![SimplyAnalytics®]

What is PRIZM Premier?

PRIZM Premier is a marketing segmentation system containing 68 segments that combine demographics, consumer behavior and geographic data to help marketers understand, find, and engage with their customers and prospects.
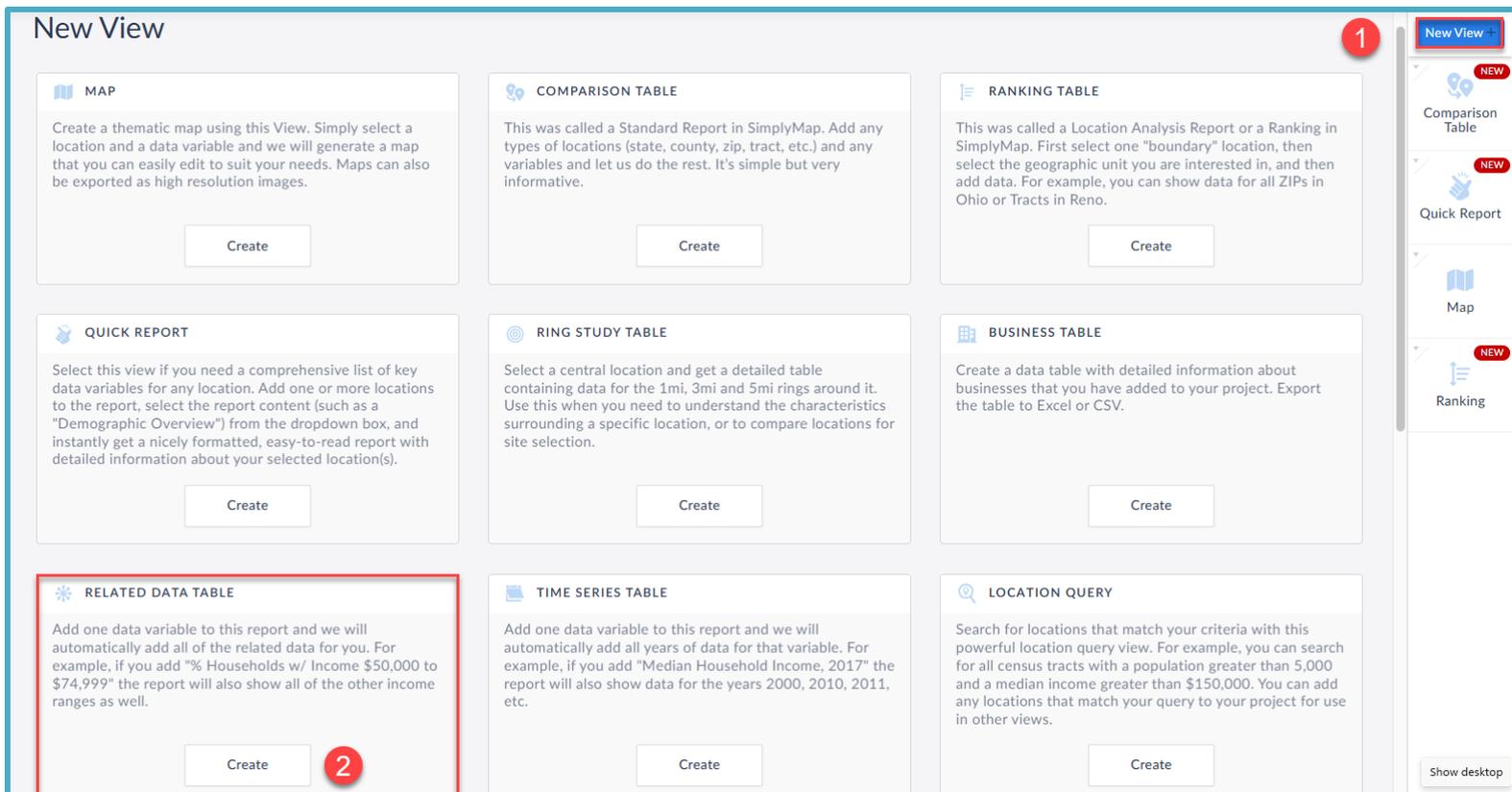
How to use PRIZM data in SimplyAnalytics

There are **two** primary ways to leverage the PRIZM data in SimplyAnalytics:

- Identify the top PRIZM segments for a target location.
- Identify locations with the highest concentration of a specific segment or social/lifestage group.

