Claritas 360 Cheat Sheet - Libraries

**Standard Reports: Demographic Reports**

These reports help you better understand your market make up. These are the types of reports that can help you confirm markets you have selected for product launch or help you determine if based on your target, your market will support your product or service.

- No behaviors are in these reports.
- They are all groupings of demographic variables that you can run for your market(s).
- All of these reports can be run at the state, DMA or County level or any combination of all 3.
- All of these reports return current year info, most also show 2000 and 2010 Census comparison and a 5 year projection.
- All are returned as Excel, however you can choose PDF or both.
- Many have maps, charts/graphs options.

**Pop Facts Demographics:** several reports you can select from to help you understand your market make-up and if your market has the types of people in it to support your product or service:

- **Demographic Snapshot:** analysis of typical demographic variables for your market(s)
- **Census Overview:** looks at Census variables for your market(s)
- **Population Quick Facts:** just population variables
- **Household Quick Facts:** just household variables
- **Demographic Quick Facts:** abbreviated demographic snapshot

**Demographic Trends:** trending information for groups of demographic variables by market(s) - helps determine if your target markets will support your product or service in the future by maintain the demographic make-up you need them to have:

- **Demographic Trend:** topline demographic variables current year, versus 5 year projection versus 2000/2010 census
- **Age Sex Trend:** topline breakouts by age/sex current year, versus 5 year projection, versus 2000/2010 census
- **Household Trend:** topline household variables current year, versus 5 year projection, versus 2000/2010 census
- **Population Summary**
- **Population Summary:** current year total population, versus 5 year projection for total population, versus 2000/2010 census total population
- **Household Trend Summary:** topline household variables current year, versus 5 year projection, versus 2000/2010 census

**Pop Facts Demographics by Age Race Sex:** just these variables for your market(s). A real example of how to use this report is an insurance company who was looking to get a sense of concentrations of African American females between 18-24 for the Atlanta DMA.

**Household Income by Age of Householder:** just these variables. Shows 2000/2010 Census information for these variables in your markets, versus current year, versus 5 year projection. An example of how to use this report: Maybe my client is Tesla and I want to find the DMAs with the greatest number of householders between 35-60 with an income over a certain amount to target to open my dealerships in.

**Executive Summary:** verbal explanation of demographic snapshot for your market(s). This is nice to add as an appendix to the spreadsheet of information in the demographic snapshot.

**Effective Buying Income:** current year effective buying income variables for your market versus 5 year projection for these variables in your market. Back to Tesla-if you need markets that have a large percentage of households with a high effective buying income to support your dealership, this report can help you identify them.
Senior Life—this looks at just senior variables (Claritas counts 45+ as Senior) in your market. Maybe you are a financial planner in Atlanta with a new service that you are targeting to seniors with a specific income. You can run this report for the Atlanta DMA to determine if there are enough seniors with the income you need them to have to buy your product or service in your target market.

Consumer Concentration—find concentrations of your target demographic (females 18-24 for example) or your target PRIZM segment (Low rise living segment for example) in your, market. You can use this report again to get a sense of if there are enough of your target audience in a market to support your product or service.

Segmentation Reports—are where the behaviors (profiles) and PRIZM data come into play. These reports help you find and better understand your consumer.

Market Overview Reports—help me understand my market in terms of PRIZM Premier segments

Segment Distribution—shows how many households in your market fall into each of the 68 PRIZM Premier segments. Can help you determine if your target market has enough of your target segment in it to support your product or service. It can also help you determine which are the most common segments in your market to better understand your market makeup.

Lifestyle Reports—help me understand the behaviors/profiles of the consumers in my market

Target Segment Measures—exclusively relates to PRIZM Premier Segments, Social Groups, Lifestage Groups and the behaviors of those in your selected group in your selected market. Can help you determine if a target group participates in a target behavior to the degree that you need them to in your market to support your product or service.

Market Potential—this is the most commonly used segmentation report as it shows how strong a behavior/profile is in your market. Can help you determine if your market has enough people or households participating in a target behavior to support a product or service.

Profiler Reports—help you understand the behaviors of PRIZM Premier segments. Can help in segment selection.

Profile Worksheet

Profile Ranking Index

Locator Reports—help you understand where to find concentrations of your target social group, lifestage group or PRIZM Premier segment.

Target Concentration—can be used in conjunction with the target segment measures. Run the target segment measures to determine which groups have the highest concentrations of people or households participating in your target behaviors, then run the Target Concentration Report for those groups to see where you have the greatest number of households that fall into these groups for market consideration.