# Claritas Segmentation & Market Solutions (SMS)

Report reference for Local Market Audience Analyst (LMAA). Click on the name of a SMS Category or Report to learn more.

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Pop-Facts Demographic Reports

**Pop-Facts** reports provide comprehensive demographic details and summary information for your selected analysis area.

Designed to provide fast reference, a variety of **Pop-Facts** reports enables you to view overall demographic statistics or focus on specific information.

Each report shows detailed counts for the demographic variables or trends you select. To assist with your analysis, applicable totals, subtotals, percentages and averages are calculated automatically.

Depending on the report you select, specially formatted **Quick Facts**, **Snapshot**, **Summary** and **Title** sections help you analyze your data from different perspectives.

You can select any standard analysis area for your reports. Options for viewing components or aggregate individually also are available.

Use the **Pop-Facts** reports to get the “big picture” or to pinpoint fine details when developing your product, location, marketing and media strategies.

**Select from a variety of useful demographic reports.**

Select the **Pop-Fact** report that provides you with the overview or detail information you need:

**Pop-Facts Demographics**

Select the **Pop-Facts Demographics** report to view information on a wide variety of demographic variables for your selected analysis area, including age, race, household size, income, ethnicity, occupation and more. Select any combination of **Snapshot** totals, **Census Overview** data, or specific **Quick Facts** to view the data in different formats.

**Pop-Facts Demographics By Age Race Sex**

Select the **Pop-Facts Demographics by Age Race Sex** report to view summary and/or detail counts for each race and age group. The **Detail** section breaks down the race and age counts for males, for females and for both.

**Senior Life**

Select the **Senior Life** report to compare information on the senior population (45 years and older) by sex, race, income, housing and other variables. Details for the last census, estimated current year and projected five-year counts are provided.

**Pop-Facts Demographics Trends**

Select the **Pop-Facts Demographics Trends** report to view summary and/or detail information for the last census, estimated current year and projected five-year counts. You can select options to include different groups of demographic variables, including age/sex/race and household information.

**Pop-Facts Executive Overview**

Select the **Pop-Facts Executive Overview** to view demographic summary information in narrative format for use in executive reports and presentations. Overviews are provided for population, household, income, labor, education and housing information.

**Pop-Facts Household Income by Age of Householder**
Select the **Pop-Facts Household Income by Age of Householder** to compare information on household income by household age range (15-24, 25-34, etc.). Details for the last census, estimated current year and projected five-year counts are provided.

**Effective Buying Income**

Select the **Effective Buying Income** report to view current-year estimates and five-year projections of estimated households by Effective Buying Income (EBI) for 12 income ranges. Details for average and median buying income data, population, households, housing units, median age and median household income are provided.

**View demographic data in easy-reading Excel or PDF format.**

**Pop-Facts** can be generated as Excel workbooks. Data for the sections you selected are presented in separate tabs of the workbook. The selected demographic categories (age groups, etc.) are presented as rows in each spreadsheet. Detail counts are shown in the columns. Helpful percentage, total, subtotal and average calculations are provided, when applicable.

You also can generate your data to an Adobe PDF file for viewing and printing. Each report is presented in an attractive, easy-reading page layout. Bookmarks are provided for each analysis area component to help you locate specific demographic data quickly.

When you open the report in Excel or Adobe Acrobat, you can use all the standard options to change report views, print the report and save the file.
Segmentation Reports

For any of your segment subscriptions, use the segmentation reports to find breakdowns of each segment in any selected analysis area.

Consumer Concentration Report: Where are the customers?

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

Select one or more demographic variables from available profiles to display statistical details such as income level, gender, educational level, ethnicity, race and family size.

The report shows the analysis area’s count, percentage composition, percentage penetration and an index for each demographic variable you select.

The report can be viewed in standard Table View, Map View and in Title View.

Market Potential Report: Where are the targets?

The Market Potential Report compares current consumption pattern 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.

Profiles show how often or how much a segment uses a selected product or service.

The report can be viewed in standard Table View, Map View, and Title View.

Analysis areas appear as rows in the table. Data for one or more selected profiles are shown in the columns.

You can select any combination of syndicated profiles in a single report.

Profile Ranking Index Report: Where are the customers?

The Profile Ranking Index Report compares one or more profiles with a selected collection of other profiles (product usage, media preference or demographic traits).

Select one or more Comparison Profiles that represent households likely to purchase or use a product or service. Compare the high and low values of the profile with values from any mix of other profiles.

The report’s Index shows the correlation between the segments (of each profile) to compare another profile’s concentrations of households (product users, television viewers, etc.) with the concentration of households in your comparison profile(s).

The report also calculates a Rank Order Correlation (ROC) that measures the similarity of how the indexes are ranked among segments of two different profiles. The ROC shows how the high or low patterns (product/behavior/trait) of each segment of the selected profile correspond with the high or low patterns for your comparison profile(s).

Results of the report provide a better understanding of how to develop media, advertising and product development strategies for your core prospects.

The report can be viewed in standard Table View and in Title View.
The selected collection of profiles (product usage, media preference, demographics) appears in separate rows in the table. Data for one or more selected comparison (product usage, etc.) profiles are shown in the columns.

**Profile Worksheet: Who are the customers?**

The **Profile Worksheet** shows usage information, by segment, for products and services (product profiles). The report can be viewed in standard **Table View** and in **Title View**.

**Segment Distribution Report: Where are the customers?**

The **Segment Distribution Report** shows the geographic distribution of each segment in a selected segmentation system.

Use it to view and compare segment counts for any selected analysis area. The report calculates percentage compositions, penetration compositions and indexes for each analysis area, using the base you select.

The report includes detail level options so you can add and arrange columns for aggregate and/or component statistics as needed.

In addition, you can include full descriptions for each segment.

The report can be viewed in standard **Table View**, **Map View** and in **Title View**.

**Target Concentration Report: Identifying Your Target**

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

It can be viewed in standard table format and as an interactive map.

For each analysis area you select, use the report to view the total number of target members, their concentration within the area, and the potential for penetrating the target.

Use the report to identify concentrations of a target group or individual targets within the group.

Using a selected segmentation system (PRIZM households, etc.), you can generate the report to include standard target groups. You can create and save a target group of users likely to purchase a product based on age, income, etc.

You can configure the report to include all the targets in the group or only specific individual targets.

**Target Segment Measures Report: Where are the targets?**

The **Target Segment Measures Report** displays detailed profile data on demographics, media preferences and lifestyle characteristics for a selected target and/or its segments.

The report displays all data for any category of profile (product usage, lifestyle, etc.) in separate rows, with counts and calculations.

The report can be viewed in standard **Table View** and in **Title View**.