### Claritas 360 Decision Matrix

Use this to know what each report type measures:

<table>
<thead>
<tr>
<th></th>
<th>Behaviors</th>
<th>Demographics</th>
<th>Geography</th>
<th>Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Behaviors</strong></td>
<td>Profile Ranking Index</td>
<td>N/A</td>
<td>Market Potential</td>
<td>Target Segment Measure</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Profile Worksheet</td>
</tr>
<tr>
<td><strong>Demographics</strong></td>
<td>N/A</td>
<td>N/A</td>
<td>Consumer Concentration</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Geography</strong></td>
<td>Market Potential</td>
<td>Consumer Concentration</td>
<td>N/A</td>
<td>Target Concentration</td>
</tr>
<tr>
<td></td>
<td>Target Segment Measure</td>
<td>N/A</td>
<td>Target Concentration</td>
<td>Segment Distribution</td>
</tr>
<tr>
<td></td>
<td>Profile Worksheet</td>
<td>N/A</td>
<td></td>
<td>N/A</td>
</tr>
</tbody>
</table>

### Claritas Report Bread Crumb Trail

Where to find each report type:

- **Consumer Concentration**: Reports → Standard Reports → Demographic Reports → Consumer Concentration
- **Market Potential**: Reports → Segmentation Reports → Lifestyler Reports → Market Potential
- **Profile Ranking Index**: Reports → Segmentation Reports → Profiler Reports → Profile Ranking Index
- **Profile Worksheet**: Reports → Segmentation Reports → Profiler Reports → Profile Worksheet
- **Segment Distribution**: Reports → Segmentation Reports → Market Overview Reports → Segment Distribution
- **Target Concentration**: Reports → Segmentation Reports → Locator Reports → Target Concentration
- **Target Segment Measure**: Reports → Segmentation Reports → Lifestyler Reports → Target Segment Measure

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**Access to Claritas for COMM 322:**
[https://infoguides.rit.edu/comm322/claritas360](https://infoguides.rit.edu/comm322/claritas360)

*For more assistance contact Jennifer Freer*

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