## Identifying the Top PRIZM Segments in a Location

1. In your project, select *New View* towards the top-right of the screen, then *Create* under the **Related Data Table** view.


New View

1 New View

MAP
Create a thematic map using this View. Simply select a location and a data variable and we will generate a map that you can easily edit to suit your needs. Maps can also be exported as high resolution images.

Create

COMPARISON TABLE
This was called a Standard Report in SimplyMap. Add any types of locations (state, county, zip, tract, etc.) and any variables and let us do the rest. It's simple but very informative.

Create

RANKING TABLE
This was called a Location Analysis Report or a Ranking in SimplyMap. First select one "boundary" location, then select the geographic unit you are interested in, and then add data. For example, you can show data for all ZIPs in Ohio or Tracts in Reno.

Create

QUICK REPORT
Select this view if you need a comprehensive list of key data variables for any location. Add one or more locations to the report, select the report content (such as a "Demographic Overview") from the dropdown box, and instantly get a nicely formatted, easy-to-read report with detailed information about your selected location(s).

Create

RING STUDY TABLE
Select a central location and get a detailed table containing data for the 1mi, 3mi and 5mi rings around it. Use this when you need to understand the characteristics surrounding a specific location, or to compare locations for site selection.

Create

BUSINESS TABLE
Create a data table with detailed information about businesses that you have added to your project. Export the table to Excel or CSV.

Create

RELATED DATA TABLE
Add one data variable to this report and we will automatically add all of the related data for you. For example, if you add "% Households w/ Income $50,000 to $74,999" the report will also show all of the other income ranges as well.

Create **2**

TIME SERIES TABLE
Add one data variable to this report and we will automatically add all years of data for that variable. For example, if you add "Median Household Income, 2017" the report will also show data for the years 2000, 2010, 2011, etc.

Create

LOCATION QUERY
Search for locations that match your criteria with this powerful location query view. For example, you can search for all census tracts with a population greater than 5,000 and a median income greater than $150,000. You can add any locations that match your query to your project for use in other views.

