

# Dominant Target Report

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## OVERVIEW

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

The Dominant Target report shows the household distribution of selected targets and/or segments in an analysis area compared to total households in the analysis area.

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## LOCATE THE REPORT

1. From the homepage, click on Reports.



2. Select Segmentation Reports → Locator Reports → Dominant Target.

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## SELECT REPORT INPUTS

### Select Segmentation System

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', 'P\$YCLE Premier', and 'ConneXions'. The 'PRIZM Premier' option is selected and highlighted.

2. Select a base.

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.

## Select Target(s)

1. Select the target group that contains the target(s) you want to include in your report.

## Select Analysis Area and Level of Detail

1. Select a geography or analysis area.

Note: Clicking on the folder (without opening it) will select all areas contained within the folder.

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

ANALYSIS AREA, 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"/>		
<b>Parent Geographies</b>		
<b>Geography Level</b>	<b>Name</b>	<b>Code</b>
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) To include a map in your report output, set Advanced Options and Include Map to ON.

Advanced Options	<input checked="" type="checkbox"/>
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
Include Labels	<input checked="" type="checkbox"/>

### Specify Report Output Details

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

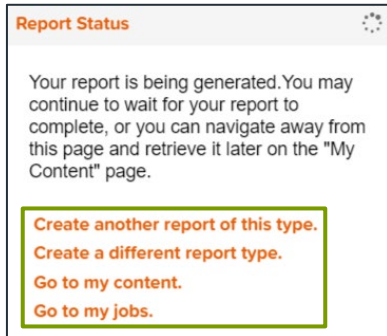
Select an output type	<input checked="" type="radio"/> Excel <input type="radio"/> Interactive
Enter a Report Name	Dominant Target

## REVIEW REPORT OUTPUT

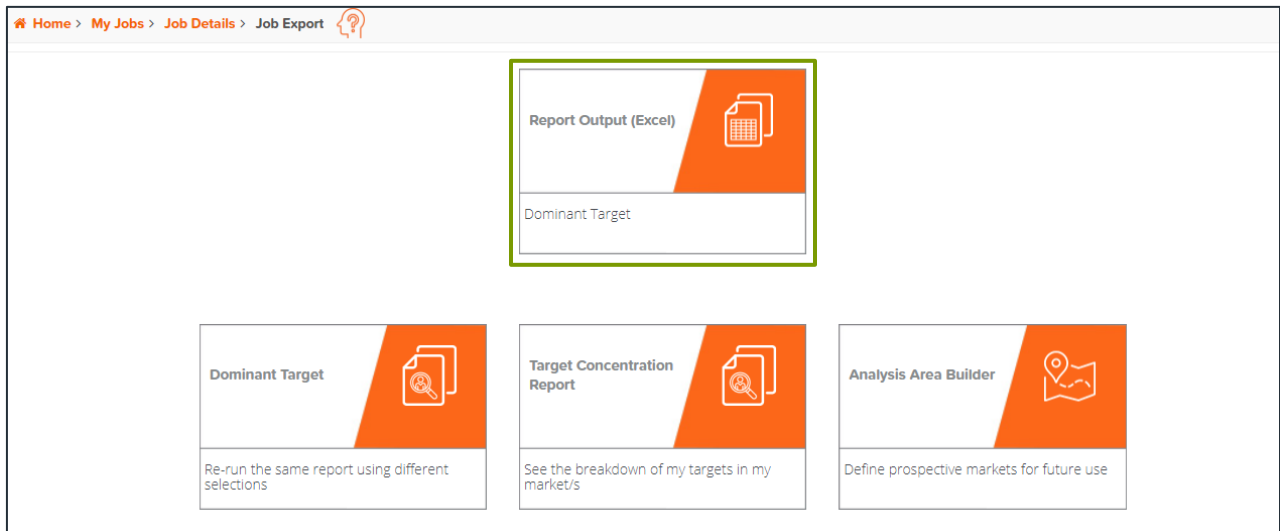
### If Creating Excel Output

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.

		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	M1 Affluent Empty Nests [01, 03, 07, 08, 09, 12]				F2 Young Accumulators [				
		Base Count	Base % Comp	Count	% Pen	Base Count	Base % Comp			
5505	...	...	...	...	...	...	...	...	...	...