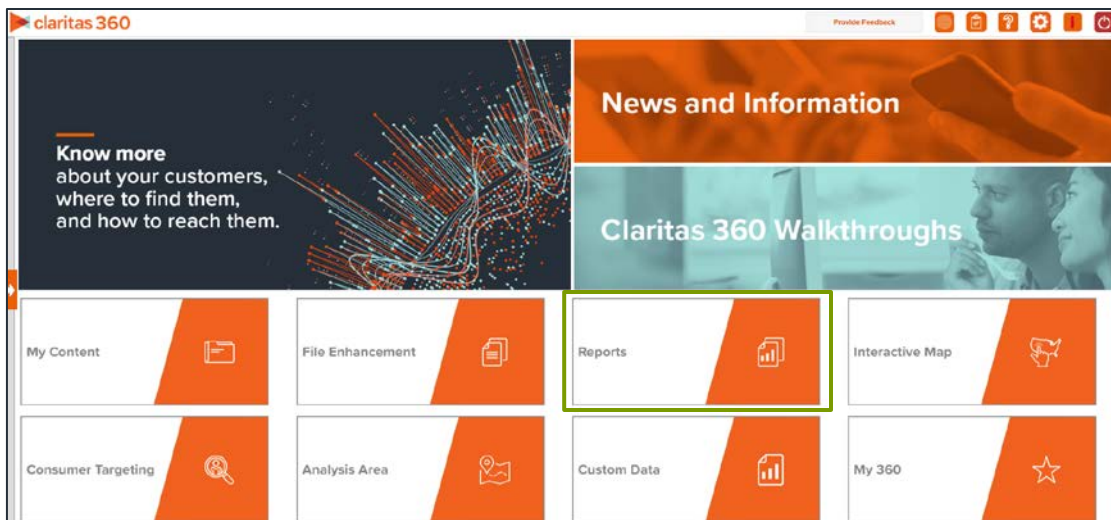# Target Concentration Report

OVERVIEW

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

The Target Concentration report shows how many target users are located in an analysis area.

LOCATE THE REPORT

1. From the homepage, click on Reports.

2. Select Segmentation Reports ➞ Locator Reports ➞ Target Concentration.
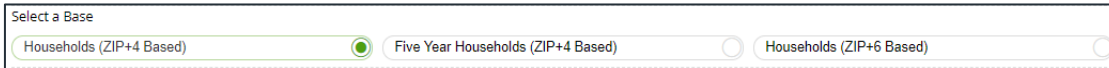
SELECT REPORT INPUTS

Select Segmentation System

1. Select a segmentation system.

identify
deliver
optimize

2. Select a base.
   Note: If you license ZIP+6 level distributions, it is generally recommended to select Households (ZIP+6 Based) as your base, as this level provides a greater level of granularity for the segment distributions than the ZIP+4 level.
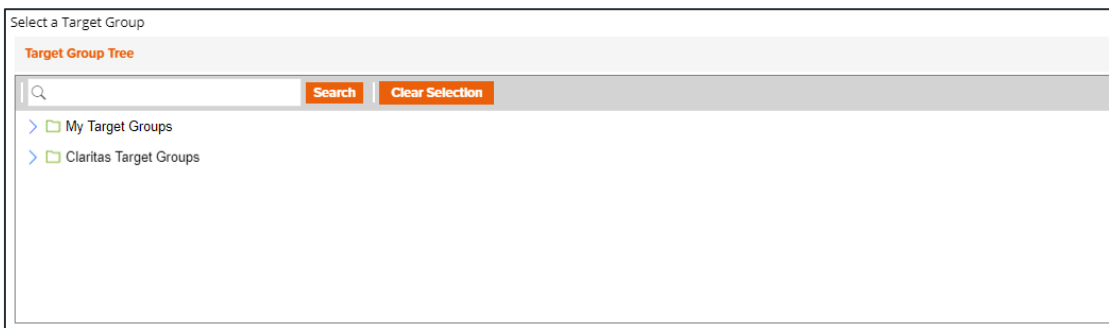
Select a Base		
Households (ZIP+4 Based) ⦿	Five Year Households (ZIP+4 Based) ◯	Households (ZIP+6 Based) ◯

Select Target(s)

