Claritas 360 Segmentation Reports
Inputs & Report Output

OVERVIEW

This document contains an overview of the key inputs for each of the segmentation reports in Claritas 360, along with sample output for each report.

SEGMENTATION REPORTS – INPUTS & SAMPLE OUTPUT

REPORT NAME	REQUIRED REPORT INPUTS	SAMPLE REPORT OUTPUT
Actual vs. Potential Location: Locator Reports tile	• Segmentation System • Profile • Consumption Geosummary • Analysis Area	*(see table below)*

Buy Athletic Shoes- 1yr (A) - Bought Running Shoes

Strategy	Analysis Area Code	Analysis Area Name	Base HH Count	Base % Comp	Count	% Potential	Actual Penetration Index	Estimated Users	Market Potential Index
Dominate	60612	Chicago	13,785	0.70%	673	11.28%	142	5,965	101
Dominate	60501	Summit Argo	3,421	0.17%	332	22.01%	282	1,508	102
Dominate	60469	Posen	1,765	0.09%	331	41.95%	545	789	104
Dominate	60160	Melrose Park	8,060	0.41%	452	12.71%	163	3,557	102
Dominate	60406	Blue Island	8,465	0.43%	1,200	32.20%	412	3,726	102

This report output can also include a map.

To learn more, view the Actual vs. Potential Calculations & Interpretation Guide.

REPORT NAME	REQUIRED REPORT INPUTS	SAMPLE REPORT OUTPUT
Dominant Target Location: Locator Reports tile	• Segmentation System • Target Group • Analysis Area	*(see table below)*

Dominant Target	Analysis Area Code	Analysis Area Name	Y1 Midlife Success [04, 13, 21, 25, 31, 34, 35]				Y2 Young Achievers [40, 47, 48, 50, 54]			
			Base Count	Base % Comp	Count	% Pen	Base Count	Base % Comp	Count	% Pen
Y1 Midlife Success	60173	Schaumburg	6,059	0.32%	3,343	55.17%	6,059	0.32%	623	10.28%
Y1 Midlife Success	60706	Harwood Heights	9,105	0.49%	3,215	35.31%	9,105	0.49%	739	8.12%
Y1 Midlife Success	60176	Schiller Park	4,300	0.23%	769	17.88%	4,300	0.23%	727	16.91%
Y1 Midlife Success	60647	Chicago	35,659	1.91%	21,438	60.12%	35,659	1.91%	2,975	8.34%
Y1 Midlife Success	60605	Chicago	16,049	0.86%	12,881	80.26%	16,049	0.86%	962	5.99%

This report output can also include a map.

To learn more, view the Dominant Target Calculations & Interpretation Guide.

