



Report Overview

Commonly Used Reports

OVERVIEW

This document contains an overview of key reports contained within Claritas 360 including four sections:

- *What is it?*
 - A summary statement defining the report.
- *Business Issues it can solve for:*
 - Lists strategic issues the report addresses.
- *What Questions can it answer/why is it important?*
 - Lists questions and statements that communicate the key insights that each report offers.
- *Sample Report Output:*
 - Defines the report measures included in the output.
- *Report Formulas:*
 - Lists calculations used in the report.

Click a link below for more information about a particular report.

[Consumer Concentration](#)

Details about demographics, consumer demand and customer data for any selected analysis area(s).

[Segment Distribution](#)

Shows the geographic distribution of each segment in a selected segmentation system.

[Profile Worksheet](#)

Provides details on usage of a product or service by each segment within the entire country or a selected analysis area.

[Target Segment Measures](#)

Compares profile data on products, services, demographics, media preferences and activities that the selected target and/or its segments purchase or use.

[Target Concentration](#)

Shows the concentration of households for a single target group in both a report and a map.

[Market Potential](#)

Shows the likelihood of a selected analysis area to use a product or service.

CONSUMER CONCENTRATION

What is it?

The Consumer Concentration Report shows details about demographics, consumer demand and customer data for any selected analysis area(s).

Business issues it can solve for:

- Understand the demographic makeup of your markets.
- Depending on data licensed, shows data pertaining to spend, businesses, IPA, net worth, wire centers, etc.
- Attain a comprehensive overview of your market using any combination for the data listed above.

What questions can it answer/why is it important?

- What is the demographic make-up of my market?
- What is the penetration of data points across my market? i.e. Hispanic penetration rates.
- Calculates the count, % Composition, % Penetration and Index of selected variables for each analysis area.
- Allows for a highly customizable view of data for either quick overviews or comprehensive analysis of markets.

Sample report output

Consumer Concentration							
Analysis Area Code	Analysis Area Name	CY Pop, Hisp/Lat					
		Base Count	Base % Comp	Count	% Comp	% Pen	Index
91911	Chula Vista	90,776	2.66%	68,682	5.77%	75.66%	217
92154	San Diego	87,272	2.56%	61,011	5.12%	69.91%	200
[A] 91910	Chula Vista	[B] 80,724	[C] 2.37%	[D] 53,592	[E] 4.50%	[F] 66.39%	[G] 190
92126	San Diego	77,154	2.26%	12,014	1.01%	15.57%	45
92105	San Diego	71,057	2.08%	40,197	3.37%	56.57%	162
	Total	3,410,201	100.00%	1,191,262	100.00%	34.93%	100

- A. Analysis Area Code/Name: Each analysis area is identified by code and name.
- B. Base Count: Number of units within the base selected geography; the units are specified to the left of the data element name, in this case, CY Pop. EX) There are 80,724 people in Chula Vista ZIP Code.

- C. Base % Comp: The percentage of units in the selected geography compared to the total number of units in the base geography. Ex) Chula Vista ZIP Code makes up 2.37% of the population of the San Diego DMA.
- D. Count: Number of units for the selected data element within the selected geography. Ex) There are 53,592 Hispanic/Latino people in the Chula Vista ZIP Code.
- E. % Comp: The percentage of units for the selected data element in the selected geography compared to total number of units for selected behavior in the base geography. Ex) Chula Vista ZIP Code contains 4.50% of the San Diego DMA's Hispanic/Latino population
- F. % Penetration - The percentage of units for the selected data element in the selected geography compared to the units in the base geography. Ex) The Hispanic/Latino population makes up 66.39% of the Chula Vista ZIP Code's total population.
- G. Index: Indicates concentration of the selected data element in an analysis area, based on an average index of 100. Ex) A Hispanic/Latino person is 90% more likely to be found in the Chula Vista ZIP Code than the other ZIP Codes in the San Diego DMA.