1. Select the target group that contains the target(s) you want to include in your report.

Select a Target Group

Target Group Tree

🔍 [   ]   **Search**   **Clear Selection**

> 📁 My Target Groups
> 📁 Claritas Target Groups

2. Select the target(s) that you want to use.

Select a Target

Target Tree

📄 Midlife Success
📄 Young Achievers
📄 Striving Singles
📄 Accumulated Wealth
📄 Young Accumulators
📄 Mainstream Families
📄 Sustaining Families
📄 Affluent Empty Nests

claritas

Select Analysis Area and Level of Detail

1. Select a geography or analysis area.
   Note: Clicking on the folder (without opening it) will select all areas contained within the folder.
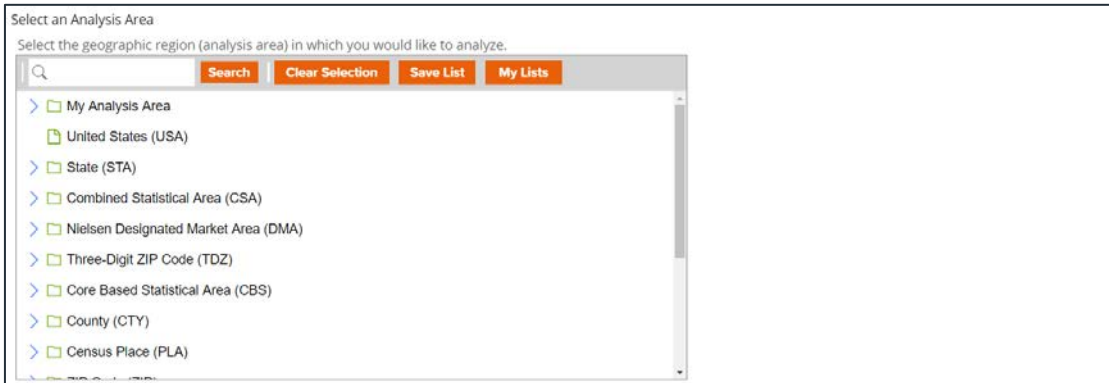
2. Select the analysis area level of detail. The options are:

ANALYSIS AREA, LEVELS OF DETAIL	
LEVEL OF DETAIL	**DEFINITION**
As Selected	Creates individual columns for each analysis area in the selected order.
Component	Creates individual columns for all the analysis area components you selected (State, County, ZIP Code, etc.)

3. To include parent geographies in the report, set Include Parent Geographies to ON.
   When the Parent Geography pop-up window appears, click the Name and/or Code check box next to the parent geography(ies) that you want appended to the report.

4. Select the target level of detail. The options are:

TARGET, LEVELS OF DETAIL	
LEVEL OF DETAIL	**DEFINITION**
Target	Displays each selected target as an individual set of columns in the report.
Segment	Displays only the target's segments in separate columns.
Target & Segment	Displays columns for each target and for each segment in the selected target.

Specify a Sort Method

You'll be prompted to make the following selections:

SORT/SUBTOTAL METHODS	
SORT/SUBTOTAL MEHTOD	**ADDITIONAL INFORMATION**
Sort method	Sets the method used for sorting your records. The selected sort method will affect which of the remaining sort/subtotal options will appear.
Sort measure	This is the measure tied to the first target/segment selected that will be used for the basis of sorting.
Sort direction	The options are ascending and descending.
Subtotal method	Sets the method used for grouping the records into subtotals. The selected subtotal method will affect which of the remaining subtotal options will appear.
Number of Ranges	Sets the number of subtotal groups included in your report.
Subtotal measure	Sets the measure that will be used for the basis of subtotaling.

1. Select a sort method. The options are:

SORT METHODS	
SORT MEHTOD	**DEFINITION**
None	No sort is applied.
Row ID	Sorts data according to row ID.
Row Name	Sorts data according to name in alphabetical order.
First Target/Segment Selection	Sorts data based on your target or segment selections.

2. Specify a sort direction.

Select a sort direction

Ascending ○   Descending ◉

3. (Optional) If you selected First Target/Segment Selection as the sort method, you'll be prompted to make additional selections:

   a. Select a sort measure. The options are Base Count, Base % Comp, Count, % Comp, % Pen, and Index.

   b. Select a subtotal method. The options are:

   NOTE: If you want a themed map included in your report output, you must select a sub-total method and change the Include Map prompt to ON.

SUBTOTAL METHODS	
SUBTOTAL METHOD	**DEFINITION**
None	No method is applied.
Equal Ranges	Groups areas (rows) based on the values of a specific variable – Each subtotal group will have an equal minimum/maximum range for the specified variable.
Equal Records	Uses basic division to group the number of areas (rows) equally – Each subtotal group will have an equal number of areas.
n-tile	This method distributes the total number of households in an area into equal groups that are approximately equal, such as fourths or fifths.
Analysis Area	Groups the records by the selected analysis areas.

