



# Segment Distribution

## Interpretation & Calculations

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### OVERVIEW

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.

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### 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.

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### 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

- Segment Code/Name: Each segment is identified by code and name.
- 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.
- 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.
- Count: The number of segment households in the selected geography. Ex) There are 830 Upper Crust households in the Champaign, IL DMA.
- % 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.
- % 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.
- 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

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