Create

NEW Comparison Table

NEW Quick Report

Map

NEW Ranking

Show desktop

2. The **Edit View** screen appears. Here you need to choose a location and add one PRIZM Premier segment. Here's how – first add/select your target locations within the **Edit View** screen as shown below.
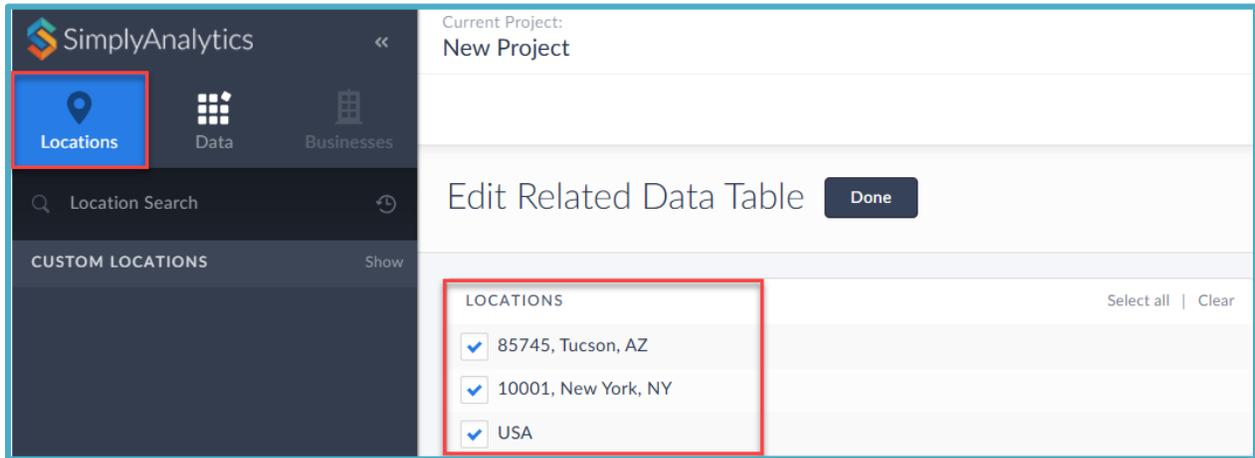
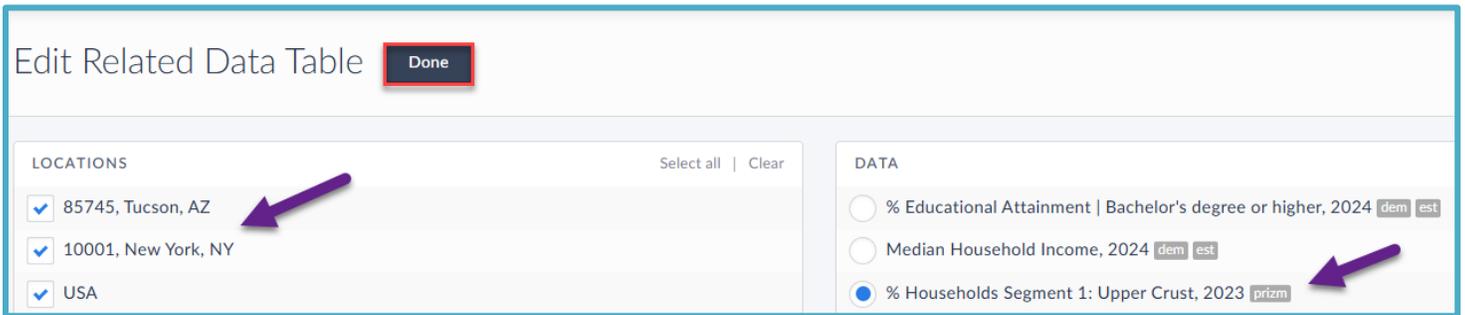3. Click on the **Data Block > Data Folder** option to add in __one__ PRIZM Premier segment - the related data table automatically adds in all variables in the folder.

The image below details where to find these segments: *PRIZM Premier » Segments*
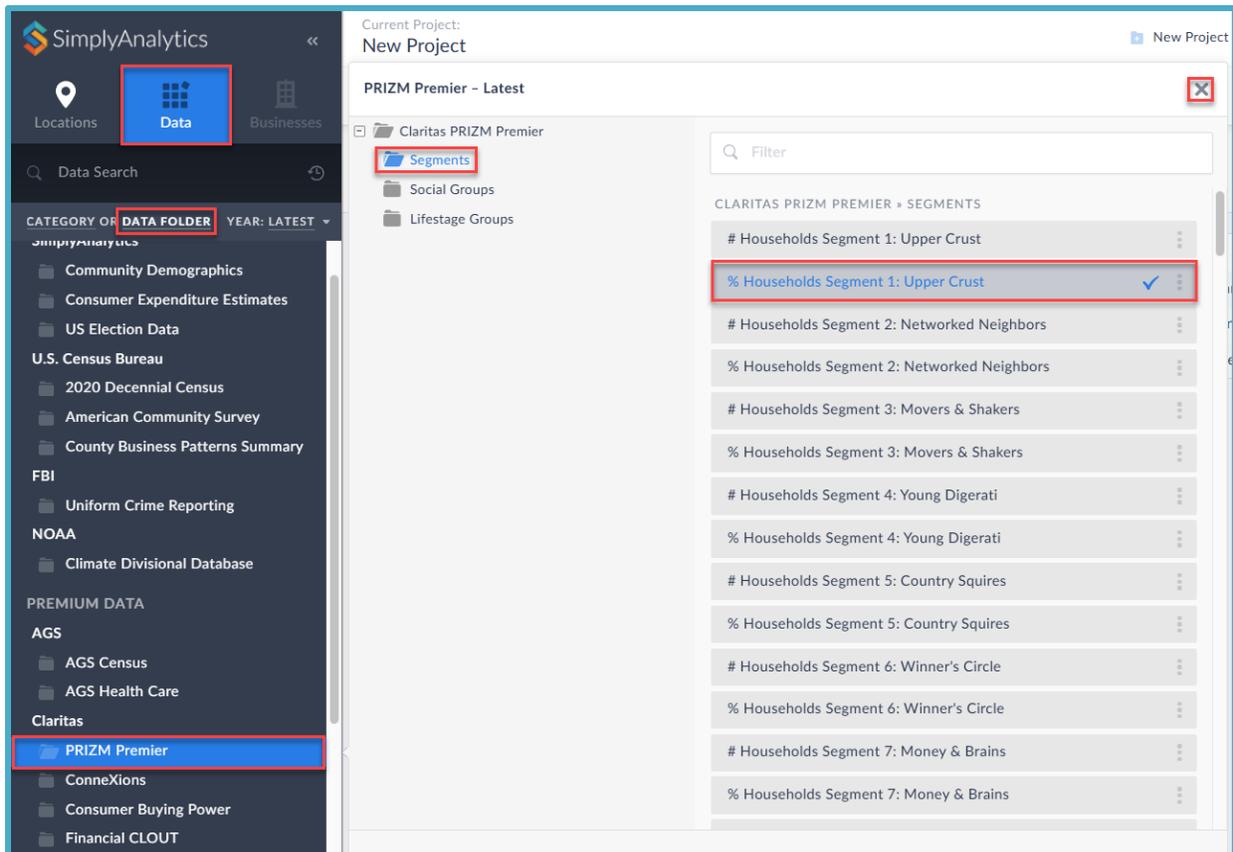
With the location chosen, and at least one data variable selected, select, **Done**.

