



Dominant Target Report

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.

LOCATE THE REPORT

1. From the homepage, click on Reports.



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

SELECT REPORT INPUTS

Select Segmentation System

1. Select a segmentation system.

Select a Segmentation System
PRIZM Premier
P\$YCLE Premier
ConneXions
ConneXions Premier

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 a Base

Households (ZIP+4 Based)
Five Year Households (ZIP+4 Based)
Households (ZIP+6 Based)

Select Target(s)

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

Select a Target Group

Target Group Tree

Search
Clear Selection

My Target Groups
Claritas Target Groups

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.

Select an Analysis Area
Select the geographic region (analysis area) in which you would like to analyze.

Search
Clear Selection
Save List
My Lists

My Analysis Area
United States (USA)
State (STA)
Combined Statistical Area (CSA)
Nielsen Designated Market Area (DMA)
Three-Digit ZIP Code (TDZ)
Core Based Statistical Area (CBS)
County (CTY)
Census Place (PLA)

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.)

3. 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

1. (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"/>

2. 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

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

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

