



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	<ul style="list-style-type: none"> Segmentation System Profile Consumption Geosummary Analysis Area 	<table border="1"> <thead> <tr> <th rowspan="2">Strategy</th> <th rowspan="2">Analysis Area Code</th> <th rowspan="2">Analysis Area Name</th> <th colspan="7">Buy Athletic Shoes- 1yr (A) - Bought Running Shoes</th> </tr> <tr> <th>Base HH Count</th> <th>Base % Comp</th> <th>Count</th> <th>% Potential</th> <th>Actual Penetration Index</th> <th>Estimated Users</th> <th>Market Potential Index</th> </tr> </thead> <tbody> <tr> <td>Dominate</td> <td>60612</td> <td>Chicago</td> <td>13,785</td> <td>0.70%</td> <td>673</td> <td>11.28%</td> <td>142</td> <td>5,965</td> <td>101</td> </tr> <tr> <td>Dominate</td> <td>60501</td> <td>Summit Argo</td> <td>3,421</td> <td>0.17%</td> <td>332</td> <td>22.01%</td> <td>282</td> <td>1,508</td> <td>102</td> </tr> <tr> <td>Dominate</td> <td>60469</td> <td>Posen</td> <td>1,765</td> <td>0.09%</td> <td>331</td> <td>41.95%</td> <td>545</td> <td>789</td> <td>104</td> </tr> <tr> <td>Dominate</td> <td>60160</td> <td>Melrose Park</td> <td>8,060</td> <td>0.41%</td> <td>452</td> <td>12.71%</td> <td>163</td> <td>3,557</td> <td>102</td> </tr> <tr> <td>Dominate</td> <td>60406</td> <td>Blue Island</td> <td>8,465</td> <td>0.43%</td> <td>1,200</td> <td>32.20%</td> <td>412</td> <td>3,726</td> <td>102</td> </tr> </tbody> </table> <p>This report output can also include a map. To learn more, view the Actual vs. Potential Calculations & Interpretation Guide.</p>										Strategy	Analysis Area Code	Analysis Area Name	Buy Athletic Shoes- 1yr (A) - Bought Running Shoes							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							
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Activities past 12 months Basketball (A)	49,689	212,206	23	12,230	26.33	112	0.72																																																																																																	
Activities past 12 months Boating (A)	72,267	212,206	34	17,949	38.64	113	0.84																																																																																																	
Activities past 12 months Bowling (A)	83,987	212,206	40	20,654	44.46	112	0.77																																																																																																	
Activities past 12 months Camping (A)	82,952	212,206	39	20,148	43.37	111	0.77																																																																																																	
Activities past 12 months Fishing (A)	85,189	212,206	40	19,867	42.77	107	0.54																																																																																																	

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