



Potential vs Potential Report

OVERVIEW

This document will take you through the process of creating a Potential vs Potential report.

The Potential vs. Potential report lets you analyze two profiles to help you rank and identify detail-level geographies within your analysis area for potential engagement/usage of the profile behaviors. The analysis is based on the concept that you can plot each geography's market potential index scores on a four-quadrant grid with each quadrant representing the likelihood of households in a geography to engage in both of the behaviors, as follows:

- Hi/Hi - The propensity to engage in the first profile's behavior is high (greater than 100), and the propensity to engage in the second profile's behavior is also high. Households or individuals in these detail-level geographies would be most likely of all your detail-level geographies to engage in both profiles' behaviors.
- Hi/Lo - The propensity to engage in the first profile's behavior is high, but the propensity to engage in the second profile's behavior is low (less than 100). Although households or individuals in these detail-level geographies would be likely to engage in your first profile's behavior, they would be unlikely to engage in your second profile's behavior.
- Lo/Hi - The propensity to engage in the first profile's behavior is low, but the propensity to engage in the second profile's behavior is high. Households or individuals in these detail-level geographies would be unlikely to engage in your first profile's behavior, they would be likely to engage in your second profile's behavior.
- Lo/Lo - The propensity to engage in the first profile's behavior is low, and the propensity to engage in the second profile's behavior is also low. Households or individuals in these detail-level geographies would be the least likely of all to engage in either profiles' behaviors.

LOCATE THE REPORT

1. From the homepage, click on Reports.



2. Select Segmentation Reports → Locator Reports → Potential vs Potential.

SELECT REPORT INPUTS

Select Segmentation System and a Base

1. Select a segmentation system.

A screenshot of a dropdown menu titled 'Select a Segmentation System'. The menu is open, showing three options: 'PRIZM Premier', 'PSYCLE Premier', and 'ConneXions'. The 'PRIZM Premier' option is selected and highlighted.

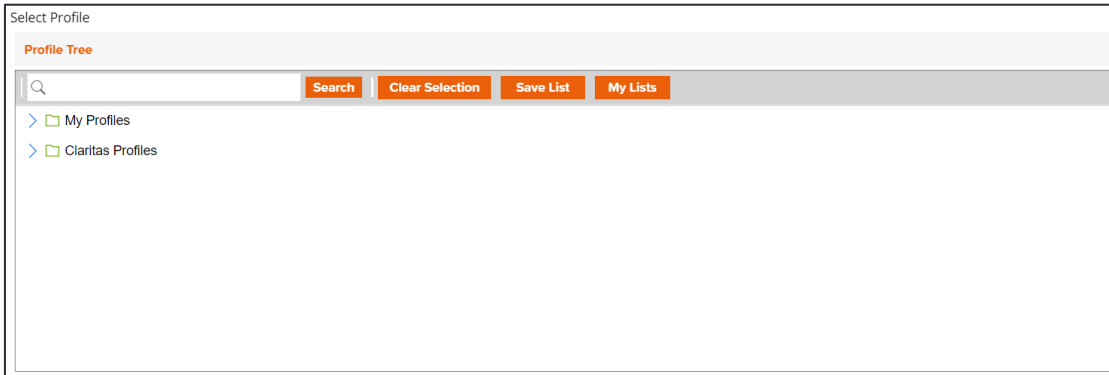
2. Select the base you'd like to use.

Note: If you license ZIP+6 level distributions, it is generally recommended to select Households (ZIP+6 Based) as your base, as this level provides a greater level of granularity for the segment distributions than the ZIP+4 level.

A screenshot of a radio button selection interface titled 'Select a Base'. There are three radio buttons: 'Households (ZIP+4 Based)', 'Five Year Households (ZIP+4 Based)', and 'Households (ZIP+6 Based)'. The 'Households (ZIP+4 Based)' radio button is selected.

