA)

Provides a list of variables ranked based on the presence within a Target Group. This report is helpful in identifying variables that resonate with specific Target Groups.



Ranking Variables | Target Group



Target Group: Rural Families (04, 09, 12, 24, 26, 32, 40, 43, 49, 51)

The **Target Group** selected for analysis is indicated at the top of the report. Use the side panel navigation within the ENVISION interface to toggle between Target Groups.

Automotive		Count	%	Base Count	Base %	% Pen	Index
SB000166XC	Auto insurance provider for household AAA Insurance (H)	24,285	3.68	112,055	5.42	21.67	68
SB000161XC	Auto insurance provider for household GEICO (H)	50,340	7.62	207,740	10.04	24.23	76
SB000154XC	Auto insurance provider for household The Hartford (H)	10,172	1.54	30,020	1.45	33.88	106
SB000160XC	Auto insurance provider for household Liberty Mutual (H)	12,889	1.95	44,758	2.16	28.80	90
SB000157XC	Auto insurance provider for household Progressive (H)	61,918	9.37	185,478	8.97	33.38	105
SB000155XC	Auto insurance provider for household State Farm (H)	115,305	17.45	326,557	15.79	35.31	111
SB000153XC	Auto insurance provider for household Travelers (H)	11,627	1.76	38,405	1.86	30.27	95
SB000152XC	Auto insurance provider for household USAA (H)	28,522	4.32	101,797	4.92	28.02	88
SB000158XC	Auto insurance provider for household None (H)	110,795	16.77	414,752	20.05	26.71	84

Benchmark: South Carolina

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Index Colours: <80 80 - 110 110+

The **Benchmark**—also referred to as the base—indicates the geographic extent for the report.

For example, **17.45%** is the estimated proportion of households in the **Rural Families** Target Group that use State Farm as their Auto Insurance provider, relative to the Benchmark of South Carolina. With an Index value of **111**, households in the **Rural Families** Target Group are **11%** more likely to use State Farm as their auto insurance provider, relative to the benchmark of South Carolina.

Count: The number of people or households in the Target Group who exhibit that behavior.

%: (Count/Total Count * 100) The percentage of the population or households in the Target Group that exhibit that behavior.

Base Count: The number of people or households in the benchmark who exhibit that behavior.

Base %: (Base Count/Base Total Count * 100) The percentage of the population or households in the benchmark that exhibit that behavior.

% Pen: (Count/Base Count * 100) Of all people or households who exhibit that behavior in the base area, **% Pen** is the proportion that are found in the Target Group.

Index: (% /Base % *100) Measures if the population or households in the Target Group are more or less likely to exhibit that 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.