Report formulas

- Percent composition

$$\frac{\text{Geounit Count}}{\text{Total Count}} \times 100 = \text{Percent Composition}$$

- Percent penetration

$$\frac{\text{Behavior Count}}{\text{Base Count}} \times 100 = \text{Percent Penetration}$$

- Index

$$\frac{\% \text{ Composition of Behavior}}{\% \text{ Composition of Base}} \times 100 = \text{Index}$$

SEGMENT DISTRIBUTION

What is it?

The Segment Distribution Report shows the geographic distribution of each segment in a specified analysis area. The results of this analysis help determine which segments you should be pinpointing within your chosen analysis area.

Business issues it can solve for:

- Understand the make-up of your market and where key segments are located.
- Find high concentrations of households for specified segments.
- Locate customers with desirable characteristics.
- Understand the issues above with current-year or five-year estimates.

What questions can it answer/why is it important?

- What segments are prominent in my market?
- How do segments compare across geographies?

Sample report output

Segment Distribution							
Segment Code	Segment Name	Base Area		Champaign et al, IL (684)			
		Households (ZIP+4 Based)		Households (ZIP+4 Based)			
		Base Count	% Comp	Count	% Comp	% Pen	Index
[A] 01	Upper Crust	[B] 1,304,060	[C] 1.05%	[D] 830	[E] 0.21%	[F] 0.06%	[G] 20
02	Networked Neighbors	1,241,889	1.00%	353	0.09%	0.03%	9
03	Movers & Shakers	1,768,172	1.43%	1,001	0.26%	0.06%	18
04	Young Digerati	1,841,200	4.49%	0	0.00%	0.00%	0
05	Country Squires	2,877,162	2.32%	9,262	2.37%	0.32%	102

- A. Segment Code/Name: Each segment is identified by code and name.
- B. Base Count: Number of households within the segment identified for the selected geography. Ex) There are 1,304,060 households in the Upper Crust segment for the entire U.S.
- C. Base % Comp: The percentage of households within each segment compared to the total number of households for all segments in the selected geography. Ex) Upper Crust households represent 1.05% of all households in the US.
- D. Count: The number of segment households in the selected geography. Ex) There are 830 Upper Crust households in the Champaign, IL DMA.
- E. % Comp: The percentage of households within each segment in the selected geography compared to all segments in the selected geography. Ex) 0.21% of all households in the Champaign, IL DMA fall within the Upper Crust Segment.
- F. % Pen: The percentage of segment households in the selected geography compared to the segment households in the base geography. Ex) The Champaign, IL DMA makes up 0.06% of all Upper Crust households across the US.

G. Index: Represents the likelihood that the households within a segment fall within the selected geography (based on an average index of 100). Ex) A household that falls within the Upper Crust segment is 80% less likely to be found in the Champaign, IL DMA than the rest of the U.S.

Report formulas

This analysis uses the following formulas:

- Percent composition (base or behavior)

$$\frac{\text{Segment Code}}{\text{Total Count}} \times 100 = \text{Percent Composition}$$

- Percent penetration

$$\frac{\text{Comparison Analysis Area}}{\text{Base Analysis Area}} \times 100 = \text{Percent Penetration}$$

- Index

$$\frac{\% \text{ Composition}}{\% \text{ Composition of Base}} \times 100 = \text{Index}$$

PROFILE WORKSHEET

What is it?

The Profile Worksheet Report provides details on usage of a product or service by each segment within the entire country or a selected analysis area.

Business issues it can solve for:

- Understand each segment's usage for a product or service.
- Identify segments with high/low propensity to participate in a behavior for development.
- Add Segment Descriptor columns to cross-reference key demographic characteristics for each segment group to create target groups.
- Determine the segments that prime customers fall within.
- Tailor marketing campaigns to reach prime segments.
- Understand key demographic characteristics for potential customers.
- Develop a brand strategy for target consumers.

What questions can it answer/why is it important?

- What segments have the most potential to participate in a certain behavior?
- What are the key demographic characteristics of my target customers?
- What products services are my core customers most interested in?