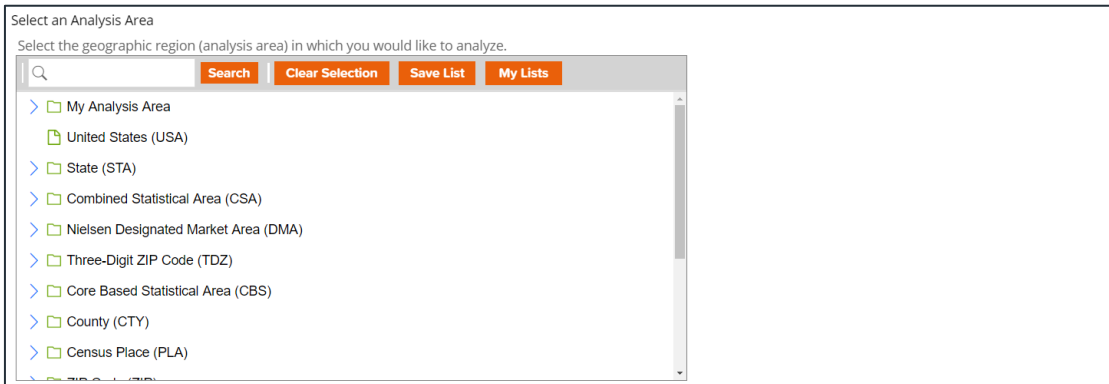
Select Profiles

1. Select the 2 profile(s) that you want to compare in your report.



Select Analysis Area and Level of Detail

1. Select a geography or an analysis area.
 Note: Clicking on the folder (without opening it) will select all areas contained within the folder.
 Up to 10,000 custom analysis areas can be included in the report output. However, there are no limits on standard geographies.



2. Select the level of detail. The options are:

LEVELS OF DETAIL	
LEVEL OF DETAIL	DEFINITION
As Selected	Creates individual columns for each analysis area in the selected order.
Component	Creates individual columns for all the analysis area components you selected (State, County, ZIP Code, etc.)

- To include parent geographies in the report, set Include Parent Geographies to ON. When the Parent Geography pop-up window appears, click the Name and/or Code check box next to the parent geography(ies) that you want appended to the report.

Include Parent Geographies <input checked="" type="checkbox"/>		
Parent Geographies		
Geography Level	Name	Code
United States (USA)	<input type="checkbox"/>	<input type="checkbox"/>
State (STA)	<input type="checkbox"/>	<input type="checkbox"/>
Combined Statistical Area (CSA)	<input type="checkbox"/>	<input type="checkbox"/>
Metropolitan Statistical Area (MSA)	<input type="checkbox"/>	<input type="checkbox"/>

Add Additional Options

- (Optional) You can specify to calculate the index to the analysis area.
 - If you leave this prompt OFF, the index will be calculated based on the total U.S. Choose this option if:
 - You want to analyze how the areas compare to the U.S. average.
 - You want to have a consistent base when running data for other geographies in the future.
 - If this prompt is changed to ON, the index will be calculated based on the extent of the selected analysis area(s). Choose this option if:
 - You want to analyze or rank how the analysis areas compare to each other.
 - You want your focus to be regional.

Analysis Area Index <input type="checkbox"/>

- To include a map in your report output, set Include Map to ON.

Include Map <input checked="" type="checkbox"/>

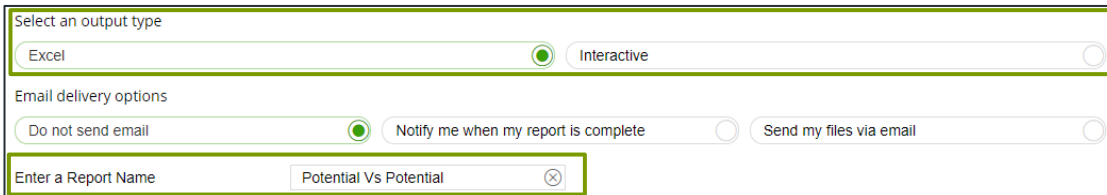
- Select a color scheme for your map and specify if you want to include labels.

