



# Geoscape® Intelligence System (GIS) BehaviorLink™ Report

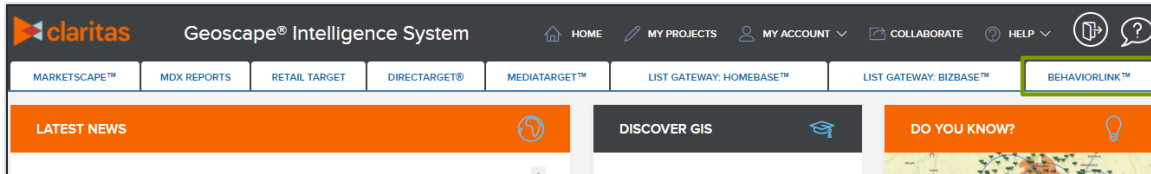
## OVERVIEW

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

The BehaviorLink report allows users to rapidly create multi-dimensional tables and graphs showing precisely the characteristics needed to understand and act upon consumer marketing initiatives through Claritas' multicultural lens.

## LOCATE THE REPORT

1. From the homepage, click the BehaviorLink tab.



2. Click the Consumer Insights tile.

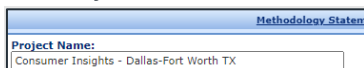
## SELECT REPORT INPUTS

### Select an Analysis Area

1. Click on a market to select. The options are either National Market Area or specific Designated Market Areas (DMA).

### Name Project

1. (Optional) Provide an updated project name. This is how your report will be identified in My Projects.

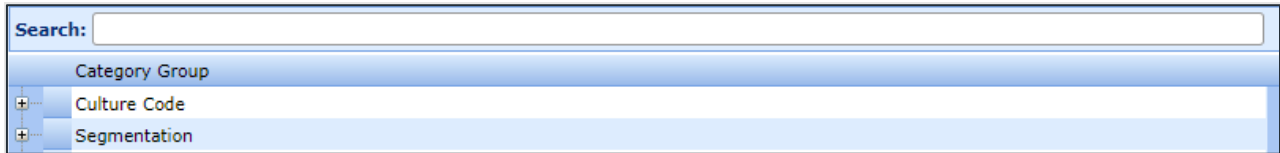


### Column Selections

Identify the variables to be used as columns in your report output. In most cases, this will be variables from the Claritas CultureCode® and/or Segmentation Category Groups.

1. Expand the desired Category Group/s.

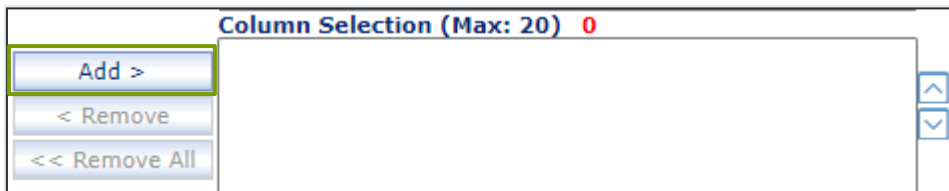
Note: The Search feature can be used to search for variables.