Sample report output

Profile Worksheet								
Segment Code	Segment Name	Household Education	Types of restaurant used for breakfast 30 day Any coffee house/coffee bar (A)					
			Base Count	Base % Comp	Count	% Comp	Users/100 HHs	Index
01	Upper Crust	Graduate Plus	27,247	1.25%	3,602	0.99%	13.22	79
02	Networked Neighbors	Graduate Plus	37,283	1.70%	12,893	3.54%	34.58	208
[A] 03	Movers & Shakers	[B] Graduate Plus	55,935	2.56%	[C] 13,757	[D] 3.78%	24.60	[E] 148
04	Young Digerati	Graduate Plus	18,014	0.82%	7,464	2.05%	41.43	249
05	Country Squires	Graduate Plus	52,903	2.42%	15,751	4.33%	29.77	179

- Segment Code/Name: Each segment is identified by code and name.
- Segment Descriptors: Within the prompt there is the option to include columns of demographic descriptors for each segment. Ex) 03 Movers & Shakers: Household Education, Graduate Plus.
- Profile Count: The total number of estimated households or adults, within each segment, that are likely to fit that behavior. Ex) There are 13,757 Movers & Shakers adults in the Atlanta CBSA that are estimated to have visited a coffee house within the last 30 days.
- Profile % Comp: The percentage of households or adults within each segment who fit the behavior, compared to all segments who fit the behavior in the selected geography. Ex) Of all the adults in the Atlanta CBSA that are estimated to have visited a coffee house within the last 30 days, 3.78% fall within the Movers & Shakers segment.
- Profile Index: Represents the likelihood that a HH or adult fits the profile (based on an average index of 100). Ex) An adult that falls within the Movers & Shakers segment is 48% more likely to visit a coffee house than the average HH in the Atlanta CBSA.

Report formulas

This analysis uses the following formulas:

- Percent composition (base or behavior)

$$\frac{\text{Segment Code}}{\text{Total Count}} \times 100 = \text{Percent Composition}$$

- Users per 100 households

$$\frac{\text{Behavior Count}}{\text{Base Count}} \times 100 = \text{Users/100 HHs}$$

- Index

$$\frac{\text{Users / 100 HHs of Behavior}}{\text{Users / 100 HHs of Base}} \times 100 = \text{Index}$$

TARGET SEGMENT MEASURES

What is it?

The Target Segment Measures Report shows the propensity of targets and/or segments to engage in various profile behaviors. The results of this analysis help determine which behaviors to emphasize when developing marketing campaigns.

Business issues it can solve for:

- Reach more of your targets based on observed media/lifestyle behaviors.
- Identify a way to tailor your message and understand their lifestyle to engage your customer and drive action.
- Understand advertising strategy; media consumption.
- Identify cross-sell opportunities.
- Make your ad spend more efficient.

What questions can it answer/why is it important?

- Where your target consumers eat, shop, travel and play.
- What is the most effective media to reach target consumers?
- What are the behavior and usage patterns amongst your target consumers?
- What are effective channels to reach a select audience?

Sample report output

Target Segment Measure							
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
Sports Event (Household)	[A] 110,636,089	123,356,629	[B] 89.69	[C] 9,611,661	[D] 8.69%	[E] 86.69	[F] 97
Sports Commentary (Household)	76,292,145	123,356,629	61.85	6,585,503	8.63%	59.36	96
Situation Comedy (Household)	105,498,501	123,356,629	85.52	8,843,700	8.38%	79.61	93
Quiz Give Away (Household)	72,821,762	123,356,629	59.03	5,532,815	7.60%	49.87	84
Popular Music (Household)	47,799,547	123,356,629	38.75	3,819,026	7.99%	34.42	89

