Simply Map Exercises: Create a Report Using PRIZM Segments
Adapted from exercises provided by Geographic Research, Inc.


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: http://en.wikipedia.org/wiki/Claritas_Prizm

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

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**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 Window.
**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 Window.

You will see the Table with the PRIZM Data broken down for this ZIP Code.

**Step 4** - You may want to sort the data in your report. 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.

If you would like to remove the USA column from your report, hover the mouse over the column heading, then select remove from Report.
Step 5: Add your own Census Census Tract to the report to compare the population of your block with the Rogers Park ZIP Code.

- Open the Locations Tab and select Census Tract

- Type in your street address, city and state. The Census Track will automatically populate beneath the ZIP Code field.

- Click Use this location and close the Locations Tab. The report will update with the Census Tract included. Sort the columns as you wish.

There are lot's of PRIZM Segments so it may take a moment for the report to update.

To view the information about any of the PRIZM 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 Report or Email Report from the Action Menu in the Upper right-hand corner of the SimplyMap window. You can choose which format you would like for your downloaded report.

You can also Share a link to the Report Tab that can be used in a Moodle Class. Click on Share to generate the tab URL.

**NOTE:** If you decide to email the tab link or put the tab link into your Moodle class, you must add the PROXY Prefix to the URL. If you do not add the prefix, students will not be able to access the report when they are off campus.

PROXY Prefix: http://emils.lib.colum.edu/login?url=

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