Simply Map Hands-On Exercises: Using PRIZM Segments in SimplyMap
Adapted from exercises provided by Geographic Research, Inc.

URL for Columbia College Access:

PRIZM from Nielsen Claritas defines every U.S. Household in terms of 66 demographic and behavior types or segments to help marketers discern those consumer’s likes, dislikes, lifestyles and purchase behaviors.

Definitions of the PRIZM segments can be found here:

Nielsen: MyBestSegments Website: www.claritas.com/MyBestSegments/Default.jsp

Exercise 1: Create a Report using PRIZM segments
Exercise 2: Create a Map with targeted business locations
Exercise 3: Create a Report with multiple variables for specific location

Exercise 1: How can I use SimplyMap to determine the top PRIZM segments in my neighborhood?

Step 1 - select New Tabular Report at the top of the SimplyMap window, and then choose Standard Report.

Step 2 - Choose your location: Open the Location Tab and select ZIP Code. For this example, we will use the ZIP code for Rogers Park: 60626. Click Use This Location. Close the Locations Tab.
**Step 3** - Add the PRIZM Segments to the Report: Open the Variables Tab and navigate to Claritas PRIZM. Hover the mouse over Segments and select *Use All Variables* from the Action Menu. Close the Variables Tab.

**Step 4** - Hover the mouse over the column header for the ZIP code. Select *Sort Descending* from the Action Menu.

The resulting table shows which PRIZM segments have the greatest representation in ZIP Code 60626.
**Step 5:** Add your Census Block Group to the report to compare the population of your block group with the ZIP Code:

- Open the Locations Tab and select *Block Group*.

- Enter your street address, city and state. The Block Group number will automatically populate beneath the ZIP Code field.

In this example we are using the following address:

1500 W. Farwell  
Chicago, IL 60626

- Click *Use This Location* and close the Locations Tab. The report will update with the Block Group.

There are lots of PRIZM Segments so it may take a moment for the report to update.
To view the information about any of the Segments, select *View Metadata* from the Action Menu that appears when hovering over the variable name in the table.

You can Export the data by selecting Download Table or Email Table from the Action Menu in the Upper right corner of the SimplyMap window.

**NOTE:** If you decide to email the report or Share the Tab in Moodle, you should add our Proxy prefix ([http://emils.lib.colum.edu/login?URL=](http://emils.lib.colum.edu/login?URL=)) to the URL before you send it via email or put it in your Moodle class. If you do not add the prefix, students will not be able to access the Map off-campus.

The complete URL to share via email or Moodle would look like this:

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Exercise 2: How can I create a map showing all of the supermarkets within a 5 mile radius of my house?

Step 1 - Select New Map at the top of the SimplyMap window.

Step 2 - Select a variable. Open the Variable Tab and select any Variable of your choosing. In this example, we will use the Median HH Income. Once you have selected a variable, click Use This Variable and close the Variable Tab. The map will update to show the entire USA.

Step 3 - Select a location. We will geocode the location of a specific address:

- Open the location tab and select Block Groups
- Enter your street address, city and state. The Block ID should appear beneath the ZIP Code field. For this example we are using 1500 W. Farwell, Chicago IL 60626
- Click Advanced Options and enter 5 miles into the empty field.
- Click Use This Location. Close the Location Tab. The map will update to the selected location and highlight all of the areas which fall within the 5 mile radius.
Step 4 - Create a point variable for Supermarkets:

• Open the Points Tab

• Under Add Criteria select Primary SIC Code. The Point SIC Selector window opens.

• Type Supermarket into the search field, hover the mouse over Supermarkets, and select USE from the Action Menu. The SIC selector will close and the SIC code will be added to the Point Tab.

• Click +Condition and add a name for the Point Variable. Then click Map These Points. Your map will look something like this:
The map displays with points showing the locations of all businesses with the SIC code for Supermarkets. If multiple points are clustered together, they will appear as one point with a number in it. To view exact locations of these clusters, zoom further in to the map.
Exercise 3: How can I create a report that shows a variety of variables for a specific location?

Step 1 - Select New Tabular Report at the top of the SimplyMap window and then choose Standard Report.

Step 2 - Choose your location. You can review recent locations or Type in your ZIP Code. In this example we will use ZIP Code 60626. Click Use This Location.

Step 3 - Select variables to add to the report. Open the Variables Tab and select any variable of your choosing. Here are some examples of how you can find them in the Variable Hierarchy:

Choosing a Single Variable: Navigate to Census Data > 2010 Geographies > People & Households > Households > # Households (HHs). Hover over the variable to bring up the Action Menu and select Use This Variable.

Variable Groups (Ethnicity): To add the entire group of variables associated with ethnicity, navigate to Census Data > 2010 Geographies > People & Households > Race & Ethnicity > Asian. Hover over this variable group name to bring up the Action Menu and select Use All Variables. You can do this for all ethnicities if desired. Once all of the variables have been added, close the Variables Tab by clicking the X icon. The report will update.
Tips:

- The Standard report can have multiple variables and multiple locations. To add more locations, open the Location Tab and enter new locations or select Locations to add to the report from the Recent or Favorites list. Try creating a report that includes your block group, ZIP code City, County and State.

- When adding multiple variables to a report, you do not need to close the Variables Tab after adding each variable. After selecting Use This Variable, you can immediately navigate to and use another variable. When you close the Variables Tab the report will update with all of the new variables you have selected.

- By default, Locations appear as columns and Variables are rows in the report. To switch this, select Transpose Table from the Display Options.