Select a color scheme	Claritas Standard Theme <input type="button" value="v"/>
Include Labels <input checked="" type="checkbox"/>	

Specify Report Output Details

1. Specify your report output type and enter the report name. Click Submit.

Note: If you select more than 10,000 custom analysis areas, you will receive a message and be returned to your report selections so they can be modified.



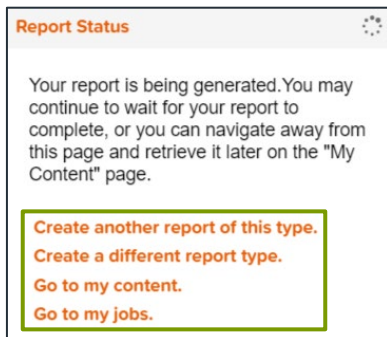
The screenshot shows a form with three sections. The first section, 'Select an output type', has two radio buttons: 'Excel' (selected) and 'Interactive'. The second section, 'Email delivery options', has three radio buttons: 'Do not send email' (selected), 'Notify me when my report is complete', and 'Send my files via email'. The third section, 'Enter a Report Name', has a text input field containing 'Potential Vs Potential' and a clear button (X).

REVIEW REPORT OUTPUT

If Creating Excel Output

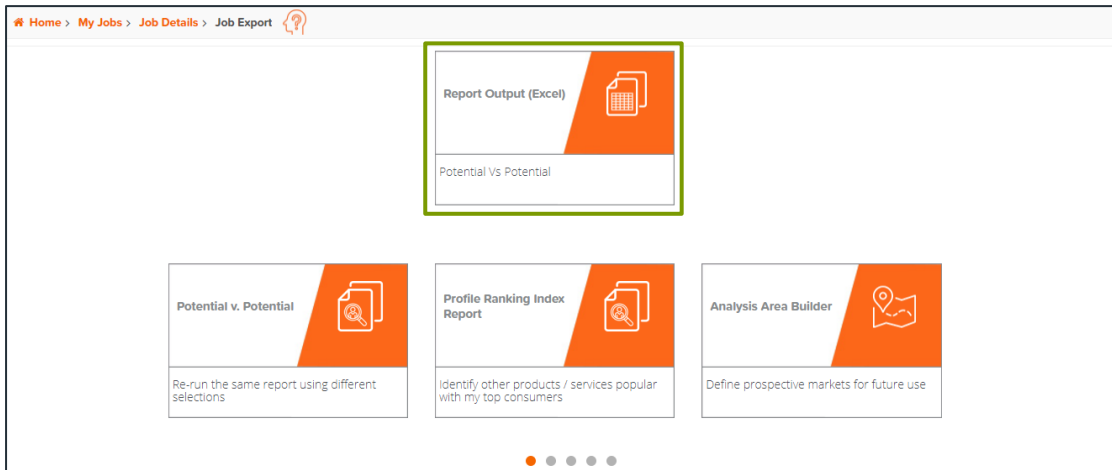
1. While the report generates, you can either wait for the report to complete or you are given the option to navigate away from the current page.

Note: If you move on to another task, your report output can be retrieved from My Jobs.



The screenshot shows a 'Report Status' dialog box with a loading icon. The text inside reads: 'Your report is being generated. You may continue to wait for your report to complete, or you can navigate away from this page and retrieve it later on the "My Content" page.' Below the text is a box containing four links: 'Create another report of this type.', 'Create a different report type.', 'Go to my content.', and 'Go to my jobs.'

2. After the report generates, click Report Output to view your report.



If Creating Interactive Output

1. Once your report generates it will be displayed on the screen.

View Map	Parent Geography	Sort/Subtotal	Display & Edit Report Prompts	Save Report Output	Export Report	Create Analysis Area	Create Report	Filter
Analysis Area Code	Analysis Area Name	Buy Athletic Shoes- 1yr (A)						
		Base Count	Base % Comp	Estimated U...	% Comp	Users/100 HHs	Market Pote...	