

# Target Segment Measure Report

## OVERVIEW

This document will take you through the process of creating a Target Segment Measures report.

The Target Segment Measures report displays detailed profile data on demographics, media preferences and lifestyle characteristics for a selected target and/or its segments.

## LOCATE THE REPORT

1. From the homepage, click on Reports.



2. Select Segmentation Reports → Lifestyler Reports → Target Segment Measure.

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## SELECT REPORT INPUTS

### Select Segmentation System

1. Select a segmentation system.

Select a Segmentation System

PRIZM Premier
PSYCLE Premier
ConneXions

### Select Target Group & Targets

1. Select a Target Group.

Target Group Tree

Search Clear Selection

- > My Target Groups
- > Claritas Target Groups

2. Select the target(s) to include in your report.

Target Tree

- Midlife Success
- Young Achievers
- Striving Singles
- Accumulated Wealth
- Young Accumulators
- Mainstream Families
- Sustaining Families
- Affluent Empty Nests

## Select Profile(s) and Level of Detail

1. Select the profile(s) you'd like to use.

Note: A maximum of 3,500 profiles can be included in the report output.

The screenshot shows the 'Select Profile(s)' interface. At the top, there is a search bar and four buttons: 'Search', 'Clear Selection', 'Save List', and 'My Lists'. Below this is a 'Profile Tree' section with a search bar and two expandable folders: 'My Profiles' and 'Claritas Profiles'. A green box highlights these two folders. At the bottom, there is a toggle for 'Analysis Area Profile Projection' which is currently set to 'OFF'.

2. (Optional) Specify if you'd like to project the report data to an analysis area.

This screenshot is identical to the previous one, but with a green box highlighting the 'Analysis Area Profile Projection' toggle at the bottom, which is currently set to 'OFF'.

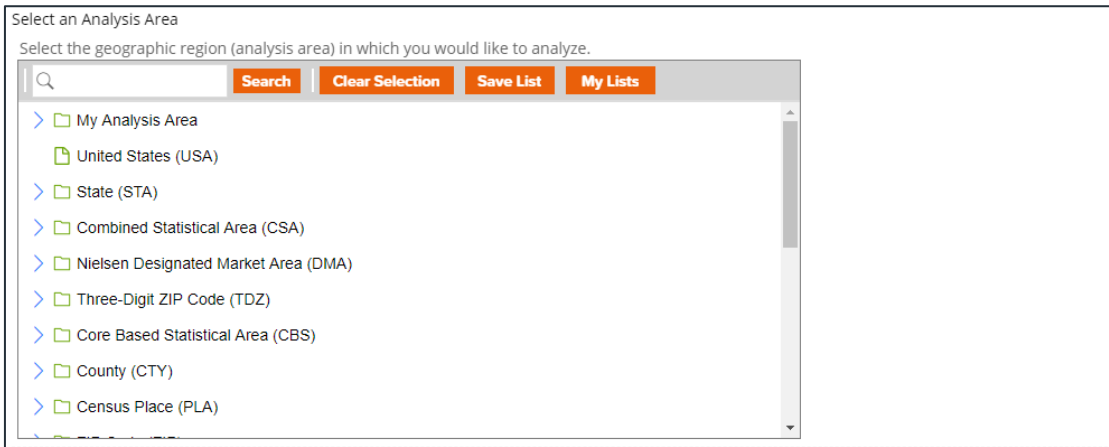
- a. Select a projection data set.

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

The screenshot shows the 'Select a Projection Data Set' interface. It features three radio button options: 'Households (ZIP+4 Based)', 'Five Year Households (ZIP+4 Based)', and 'Households (ZIP+6 Based)'. The first option, 'Households (ZIP+4 Based)', is selected, indicated by a green circle around its radio button.

- b. Select a geography or analysis area.

Note: A maximum of 20 analysis areas can be selected for analysis area projection.



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

Note: A maximum of 200 targets and/or segments can be included in the report output.

LEVELS OF DETAIL	
LEVEL OF DETAIL	DEFINITION
Target	Displays each selected target as an individual set of columns in the report.
Segment	Displays only the target's segments in separate columns.
Target & Segment	Displays columns for each target and for each segment in the selected target.

### Specify Sort Method

You'll be prompted to make the following selections:

SORT/SUBTOTAL PROMPTS	
SORT/SUBTOTAL PROMPT	ADDITIONAL INFORMATION
Sort method	Sets the method used for sorting your records. The selected sort method will affect which of the remaining sort/subtotal options will appear.
Sort direction	The options are ascending and descending.
Sort measure	This is the measure tied to the first target/segment selected that will be used for the basis of sorting.
Subtotal method	Sets the method used for grouping the records into subtotals. The selected subtotal method will affect which of the remaining subtotal options will appear.

