



Geoscape® Intelligence System (GIS) BehaviorLink™ Report, Interpretation & Calculations

OVERVIEW

The BehaviorLink report helps identify consumer behaviors and habits in various categories (shopping, financial, home improvement, media, grocery, sports & leisure, and more), showing precisely the characteristics needed to understand and act upon consumer marketing initiatives through Claritas' multicultural lens.

BUSINESS ISSUES IT CAN SOLVE FOR:

- Find potential audiences to promote products and services.
- Reach more of your audience based on observed media/lifestyle behaviors.
- Identify cross-sell opportunities.
- View and compare media preferences for a selected audience to identify effective advertising strategies.

WHAT QUESTIONS CAN IT ANSWER/WHY IS IT IMPORTANT?

- Where is the opportunity for a new or competitor's product or service?
- What are the behavior and usage patterns amongst your target consumers?
- What are effective channels to reach a select audience?

SAMPLE REPORT OUTPUT

BehaviorLink Report, Activities past 12 months Houston DMA									
Description	All (Resp.)	All (Wt. Resp.)	All (Vert %)	Hispanicity > HA1: Americanizado (Resp.)	Hispanicity > HA1: Americanizado (Wt. Resp.)	Hispanicity > HA1: Americanizado (Horz %)	Hispanicity > HA1: Americanizado (Vert %)	Hispanicity > HA1: Americanizado (Index)	
All	2,791	5,505,518	100.00%	177	376,659	6.34%	100.00%	100	
Swimming	[A] 891	[B] 1,675,559	[C] 31.92%	[D] 72	[E] 123,453	[F] 8.08%	[G] 40.68%	[H] 127	
Fishing	534	1,001,124	19.13%	45	96,748	8.43%	25.42%	133	
Bicycling	760	1,502,096	27.23%	46	76,361	6.05%	25.99%	95	
Basketball	296	647,427	10.61%	21	42,839	7.09%	11.86%	112	

A. All (Resp.): The number of Nielsen Scarborough respondents in the selected market who engaged in the behavior. Ex) 891 survey respondents in the Houston DMA have gone swimming in the last 12 months.

- B. All (Wt. Respondents): The Scarborough projected number of adults in the selected market who have engaged in the behavior. Ex) There are an estimated 1,675,599 adults in the Houston DMA who have gone swimming in the last 12 months.
- C. All (Vert%): The percentage of Scarborough respondents in the selected market who engaged in the behavior. Ex) 31.92% of survey respondents in the Houston DMA have gone swimming in the last 12 months.
- D. Segment X (Resp.): The number of Scarborough respondents in the selected market within each segment who have engaged in the behavior. Ex) Of the 891 survey respondents in the Houston DMA that have gone swimming in the last 12 months, 72 of them belong to the Hispanicity segment HA1: Americanizado.
- E. Segment X (Wt. Resp.): The Scarborough projected number of adults in the selected market within each segment who have engaged in the behavior. Ex) There are an estimated 123,453 HA1: Americanizado adults in the Houston DMA who have gone swimming in the last 12 months.
- F. Segment X (Horz %): The percentage of Scarborough respondents within each segment who engaged in the behavior, compared to all respondents who engaged in the behavior within the selected market. Ex) Of all survey respondents in the Houston DMA who have gone swimming in the past year, 8.08% fall into the HA1: Americanizado segment.
- G. Segment X (Vert %): The percentage of Scarborough respondents within each segment in the selected market who engaged in the behavior. Ex) 40.68% of HA1: Americanizado survey respondents in the Houston DMA have gone swimming in the last 12 months.
- H. Segment X (Index): Represents the likelihood that a segment will engage in the behavior (based on an average index of 100). Ex) An adult who falls within the HA1: Americanizado segment is 27% more likely to go have gone swimming in the last 12 months than the average adult in the Houston DMA.

NOTE: The calculation for Horizontal Percentages, Vertical Percentages and Index in the BehaviorLink module are generated on the All Respondents (unweighted) values. The Weighted Respondents values in BehaviorLink are being sourced directly from the Nielsen Scarborough weighting methodology, which differs from the Claritas method and may return numbers that don't directly align with Claritas Household / Population projections.

REPORT FORMULAS

This analysis uses the following formulas:

- Vertical %

$\frac{\text{Behavior Resp. Count}}{\text{Total Resp. Count}} \times 100 = \text{Vert \%}$
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- Horizontal %

$$\frac{\text{Segment's Behavior Resp. Count}}{\text{All Behavior Resp. Count}} \times 100 = \text{Horz \%}$$

- Index

$$\frac{\left(\frac{\text{Segment's Behavior Resp. Count}}{\text{Total Segment's Resp. Count}} \right)}{\left(\frac{\text{Total Market's Behavior Resp. Count}}{\text{Total Market's Resp. Count}} \right)} \times 100 = \text{Index}$$

ADDITIONAL INFORMATION

Detailed information about the Nielsen Scarborough data that is used for these reports is available by clicking the Methodology Statement located in the upper right corner of the BehaviorLink interactive report output.

[Methodology Statement](#)