SIMPLYMAP: USE NEILSEN PRIZM SEGMENTS TO FIND AND ANALYZE DEMOGRAPHIC INFORMATION

**Objective** – Using PRIZM Segments, find and analyze demographic information to support Human Services or Marketing decision-making about St. Paul, Minnesota.

**Background**

PRIZM Segments are available as Variables in SimplyMap. They may help you to find relevant demographic information efficiently because they represent aggregated data about U.S. households.

PRIZM is a classification system built on household demographic and geographic information from the U.S. census, Equifax and other reliable sources. Information from these sources has been aggregated, and each U.S. household assigned to one of 66 Segment classifications. Once a household is classified, it is categorized in ways that may be useful to marketing, criminal justice and social services professionals.

PRIZM categorizes each household in a Social Group and a Lifestage Group. Social Groups are assigned based on level of urbanization and affluence. Lifestage Groups are assigned based on affluence, age of the head of household, and presence or absence of children in the household.

Detailed information about PRIZM can be found by searching in the SimplyMap Help menu and following links provided there. You may find it useful to study them before proceeding. PRIZM Variables can be used as demonstrated below.

**Step 1** – Identify PRIZM Segments most relevant to the geographic area that interests you by creating a report. Open a new report by clicking at the top of SimplyMap’s home page.

**Step 2** – Open the Locations tab (left-hand side of the screen) and select the Location St. Paul, MN. Get there by making selections as shown below.
Step 3 – Open the Variables tab (left-hand side of the screen) and select Claritas PRIZM Variables in 2010 Geographies. Choose the % Variables to find the Social Group Segments in St. Paul.

As you hover over each variable, select the appropriate year (2014) in its Action Menu.

Step 4 – Close the Variables tab to see your initial report. Not surprisingly, Urban Households prevail.
Step 5 – To better understand St. Paul Urban Households, create a second report including only Urban Segments. Go back to Variables, Claritas PRIZM and select the % measure of each particular Segment in each Urban Social Group. Here Urban Uptown is being selected, but be sure to include them all for a full picture.

To understand more about a Segment, click on its Action menu and View Metadata about it.

After selecting the Segments, close the Variables tab to see your report. This report shows the PRIZM Social Group Segments in St. Paul in descending order of % representation. To sort a column, click on it.
Step 6 – To see the geographical distribution of Segments, map them. Click on New Map at the top of SimplyMap’s home page.

Go to Locations and select St. Paul, Minnesota. Find it by clicking on Recent. Then go to Variables and select a Variable to map. Click on Recent to choose Household Segment 54 to map the Segment with greatest representation in St. Paul based on the results in your report.

Step 7 – Close the Variables tab to see your map.
This map is organized by Block Groups (the smallest census unit mapped by SimplyMap), but you can change that using the Legend dropdown list.

**Step 8** – For more information, you may filter the map. Filter it, for example, by locations with a Household Median Income greater than $40,090 (the highest income within federal poverty guidelines for households with up to 8 members). First add the Household Median Income Variable to your Recent Variables List.

Open the Variables tab, click Search and enter “Household Median Income”. Locate the correct Variable, select a data year and then “Use this Variable” from its Action Menu.

Then use the pull-down Data Filters box at the top of the page and select Create New Filter.
Fill in the fields to create the filter. Find Household Inc., Median ($) in your Recent Variables list. Click Save.

Your map will adjust to show the filtered results. The map now shows Household Segment 54 by block groups, where median income is below the poverty line. Areas with higher median income are grayed out.

**Step 9** – You may find businesses located in the mapped area by searching for them by name, keyword, NAICS or SIC code as below. You can review NAICS codes by clicking View List. The NAICS code used below designates Used Merchandise Stores. A portion of the map produced by this search is below. Yellow dots indicate business locations. Clicking on one of the dots produces more information about the business, as shown below the map.
You also may create a report showing all businesses located on the map. Do that by clicking Actions, Make Report from Businesses at the top of the page, and a customizable report listing businesses, their addresses and other specific information will appear.
Step 10 – Modify your reports and map as needed by changing Variables, Filter and Locations. For example, try using PRIZM Lifestage instead of Social Groups. Export or share your work products using the Actions menu at the top right.