2. Navigate to and select the desired variables.



3. Once the desired variable/s have been selected, click Add next to the Column Selection box.

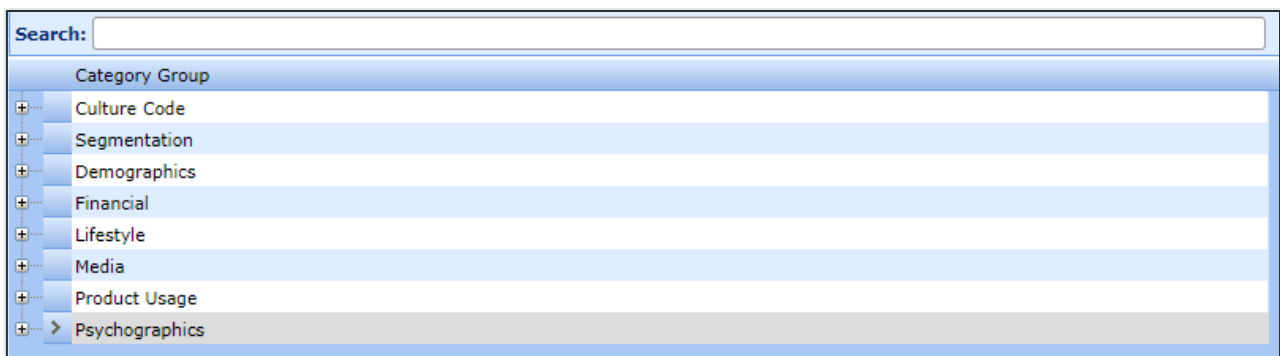


## Row Selections

Identify the variables to be used as rows in your report output.

1. Expand the desired Category Group/s.

Note: The Search feature can be used to search for variables.



2. Navigate to and select the desired variables.
3. Once the desired variable/s have been selected, click Add next to the Row Selection box.



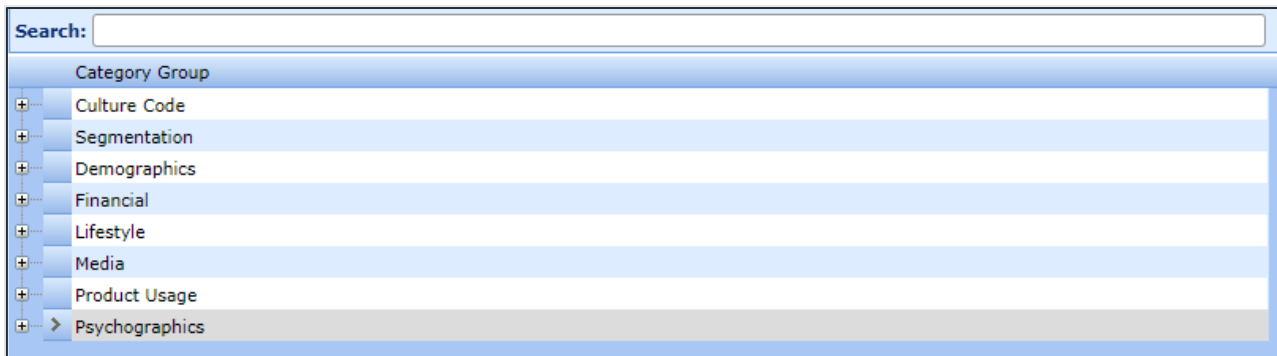
### Row Sub-Category Selections (Optional)

Row Sub-Categories are an optional input that can be used to further break out the previously selected Row selections. Media-based behaviors, such as internet usage, are typically used as Row Sub-Categories.



1. Expand the desired Category Group/s, such as Media or Psychographics > Technology.

Note: The Search feature can be used to search for variables.



2. Navigate to and select the desired variables.
3. Once the desired variable/s have been selected, click Add next to the Row Sub-Category Selection box.

### Filter Selected Data (Optional)

Report filters are an optional input that can be used to limit the data included in the report output. Typically, demographics are used as report filters.

1. Expand the desired Category Group/s.  
Note: The Search feature can be used to search for variables.

2. Navigate to and select the desired variables.
3. Once the desired variable/s have been selected, click Add next to either:
  - Filter Selected Data: **All** the conditions below
  - Filter Selected Data: **Any** of the conditions below

**Important:** If selecting to filter on multiple variables within the same demographic subcategory, you will want to add those variables to the 'Filter selected Data: **Any** of the conditions below' selection box. Otherwise, your report output will contain no data.

## VIEW REPORT OUTPUT

Once all selections have been made, click Generate Report in the bottom left of the screen.