identify
deliver
optimize

REPORT NAME	REQUIRED REPORT INPUTS	
Market Consumption Location: Locator Reports tile	• Segmentation System • Consumption Profiles • Analysis Area	<table><tr><td rowspan="2">Analysis Area Code</td><td rowspan="2">Analysis Area Name</td><td colspan="11">Buy Children's Shoes- 6mo (H)</td></tr><tr><td>Base Count</td><td>Base % comp</td><td>Estimated Users</td><td>% Comp</td><td>Users/100 HHs</td><td>Market Potential Index</td><td>Demand/ Users</td><td>Market Consumption Index</td><td>Total Demand</td><td>% Share</td><td>Market Demand Index</td></tr><tr><td>60666</td><td>Chicago</td><td>0</td><td>0.00%</td><td>0</td><td>0.00%</td><td>0.00</td><td>0</td><td>0.00</td><td>0</td><td>0</td><td>0.00%</td><td>0</td></tr><tr><td>60203</td><td>Evanston</td><td>1,639</td><td>0.09%</td><td>213</td><td>0.05%</td><td>13.02</td><td>60</td><td>4.81</td><td>97</td><td>1,026</td><td>0.05%</td><td>58</td></tr><tr><td>60464</td><td>Palos Park</td><td>3,804</td><td>0.20%</td><td>519</td><td>0.13%</td><td>13.63</td><td>63</td><td>4.44</td><td>89</td><td>2,300</td><td>0.12%</td><td>56</td></tr><tr><td>60043</td><td>Kenilworth</td><td>774</td><td>0.04%</td><td>107</td><td>0.03%</td><td>13.81</td><td>64</td><td>4.70</td><td>95</td><td>503</td><td>0.03%</td><td>60</td></tr><tr><td>60472</td><td>Robbins</td><td>1,726</td><td>0.09%</td><td>243</td><td>0.06%</td><td>14.06</td><td>65</td><td>5.93</td><td>119</td><td>1,438</td><td>0.07%</td><td>77</td></tr></table> This report output can also include a map. To learn more, view the Market Consumption Calculations & Interpretation Guide.
Market Potential Location: Lifestyler Reports tile	• Segmentation System • Profiles • Analysis Area	<table><tr><td rowspan="2">Analysis Area Code</td><td rowspan="2">Analysis Area Name</td><td colspan="6">Buy Athletic Shoes- 1yr (A)</td></tr><tr><td>Base Count</td><td>Base % Comp</td><td>Estimated Users</td><td>% Comp</td><td>Users/100 HHs</td><td>Market Potential Index</td></tr><tr><td>60666</td><td>Chicago</td><td>0</td><td>0.00%</td><td>0</td><td>0.00%</td><td>0.00</td><td>0</td></tr><tr><td>60472</td><td>Robbins</td><td>1,726</td><td>0.09%</td><td>1,109</td><td>0.06%</td><td>64.28</td><td>67</td></tr><tr><td>60426</td><td>Harvey</td><td>8,432</td><td>0.45%</td><td>5,674</td><td>0.30%</td><td>67.29</td><td>70</td></tr><tr><td>60827</td><td>Riverdale</td><td>9,509</td><td>0.51%</td><td>6,946</td><td>0.37%</td><td>73.05</td><td>76</td></tr><tr><td>60649</td><td>Chicago</td><td>21,739</td><td>1.16%</td><td>16,735</td><td>0.89%</td><td>76.98</td><td>80</td></tr></table> This report output can also include a map. To learn more, view the Market Potential Calculations & Interpretation Guide.
Potential vs. Potential Location: Locator Reports tile	• Segmentation System • Profile • Profile for Comparison • Analysis Area	<table><tr><td rowspan="2">Strategy</td><td rowspan="2">Analysis Area Code</td><td rowspan="2">Analysis Area Name</td><td colspan="6">Buy Athletic Shoes- 1yr (A)</td><td colspan="6">Buy Children's Shoes- 6mo (H)</td></tr><tr><td>Base Count</td><td>Base % Comp</td><td>Estimated Users</td><td>% Comp</td><td>Users/100 HHs</td><td>Market Potential Index</td><td>Base Count</td><td>Base % Comp</td><td>Estimated Users</td><td>% Comp</td><td>Users/100 HHs</td><td>Market Potential Index</td></tr><tr><td>High/High</td><td>60452</td><td>Oak Forest</td><td>9,956</td><td>0.53%</td><td>11,006</td><td>0.59%</td><td>110.5</td><td>114</td><td>9,956</td><td>0.53%</td><td>2,396</td><td>0.61%</td><td>24.1</td><td>111</td></tr><tr><td>High/High</td><td>60803</td><td>Alsip</td><td>9,059</td><td>0.48%</td><td>8,891</td><td>0.47%</td><td>98.1</td><td>102</td><td>9,059</td><td>0.48%</td><td>2,053</td><td>0.52%</td><td>22.7</td><td>104</td></tr><tr><td>High/High</td><td>60104</td><td>Bellwood</td><td>6,044</td><td>0.32%</td><td>6,198</td><td>0.33%</td><td>102.6</td><td>106</td><td>6,044</td><td>0.32%</td><td>1,559</td><td>0.39%</td><td>25.8</td><td>119</td></tr><tr><td>High/High</td><td>60402</td><td>Berwyn</td><td>20,653</td><td>1.10%</td><td>20,452</td><td>1.09%</td><td>99.0</td><td>103</td><td>20,653</td><td>1.10%</td><td>4,862</td><td>1.23%</td><td>23.5</td><td>108</td></tr><tr><td>High/High</td><td>60513</td><td>Brookfield</td><td>7,260</td><td>0.39%</td><td>8,361</td><td>0.45%</td><td>115.2</td><td>119</td><td>7,260</td><td>0.39%</td><td>1,842</td><td>0.47%</td><td>25.4</td><td>117</td></tr></table> This report output can also include a map. To learn more, view the Potential vs. Potential Calculations & Interpretation Guide.
Profile Ranking Index & **Profile Ranking Index Category** Location: Profiler Reports tile	• Segmentation System • Comparison Profile • Profile Lists	<table><tr><td rowspan="2">Profile List Title</td><td colspan="3">Profile List</td><td colspan="4">Buy Athletic Shoes- 1yr (A)</td></tr><tr><td>Total Profile Count</td><td>Total Base Count (Unprojected)</td><td>Total Profile Users/100 HHs</td><td>Count</td><td>Users/100 HHs</td><td>Index</td><td>ROC</td></tr><tr><td>Activities past 12 months Basketball (A)</td><td>49,689</td><td>212,206</td><td>23</td><td>12,230</td><td>26.33</td><td>112</td><td>0.72</td></tr><tr><td>Activities past 12 months Boating (A)</td><td>72,267</td><td>212,206</td><td>34</td><td>17,949</td><td>38.64</td><td>113</td><td>0.84</td></tr><tr><td>Activities past 12 months Bowling (A)</td><td>83,987</td><td>212,206</td><td>40</td><td>20,654</td><td>44.46</td><td>112</td><td>0.77</td></tr><tr><td>Activities past 12 months Camping (A)</td><td>82,952</td><td>212,206</td><td>39</td><td>20,148</td><td>43.37</td><td>111</td><td>0.77</td></tr><tr><td>Activities past 12 months Fishing (A)</td><td>85,189</td><td>212,206</td><td>40</td><td>19,867</td><td>42.77</td><td>107</td><td>0.54</td></tr></table> To learn more, view the Profile Ranking Index Calculations & Interpretation Guide.

