

Segment Distribution Report

OVERVIEW

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

The Segment Distribution Report shows the geographic distribution of each segment in a specified analysis area.

LOCATE THE REPORT

1. From the homepage, click on Reports.



2. Select Segmentation Reports → Market Overview Reports → Segment Distribution.

SELECT REPORT INPUTS

Select Segmentation System and a Projection Dataset

1. Select a segmentation system.

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

2. Select a projection dataset.

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 Projection Data Set	
Select All	OFF
Households (ZIP+4 Based)	OFF
Five Year Households (ZIP+4 Based)	OFF
Households (ZIP+6 Based)	OFF

3. Select a base analysis area. The options are:

BASE ANALYSIS AREA TYPE	
LEVEL OF DETAIL	DEFINITION
Total US	Calculates percentages based on the total United States households.
Parent Geography	Calculates percentages based on the parent geography of the selected analysis areas.
Geography	Calculates percentages based on analysis areas you select.

- If Parent Geography is selected, select your desired geography level to designate as the base analysis area.
- If Geography is selected, select your desired geography to use as the base analysis area.

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.

Select an Analysis Area	
Select the geographic region (analysis area) in which you would like to analyze.	
<input type="text"/> Search <input type="button" value="Clear Selection"/> <input type="button" value="Save List"/> <input type="button" value="My Lists"/>	
<ul style="list-style-type: none">> My Analysis Area<ul style="list-style-type: none">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 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.)

Select 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 measure	This is the measure tied to the first geography or analysis area selected that will be used for the basis of sorting.
Sort direction	The options are ascending and descending.
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.
Number of Ranges	Sets the number of subtotal groups included in your report.
Subtotal measure	Sets the measure that will be used for the basis of subtotals.

1. Select a sort method. The options are:

SORT METHODS	
SORT METHOD	DEFINITION
Segment Code	Sorts data based on segment code.
First Area Selected	Sorts data based on the first area and measure that you select.

2. (Optional) If you selected First Area Selected, you'll be prompted to select a sort measure.

Select a sort measure	Index	▼
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3. Select a sort direction:

Select a sort direction	<input type="radio"/> Ascending <input checked="" type="radio"/> Descending
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4. (Optional) If you selected First Area Selected as the sort method, you'll be prompted to select a subtotal method. The options are:

SUBTOTAL METHODS	
SUBTOTAL METHOD	DEFINITION
None	No subtotal applied.
Equal Ranges	Groups areas (rows) based on the values of a specific variable – Each subtotal group will have an equal minimum/maximum range for the specified variable.
Equal Records	Uses basic division to group the number of areas (rows) equally – Each subtotal group will have an equal number of areas.
n-Tile	Distributes the total number of households in an area into groups that are approximately equal, such as fourths or fifths. Dividing data in equal portions ranks the analysis areas by marketing potential, in groups showing the strongest to weakest.
Target Group	Uses a target group to group the records.

If you select the Equal Ranges or Equal Records subtotal method, you need to specify the following:

- Number of ranges: select your desired number of groupings

If you select the n-Tile subtotal method, you need to specify the following:

- Number of ranges: select your desired number of groupings
- Subtotal measure: select the desired measure to use for equal grouping

If you select the Target Group subtotal method, you need to specify the following:

- Target Group: select the target group you want to use for grouping

Select Additional Options & Output Type

1. (Optional) If you would like Segment Descriptors included in your report data, check the box(es) next to the descriptor(s) you'd like appended.

Segment Descriptors	
Household Age Range	<input type="checkbox"/>
Household Composition	<input type="checkbox"/>
Household Education	<input type="checkbox"/>
Household Employment	<input type="checkbox"/>
Household IPA Class	<input type="checkbox"/>
Household Income	<input type="checkbox"/>
Household Tenure	<input type="checkbox"/>
Lifestage Group	<input type="checkbox"/>

2. Select an output type: Excel or Interactive.

3. Enter a Report Name. Click Submit.

Enter a Report Name Segment Distribution ✕

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.

Report Status

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.

Create another report of this type.

Create a different report type.

Go to my content.

Go to my jobs.

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

Home > My Jobs > Job Details > Job Export

Report Output (Excel)

Segment Distribution

Segment Distribution

Re-run the same report using different selections

Analysis Area Builder

Define prospective markets for future use

Profile Comparison Report

Explore the propensity for two behaviors for a market

Profile Worksheet

Explore the propensity for multiple behaviors for a market

If Creating Interactive Output

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

View Map		Sort/Subtotal		Display & Edit Report Prompts		Save Report Output		Export Report		Segment Descriptors		Create Target		Filter	
Segment Code	Segment Name	Base Area - Households (ZIP+...		Cincinnati - Households (ZIP+6 Based)				Index							
		Base Count	% Comp	Count	% Comp	% Pen									
01	Upper Crust	1,313,363	1.01%	224	2.03%	0.03%	204								