

WORKPLACE PRIZM® PREMIER RELEASE NOTES FOR ENVISION5

DATA VINTAGE

2019

BASE LEVEL GEOGRAPHY

Block group

UPDATE FREQUENCY

Annually

VARIABLES

Segments 68

Social groups 14

Lifestage groups 11

To view the complete list of variables please visit:

environicsanalytics.com/en-us/variables

WHAT IT IS

Workplace PRIZM® Premier developed by Environics Analytics estimates the working population for each Claritas PRIZM® Premier segment at their place of work. PRIZM Premier is a segmentation system that classifies every U.S. household into one of 68 consumer segments based on household preferences for a broad range of products and behaviors. Workplace PRIZM Premier provides employment counts for the working population by PRIZM Premier segment, covering private sector workers, public sector workers, 9-to-5 workers, as well as swing shift and night shift workers.

It enables marketers to find new store locations and advertising strategies to reach PRIZM Premier target groups during working hours. For example, a successful retailer with suburban locations can expand to urban locations by using Workplace PRIZM Premier to understand where their best customers work.

WHAT'S NEW

This is the first version of Workplace PRIZM Premier Distributions produced by Environics Analytics. To get a more accurate distribution of the working population within a segment, we incorporated employment status variables from Claritas Household Demographic Profiles. By incorporating employment status into our methodology, we are able to improve the way we capture the working population.

We refined our methodology to use EmploymentProfiles employee counts as controls for Workplace PRIZM Premier Distributions. By using the estimated number of people who work in a given area as a benchmark, we can ensure the workplace employment counts in Workplace PRIZM Premier are consistent with the size of the working population.

To help you visualize the transition of your best customers from the household to their place of work, you can map Workplace PRIZM Premier segments, lifestage groups, social groups and target sets in ENVISION5 at the block group level. These maps display the dominant segments, lifestage groups, social groups and target sets, and should be used as a visual reference to help you find the candidate locations for new stores or offices.

ENVISION5 distribution reports and target group maps are the best tools to make location decisions. Distribution reports and target group maps display counts of working population and

percent penetration rates for target groups.

METHODOLOGY

Workplace PRIZM Premier is built by scaling the residence-based census tract-level PRIZM Premier distributions by the household demographic profile variables: full-time employed, part-time employed and self-employed. Once these scaled distributions are created we use the census commuting patterns database to proportionally allocate the distributions from their home location to their work locations. The proportion of PRIZM Premier segments at each corresponding workplace census tract are then applied to the block group-level total employee counts found in our EmploymentProfiles database.

HOW IT'S USED



To find new retail locations based on where PRIZM Premier target groups are present during working hours.



To create new target groups based on the working population segments of any trade area.



To develop advertising strategies to reach PRIZM Premier Target groups during working hours.

SAMPLE QUESTIONS IT CAN ANSWER

- Which Workplace PRIZM Premier segments are found within my trade area?
- Where do my PRIZM Premier target groups work?
- How are my customers different during working hours and on weekends?
- Where can I find trade areas with my best segments during working hours?