4. The report will generate adding in all 68 PRIZM segments. Το identify the top segment for your geography, click on the **location** (1) and **Sort, Largest to Smallest**. Read more about the segment by selecting the variable name, then View Metadata (2).
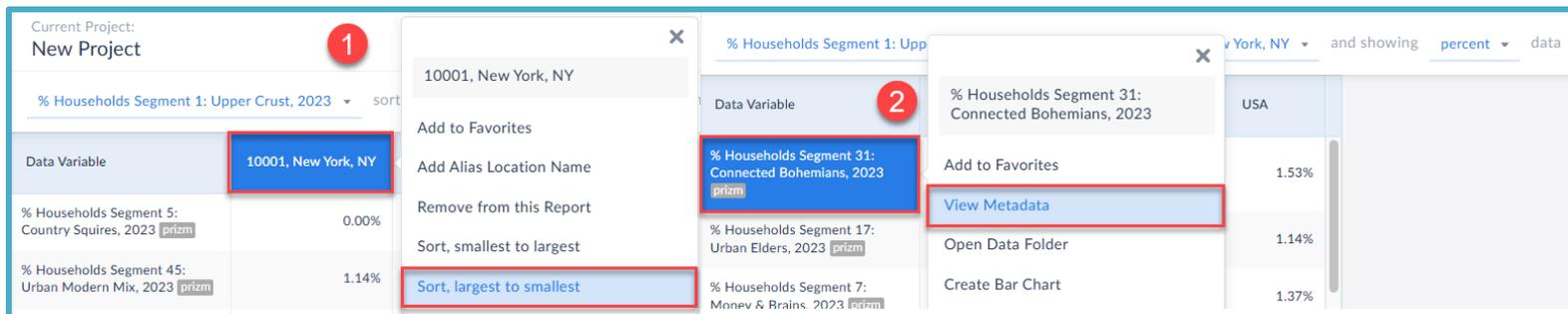
Using the Social/Lifestage PRIZM Premier Groups

The 68 individual segments of PRIZM Premier are grouped into 14 social groups and 11 Lifestage groups.

Social Groups: The 14 social groups of Claritas PRIZM Premier are based on Urbanicity class and affluence, two important variables used in the production of PRIZM® Premier.

Lifestage Groups: PRIZM Premier Lifestage Groups account for affluence and a combination of householder age and household composition and broken down into three Lifestage classes—Younger Years, Family Life, and Mature Years.

The Social Group Matrix below can be found within the SimplyAnalytics Data Documentation (found under Support > Data Documentation), within the *PRIZM Premier Segment Narratives 2023* link on page 18. The Lifestage Groups can be found on page 10.