1. Select a sort method. The options are:

SORT METHODS	
SORT METHOD	DEFINITION
None	No sort is applied.
Row ID	Sorts data according to row ID.
Row Name	Sorts data according to name in alphabetical order.
First Target/Segment Selection	Sorts data based on your target or segment selections.

2. Specify a sort direction.

Select a sort direction

Ascending  Descending

3. (Optional) If you selected First Target/Segment Selection as the sort method, you'll be prompted to make additional selections:
  - a. Select a sort measure. The options are Count, % Total, Users/100 HHs and Index.
  - b. Select a subtotal method. The options are:

SUBTOTAL METHODS	
SUBTOTAL METHOD	DEFINITION
None	No method is applied.
Tops & Bottoms	This method allows you to view only the top and bottom entries. You can use this option to compare data quickly on reports with a large number of rows.
Tops	This method allows you to view only the top entries.
Bottoms	This method allows you to view only the bottom entries.

### Specify Report Output Details

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

Note: If you selected more than 3,500 profiles and/or 20 analysis areas for projection and/or 200 targets and/or segments, you will receive a message and be returned to your report selections so they can be modified.

Select an output type

Excel  Interactive

Email delivery options

Do not send email  Notify me when my report is complete  Send my files via email

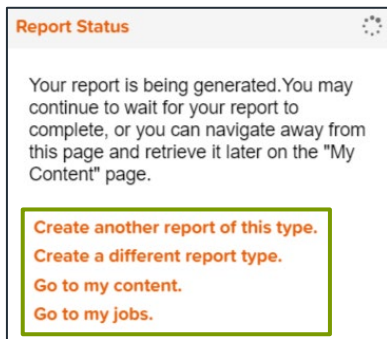
Enter a Report Name  Target Segment Measure

## REVIEW REPORT OUTPUT

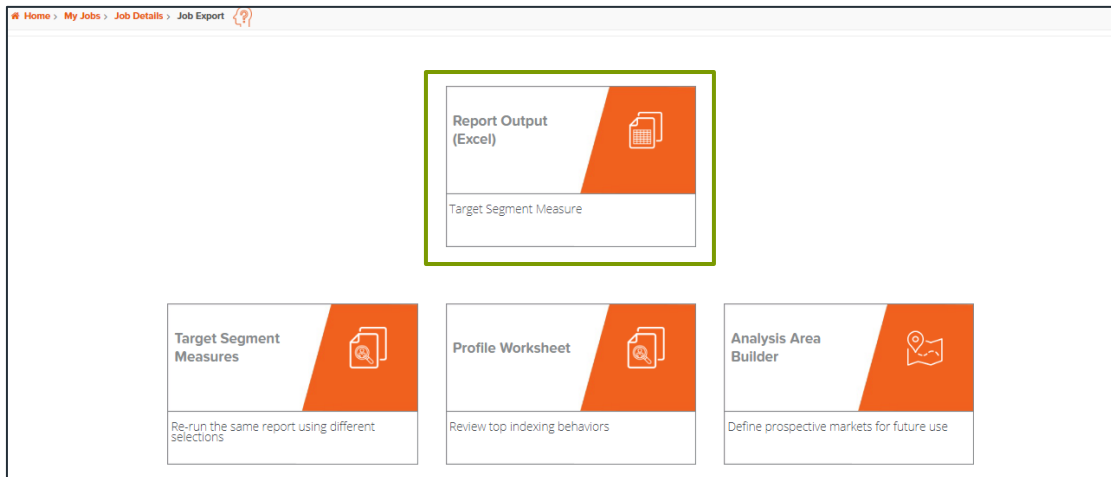
### If Creating Excel Output

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.



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.

The screenshot shows a report output table with a breadcrumb trail: 'Home > Reports > Segmentation Reports > Lifestylar Reports > Target Segment Measure > Step 1 > Step 2 > Step 3 > Step 4 > Step 5'. The table has columns for 'Profile List Order', 'Profile List Title', 'Profile List', and 'Y1 Midlife Success [04, 13, 21, 25, 31, 34, 35]'. The 'Profile List' column is further divided into 'Total Profile ...' and 'Total Base C...'. The 'Y1 Midlife Success' column is divided into 'Count', '% Total', 'Users/100 HHs', and 'Index'.

Profile List Order	Profile List Title	Profile List			Y1 Midlife Success [04, 13, 21, 25, 31, 34, 35]			
		Total Profile ...	Total Base C...	Total Profile ...	Count	% Total	Users/100 HHs	Index
1	...	15,169	18,699	69.58%	1,000	10.37%	119.17	100