- A. Total Profile Count: Total number of households that purchased or used the product or service. Ex) There are an estimated 110,636,089 Households in the U.S. that watch sports events on TV.
- B. Total Profile Users/100 HHs: Proportion of households within each profile behavior compared to the total household Base Count. Ex) Out of every 100 households in the U.S., 89.69 households are estimated to watch sports events on TV.
- C. Count: The total number of estimated households or adults, within the target/segment, that are likely to fit that behavior. Ex) There are an estimated 9,611,661 households in the Midlife Success target that watch sports events on TV in the U.S.
- D. % Total: The percentage of households/adults in the target/segment reported for the profile behavior compared to the total number of all households/adults who engage in the profile behavior. Ex) Of all households in the U.S. that are estimated to watch sports events on TV, 8.69% fall within the Midlife Success target.
- E. Users/100 Households: The proportion of households/adults who have the profile behavior within the selected target/segment compared to the total households for the selected target/segment. Ex) Out of every 100 Midlife Success households in the U.S., there are an estimated 86.64 households who watch sports events on TV.
- F. Index: Index represents the likeliness that a household in the selected target/segment fits the comparison profile (based on an average index of 100). Ex) Households in the Midlife Success target are 3% less likely to watch sports events on TV than other households in the U.S.

Report formulas

This analysis uses the following formulas:

- Users per 100 households

$$\frac{\text{Total Profile Behavior Count}}{\text{Total Profile Base Count}} \times 100 = \text{Users / 100 HHs}$$

- Percent Total

$$\frac{\text{Behavior Target Count}}{\text{Total Profile Behavior Count}} \times 100 = \text{Percent Total}$$

- Index

$$\frac{\% \text{ Penetration of Target}}{\% \text{ Penetration of Total Profile}} \times 100 = \text{Index}$$

TARGET CONCENTRATION

What is it?

The Target Concentration report shows the household distribution of selected targets and/or segments in an analysis area compared to total households in the analysis area. The results of this analysis help determine which geounits you should be pinpointing within your chosen comparison analysis area.

Business issues it can solve for:

- Locate concentrations and projected counts of a single set of potential customer households in a given area.
- Rank geographies within a market based on potential for households from a single target.

What questions can it answer/why is it important?

- Which ZIP codes (or other geographic level) are the best choice to reach your primary target?
- What is the projected household count for the primary target in a selected market?
- Does the target yield enough potential customers for the selected geographies?
- Which areas index highest for key desired segments?
- What market offers the strongest opportunity to reach desired consumers?

Sample report output

Target Concentration							
Analysis Area Code	Analysis Area Name	Y1 Midlife Success [04, 13, 21, 25, 31, 34, 35]					
		Base Count	Base % Comp	Count	% Comp	% Pen	Index
[A] 13089	DeKalb County	[B] 302,590	[C] 20.07%	[D] 53,284	[E] 25.52%	[F] 17.61%	[G] 127
13057	Cherokee County	89,105	5.91%	1,460	0.70%	1.64%	12
13067	Cobb County	290,052	19.24%	28,274	13.54%	9.75%	70
13117	Fulton County	436,064	28.92%	108,950	52.18%	24.98%	180

- A. Analysis Area Code/Name: Each analysis area is identified by code and name.
- B. Base Count: Number of households within the base selected geography. Ex) There are 302,590 households in DeKalb County.
- C. Base % Comp: The percentage of households in the selected geography compared to the total number of households in the base geography. Ex) DeKalb County makes up 20.07% of the households in the Atlanta CBSA.
- D. Count: Number of target/segment households in selected geography. Ex) There are 53,284 Midlife Success households in DeKalb County.
- E. % Comp: The percentage of target/segment households in the selected geography compared to total target/segment households in the base geography. Ex) DeKalb County contains 25.52% of the Atlanta CBSA's Midlife Success households.
- F. % Penetration: The percentage of target/segment households in the selected geography compared to the total household count in the selected geography. Ex) Midlife Success households make up 17.61% of DeKalb County's total households.
- G. Index: Indicates concentration of the target/segment households in an analysis area,(based on an average index of 100). Ex) A Midlife Success household is 27% more likely to be found in DeKalb County than the other counties in the Atlanta CBSA.

Report formulas

This analysis uses the following formulas:

- Percent composition (base or behavior)

$$\frac{\text{Segment/Target Count}}{\text{Total Count}} \times 100 = \text{Percent Composition}$$

- Percent penetration

$$\frac{\text{Segment/Target Count}}{\text{Base Count}} \times 100 = \text{Percent Penetration}$$

- Index

$$\frac{\% \text{ Composition of Segment/Target Count}}{\% \text{ Composition of Base}} \times 100 = \text{Index}$$

MARKET POTENTIAL

What is it?