REPORT NAME	REQUIRED REPORT INPUTS	
Profile Segment Consumption Location: Profiler Reports tile	• Segmentation System • Consumption Profile	See table below

Buy Children's Shoes- 6mo (H)

Segment Code	Segment Name	Base Count	Base % Comp	Count	% Comp	Users/100 HHs	Index	Demand/ Users	Consumption Index	Total Demand	% Share	Total Demand Index
01	Upper Crust	1,300,088	1.04%	66,935	0.25%	5.15	24	2.58	52	172,486.92	0.13%	12
02	Networked Neighbors	1,241,836	0.99%	663,517	2.44%	53.43	246	5.12	103	3,397,621.99	2.51%	253
03	Movers & Shakers	1,768,073	1.41%	221,977	0.82%	12.55	58	5.41	109	1,200,224.74	0.89%	63
04	Young Digerati	1,834,579	1.46%	538,521	1.98%	29.35	135	4.86	98	2,615,305.74	1.93%	132
05	Country Squires	2,919,111	2.33%	1,070,254	3.93%	36.66	169	4.56	92	4,877,337.11	3.60%	155

To learn more, view the Profile Segment Consumption Calculations & Interpretation Guide.

REPORT NAME	REQUIRED REPORT INPUTS	
Profile Worksheet Location: Profiler Reports tile	• Segmentation System • Profile	See table below

Buy Athletic Shoes- 1yr (A)

Segment Code	Segment Name	Base Count	Base % Comp	Count	% Comp	Users/100 HHs	Index
01	Upper Crust	1,300,088	1.04%	1,305,237	1.08%	100.40	104
02	Networked Neighbors	1,241,836	0.99%	1,809,828	1.50%	145.74	151
03	Movers & Shakers	1,768,073	1.41%	2,728,253	2.25%	154.31	160
04	Young Digerati	1,834,579	1.46%	2,282,917	1.89%	124.44	129
05	Country Squires	2,919,111	2.33%	3,994,573	3.30%	136.84	142

To learn more, view the Profile Worksheet Calculations & Interpretation Guide.

REPORT NAME	REQUIRED REPORT INPUTS	
Segment Distribution Location: Market Overview Reports tile	• Segmentation System • Analysis Area	See table below

Segment Code	Segment Name	Base Area		Cook County (17031)			
		Households (ZIP+4 Based)		Households (ZIP+4 Based)			
		Base Count	% Comp	Count	% Comp	% Pen	Index
01	Upper Crust	1,300,088	1.04%	20,770	1.04%	1.60%	101
02	Networked Neighbors	1,241,836	0.99%	10,770	0.54%	0.87%	55
03	Movers & Shakers	1,768,073	1.41%	26,888	1.35%	1.52%	96
04	Young Digerati	1,834,579	1.46%	125,219	6.29%	6.83%	430
05	Country Squires	2,919,111	2.33%	6,636	0.33%	0.23%	14

To learn more, view the Segment Distribution Calculations & Interpretation Guide.

REPORT NAME	REQUIRED REPORT INPUTS	
Target Concentration Location: Locator Reports tile	• Segmentation System • Target Group & Target • Analysis Area	See table below

Y1 Midlife Success [04, 13, 21, 25, 31, 34, 35]

Analysis Area Code	Analysis Area Name	Base Count	Base % Comp	Count	% Comp	% Pen	Index
60004	Arlington Heights	19,926	1.07%	4,479	0.95%	22.48%	89
60005	Arlington Heights	12,863	0.69%	3,545	0.75%	27.56%	110
60008	Rolling Meadows	8,510	0.46%	2,038	0.43%	23.95%	95
60016	Des Plaines	24,006	1.28%	4,085	0.87%	17.02%	68
60018	Des Plaines	10,266	0.55%	1,911	0.41%	18.61%	74

This report output can also include a map.

To learn more, view the Target Concentration Calculations & Interpretation Guide.

REPORT NAME	REQUIRED REPORT INPUTS	SAMPLE REPORT OUTPUT
Target Segment Measure & **Target Segment Measure Category** Location: Lifestyler Reports tile	• Segmentation System • Target Group & Target • Profiles	*(see table below)*

Profile List Title	Profile List			Y1 Midlife Success [04, 13, 21, 25, 31, 34, 35]			
	Total Profile Count	Total Base Count (Unprojected)	Total Profile Users/100 HHs	Count	% Total	Users/100 HHs	Index
Buy Walking Shoes- 1yr (A)	15,514	48,090	32.26	1,339	8.63%	31.16	97
Buy Sandals- 1yr (A)	17,731	48,090	36.87	1,656	9.34%	38.54	105
Buy Children's Clothes- 6mo (H)	11,707	48,090	24.34	1,101	9.40%	25.62	105
Buy Athletic Shoes- 1yr (A)	46,454	48,090	96.60	4,812	10.36%	111.99	116
Buy Watches- $300+- 1yr (A)	2,055	48,090	4.27	307	14.94%	7.14	167

To learn more, view the Target Segment Measure Calculations & Interpretation Guide.