If you select the Equal Ranges or Equal Records subtotal method, you need to specify the following:

- Number of ranges: select your desired number of groupings

If you select the n-Tile subtotal method, you need to specify the following:

- Number of ranges: select your desired number of groupings
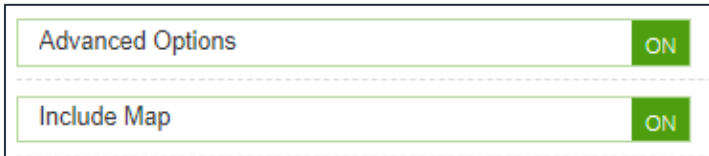- Subtotal measure: select the desired measure to use for equal grouping

If you select the Analysis Area subtotal method, you need to specify the following:

- Display and calculate data for each duplicate geography. The options are:

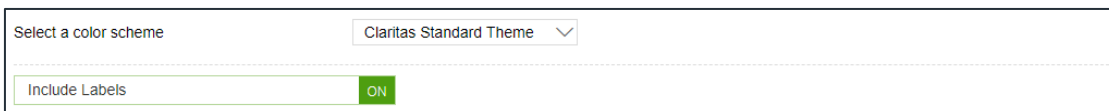| DUPLICATE GEOGRAPHY METHODS	
DUPLICATE GEOGRAPHY METHOD	**DEFINITION**
Only Once	The report output will not contain any duplicate records (geographies).
In Subtotals Only	The report output will contain any duplicate geographies in the subtotals, but not the total.
In All Totals	The report output will contain duplicate geographies in both the subtotals and total.

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Add Additional Options

1. (Optional) To include a map in your report output, set Advanced Options and Include Map to ON.
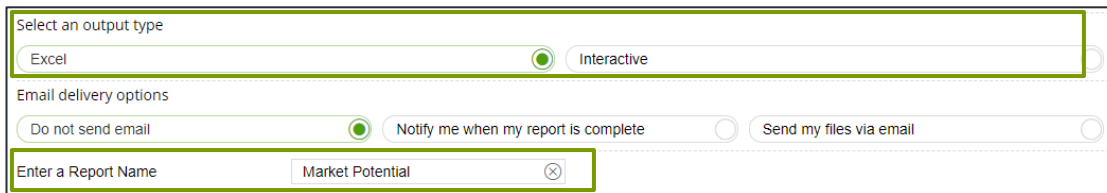

2. Select a color scheme for your map and specify if you want to include labels.

Specify Report Output Details

1. Specify your report output type and enter the report name. Click Submit.

REVIEW REPORT OUTPUT

If Creating Excel Output

1. While the report generates, you can either wait for the report to complete or you are given the option to navigate away from the current page.

   Note: If you move on to another task, your report output can be retrieved from My Jobs.

2. After the report generates, click Report Output to view your report.
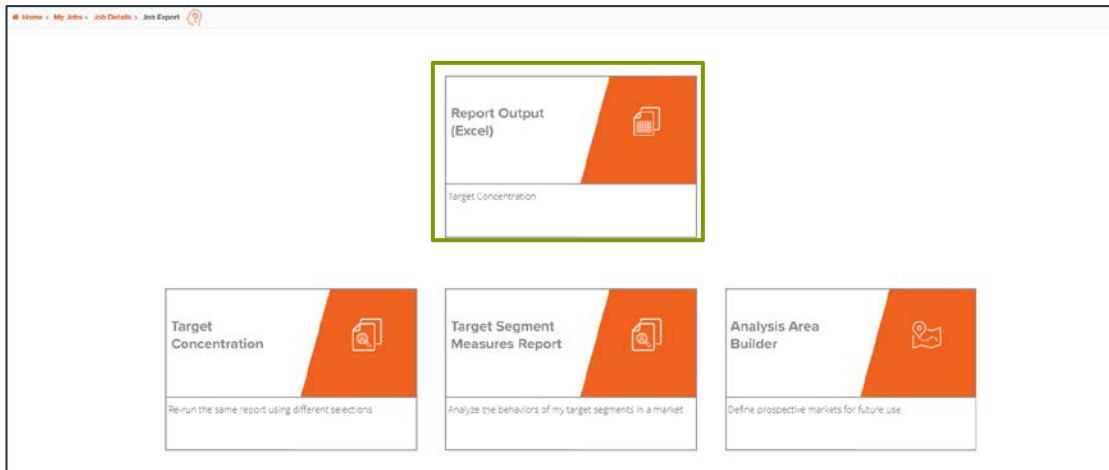
If Creating Interactive Output

1. Once your report generates it will be displayed on the screen.

		Y1 Midlife Success [04, 13, 21, 25, 31, 34, 35]					
Analysis Area Code	Analysis Area Name	Base Count	Base % Comp	Count	% Comp	% Pen	Index
002	Los Angeles, CA	5,073,541	48.57%	1,083,333	46.30%	18.13%	95

Toolbar: View Map | Parent Geography | Sort/Subtotal | Display & Edit Report Prompts | Export Report | Create Analysis Area | Create Report | Filter