The Market Potential Report compares the current usage patterns for one or more product profiles in an analysis area. It calculates a Market Potential Index to help determine the potential for introducing new products and services, or for developing strategies for cross-selling products and services based on current consumption trends.

Business issues it can solve for:

- Identify opportunities for selling a product or service.
- Identify analysis areas to find potential locations to promote products and services.
- Compare usage patterns for your products, competitive products and similar products in one or more analysis areas.
- Rank the penetration of products and services in one or more analysis areas.

What questions can it answer/why is it important?

- Where is the opportunity for my product or service?
- Where is the opportunity for a new or competitor's product or service?
- How can I identify areas for potential locations?

Sample report

Market Potential							
Analysis Area Code	Analysis Area Name	Has Wearable Device (e.g. FitBit, Nike Fuelband, etc.) (H)					
		Base Count	Base % Comp	Estimated Users	% Comp	Users/100 HHs	Market Potential Index
[A] 13117	Forsyth County	[B] 77,760	[C] 3.55%	[D] 15,507	[E] 4.70%	[F] 19.94	[G] 132
13113	Fayette County	41,293	1.89%	7,016	2.13%	16.99	113
13057	Cherokee County	89,105	4.07%	15,123	4.58%	16.97	112
13067	Cobb County	290,052	13.26%	47,439	14.37%	16.36	108

- A. Analysis Area Code/Name: Each analysis area is identified by code and name.
- B. Base Count: Total number of households within the selected geography. Ex) There are 77,760 households in Forsyth County.
- C. Base % Comp: The percentage of households in the selected geography compared to the total number of households in the base geography. Ex) Forsyth County makes up 3.55% of the households in the Atlanta CBSA.
- D. Estimated Users: The total number of households/adults in each analysis area that fit the profile behavior. Note that if this is an adult profile, which is denoted by '(A)' in the profile name, this will be the estimated number of adults; otherwise, it is the estimated number of households. Ex) There are an estimated 15,507 households in Forsyth County that have a wearable device.
- E. % Comp: The percentage of estimated users in the selected geography compared to the total number of estimated users in the base geography. Ex) 4.70% of wearable device users in the Atlanta CBSA are located in Forsyth County.
- F. Users/100 HHs: The proportion of households/adults that have the profile behavior compared to the total households in the selected geography. Ex) Out of every 100 households in Forsyth County, there are an estimated 19.94 households that have a wearable device.
- G. MPI: The likelihood that the selected geography has households with the profile behavior, as compared to the base geography. Ex) Forsyth County is 32% more likely to have households with a wearable device when compared to other counties in the Atlanta CBSA. An index of 100 is considered average. (Note: If the data was run with the Analysis Area Index prompt turned off, the index compares to the entire U.S. instead of the base geography.)

Report formulas

This analysis uses the following formulas:

- Estimated users:

For simplicity in this example, assume that ZIP Code 12345 contains only the following two segments.

Segment 01 Household Count - 450 (45%)
Segment 02 Household Count - 550 (55%)
1,000 (100%)

Based on an example profile, assume 20% of Segment 01 uses the product and 10% of Segment 02 uses the product. The total number of households in ZIP Code 12345 that use the product is calculated as follows:

20% of the 450 HHs in Segment 01 use Product (90 HHs)
10% of the 550 HHs in Segment 02 Use Product (55 HHs)
Total HHs in ZIP Code 12345 that use the Product = 145

- Percent Penetration

$$\frac{\text{Estimated User Count}}{\text{Base Count}} \times 100 = \text{Product Penetration}$$

- Market Potential Index (MPI)

$$\left(\frac{\text{Estimated User Count}}{\text{Base Count}} \right) \times \left(\frac{\text{Profile Total Behavior Count}}{\text{Profile Total Base Count}} \right) \times 100 = \text{Market Potential Index}$$