### Report Output, without Row Sub-Categories

When there are no Row Sub-Categories selected, the report displays for the selected row and column variables:

Consumer Insights - Dallas-Fort Worth TX									
Base (Population): (DMA= DAL)									
Description	All (Resp.)	All (Wt. Resp.)	All (Horz %)	All (Vert %)	All (Index)	Hispanicity > HAO: Non-Hispanic (Resp.)	Hispanicity > HAO: Non-Hispanic (Wt. Resp.)	Hispanicity > HAO: Non-Hispanic (Horz %)	
All	3,005	6,098,353	100.00 %	100.00 %	100	2,570	4,494,526	85.52 %	
Lifestyle characteristics > Belong to health club or gym	733	1,428,375	100.00 %	24.39 %	100	628	1,114,248	85.68 %	
Lifestyle characteristics > Have child in college	193	544,523	100.00 %	6.42 %	100	165	438,629	85.49 %	
Lifestyle characteristics > Have life insurance	1,340	2,788,771	100.00 %	44.59 %	100	1,174	2,164,815	87.61 %	
Lifestyle characteristics > Own a cat	625	1,322,066	100.00 %	20.80 %	100	528	1,023,105	84.48 %	
Lifestyle characteristics > Own a dog	1,219	2,638,892	100.00 %	40.57 %	100	1,043	2,042,619	85.56 %	

### Report Output, with Row Sub-Categories

When Row Sub-Categories are selected, the report output is grouped by each selected row variable:

Consumer Insights - Dallas-Fort Worth TX									
Base (Population): (DMA= DAL)									
Description	All (Resp.)	All (Wt. Resp.)	All (Horz %)	All (Vert %)	All (Index)	Hispanicity > HAO: Non-Hispanic (Resp.)	Hispanicity > HAO: Non-Hispanic (Wt. Resp.)	Hispanicity > HAO: Non-Hispanic (Horz %)	
All	3,005	6,098,353	100.00 %	100.00 %	100	2,570	4,494,526	85.52 %	
Lifestyle characteristics > Belong to health club or gym	733	1,428,375	100.00 %	24.39 %	100	628	1,114,248	85.68 %	
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Click the + next to a row variable to view the selected sub-category data:

Description	All (Resp.)	All (Wt. Resp.)	All (Horz %)	All (Vert %)	All (Index)	Hispanicity > HAO: Non-Hispanic (Resp.)																																										
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## Report Output Options

### Modify Report Inputs

To modify any of the report inputs, click Data Selector in the upper left.



Make any necessary changes and click Update Report.

### Modify Report Output

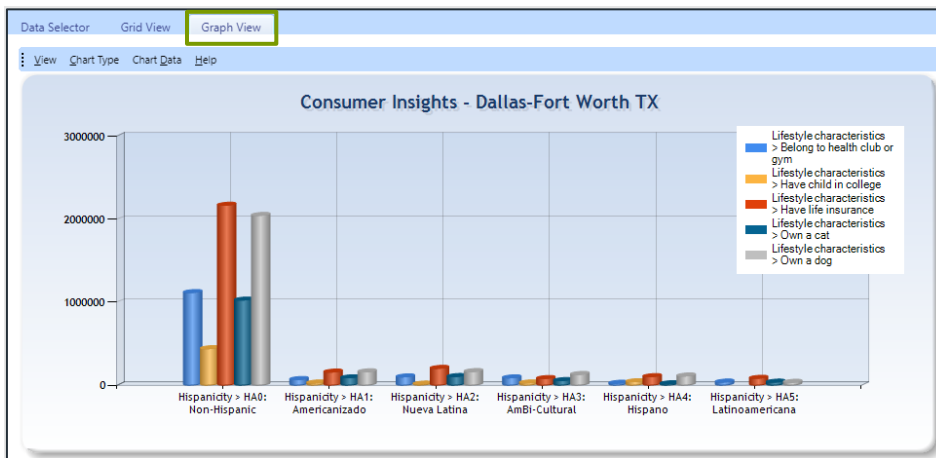
To switch the Base used for the report or update the columns included in the output, make the necessary changes in the bottom right and click Update Report.



### Graph View

To view the report output graphically, click Graph View in the upper left.

Additional graph options are available in the secondary menu.



## Export Report

To export the report to Microsoft® Excel®, click the Export icon in the bottom right.

Base: Adults ▾  Unwgted. Resp.  Wt. Resp.  Horz %  Vert %  Index Update Report 

## Methodology Statement

Detailed information about where the data for these reports is sourced from is available by clicking Methodology Statement in the upper right.

[Methodology Statement](#)