URBAN

U1 URBAN UPTOWN
04 Young Digerati
07 Money & Brains
19 American Dreams
21 The Cosmopolitans

U2 MIDTOWN MIX
17 Urban Elders
31 Connected Bohemians
35 Urban Achievers
40 Aspiring A-Listers

U3 URBAN CORES
42 Multi-Culti Mosaic
43 City Roots
45 Urban Modern Mix
56 Multi-Culti Families
63 Low-Rise Living

SUBURBAN

S1 ELITE SUBURBS
01 Upper Crust
02 Networked Neighbors
03 Movers & Shakers

S2 THE AFFLUENTIALS
06 Winner's Circle
08 Gray Power
10 Executive Suites
12 Cruisin' to Retirement
13 Upward Bound
14 Kids & Cul-de-Sacs
16 Beltway Boomers

S3 MIDDLEBURBS
20 Empty Nests
25 Up-and-Comers
26 Home Sweet Home
30 Pools & Patios

S4 INNER SUBURBS
34 Young & Influential
36 Toolbelt Traditionalists
41 Domestic Duos
50 Metro Grads

SECOND CITY

C1 SECOND CITY SOCIETY
22 Middleburg Managers
33 Second City Startups
37 Bright Lights, Li'l City

C2 CITY CENTERS
47 Striving Selfies
48 Generation Web
49 American Classics
53 Lo-Tech Singles
54 Struggling Singles

C3 MICRO-CITY MIX
59 New Melting Pot
61 Second City Generations
64 Family Thrifts
66 New Beginnings
67 Park Bench Seniors

TOWN & RURAL

T1 LANDED GENTRY
05 Country Squires
09 Big Fish, Small Pond
11 Fast-Track Families
15 New Homesteaders

T2 COUNTRY COMFORT
18 Mayberry-ville
23 Township Travelers
24 Pickup Patriarchs
27 Big Sky Families
28 Country Casuals
29 White Picket Fences

T3 MIDDLE AMERICA
32 Traditional Times
38 Hometown Retired
39 Kid Country, USA
44 Country Strong
46 Heartlanders
51 Campers & Camo
52 Simple Pleasures

T4 RUSTIC LIVING
55 Red, White & Blue
57 Back Country Folks
58 Golden Ponds
60 Small-Town Collegiates
62 Crossroad Villagers
65 Young & Rustic
68 Bedrock America

HIGH DENSITY POPULATION CENTERS IN MAJOR METROPOLITAN AREAS

MODERATELY DENSE NEIGHBORHOODS BY THE URBAN OR SECOND CITY CORE

MODERATLY DENSE POPULATION CENTERS OF SMALLER CITIES AND LARGER TOWNS

SMALL TOWN AND RURAL AREAS, AS WELL AS LOW DENSITY SUBURBS ON THE EXURBAN FRINGE

Suppose a company wants to identify wealthy rural counties in the United States to market their products. The matrix above is sorted by urbanicity and income – **T1 Landed Gentry** is the target social group.

The goal now is to create a Ranking Report for the USA to find the counties with the highest concentrations of **T1 Landed Gentry** households.

1. Select New View towards the top-right of the screen then create a <u>**Ranking Table**</u>.

You will be presented with the **Edit View** page.

2. In the Edit View screen, click on or add USA.

3. Click on the Data button and navigate through these folders: *PRIZM Premier » Social Groups* to select, **% Households Social – Town & Rural: T1 Landed Gentry.** The image below details where to find the social groups.
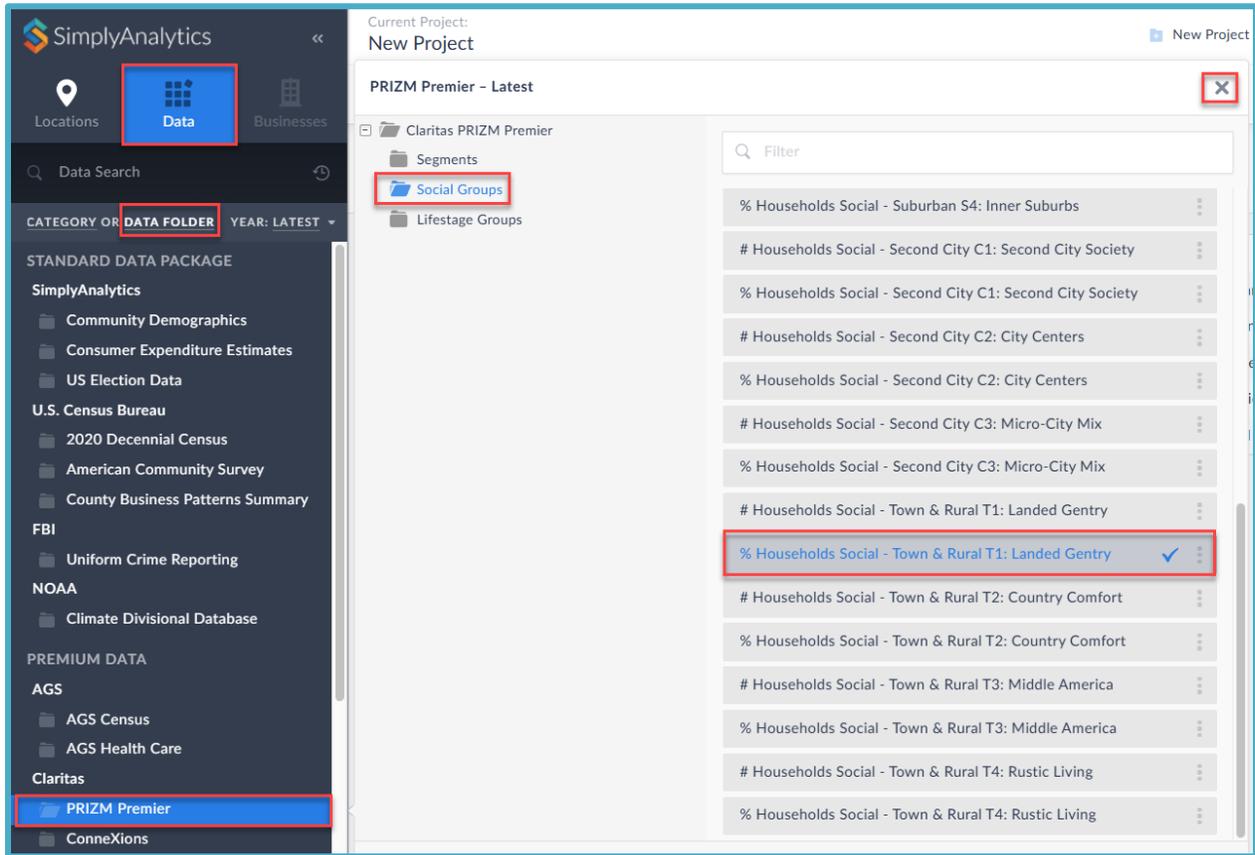
Click **Done** to generate the report.

4. Set the Ranking Report geography to counties towards the top of the report. See image for reference.
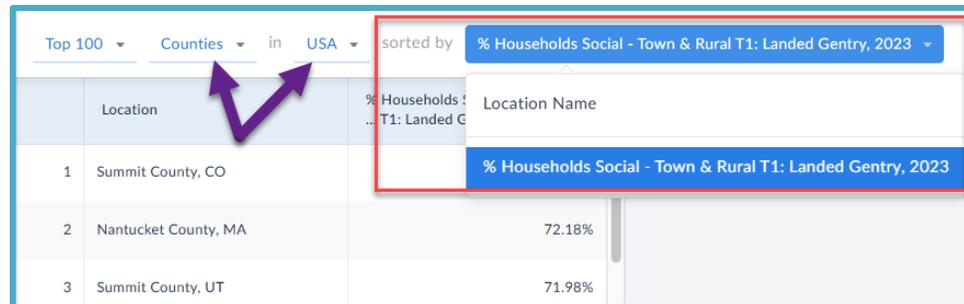
From here you can sort (at the top of the report) *Largest to Smallest* - **T1 Landed Gentry.**

Congratulations! You now understand the 2 primary ways companies and other entities leverage the PRIZM Premier dataset to make informed decisions.